

2020 VISITOR'S MAGAZINE  
OCTOBER - DECEMBER

LAKE ELSINORE VALLEY  
CHAMBER OF COMMERCE

YES  
ON  
**Z**

FREE  
TO ENJOY!



**Legislative Report  
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**Housing in  
Lake Elsinore** - Page 12

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MEASURE Z** - Page 16

**City of Lake Elsinore  
DINING CHOICES** - Page 4



*A Virtual*

# STATE OF THE CITY ADDRESS

*Presented by Honorable Mayor Brian Tisdale*

**THURSDAY, OCTOBER 8, 2020**



**DREAM EXTREME:  
EMBRACING THE BOLD**

*Premieres Live from 4:00 to 5:00 p.m.*



**WATCH LIVE ON:**



**FOR MORE INFORMATION ABOUT HOW TO TUNE IN LIVE,  
VISIT [WWW.LAKE-ELSINORE.ORG/SOC2020](http://WWW.LAKE-ELSINORE.ORG/SOC2020)**



## COMMUNITY UPDATE

### 2020 EXECUTIVE BOARD

CHAIRMAN OF THE BOARD  
William Johnson  
*Williams Bait, Tackle & Boat Rentals*

FIRST VICE CHAIRMAN  
Mike Norkin  
*Cherished Memories Photography*

SECOND VICE CHAIRWOMAN  
Michele Munoz  
*Farmers Insurance -  
Munoz Insurance Agency*

TREASURER  
Myles Ross  
*Sunbelt Business Sales*

CORPORATE SECRETARY  
Betsy Brockman  
*Navy Federal Credit Union*

### 2020 BOARD OF DIRECTORS

SHAUN BROCK  
*Lake Elsinore Storm*

MATTHEW DOBLER  
*Dream Center*

JON FAVILLO  
*Jon's Movers Inc.*

JACK FERGUSON  
*Jack T. Ferguson CPA*

GINGER GRIFFIN  
*Elsinore Woman's Club*

ELIZABETH ROUSE  
*Coldwell Banker Commercial  
Sudweeks Group*

JEFF UPCRAFT  
*Southwest Healthcare System*

IGNACIO VALDIVIA  
*CR&R Environmental Services*

BONNIE WOODROME  
*Elsinore Valley Municipal Water  
District (EVMWD)*

### 2020 OPERATION STAFF

KIM JOSEPH COUSINS  
*President/ CEO*

MICHELLE LINDSEY  
*Director of Marketing*

*Dear Neighbor,*

On July 28th, the Lake Elsinore City Council placed **Measure Z** – a local funding measure to address City service, public safety and local recovery needs. If enacted, **Measure Z** will be a locally controlled one-cent sales tax to ensure the City is self-reliant for current public safety needs and is prepared for any health or catastrophic emergency.

**Measure Z** can provide the funding needed to avoid deep cuts in all service areas, including police, 9-1-1 emergency response, the maintenance of streets, parks and public facilities, as well as programs for youth and seniors.

If approved, **Measure Z** could also be used for community- identified City service priorities such as:

- Providing quick responses to 911 emergencies
- Providing fire protection and paramedic services
- Fixing streets, sidewalks and repairing potholes
- Keeping public areas clean, healthy and free of graffiti
- Reducing gang activity and drug related crimes
- Preparing for public health crises, wildfires, natural disasters and other large-scale emergencies

Currently, nearly all of the sales tax generated locally goes to the State or the County. **Measure Z** requires all funds to be used in Lake Elsinore, ensuring that a higher percentage of our sales tax dollars stay here for local City services. By law, no funds can be taken by the state, county or federal government.

Lake Elsinore voters will also have the opportunity to select the City Councilmembers for Districts 2, 4 and 5 as well as the City's Treasurer.

November's general election will also be the first statewide all mail-in ballot election in California's history. As there are updates to voting procedures and information, we will continue to keep you up-to-date. To check your current voting registration status, visit: [voterstatus.sos.ca.gov](http://voterstatus.sos.ca.gov).

For more information on **Measure Z** or Lake Elsinore's upcoming Municipal Election, visit [www.lake-elsinore.org/MeasureZ](http://www.lake-elsinore.org/MeasureZ).

