

City of Lake Elsinore

Economic Development Update



City Council Meeting
August 9, 2016



Strategic Initiatives

Action Sports Capital of the World



- Public Safety
- Economic Development
- Recreation
- Transportation
- Image
- Education
- Service

“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...

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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





Snapshot

Action Sports Capital of the World

61,006 residents

Averaging 600 new homes annually

Creating 2,000 new residents each year

5-Mile Radius: \$1.09 Billion Retail Sold Annually

\$60,000+ Median HH Income

→ 3rd Fastest Growing City in
Riverside County
5th Fastest Growing in
California!





**CITY OF
LAKE ELSINORE**



Economic Improvement

Action Sports Capital of the World

Sales Taxes



9.2 %

Unemployment



to 6.3%

**Building
permits**



to **5,000** last year

Property Values



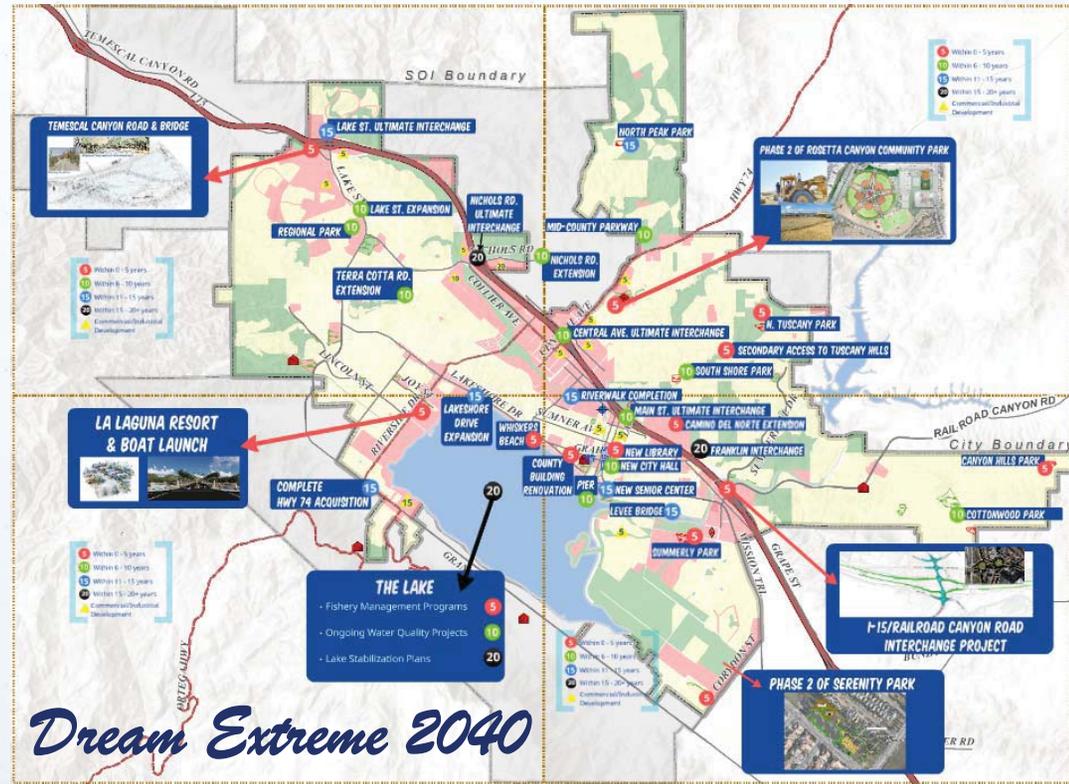
12.5 %

**Average
Household Income**



to **\$72,000**

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ED Strategic Plan

Action Sports Capital of the World



CITY OF
LAKE ELSINORE
DREAM EXTREME

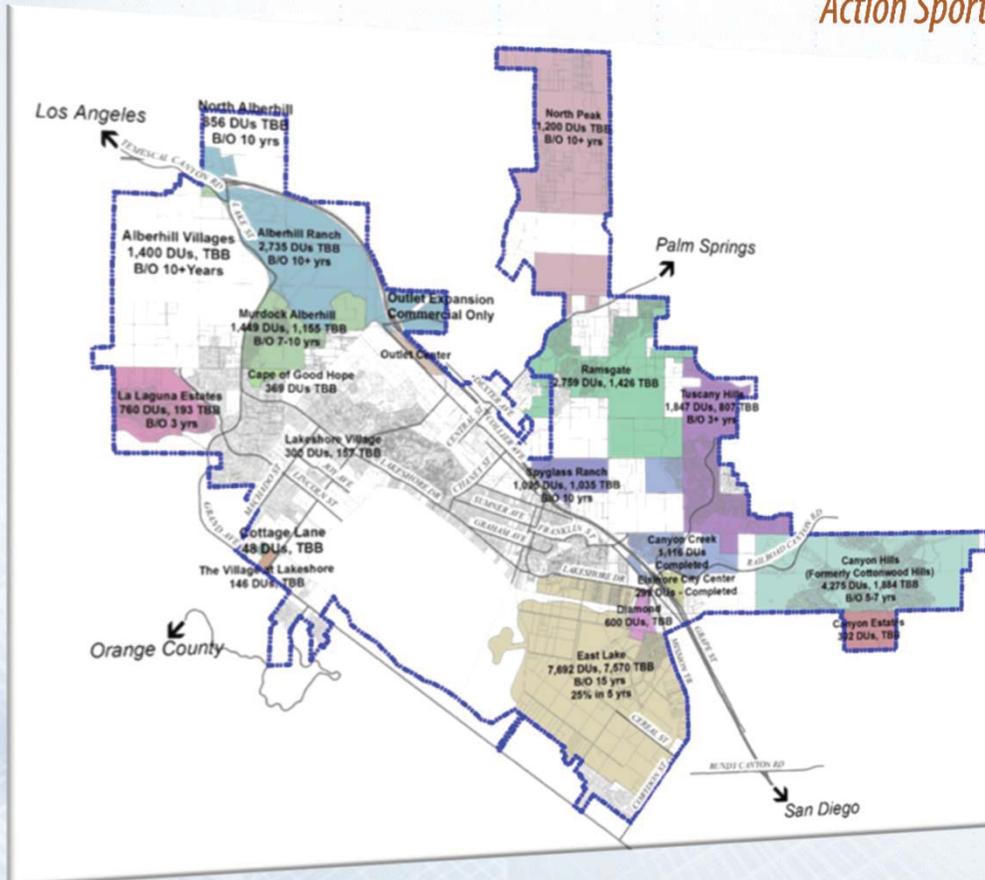
COMPREHENSIVE ECONOMIC
DEVELOPMENT STRATEGY

- January, 2016 work began on an Economic Development Strategic Plan
- Plan expected to be available in draft for review in August, 2016
