

LAKE ELSINORE DEVELOPMENT OVERVIEW



ACTION SPORTS CAPITAL OF THE WORLD



CITY OF
LAKE LSINORE
DREAM EXTREME

ACTION SPORTS CAPITAL OF THE WORLD

www.lake-elsinore.org
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EXTREME COMMITMENT

“THE CITY OF LAKE ELSINORE WILL BE THE ULTIMATE LAKE DESTINATION WHERE ALL CAN LIVE, WORK AND PLAY, BUILD FUTURES AND FULFILL DREAMS.”

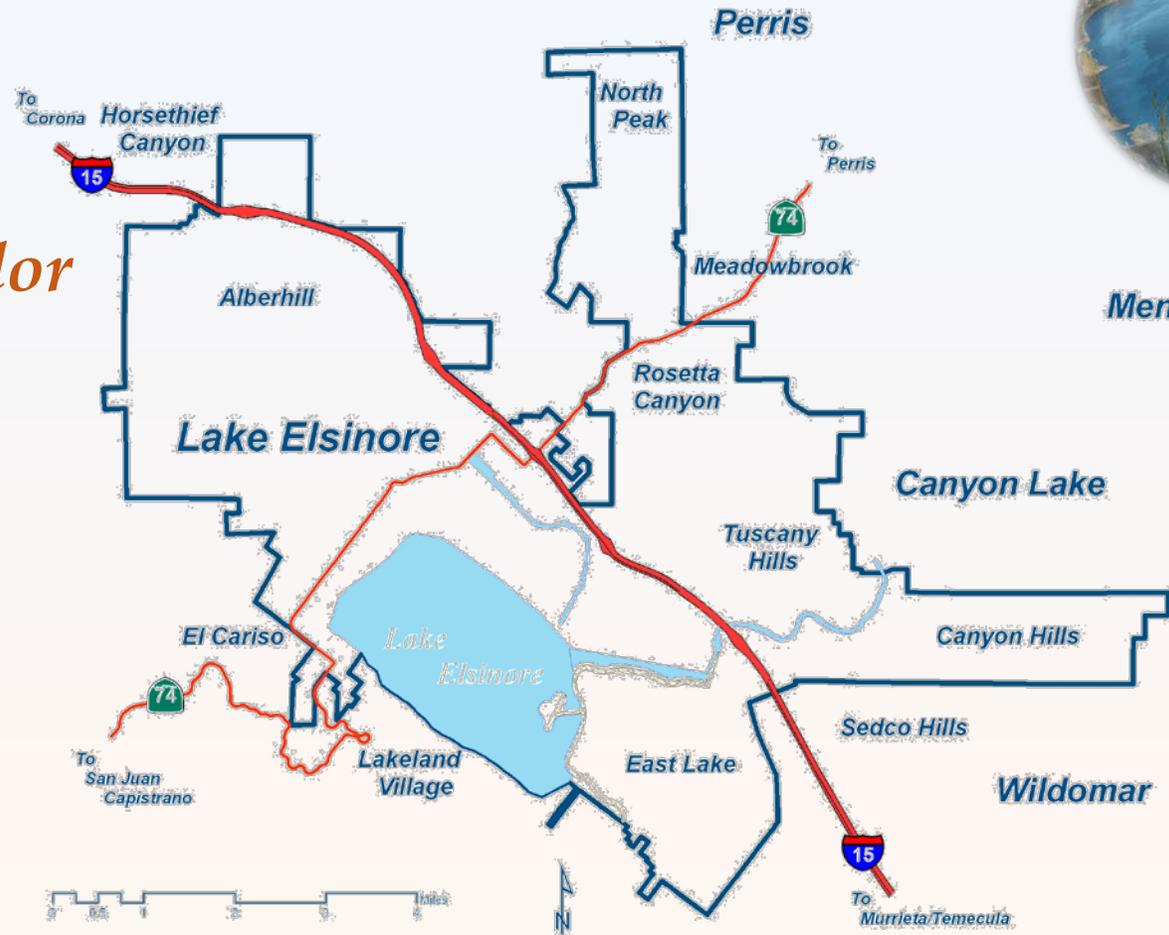


LOCATION, LOCATION, LOCATION



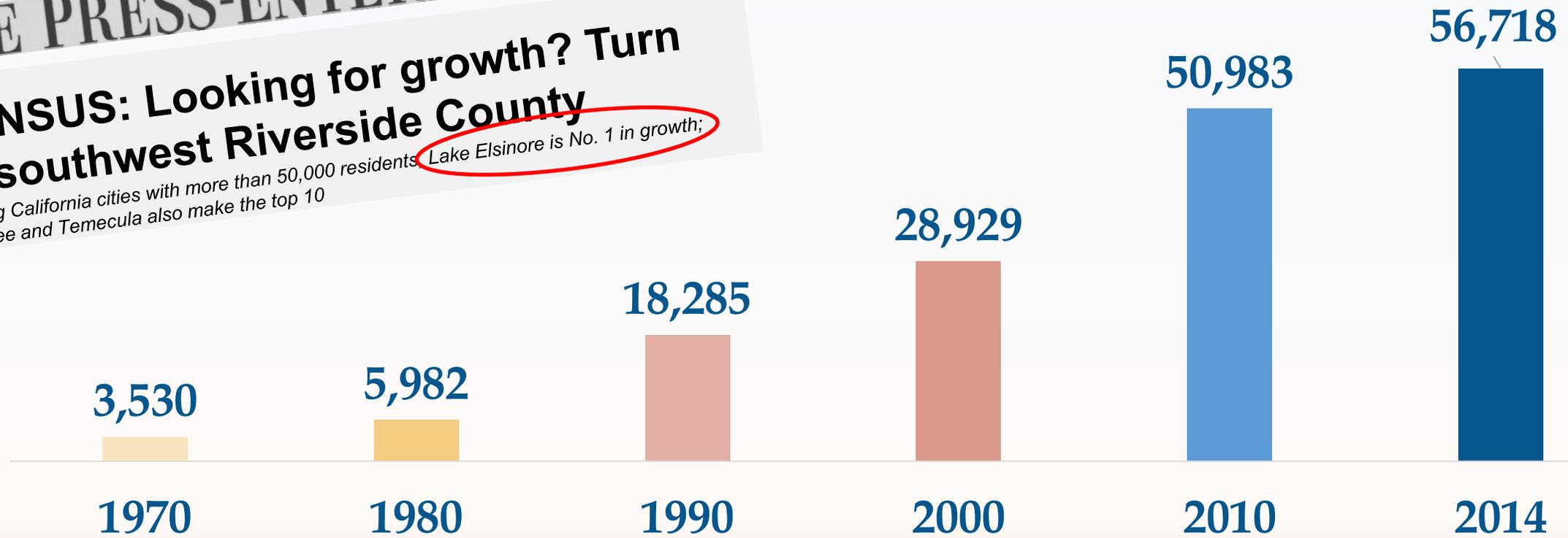
Centrally located along I-15 corridor

- **68 Miles to San Diego**
- **74 Miles to Los Angeles**
- **60 Miles to Orange County**
- **30 Miles to Riverside**



