

**CITY OF LAKE ELSINORE**

**DREAM EXTREME VISION 2040**

**THE PLAN**



OUR VISION

*The City of Lake Elsinore will be the ultimate destination where all can live, work, and play, build futures and fulfill dreams.*

CITY OF LAKE ELSINORE

DREAM **X**TREME VISION 2040

# WHAT IS IT?

## DREAM EXTREME 2040 PLAN

The City's FIRST long-term strategic plan to assist the City in its pursuit of achieving its vision.

A living document that will change regularly and serve as the framework to guide all decision making over the next 20 years.



# CREATING A PLAN

**FEBRUARY 2013**

City Council Held Visioning Session and Established our Vision and Key Initiatives.

**2016**

Community Visioning Sessions Hosted, Conducted First Community Satisfaction Survey

**MARCH 2018**

Agreement Awarded to Gensler to Develop 2040 Plan



# RESEARCH & WORKSHOPS



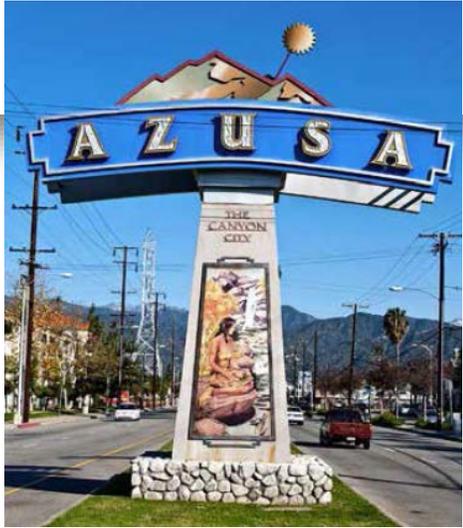
Describe Lake Elsinore's future in one word:



**Inspired**  
**Nurturing**  
**Diversity**  
**Sustainable**  
**Limitless**  
**Natural-Setting**  
**Comforting**  
**Tradition**  
**Engaging**  
**Safe**  
**Potential**  
**Personable**  
**Different**  
**Not-Flat**

# CASE STUDIES & TRENDS

 <p><b>TOURISM INVESTMENT</b> Columbus, GA</p>	 <p><b>PLACE-BASED REVITALIZATION</b> Asheville, NC</p>	 <p><b>HIGH-QUALITY NEIGHBORHOODS</b> Plano, TX</p>	 <p><b>BUSINESS-DRIVEN REDEVELOPMENT</b> Ogden, UT</p>
PLACEMAKING	PLACEMAKING	PLACEMAKING	PLACEMAKING
PUBLIC INFRA. INVESTMENT	TALENT RECRUITMENT	BUSINESS RECRUITMENT	BUSINESS RECRUITMENT
MARKETING	MARKETING	PUBLIC INFRA. INVESTMENT	PUBLIC INFRA. INVESTMENT
TOURISM ANCHOR	INSTITUTIONAL ANCHOR		



A series of public-private investments and citizen-led initiatives brought critical amenities downtown that attracted new residents, other businesses, and, eventually, tourists.



## TREND SCALES

 <p><b>HUMAN</b></p> <ul style="list-style-type: none"> <li>• Aging Population</li> <li>• Health &amp; Wellness</li> <li>• Search for Purpose</li> <li>• New Media Landscape</li> </ul>	 <p><b>HOUSEHOLD</b></p> <ul style="list-style-type: none"> <li>• ↓ Household Size</li> <li>• ↑ Appetite for Multifamily Development</li> <li>• Housing Shortages</li> </ul>	 <p><b>COMMUNITY</b></p> <ul style="list-style-type: none"> <li>• Mixing of Uses</li> <li>• Privatization of Public Goods</li> <li>• Sharing Economy</li> <li>• Community-Led Development</li> <li>• Decline of Big Box Retail</li> </ul>	 <p><b>CITY</b></p> <ul style="list-style-type: none"> <li>• Rise of Secondary Cities (*Migrating populations in Inland Empire – being driven out of bigger cities)</li> <li>• Internet of Things (IOT) &amp; Big Data</li> </ul>	 <p><b>GLOBAL</b></p> <ul style="list-style-type: none"> <li>• Environment</li> <li>• Resiliency</li> <li>• Global Connectivity</li> </ul>
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# COMMUNITY ENGAGEMENT

## A DAY DOWNTOWN



## WINTERFEST



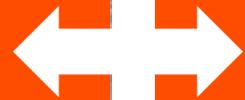
# 2040 PLAN FRAMEWORK



# OUR ANCHORS



The Lake



Downtown



Action &  
Adventure



# THE LAKE



Protecting, enhancing, and celebrating the Lake is critical to Lake Elsinore's City and community health.

