

CITY OF LAKE ELSINORE

LAKE ELSINORE - AT A GLANCE

COMMUNITY HIGHLIGHTS

POPULATION (2020 CENSUS DATA)

- The City of Lake Elsinore has a population of **70,265**.
- Lake Elsinore had the **fastest growing population** over the past decade of any California City, and the **fourth fastest in the Nation**.
- The media age for residents is **36.2 years old**.

HOUSING EXPANSION

- The median home value is **\$568,000**, a **30% increase** over the prior year.
- More than **2,500 single family units** and **128 multifamily units** were built in the City between 2010 and 2020.
- Lake Elsinore has approved several future development projects and specific plans that will accommodate up to **18,495 new residential units**.

ECONOMIC GROWTH (2014-2021)

- During this timeframe, the Riverside-San Bernardino-Ontario MSA labor force expanded by **12%**, with **13%** employed in the County, adding more than **121,000 new employees**.
- Sales tax revenue grew **77%**, which is attributed to residential and commercial expansions within the City.
- Business segments in the City have experienced growth **higher than State levels** between 2014-2021.

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DREAM EXTREME 2040

Vision

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

Anchors



THE LAKE

The Lake shapes the City's identity, supports an ecosystem rich with natural beauty, and offers unique recreational opportunities. The largest natural freshwater lake in Southern California, Lake Elsinore enables both extreme activities and everyday recreation. Protecting, enhancing, and celebrating the Lake is critical to Lake Elsinore's City and community health.



DOWNTOWN

Lake Elsinore's Downtown is a vibrant central hub that brings the community together. 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 AND ADVENTURE

The City has long been a destination for action sports and extreme activities. The community embraces life and dares to push the boundaries to achieve its goals. 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

Aspirations are broad, long-term goals grounded in the three anchors listed above. Aspirations are cross-cutting, meaning they address multiple anchors and serve as organizing principles for what Lake Elsinore will be in 2040.



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.