- Plan participants have included over 100 business/community leaders and economic investors, stakeholders
- Plan will cover retail, commercial, industrial, residential, recreation/tourism and small business



Future Growth

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29,323 Units Yet to Be Built
in Approved Specific Plans
and Planned Areas

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



Streamlined Services

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CITY OF LAKE ELSINORE
DREAM EXTREME

HOME • ABOUT US • COMMUNITY LIFE • BUSINESS • CITY GOVERNMENT • DEPARTMENTS & SERVICES • I WANT TO...

PUBLIC OUTREACH MEETING

1-15/RAILROAD CANYON ROAD SOUTHBOUND DECELERATION LANE SAFETY IMPROVEMENT PROJECT

LAKE-ELSINORE.ORG

MONDAY, JUNE 22 6:30-8:00 PM

CULTURAL CENTER
183 N. MAIN STREET

Tue, Jun 16 4:48 AM Lake Level: 1208.85 ft

Agendas & Minutes
Economic Development
Lake Guide
Municipal Code
Public Safety
Visitors & Tourism

CITY EVENTS & NEWS

- Planning Commission Meeting 6/16/2015 6:00 PM
- Citizen Corps Council Meeting 6/17/2015 3:30 PM - 4:30 PM
- Public Safety Advisory Commission Meeting

IN THE SPOTLIGHT

RR Cyn Rd Interchange Project



CITY OF LAKE ELSINORE
DREAM EXTREME

Administrative Services - Licensing
130 South Main Street
Lake Elsinore, California 92530
PH (951) 674-3124 x313
FAX (951) 471-0052
www.lake-elsinore.org