# DOWNTOWN

Enhancing the quality of the Downtown experience and building its strong sense of place will shape the City's identity as a unique place to live, work, and play.



# ACTION & ADVENTURE



Lake Elsinore's programs, facilities, and natural environment will define the City as a destination for action and adventure for both visitors and residents.

# OUR ASPIRATIONS



**ASPIRATION 1**

**Be the destination for the action sports industry** in Southern California.



**ASPIRATION 3**

**Foster our natural resources** - the Lake and our surroundings are the heart of our healthy community.



**ASPIRATION 2**

**Grow a vibrant and active City** where our residents thrive.



**ASPIRATION 4**

**Dream Extreme in our City governance**, seeking innovative, inclusive, and enduring solutions.

# STRATEGIES

## Our Strategies

Strategies are mini road-maps that will help Lake Elsinore reach its aspirations. Each strategy comprises multiple recommended actions that the City may pursue.

Strategies are identified through a letter and number at the top left corner. They contain actions intended to support their associated aspiration.

### ANATOMY OF A STRATEGY

<b>1.B</b>	<b>Broaden Lake Elsinore's appeal as a tourist destination.</b>
<b>ANCHORS</b>	<b>ACTIONS</b>
 TO LIVE	<b>Expand regional marketing strategy.</b> Embrace and maximize collaboration with neighboring communities to develop a multi-jurisdictional marketing strategy attracting regional and out-of-state visitors. Identify and proactively promote the City's unique offerings and value propositions in the region.
 TO VISIT	<b>Support visitors through the expansion of hospitality services.</b> Create a comprehensive plan for local hospitality and entertainment venues to inspire a great, memorable visitor experience. Work with private property owners, developers and investors to develop unique hotels, restaurants, and entertainment uses. Focus on attracting high-quality hospitality amenities near other activities including Dovecote, Lakeside Drive, the Outlets at Lake Elsinore and Diamond Stadium. Include desired facilities such as showers and/or restrooms for outdoor attractions in public areas.
 TO THRIVE	

Related anchors are shown in the left column. The strategy is intended to directly support these anchors. All strategies will relate to at least one of the three anchors.

Actions are recommended tactics that can help Lake Elsinore achieve its aspirations. The order of actions is not intended to suggest a particular order of pursuit. The City will identify actions opportunistically and as resources allow.





