Action Sports Capital of the World

City of Lake Elsinore
Dream Extreme

Action Sports Capital of the World

www.lake-elsinore.org
facebook.com/CityofLakeElsinore
@CtyLakeElsinore
“The City of Lake Elsinore will be the ultimate lake destination where all can live, work and play, build futures and fulfill dreams.”
Centrally located along I-15 corridor

- 68 Miles to San Diego
- 74 Miles to Los Angeles
- 60 Miles to Orange County
- 30 Miles to Riverside
Fastest Growing City in State

CENSUS: Looking for growth? Turn to southwest Riverside County

Among California cities with more than 50,000 residents, Lake Elsinore is No. 1 in growth; Menifee and Temecula also make the top 10

1970: 3,530
1980: 5,982
1990: 18,285
2000: 28,929
2010: 50,983
2014: 56,718
Residential Development

New Single Family Detached Homes

- 08/09: 44
- 09/10: 217
- 10/11: 223
- 11/12: 210
- 12/13: 660
- 13/14: 624
21,883 Units *Yet to Be Built* in Approved Specific Plans and Planned Areas
New Businesses
$5M Investment
Coming Soon

363,000+ SF.
Commercial &
Industrial Development
Pavement Management Program

• **Phase 1**: Slurry Seal 20 street miles

• **Phase 2**: Major Repairs

More than 25% of roadways will be repaired upon completion
Planning for the Future

Adopted
- General Plan
- Environment Impact Report
- Housing Element
- Climate Action Plan

Coming
- East Lake Specific Plan
- Facilities Master Plan
- Parks Master Plan

Over 15,000 AC undeveloped land
1,250 AC freeway frontage
Streamlining Services & Processes
• Revitalize La Laguna
• Revisit Shoreline Development Standards
• Explore new water treatment options
• Work with regional partners
Why Lake Elsinore

- Largest Natural Freshwater Lake in So Cal
- Committed City Council
- Unlimited Tourism Opportunities
- Exceptional Quality of Life
- Brine Line
- HUBZone
- Foreign Trade Zone
- No Utility Use Tax
- Low Sales/Lease Prices

“We're looking at top-notch areas we feel safe with, and this is one of them.”
Daniel Boyd, an executive with D.R. Horton’s Inland Empire division

“We have no reluctance in putting this significant investment in Lake Elsinore.”
Jack Brown, Stater Bros. CEO

“We recently moved from a small to a larger facility, and the City made it so easy for us.”
Josh Smith, a Director with JS Technologies/Suhr Guitars
Stay Informed

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And Dream Extreme!