Sincerely,

Grant Yates  
City Manager/Disaster Director



### 2020 AMBASSADOR TEAM:

PAUL AGUILAR  
*Pacific Lending LLC.*

SHADOE GRAY  
*ICON Business Center*

MARILYN JONES  
*Simply Gorgeouz Party Supply & Planning*

SUSAN MASON  
*Mason's Mobile Notary Service*

TERRI MCDONAGH  
*Lake Elsinore Rotary*

RACHEL MENDEZ  
*Elsinore Public Relations*

GARY RADEL  
*Radel Communications (Ur Wire Guy)*

JAMIE SCHRAMM  
*Five Star Cleaning*

TANYA TAYLOR  
*Julia Lee Performing Arts Academy*

MARIA ESPARZA WELBOURNE  
*Lake Elsinore Rotary*

LAKE ELSINORE VALLEY  
CHAMBER OF COMMERCE  
**RESTAURANTS**  
OPEN FOR BUSINESS

AS EVENTS ARE CHANGING DAY TO DAY AND HOUR TO HOUR, WE ENCOURAGE YOU TO CHECK OUR WEBSITE AND /OR CALL AHEAD TO THE RESTAURANTS TO MAKE SURE THEY ARE STILL PROVIDING THESE SERVICES!

RIVERSIDE COUNTY IS NOW IN THE RED TIER WITH 25% OF CAPACITY OF INDOOR DINING ALLOWED....

**ANNIE'S CAFÉ**

(951) 245-6106 • 32251 Mission Trail #8  
www.anniescafevalley.com  
To Go & Outside Dining Mon-Sun 6:30am-2pm

**CHILI'S**

(951) 245-5101 • 29233 Central Ave  
www.chilis.com • To Go & Outside Dining available  
Sunday-Thurs 11am-10pm Fri & Sat 11am-11pm

**CJ'S SPORTS GRILL & TURF CLUB**

(951) 674-3101 • 20930 Malaga Rd  
www.cjsbar.com • To Go & Outside Dining  
Sunday-Thurs 11am-10pm Fri & Sat 9am-2am

**DIAMOND TAPROOM**

(951) 245-4487 • 500 Diamond Dr  
www.diamonddtaproom.com • Outside Dining  
Please call location for hours and times

**DICKEY'S BARBECUE PIT**

(951) 816-6546 • 29273 Central Ave. Suite B  
www.orders.dickeys.com • To Go, Outside Dining  
Mon-Sun 11am-9pm

**DON MERE'S MEXICAN RESTAURANT**

(951) 579-1394 • 202 N Main St.  
To Go Available  
M, W, TH 8am-5pm Tue, Fri -Sun 8am-8pm

**EL COMAL RESTAURANT**

(951) 579-1759 • 31731 Riverside Dr  
To Go & Outside Dining  
M-Sun 9am-830pm

**EL RANCHITO TACO SHOP**

(951) 245-1438 • 32251 Mission Trail  
To Go & Outside Dining  
M-Sun 8am-9pm

**EL PUESTO TACO TRUCK**

We park the truck at: Longtins Auto Supply  
16791 Lakeshore Dr, Lake Elsinore, CA 92530  
Tues & Thurs to Sundays 6 pm-10 pm

**FELIX'S BBQ WITH SOUL**

(951) 609-2488 • 123 Main St  
www.felixsbbq.com  
M-Sun 11am-8pm

**GUADALAJARA MEXICAN GRILL**

(951) 674-8294 • 105 N Main St  
www.guadalajaramexicangrill.com  
To Go & Outside Dining available M-Sun 11am-8pm

**IHOP**

(951) 674-4522 • 18248 Collier Ave  
www.ihop.com • To Go & Outside Dining  
M-Sun 7am-2pm

**JACK'S BBQ SHACK**

(951) 245-6500 • 1604 Lakeshore Dr  
www.jacksbar-b-q.com • To Go, Outside Dining  
M-Sun 8am-8pm

**JERSEY MIKE'S SUBS**

(951) 674-5860 • 31800 Grape Street #B  
www.jerseymikes.com.com • To Go  
M-Sun 10am-9pm