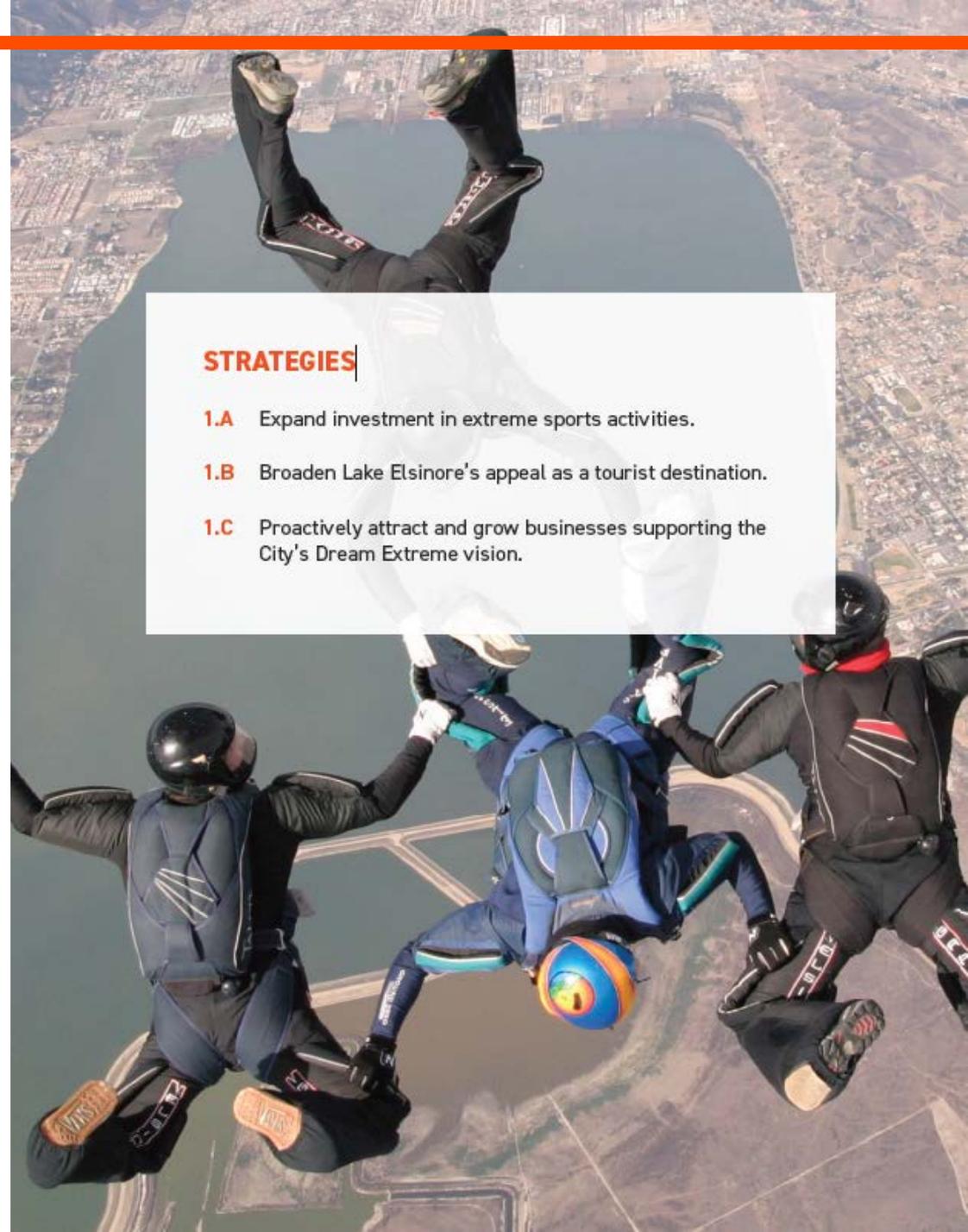
## ASPIRATION 1

# Be the destination for the action sports industry in Southern California.

Lake Elsinore will be a world-class city known as the destination for extreme sports and outdoor activities in Southern California – the Action Sports Capital of the World.

### STRATEGIES

- 1.A Expand investment in extreme sports activities.
- 1.B Broaden Lake Elsinore's appeal as a tourist destination.
- 1.C Proactively attract and grow businesses supporting the City's Dream Extreme vision.