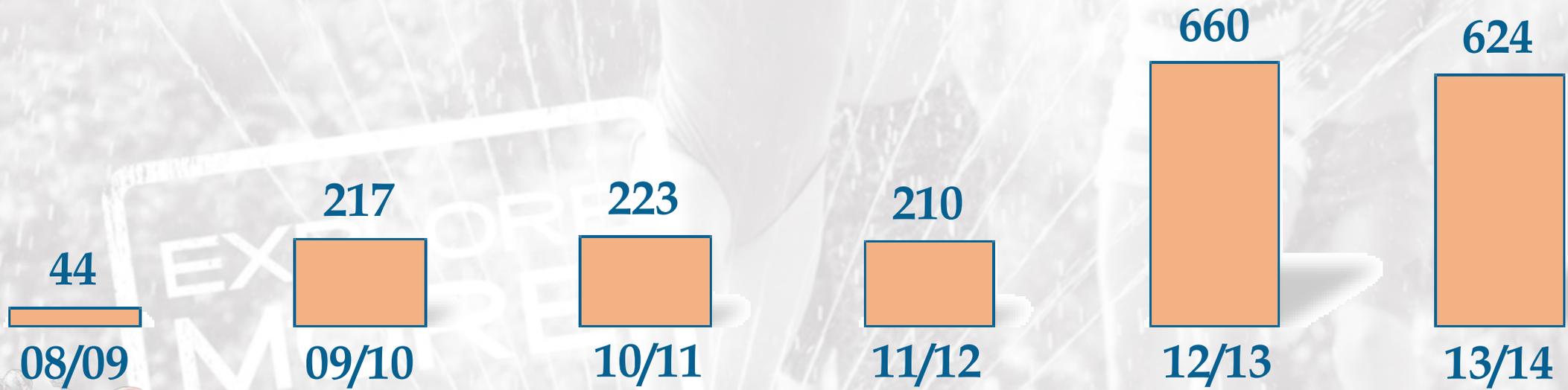
FASTEST GROWING CITY IN STATE

THE PRESS-ENTERPRISE PE.com
NEWS
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