**LA UNICA COCINA MEXICANA Y CANTINA**

(951) 674-2233 • 110 N Main St  
www.launicarestaurant.com  
To Go & Outside Dining • M-Sun 12-9pm

**MAIN STREET KITCHEN & TAP**

(951) 674-6777 • 157 N Main St  
To Go & Outside Dining  
Sun-Mon 11am-8pm Fri & Sat 11am-9pm

**MY BUDDIES PIZZA**

(951) 674-6946 • 2503 E Lakeshore Dr # A  
To Go & Outside Dining  
Sun-Thurs 11am-9pm Sat & Sun 11am-9pm

**NEW LIFE CULINARY CREATIONS**

www.newlifecatering.com • To Go  
Check website for additional information

**PANERA BREAD**

(951) 253-8062 • 18300 Collier Ave  
www.locations.panerabread.com • To Go, Outside Dining  
M-Friday 7am-9pm Sat & Sun 8am-8pm

**POPEYES LOUISIANA KITCHEN**

(951) 471-3343 • 29235 Central Ave  
www.popeyes.com • To Go  
M-Th 10am-10pm Fri-Sun 10am-11pm

**STADIUM PIZZA MAIN ST.**

(951) 228-2128 • 169 N Main St  
www.stadiumpizza.com  
To Go & Outside Dining  
M-Th 3pm-8pm Fri & Sat 1030am-8pm

**THE BOBBER**

(951) 471-1212 Option 3 • 32040 Riverside Dr  
To Go & Outside Dining  
Wed & Thru 11am-8pm, Fri & Sat 8am-9pm Sunday 8am-8pm

**LOU'S SMOKEHOUSE & GRILL ROOM**

(951) 674-3900 • 29381 Village Pkwy  
theinkatsummerly.com • To Go & Outside Dining  
Please call location for hours and times

**TOMS #1 FAMOUS CHILIBURGERS**

(951) 471-5565 • 18492 Dexter Ave  
www.tomschiliburgers.com • To Go, Outside Dining  
Mon-Thurs 7am-9pm Fri-Sun 7am-10pm

**THE LOOKOUT ROADHOUSE**

(951) 678-9010 • 32107 Ortega Hwy  
www.lookoutroadhouse.com • To Go  
Sat & Sun 8am-4pm

**VINCENZO'S OLIVE TREE**

(951) 674-8941 • 31712 Casino Dr # 3B  
www.vincenzosolivetree.com  
To Go & Outside Dining  
M-F 11am-close & Sat & Sun 12pm-close

DINE LOCAL TO SUPPORT OUR COMMUNITY!

LAKE ELSINORE VALLEY  
CHAMBER OF COMMERCE



# ELSINORE EATS

## September & October

### Support Our Local Restaurants

## How to participate:

- 1** MAKE A PURCHASE AT ANY LAKE ELSINORE VALLEY CHAMBER OF COMMERCE MEMBER RESTAURANT FOR THE MONTH OF SEPTEMBER AND OCTOBER.
- 2** EMAIL A COPY OF THE RECEIPT TO MICHELLE LINDSEY @ MICHELLE@LAKEELSINORECHAMBER.COM WEEKLY STARTING SEPTEMBER 1ST.

**4 WINNERS OF**

**\$25**

**WEEKLY**

**Drawing includes (four)**

**\$25.00 cash prizes per week**

**provided by SoCal Gas Company.**

(951) 245-8848 · [WWW.LAKEELSINORECHAMBER.COM](http://WWW.LAKEELSINORECHAMBER.COM)  
132 WEST GRAHAM AVENUE · LAKE ELSINORE, CA 92530

# 2021 **STORM** BASEBALL

**WE SHALL  
RETURN!**

**STORM BASEBALL  
WILL BE BACK.  
WE MISS YOU TOO!**

**2021 TICKET PACKAGES ON SALE NOW SOON!**

**STORMBASEBALL.COM**

 /LAKEELSINORESTORM  
 @STORM\_BASEBALL

 /LAKEELSINORESTORM  
 /STORMBASEBALL



# FARMERS<sup>®</sup> INSURANCE

AUTO • HOME • LIFE • BUSINESS

**(951) 471-2029** Se Habla Español



## Michele Muñoz

**New Location:**

506 W Graham Ave, Suite #104  
Lake Elsinore, CA 92530

Email: [mmunoz2@farmersagent.com](mailto:mmunoz2@farmersagent.com)  
[www.farmersagent.com/mmuno2](http://www.farmersagent.com/mmuno2) Lic #0C49831