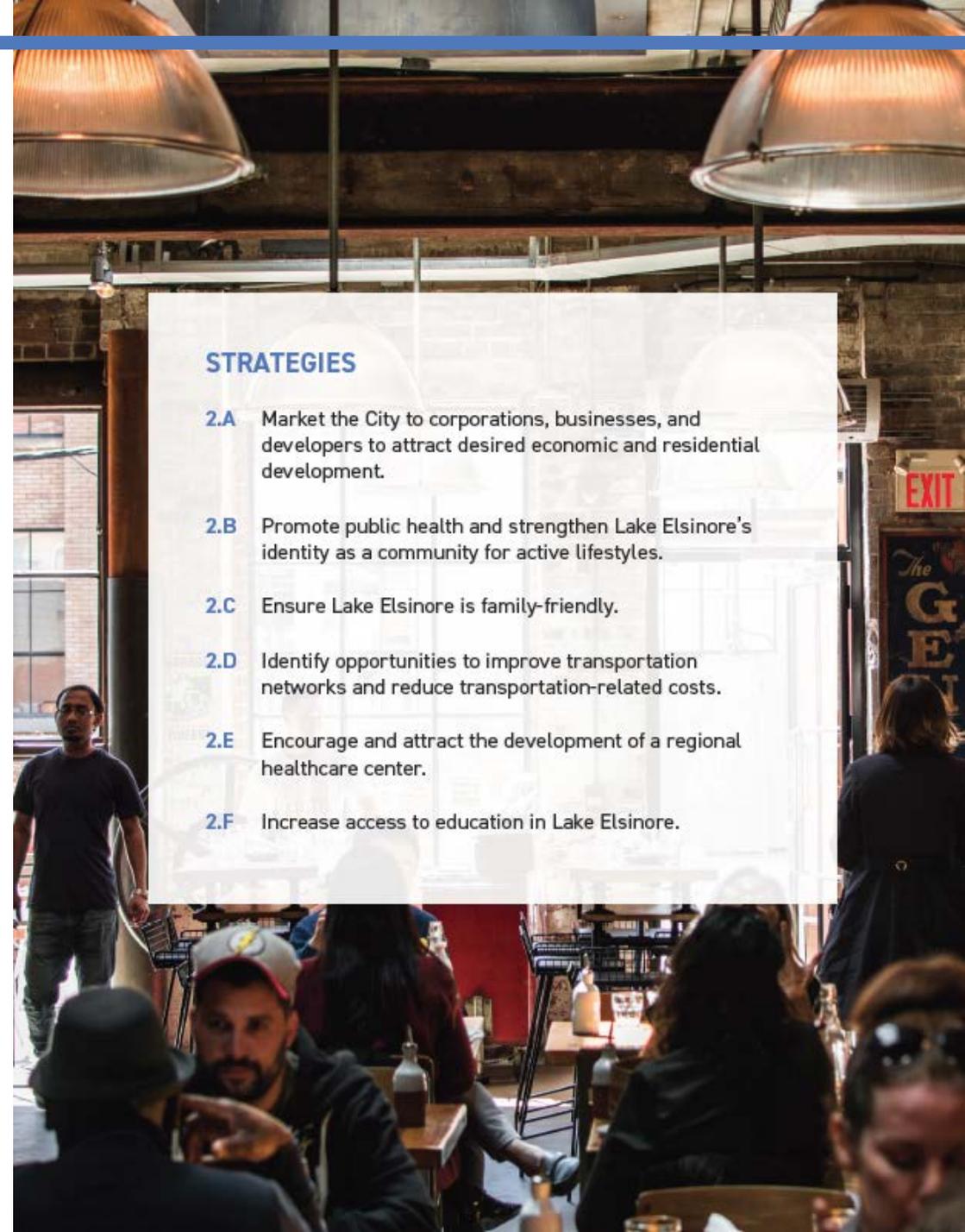
## ASPIRATION 2

# Grow a vibrant and active City where our residents thrive.

Lake Elsinore will be known for its high quality of life, attracting new residents who value diverse housing options, outstanding educational opportunities, and high standards of public safety and resilience. A wide range of people—from young families to active retirees—will choose Lake Elsinore as the ideal place to live an active lifestyle and Dream Extreme.

### STRATEGIES

- 2.A** Market the City to corporations, businesses, and developers to attract desired economic and residential development.
- 2.B** Promote public health and strengthen Lake Elsinore's identity as a community for active lifestyles.
- 2.C** Ensure Lake Elsinore is family-friendly.
- 2.D** Identify opportunities to improve transportation networks and reduce transportation-related costs.
- 2.E** Encourage and attract the development of a regional healthcare center.
- 2.F** Increase access to education in Lake Elsinore.





### ASPIRATION 3

# Foster our natural resources – the Lake and our surroundings are the heart of our community.

Lake Elsinore will be a leading example of active urban living. Innovative land management and urban development will integrate natural assets, active living amenities, and the built environment.

#### STRATEGIES

- 3.A Continue efforts to beautify and activate the waterfront, diversifying and growing Lake Elsinore's economy.
- 3.B Increase connections to nature.
- 3.C Plan for resilience and sustainability.
- 3.D Improve water management efforts at the Lake.