BUSINESS LICENSE APPLICATION

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

PLEASE TYPE OR PRINT

Business Name _____ Business Start Date _____
 Corporate Name _____ New Application Location Change
 If assumed _____ Ownership Change Home Occupation
 Address _____ Phone Number _____
 City _____ State _____ Zip Code _____ E-mail _____
 Mailing Address if Different from Above _____
 Address _____ City _____ State _____ Zip Code _____ Federal Tax ID _____
 Corporation Partnership Non-profit
 Sole Proprietor Corp-Ltd Liability Trust
 Business Description _____ State License No. _____
 Contractor Type _____

PERSONAL INFORMATION (CONFIDENTIAL - Enter below names of Owners, Partners or Corporate Officers (select all that apply))

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

PLEASE ATTACH THE FOLLOWING IF APPLICABLE

Fictitious Name Statement Sellers Permit/Resale Permit Home Occupation Permit (per schedule) Cosmetology License Tobacco License

Home Occupation Permit (per schedule) _____
 Business Description (per schedule) _____
 Contractor License (per schedule) _____
 State License No. _____
 Contractor Type _____

OFFICIAL USE ONLY

OFFICIAL USE ONLY

BUSINESS LICENSE NUMBER _____
 EXPIRATION DATE _____
 NAIC CODE _____
 TOTAL FEES PD _____
 Check No. Credit Card Cash

CITY OF LAKE ELSINORE
DREAM EXTREME

STARTING YOUR BUSINESS IN LAKE ELSINORE

Business License Procedures and Requirements

Commercial
Retail
Industrial

CITY OF LAKE ELSINORE
130 S. Main Street
Lake Elsinore, CA 92530
P 951-674-3124
F 951-471-0052



Residential Projects

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1,069 Residential Dwelling Units Currently in Process



Canyon Hills

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82 *Multi-Family Homes*

Meadowridge II



SENTERRA

74 *Single Family Homes*

Westridge



456 *Single Family Homes*



Summerly

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Sunrise Springs

72 *Single Family Homes*

Claiborne and Sea Country

117 *Single Family Homes*



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The Terraces at Alberhill Ranch



43 *Single Family Homes*

Trieste at Rosetta Canyon



75 *Single Family Homes*

Lakeshore Pointe



150 *Apartments*

Recently Approved Specific Plans

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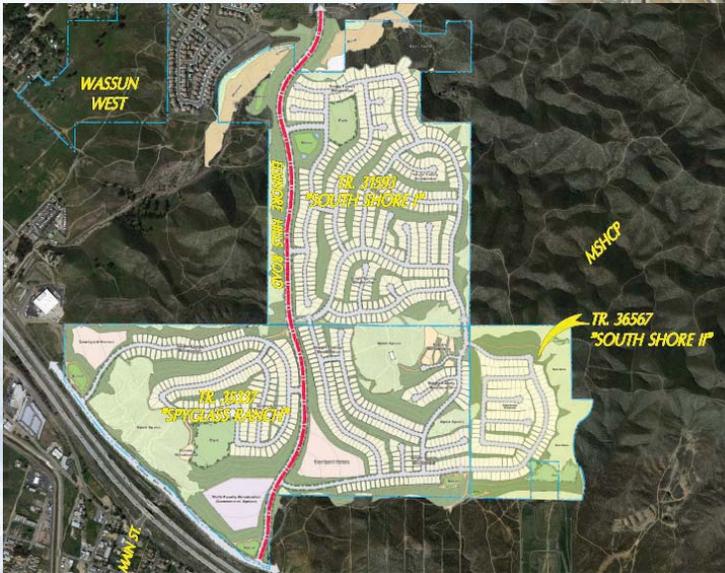
Southshore I & II
Spyglass Ranch



Terracina

452 Single Family Homes

1,600 Single Family Homes





Commercial Projects

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1 Million+ Sq. Ft. in the Planning Process