**LAUNCH  
POINTE**  
RECREATION DESTINATION  
& RV PARK



## PURCHASE YOUR ANNUAL PASS TODAY!

The City of Lake Elsinore sells annual passes for use of the Lake at Launch Pointe Recreation Destination & RV Park.

Annual Fishing Pass\* \$25.00 Res / \$50 Non-Res

\*Parking Fees Applies; State Fishing License required

Annual Lake Pass \$100.00 Res / \$150 Non-Res

Annual Launch Pass\*\* \$100.00 Res / \$150 Non-Res

\*\*Free Parking included while spaces are available

Annual Passes are valid for 12 months from date of issuance.

For more information call (951) 674-3124 ext 265 or visit [www.lake-elsinore.org/Lake](http://www.lake-elsinore.org/Lake)



# INTRODUCING

## THE 2021 AMBASSADOR TEAM



Paul Aguilar  
Shadoe Gray  
Marilyn Jones  
Susan Mason  
Terri McDonagh  
Rachel Mendez  
Gary Radel  
Jamie Schramm  
Tanya Taylor  
Maria Esparza Welbourne



Thank you for all you do for the  
Lake Elsinore Valley Chamber of Commerce.

## Lake Elsinore Historical Society

Visit our Museum located in  
Historical Downtown Lake Elsinore

Come see our extensive collection of  
artifacts and research materials from Lake Elsinore's more  
than 125 years of history.

**Main Street Museum**  
**183 North Main Street**  
**(Use Heald Avenue Entrance)**

**Hours:**

**Wednesday & Saturday 11:00 a.m. to 3:00 p.m.**  
**Sunday 1:00 to 4:00 p.m.**



Mailing Address: P.O. Box 84, Lake Elsinore, CA 92531-0084

Museum Information: 951/678-1537

# LAKE ELSINORE DIAMOND



**LET US HOST YOUR NEXT EVENT!**

**SPECIALIZING IN:**

**MUD RUNS**

**5K/10Ks**

**IN-STADIUM  
EVENTS**

**PARKING LOT  
RENTALS**

**CONCERTS**

**COMPANY  
OUTINGS**

**TEAM  
BUILDING**

**WEDDINGS**

**AND MORE!**



**CALL 951.245.4487 x206 FOR MORE INFO**





## LEGISLATIVE UPDATE

### SWCLC Southwest California Legislative Council

Like so much of our lives this year, our legislative agenda was hijacked by COVID and Sacramento was not above exploiting the pandemic for their own purposes. Which was not necessarily good for the rest of us.

The Southwest California Legislative Council, our local business coalition, adopted positions on 91 bills this session only to find the ground rapidly shifting under our feet. With the legislature out of session for two different COVID periods totaling nearly 60 days (not counting 4th of July and August recesses), it became apparent that they would not be able to apply due diligence to the plethora of bills before them.

And it came to pass in those days, a decree went out from Caesar Augustus to register, no wait, that's a different story. But a decree did go out from our own Caesars of the Senate and Assembly that legislators should pull all but their most pressing bills and those having to do with COVID relief, to allow for necessary debate in the truncated session. Guess how many bills got pulled.

No, what actually happened was a pandemic in its own right of gutted and amended bills. More than we've seen in any session in the 15 years the Council has been monitoring the process. Suddenly every bill had some nexus to

COVID. Housing bills, water bills, CEQA bills, tax and regulatory bills – all became COVID bills. Housing COVID, water COVID, tax for COVID, well, you get the picture.

So of the 91 bills initially considered by the Council, only 12 bills made it through the gauntlet relatively unscathed to land as so much bovine effluent on the Governor's desk. Of 39 bills SUPPORTED by the Council, bills that would have been beneficial to our business community, only 4 made it through.