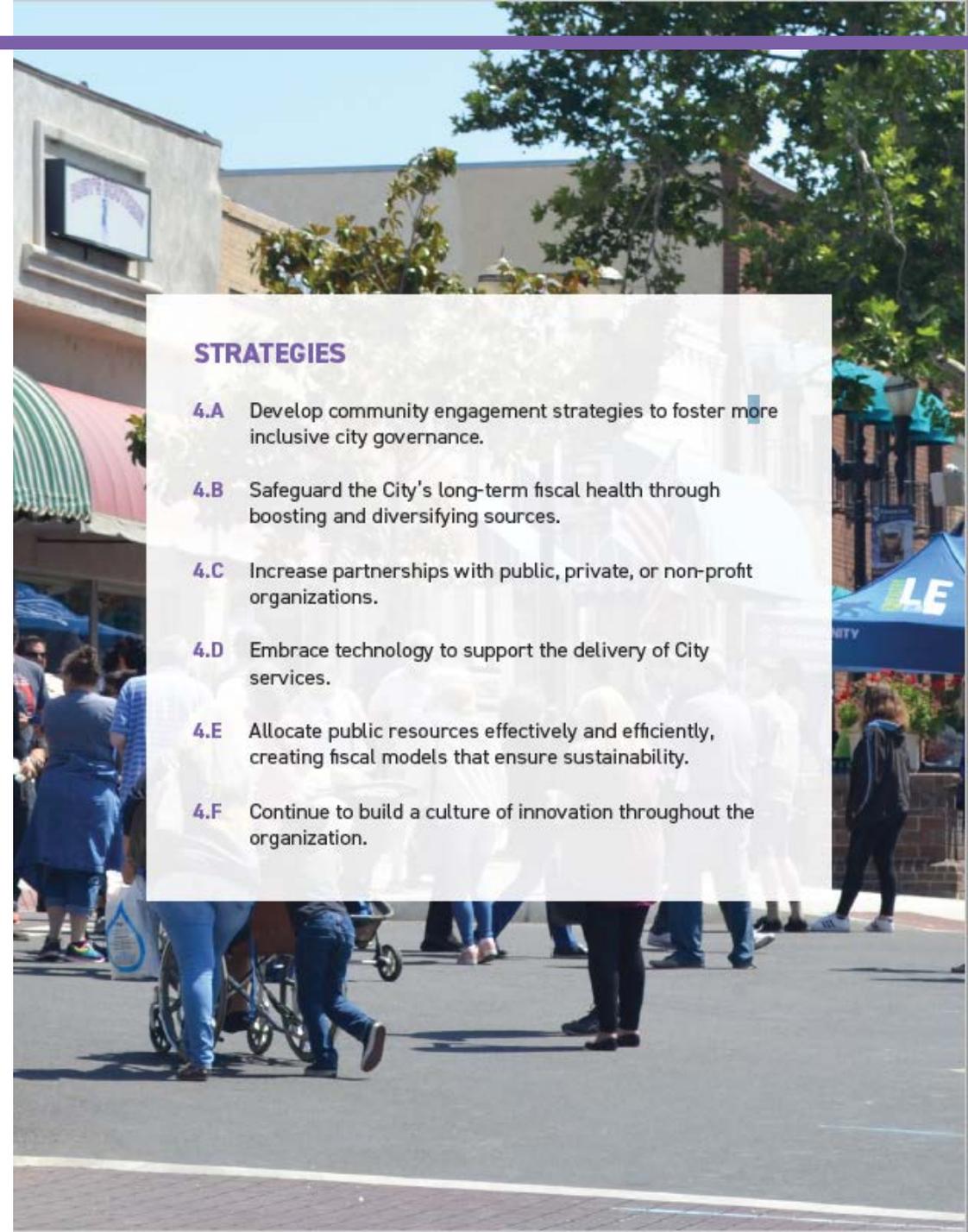
#### ASPIRATION 4

# Dream Extreme in our City governance, seeking innovative, inclusive, and enduring solutions.

Lake Elsinore will set a high standard for innovative governance with streamlined City processes, aided by technology that fosters a fiscally sound future, sustainable economic development, and responsive public services.

#### STRATEGIES

- 4.A Develop community engagement strategies to foster more inclusive city governance.
- 4.B Safeguard the City's long-term fiscal health through boosting and diversifying sources.
- 4.C Increase partnerships with public, private, or non-profit organizations.
- 4.D Embrace technology to support the delivery of City services.
- 4.E Allocate public resources effectively and efficiently, creating fiscal models that ensure sustainability.
- 4.F Continue to build a culture of innovation throughout the organization.



# IMPLEMENTATION

## INTERNAL TRACKING

### Low

- Implementation / department responsibility matrix (Excel)
- Quarterly check-ins
- Inclusion in budget process
- Annual progress report