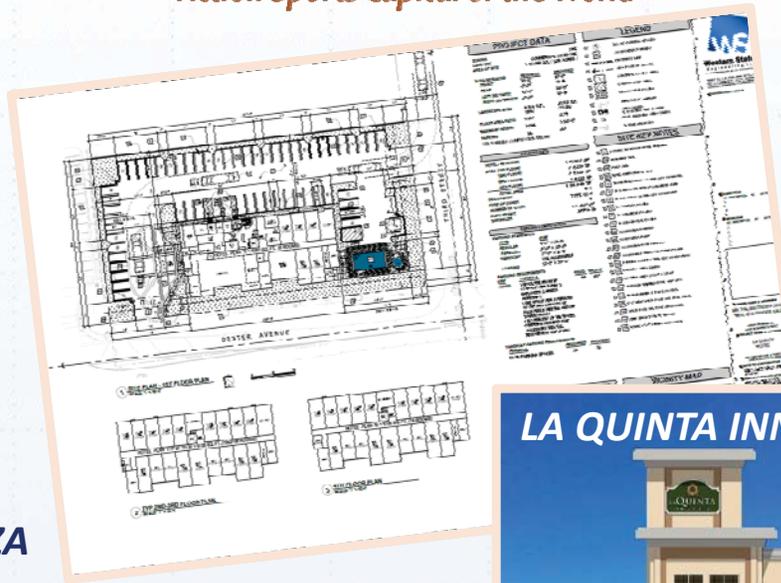
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CENTRAL PLAZA