Of the 52 OPPOSED by the Council, just 8 made it through. 20+ bills seeking to carve out additional occupations from the overreach of AB5 were never even accorded a hearing in committee, nor was the AB 1928 (Melendez/Kiley) seeking an outright repeal. Bills that would have made it easier to reach our green agenda by expanding the definition of renewable energy to include hydro and nuclear, were likewise summarily exiled. Three bills expanding the definition of 'small business' and 'family' for the purpose of extending family leave passed, and two bills expanding corpo-

rate tax disclosures and reporting of violations were successful, none of which will benefit small businesses.

Fortunately some of the more onerous bills OPPOSED by the Council were also dispatched along the way including a proposal to collect a \$275 per employee tax from businesses, including those headquartered outside the state but having employees in California. A proposal to add another 1% - 3 ½% tax to the state's wealthy also died as did bills to allow cities to act as their own bank, a moratorium on rent allowing tenants to forgo payment until April 2022, and one that would have mandated full locking tops on pill boxes.

By the time you read this we'll know which bills the Governor signed and which he vetoed but we're not overly optimistic, given the record, that businesses will benefit much from this year's agenda. The SWCLC will be publishing our annual Report Card with details of the bills and how our legislators voted. And we'll be back with our regular monthly meetings starting in January discussing the issues and measures that impact your daily life. We hope to start in-person meetings again with the new year and will keep you updated on our progress.



# SUMMERLY PARK PHASE III

## 18505 MALAGA ROAD

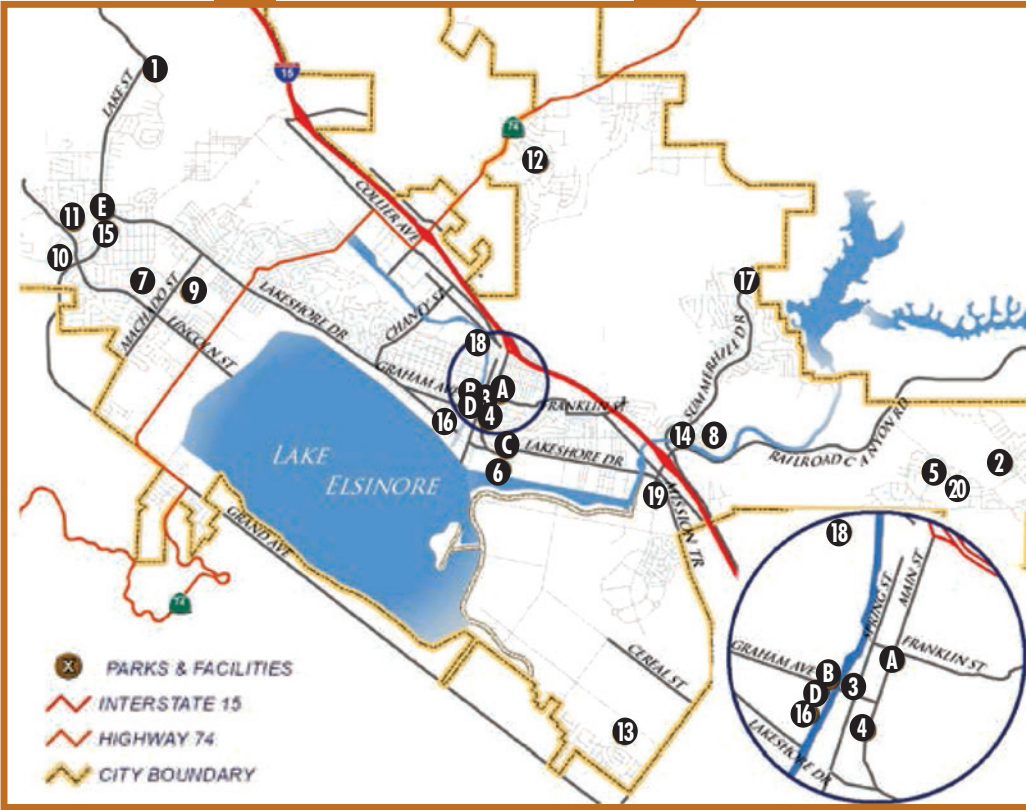
- ***Two New Baseball/Softball Fields***
- ***Covered playground***
- ***2 Dog Parks (small dog and big dog)***
- ***Grass Amphitheater***
- ***BBQ Pits***
- ***Benches***

