



February 20, 2020

Dear Valued Business Owner,

Thank you for choosing to invest and conduct business in the beautiful City of Lake Elsinore. You and your business are a critical part of our economy and community.

As a local business owner, you are likely aware of growing concerns regarding homelessness across the state. The City of Lake Elsinore has increasingly taken a proactive approach to address homelessness by enforcing a zero-tolerance policy to discourage any and all crime while emphasizing the need for responsible compassion by urging citizens to give up a hand up, not a handout.

Despite these efforts, we know homelessness can greatly impact your business. Crimes that involve burglary, robbery, vandalism, shoplifting, employee theft, and fraud can be expensive and difficult to recuperate for local businesses. Crime can be particularly devastating to small businesses who can lose both customers and employees.

To help, the City has created this Business Toolkit to provide you with the tools and information you need to assist you in combatting homelessness issues such as panhandling, trespassing, littering and loitering in and around your business. The enclosed toolkit includes recommended programs and/or steps local businesses can take to reduce crime and create a safer community for all including resource materials, Crime Free Business Program opportunities, a Safe Business Checklist and a Trespass Authority 602 Letter for your completion.

We believe to successfully address homelessness in Lake Elsinore we need the support of our entire community, particularly our businesses. If we all work together, we can maximize our resources to better protect the City while still providing support and services to those in need. We encourage you to take an active role by investing time and money in protecting your business and deterring crime.

Lake Elsinore's Homeless Street Outreach Team is a partnership between the City of Lake Elsinore, the Lake Elsinore Sheriff Station and our non-profit partner, Social Work Action Group (SWAG). Addressing the homeless issue in our communities takes a *village* approach and we hope you will join us in making a difference in our community and in the lives of those in need.

More information about ways to protect your business and a digital version of this toolkit are available at [www.lake-elsinore.org/businesscrimeprevention](http://www.lake-elsinore.org/businesscrimeprevention). If you would like to discuss this toolkit or other ways the City can assist you, please contact Nicole Dailey, Assistant to the City Manager, at [ndailey@lake-elsinore.org](mailto:ndailey@lake-elsinore.org) or (951) 674-3124 ext. 314.

Sincerely,

A handwritten signature in blue ink that reads 'B. Tisdale'.

Brian Tisdale  
Mayor