LA QUINTA INN & SUITES



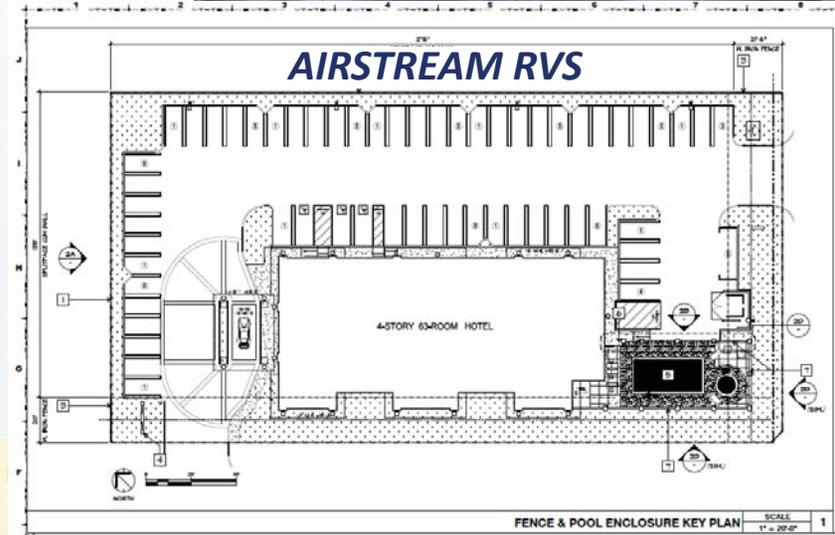


SUPER WALMART

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GOLDEN CORRAL RESTAURANT



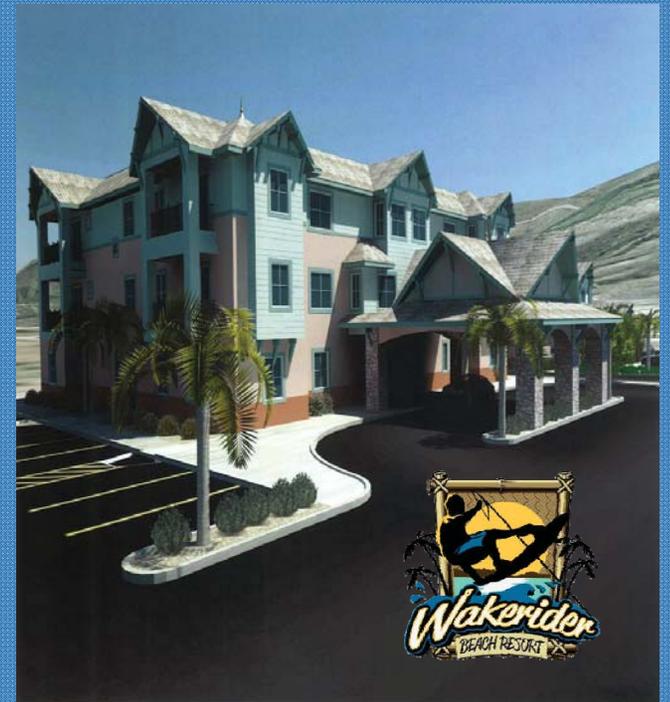


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LAKESHORE TOWN CENTER



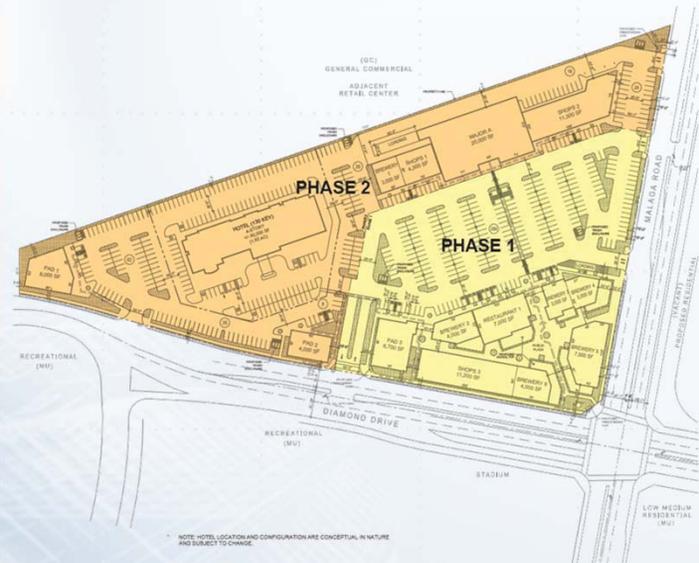
WAKERIDER BEACH RESORT





Artisan Alley

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Industrial Projects

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445,000+ Sq. Ft. in the Planning Process



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152,500 SF

Pasadena Industrial Park



13,000 SF

Ness Industrial Garage



Fairway Industrial Park

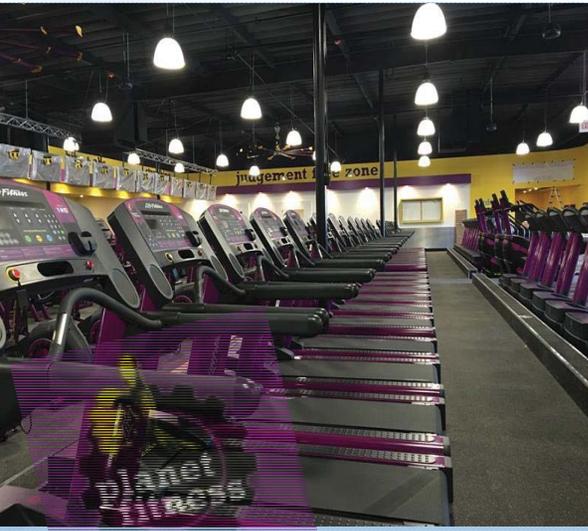


280,000 SF



New Businesses

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DICKEY'S
BARBECUE PIT

SUBS N' CUP
SUBS • BURGERS • SNOWBALLS
951.678.0123



SLEEP TRAIN



ICSC RECON

Action Sports Capital of the World

ICSC RECON

LEASING MALL

MONDAY | 8:00 AM – 5:00 PM
TUESDAY | 8:00 AM – 5:00 PM
WEDNESDAY | 8:00 AM – 2:00 PM

RETAIL CENTRAL
P3 PAVILION

The sign features a colorful bar chart at the bottom with bars in shades of orange, yellow, blue, and purple.



- Over 40,000 attendees
- 36 appointments attended
- Walked over 100 miles



Reinvestment



\$76.4 Million CIP BUDGET



City Projects

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58 Active Projects



Focus on Sports Tourism

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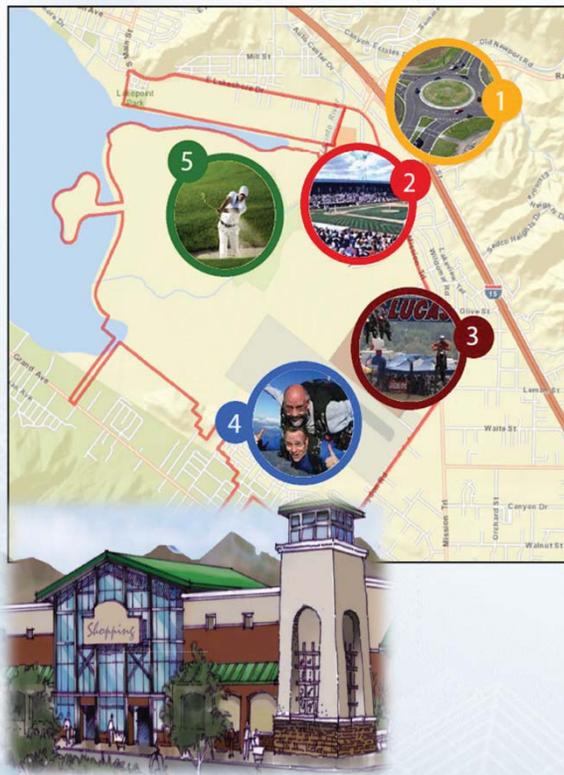
ACTION SPORTS CAPITAL OF THE WORLD