# CITY OF LAKE ELSINORE PARKS & FACILITIES

<b>Restrooms</b>		1 3 4 5 6 9 10 12 13 14 15 16 17 18 19 20 A B C D E
<b>Concession</b>		1 3 4 5 6 10 12 16 17 19
<b>Parking</b>		1 3 4 5 6 9 10 12 13 14 15 16 17 18 19 20 C D E
<b>Picnic Areas</b>		1 3 4 5 6 7 9 10 11 12 13 14 15 16 17 18 19 20 A D
<b>Drinking Fountain</b>		1 3 4 5 6 7 9 10 12 13 14 15 16 17 18 19 A B C D
<b>Play Equipment</b>		1 3 4 5 6 7 9 10 12 13 14 15 17 18 19 20 A
<b>Spotlights</b>		1 3 4 5 6 12 15 16 17 19 A
<b>Picnic Shelters</b>		1 3 4 9 10 12 13 19
<b>Barbeques</b>		1 3 4 5 9 10 12 14 15 18 19 20
<b>Baseball</b>		3 10 12 16 17 19 20
<b>Football/Soccer</b>		1 3 5 6 12 14 15 17 18 19 A
<b>Basketball</b>		1 3 4 7 12 13 19 20 C
<b>Dog Park</b>		3 10 12 13 19
<b>Volleyball</b>		6 9 C
<b>Tennis</b>		5 9 12 13 19
<b>Horseshoe Court</b>		4 D
<b>Splash Pad</b>		3 18
<b>Community Center</b>		C D
<b>Gym/Auditorium</b>		B C D
<b>Multi-Purpose Room</b>		1 A C D
<b>Skate Park</b>		10 13 19
<b>BMX Park</b>		13

- 1 Alberhill Park**  
28200 Lake Street
- 2 Channel Walk**  
Heald Avenue and Spring Street
- 3 Canyon Hills Community Park**  
34360 Canyon Hills Road
- 4 City Park**  
243 S. Main Street
- 5 Creekside Park**  
3200 Lost Road
- 6 Lakepoint Park**  
420 E. Lakeshore Drive
- 7 Lincoln Street Park**  
14986 Lincoln Avenue
- 8 Linear Park**  
31717 Canyon Estates Drive
- 9 Machado Park**  
15150 Joy Street
- 10 McVicker Canyon Park & Skate Park**  
29355 Grand Avenue
- 11 Oak Tree Park**  
15340 Lincoln Street
- 12 Rosetta Canyon Sports Park**  
39423 Ardenwood Way
- 13**

- 14 Summerhill Park**  
31613 Canyon Estates Drive
- 15 Summerlake Park**  
900 W. Broadway
- 16 Swick & Match Park**  
402 Limited Street
- 17 Tuscany Hills Park**  
30 Summerhill Drive
- 18 Yarbrough Park**  
419 N Poe Street
- 19 Summerly Community Park**  
18505 Malaga Road
- 20 Christensen Park**  
36300 Piedmont Dr
- A Boys & Girls Clubhouse Alberhill Park**  
3711 Nichols Rd
- B Cultural Center**  
183 North Main Street
- C Lake Community Center**  
310 W Graham Ave
- D Lake Elsinore Senior Activity Center**  
420 E Lakeshore Dr
- E Youth Opportunity Center**  
400 W. Graham Avenue





## THE LAKE ELSINORE HOUSING JOURNAL

GENE WUNDERLICH FOR THE SOUTHWEST RIVERSIDE COUNTY ASSOCIATION OF REALTORS®

Last update we discussed the shape of the economic recovery. And while the nationwide merits of a V, U, K or swoosh shape are still very much up for grabs, housing appears to have elected for a V shape comeback. And nowhere is this more apparent than in the Lake Elsinore housing market.

