



## **City of Lake Elsinore and Chamber of Commerce Complete Successful Business Walk to Strengthen Local Economy**

**For Immediate Release – May 2025**

**Lake Elsinore, CA** – The City of Lake Elsinore, in collaboration with the Lake Elsinore Valley Chamber of Commerce, has completed its 2025 Business Walk—an important initiative to foster local economic growth and support business retention citywide.

Throughout the event, City staff, Chamber representatives, and community partners visited a randomized selection of businesses across Lake Elsinore to gain direct insights into the experiences, challenges, and opportunities facing local business owners. The initiative's primary goal was to listen, engage, and identify actionable steps to support and empower the small business community.

“These walks are an essential tool for understanding the heartbeat of our local economy,” said Gina Gonzalez, Director of Economic Development for the City of Lake Elsinore. “By speaking directly with business owners, we strengthen relationships and collect valuable, real-time feedback that guides our economic development strategies.”

The Business Walk revealed key areas of concern and opportunity, including workforce development, infrastructure improvements, enhanced marketing support, and the need for more streamlined permitting processes. These insights will shape targeted solutions and inform resource allocation.

“This initiative enables the Chamber and the City to be proactive in addressing the evolving needs of our local business community,” said Kim Cousins, President/CEO of the Lake Elsinore Valley Chamber of Commerce. “Our small businesses are the backbone of Lake Elsinore’s economy, and this effort ensures they receive the support needed to thrive.”

A detailed report outlining the findings from the 2025 Business Walk will be presented to the Lake Elsinore City Council in June 2025. The report will serve as a roadmap for future economic development initiatives and policy planning.

For more information about the Business Walk or upcoming economic development programs, please contact the Lake Elsinore Economic Development Team at [www.DreamLE.org](http://www.DreamLE.org) or the Lake Elsinore Valley Chamber of Commerce at [www.lakeelsinorechamberofcommerce.com](http://www.lakeelsinorechamberofcommerce.com)

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