### Medium

- Simple interactive dashboards (internal and external)
- Power BI Dashboard

### High

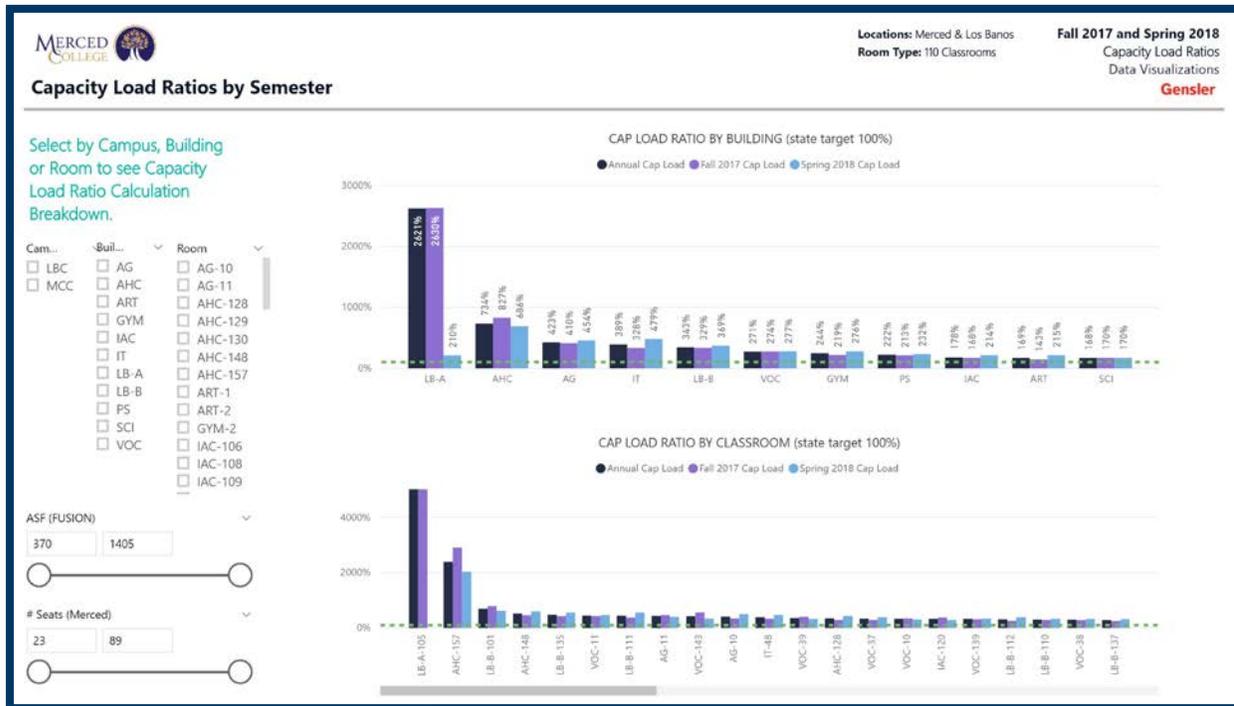
- Custom performance dashboards and tracking tools like Envisio, Tableau, Lattice, etc.

CITY OF LAKE ELSINORE

DREAM EXTREME VISION 2040

# MEDIUM EFFORT

# HIGH EFFORT



Home / Engagement and Connecti... / The Brooks admini...

The Brooks administration will work to improve communication with our school community members and the wider community as a whole. 40%

Description	Progress	Status
Expand the use of our existing technology and social media options.	100%	Completed
Student Planners will be overhauled and be made more meaningful for students and their parents.		On Track
On site communication systems such as our TV system will continue to be used and improved ways to communicate with students will be explored.		On Track
Bi-weekly newsletters will go home to all parents/guardians.		On Track
Encourage and promote the user of our improved school website <ul style="list-style-type: none"> <li>Staff members will be encouraged and supported to establish some type of web presence so that their students can access</li> </ul>	100%	Completed

# IMPLEMENTATION

## INTERNAL CULTURE

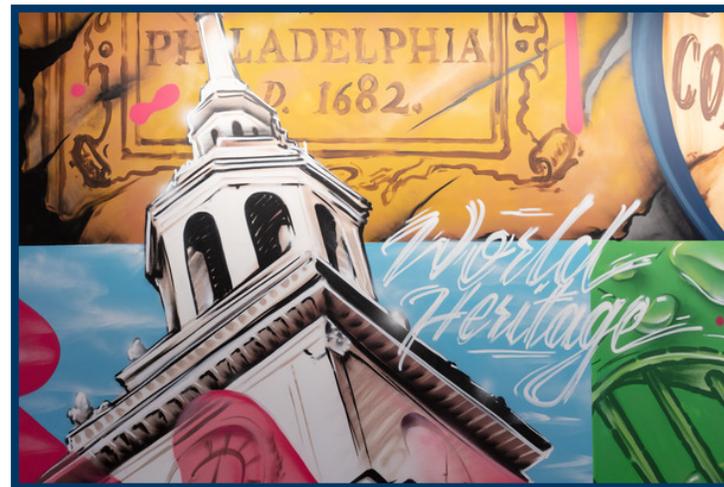
### Low

- Print materials with vision plan aspirations
- Basic swag, with vision plan and simple graphics



### Medium

- Environmental art and graphics development
- Larger Print material library & swag