While this update was written before 3rd quarter numbers were final for Lake Elsinore, year-to-date sales of existing single family homes through August are 7% ahead of this time last year (721 / 774). That's the 2nd best performance of the past eight years. Sales across the region, while surprisingly strong under the circumstances, still lag this period last year by 3% so Lake Elsinore is definitely outperforming the mean.

Median price is another bright spot in our market. Median price of Lake Elsinore homes is up 6% year-to-date (\$379,898 / \$400,068) after rather sluggish performance in 2020 - 2019. August medial price of \$430,000 set a new high water mark for LE homes which, accounting for monthly fluctuations, have appreciated consistently since reaching their deepest trough in November 2012 (\$171,250).

Of course there are some cautionary notes in the market as well. Our inventory is virtually non-existent standing at just 3 weeks. A normal market in balance is considered to be 5-6 months, a goal we have not realized for years. However, sub-1 month inventory is scary. It will constrain future sales because you can't sell what you don't have. Not only that, it serves to

drive prices to possibly unsustainable levels as strong demand chases dwindling supply. Even now Realtors will relate stories of a newly listed property entertaining multiple offers in excess of asking price within hours of coming on the market. The average home in Lake Elsinore remained on the market for just 8 days in August, down from an average of 35 days last year.

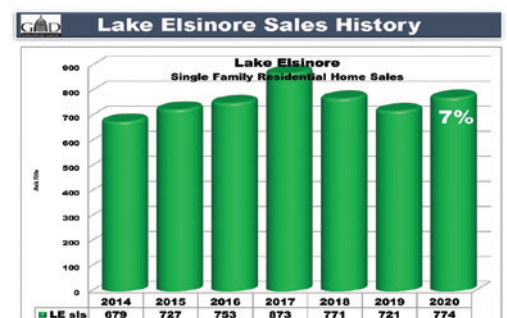
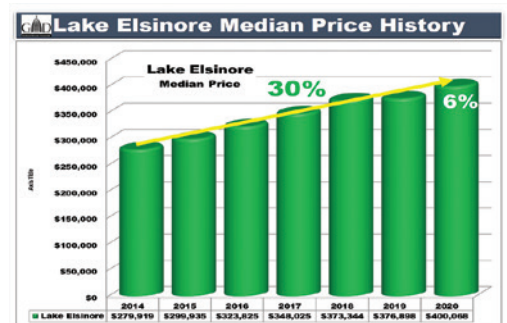
Strong demand and escalating prices are certainly good news for those wishing to sell their homes at this time, but frustrating for hopeful buyers who find themselves being outbid consistently and their window of opportunity and affordability receding.

The driver behind our market performance appears to be two-fold. First, interest rates are back down to record low levels with sub-3% rates readily available to buyers with decent credit. Those who saw their opportunity shrink as interest rates rose back to the 4%+ range, are determined not to let this chance get away. Second, buyers who flock to our region enticed by the relative affordability of our homes, are being supplanted by newly minted buyers, including Millennials, seeking to escape the denser, more COVID susceptible high rise jungles of LA County.

According to the 'experts', that wasn't supposed to happen. As these buyers entered their family formation years, they were supposed to increasingly inhabit the urban condo, the inner-city fourplex, the

convenience of a walkable neighborhood. Doesn't seem to be working out that way in reality. They want the same things most of us wanted - their own piece of the American Dream, a yard for the kids and dog to play in, clean air, good schools and safe neighborhoods. Go figure.

There may still be some hiccups in the recovery and we have yet to see the results of COVID play out on a broad canvas. But right now, a little house in Lake Elsinore appears to be a pretty good place to be. And apparently a lot of folks agree.