**EXTREME RECREATION ♦ EXTREME BUSINESS OPPORTUNITIES
EXTREME LIFESTYLES ♦ EXTREME SPORTS ♦ EXTREME SHOPPING**



East Lake/Diamond SPs

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- 1 **City Projects**
Efforts currently underway include improvements to the Railroad Canyon/Diamond Dr. interchange comprising of a proposed roundabout and traditional reconfigurations, as well as an updated East Lake Specific Plan and EIR.
- 2 **Diamond Stadium**
Home of the Storm, San Diego Padre affiliates.
- 3 **Lake Elsinore Motorsports Park**
Catch the Lucas Oil Off-Road Racing Series and more at this premier track.
- 4 **Sky Dive Elsinore**
Southern California's premier skydiving center.
- 5 **The Links at Summerly**
Home to the region's only Links style championship golf course.

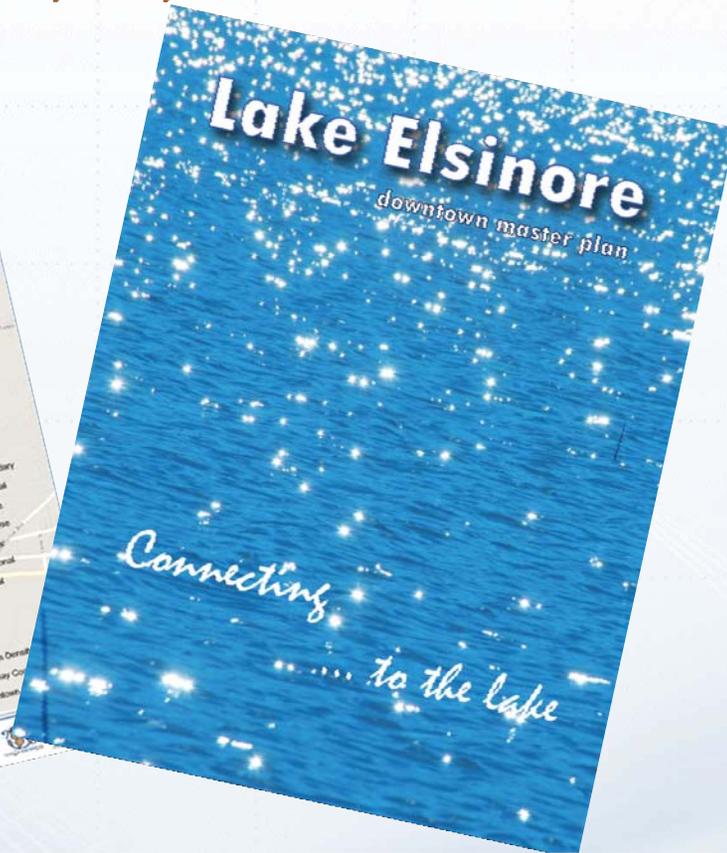
- Critical economic development areas of interest
- Diamond Specific Plan amended in May 2015
- East lake Specific Plan amendments underway
- Proposed Uses:
 - Multi-venue/multi-track racing and manufacturing facilities
 - Major multi-field tournament sports complexes and retail venues
 - Resorts, marinas, and sports and entertainment destinations



Downtown Master Plan



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Focused on the Lake

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Fred Hall Shows

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Some interesting facts about the conference attendees:

- 36% make over \$100,000 annually
- 30% make over \$150,000 annually
- More than 40% own their own boat
- More than 90% enjoy fishing
- Almost 80% camp



CITY OF
LAKE ELSINORE



La Laguna Resort

Action Sports Capital of the World





Stay Connected with LE

Action Sports Capital of the World

Facebook - Lake Elsinore City Hall

www.facebook.com/CityofLakeElsinore

Facebook - Community Services

www.facebook.com/LEExtremeRecreation

Facebook – Healthy LE

www.facebook.com/HealthyLE

Twitter - [@ctlakeelsinore](https://twitter.com/ctlakeelsinore)

YouTube Channel - City of Lake Elsinore

Website - www.Lake-Elsinore.org

Follow Us Online!





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