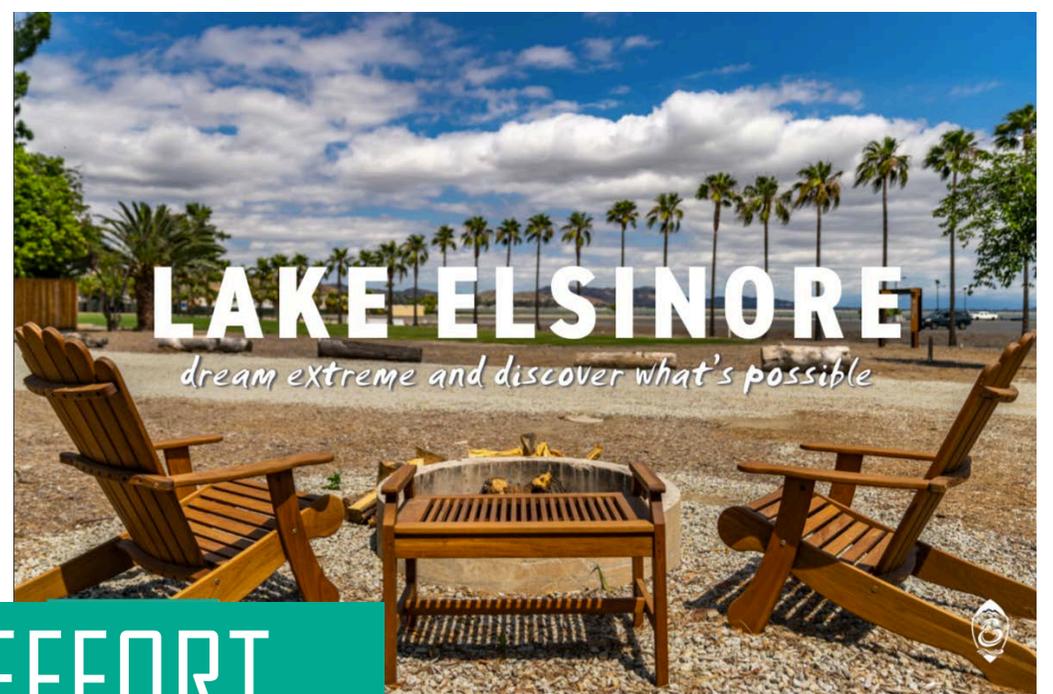
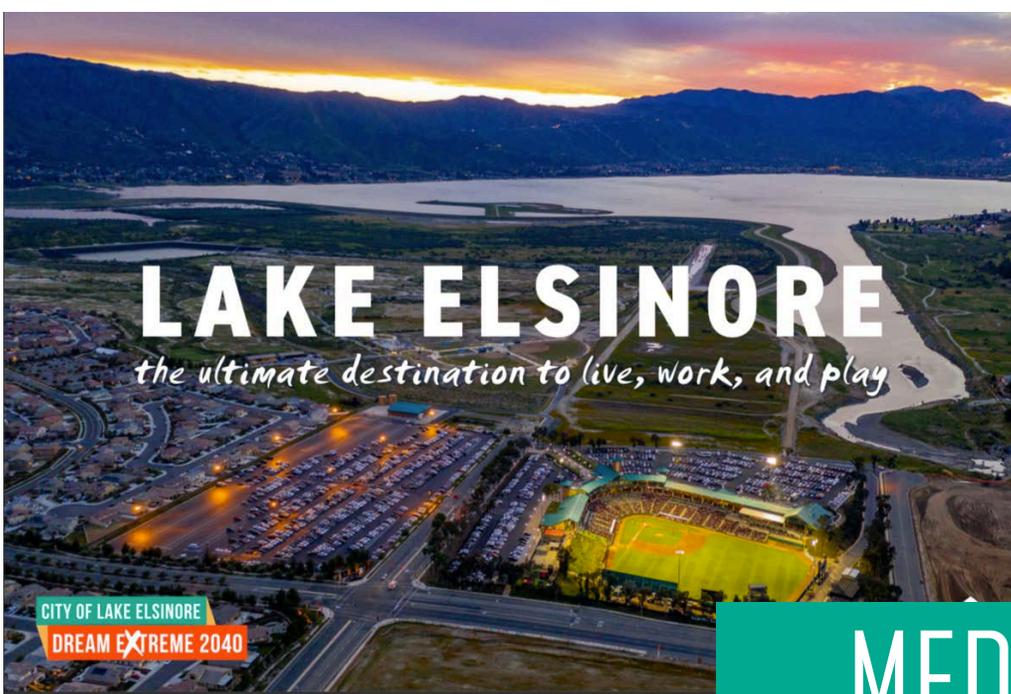


### High

- Dream extreme specific internal brand development
- Bespoke branding opportunities
- Internal events - Dream Extreme Day

