



City of Lake Elsinore Wins Prestigious Gold Addy Award for Economic Development Website

For Immediate Release – May 2025

Lake Elsinore, CA – The City of Lake Elsinore is proud to announce that its newly launched Economic Development website has received a Gold ADDY Award from the American Advertising Federation (AAF)—one of the most prestigious honors in the advertising industry. With over 30,000 entries submitted annually, the ADDY Awards recognize creative excellence and the spirit of innovation in marketing and communications.

The award was presented at the regional AAF Awards Ceremony, which celebrates outstanding achievements in advertising and marketing across Southern California. Lake Elsinore's Economic Development website stood out for its bold design, business-centric navigation, and compelling messaging that showcases the city's rapid growth, thriving business climate, and unmatched lifestyle and demographics.

The Gold ADDY Award, the highest honor in its category, is reserved for work that exemplifies superior creativity and execution—earning it a “Best in Show” designation among competing entries.

“We are absolutely thrilled to receive this recognition,” said City Councilmember and Economic Development Subcommittee Member Natasha Johnson. “This award validates our mission to tell Lake Elsinore’s story with creativity, clarity, and impact. Our Economic Development website is a key tool in attracting new business and investment to our city—and now, it’s officially award-winning.”

Developed in collaboration with creative agency Searle Creative, the site blends modern aesthetics with seamless functionality, providing developers, investors, and entrepreneurs with the tools and insights they need to engage with the city. With dedicated sections for site selectors, business owners, and residents, the site reflects Lake Elsinore’s commitment to strategic, purpose-driven growth.

“This is more than a website—it’s our digital handshake to the business world,” said City Manager Jason Simpson. “Winning this award shows we are effectively putting Lake Elsinore on the map—in all the right ways.”

The City extends its appreciation to the entire creative team, the Office of Economic Development, and all contributors who helped bring the project to life. The website is a key initiative under the Lake Elsinore City Council’s Strategic Plan 2040, which aims to propel the city’s reputation as a premier destination for business and development.

To explore the award-winning site, visit www.DreamLE.org or www.LakeElsinoreBusiness.com.

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