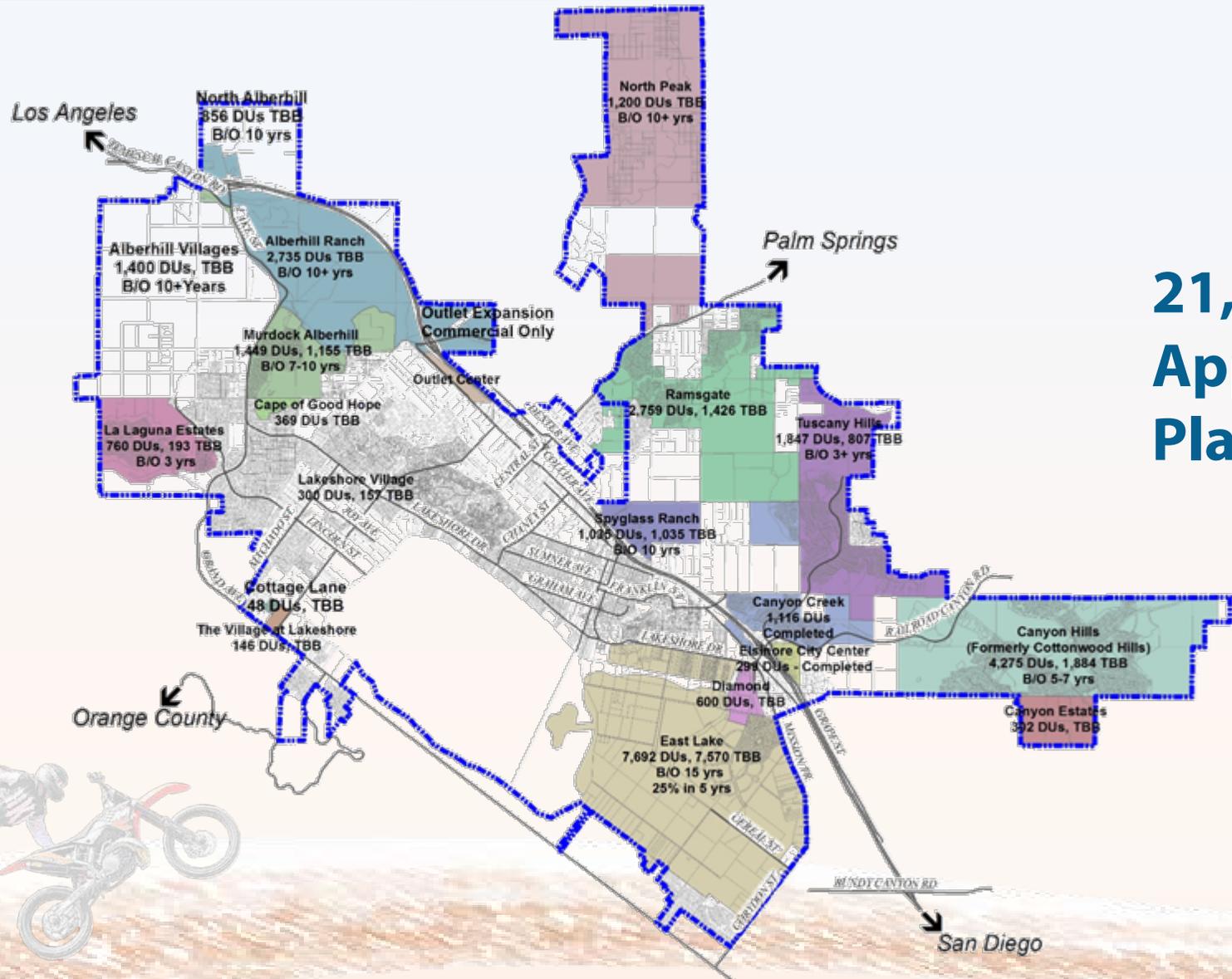


RESIDENTIAL DEVELOPMENT

New Single Family Detached Homes



FUTURE GROWTH



21,883 Units *Yet to Be Built* in Approved Specific Plans and Planned Areas



ECONOMIC RECOVERY

Sales
Taxes

2.8%

Property
Taxes

4.5%

Franchise
Fees

8.6%

Transient
Occupancy Tax

40%



NEW BUSINESSES



REINVESTMENT

\$5M Investment

OUTLETS
AT LAKE ELSINORE



COMING SOON



363,000+ SF.
Commercial &
Industrial Development



MAIN STREET REVITALIZATION



