



## **CITY OF ORLAND STAFF REPORT**

### **MEETING DATE: January 30, 2024**

---

**TO:** EDC Chair and Commission Members

**FROM:** Pete Carr, City Manager

**SUBJECT:** **Local Events and Visitor Outreach (Discussion)**

---

#### **BACKGROUND:**

The Orland Economic Development Commission (EDC) in November 2023 and again in January 2024 explored the concept of the economic potential for local events to generate visitor traffic, business activity and sales tax revenue. Current local community events include:

- Avenue of Lights
- Craft Fair
- Queen Bee Festival (2019 and 2024)
- OktoBEEfest (2018, 2019)
- Old Fashioned 4<sup>th</sup> of July parade and park activities
- Chamber Downtown Christmas Preview, Tree Lighting, parade
- Orland Free Library and Arts Center special programs and events
- Friday Farmers Markets
- Honeybee Discovery Center honey tasting and other special programs
- First Friday open houses for the Art Center, Alta Schmidt Museum, and HDC
- Business special events like Treat Street, Shop & Hop, etc.
- OHB Hobby Day
- Glenn County Fair, Friends of the Fair dinner, and parade
- Fire Department Spaghetti Feed and dessert auction, Fireman's Ball
- Farm Bureau, FFA and 4H fundraiser dinners
- Orland High School and Orland Otters athletic events
- Car shows and 5k/10k races organized by various groups
- National Night Out (hosted by Orland Police VIPS)
- Orland Flag Society recognition on patriotic holidays

It is noted that many events previously held at the fairgrounds have been curtailed by closure of the grandstands. Also, Covid scuttled several programs and events, some of which are coming back.

Potential new events mentioned in previous EDC meetings include:

- Races (running, bicycle, fast cars...)
- Cultural / historical theme events
- Something that could grow in regional interest (i.e., Red Bluff round-up, Gilroy Garlic Festival, Woodland Honey Festival, Chico Farm Days, Oroville Salmon Festival, Corning Olive Festival...)

Commissioners expressed an interest in branding the City and in exploring opportunities to leverage the emerging Queen Bee Capital brand. Highlighting opportunities with Black Butte Lake also drew interest.

While it is acknowledged that chambers of commerce typically drive visitor outreach and reception activities, EDC commissioners mentioned interest in a printed and/or digital visitor guide to Orland, and an updated Orland map. These publications offer advertising opportunities for Orland Area Chamber members and other businesses. Restaurants, stores, Glenn Grows, Butte College Glenn Center and possibly freeway-oriented businesses could be distribution points; likewise, the HDC, Arts Center, Museum and library tend to already have visitor outreach and contact.

## **ANALYSIS**

The EDC seeks a sole-agenda meeting in which to expand its discussion of these topics, and to solicit input from the public. The special meeting January 30 is scheduled for this purpose.