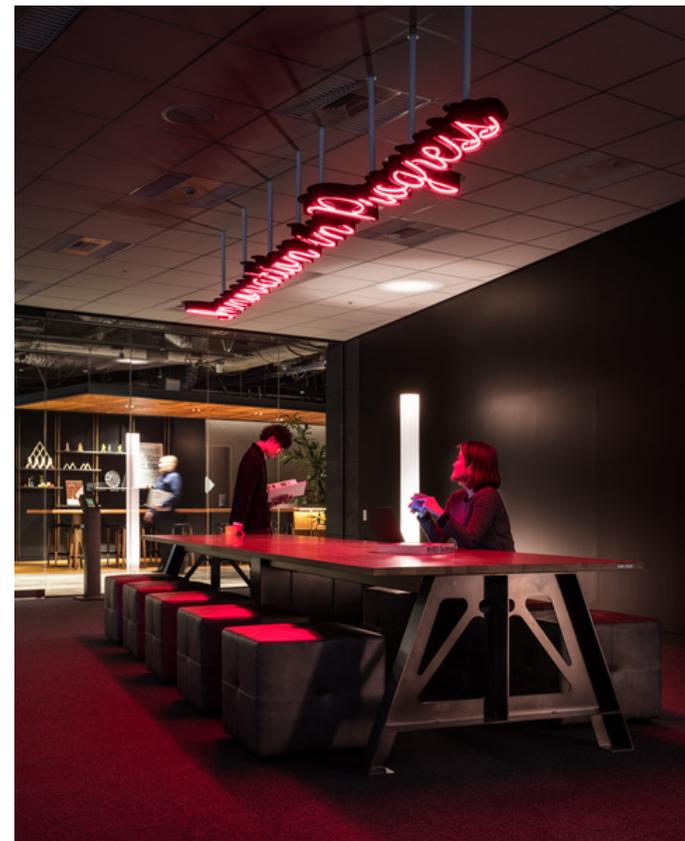
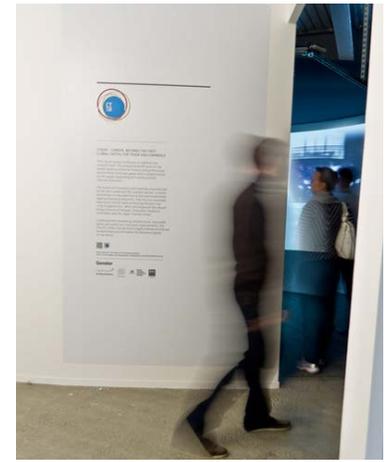
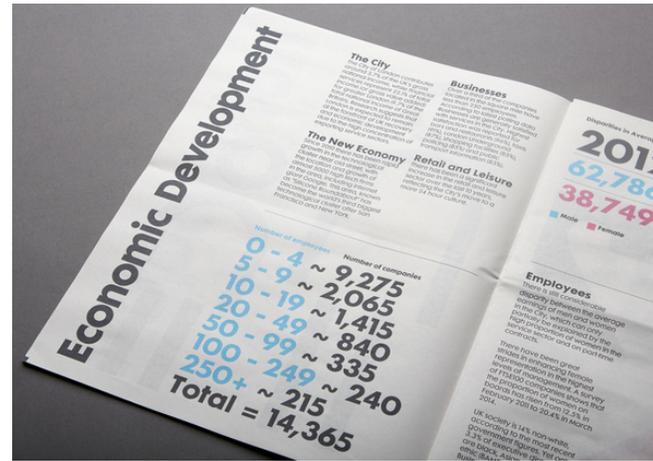
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DREAM EXTREME VISION 2040



**MEDIUM EFFORT**





# IMPLEMENTATION

## EXTERNAL FACING

### Low

- Update on City website
- Social media posts
- Media outreach

### Medium

- Creation of core branding / marketing resources focused on the Vision Plan's key aspirations (photos, graphics)
- Share developed document and plan to existing stakeholders
  - Create collateral for outreach, videos, graphics, communications plan

### High

- Dream Extreme 2040 brand development
- Incorporation into City's brand
- External marketing material (for developers, action sports industry)
- Streetscape (banners, signage)
- Visuals within city buildings (City Hall, community center)

CITY OF LAKE ELSINORE

DREAM EXTREME VISION 2040

# MEDIUM EFFORT





# HIGH EFFORT



# NEXT STEPS



CITY OF LAKE ELSINORE

DREAM EXTREME 2040

- Feedback and Final Edits.
- Print and Distribute to Staff and Community.
- Begin Internal and External Implementation.
- Ongoing Changes, Additions and Revisions.