ROADWAY IMPROVEMENTS

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**

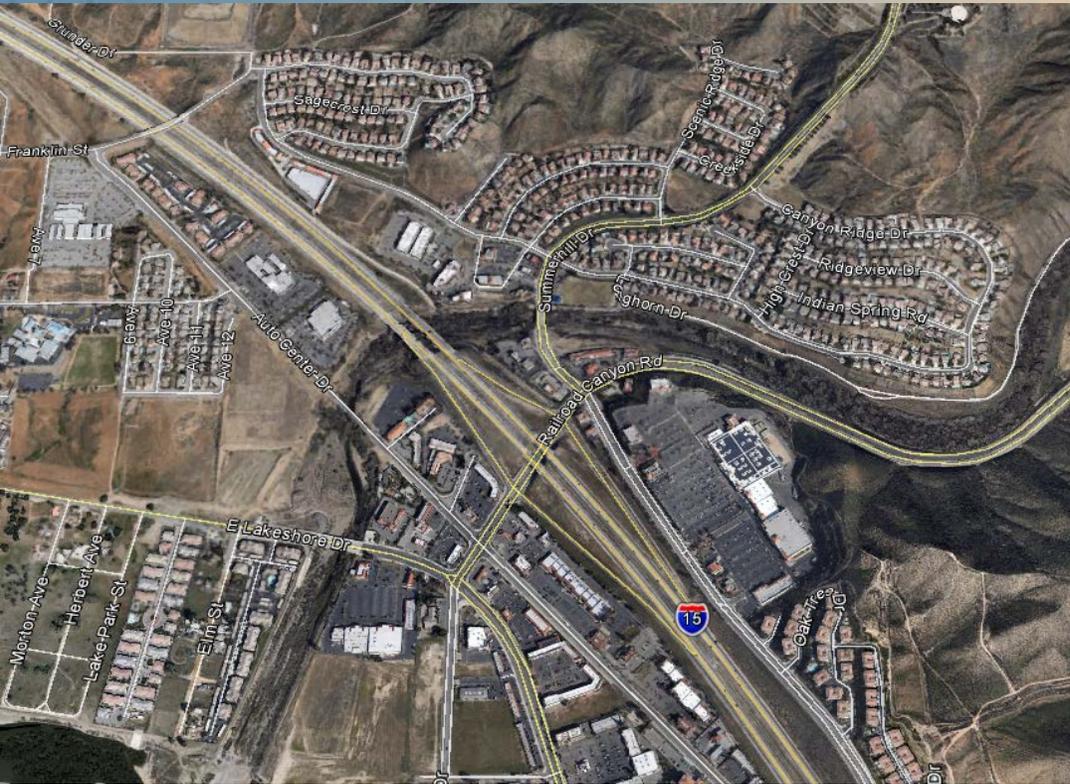
Coming

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

Over 15,000 AC undeveloped land
1,250 AC freeway frontage



INFRASTRUCTURE SOLUTIONS



STREAMLINING SERVICES & PROCESSES



CITY OF LAKE ELSINORE
DREAM EXTREME

Administrative Services - Licensing
130 South Main Street
Lake Elsinore, California 92530
PH (951) 674-3124 x213
FAX (951) 471-0052
www.lake-elsinore.org

BUSINESS LICENSE APPLICATION

Businesses located within the city limits must be approved by the Community Development Department

PLEASE TYPE OR PRINT

Business Name	Business Start Date
Corporate Name (if applicable)	<input type="checkbox"/> New Application <input type="checkbox"/> Location Change
Address	<input type="checkbox"/> Ownership Change <input type="checkbox"/> Home Occupation
City State Zip Code	Phone Number
MAILING ADDRESS IF DIFFERENT FROM ABOVE	E-mail
Address	Sellers Permit No.
City State Zip Code	Federal Tax ID
<input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Non-profit	STATE
<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Corp-Ltd Liability <input type="checkbox"/> Trust	State License No.
Business Description	Contractor

PERSONAL INFORMATION CONFIDENTIAL - Enter below names of Owners, Partners or Corporation Officers

Owner/Officer name	Title	Owner/Officer name	Title
Address	Address	Address	Address
City State Zip Code			

PLEASE ATTACH THE FOLLOWING:

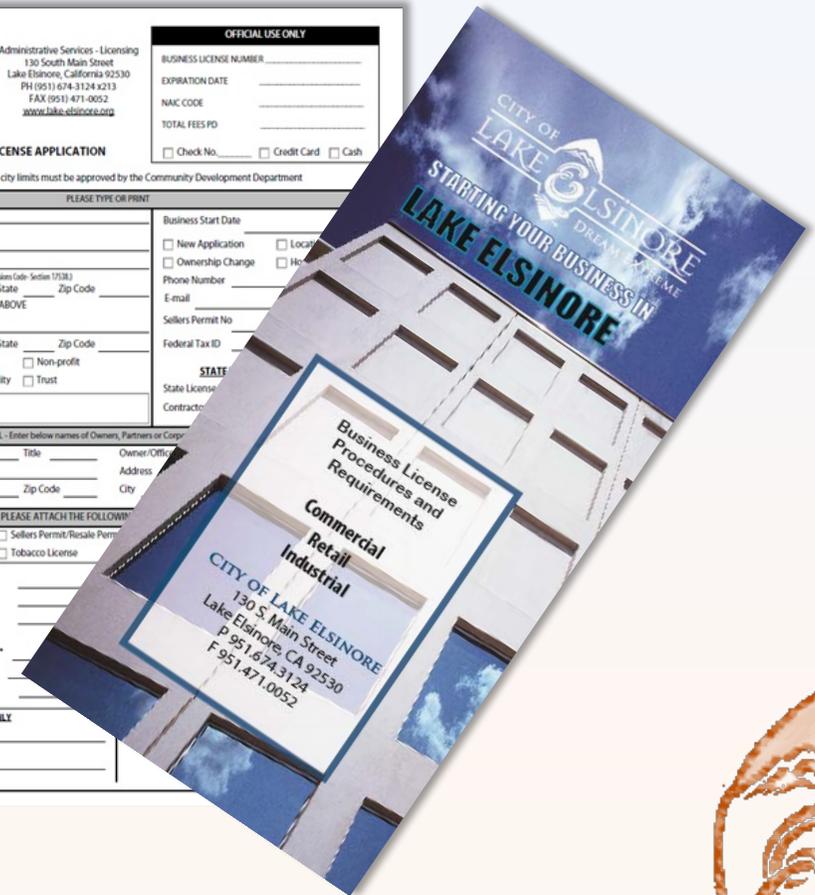
- Fictitious Name Statement
- Sellers Permit/Risale Permit
- Cosmetology License
- Tobacco License

Home Occupation Permit fee (per schedule) _____
Process fee (per schedule) _____
License fee (per schedule) _____
Add fee calculations if applicable

Number of Employees over 5 working within the city limits** _____
Number of Units over 3 _____
Total Due _____

OFFICIAL USE ONLY

Planning Approval _____
Business License Approval _____



THE LAKE



- **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 have no reluctance in putting this significant investment in Lake Elsinore."

Jack Brown, Stater Bros. CEO

"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 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



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city BY appTM
Lake Elsinore!

ALERTS, EVENTS, PLACES & MORE!

FREE

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App Store

ANDROID APP ON
Google play

AND DREAM EXTREME!