LAKE ELSINORE  
DIAMOND  
STADIUM

NOW OPEN  
EVERY  
THURS-SUN



CRAFT BEER  
GREAT FOOD  
GIANT SHAKES  
E-ZONE (COMING SOON)

15 BIG SCREENS  
OUTDOOR DINING  
COMEDY SHOWS  
& MORE



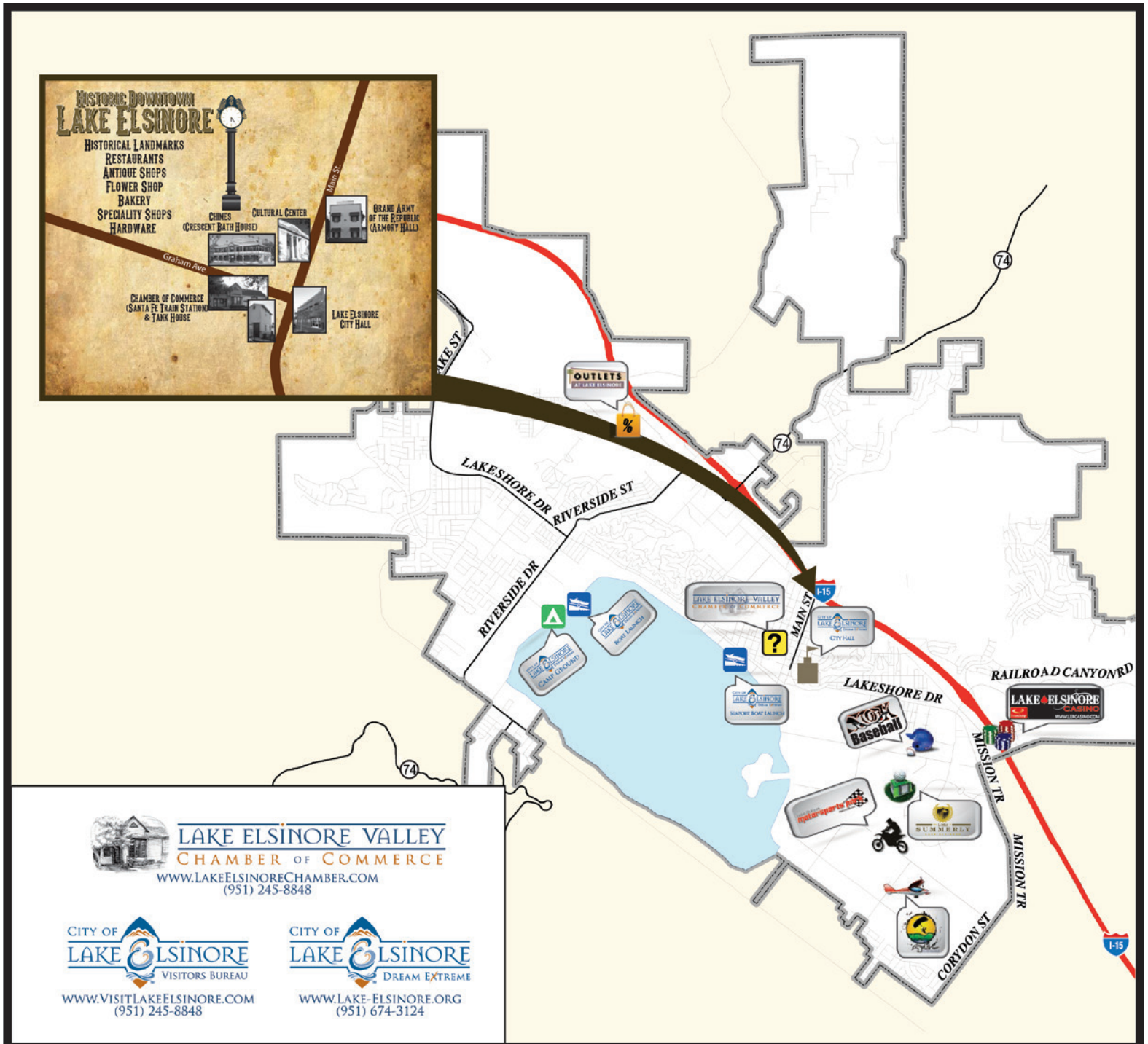
FOR MORE INFORMATION, CONTACT US AT 951.245.4487

# LAKE ELSINORE CITY MAP

DID YOU KNOW THAT LAKE ELSINORE WAS ORIGINALLY PART OF SAN DIEGO COUNTY WHEN THE CITY WAS INCORPORATED IN 1888?

IN FACT, LAKE ELSINORE IS THE SECOND OLDEST CITY IN RIVERSIDE COUNTY.

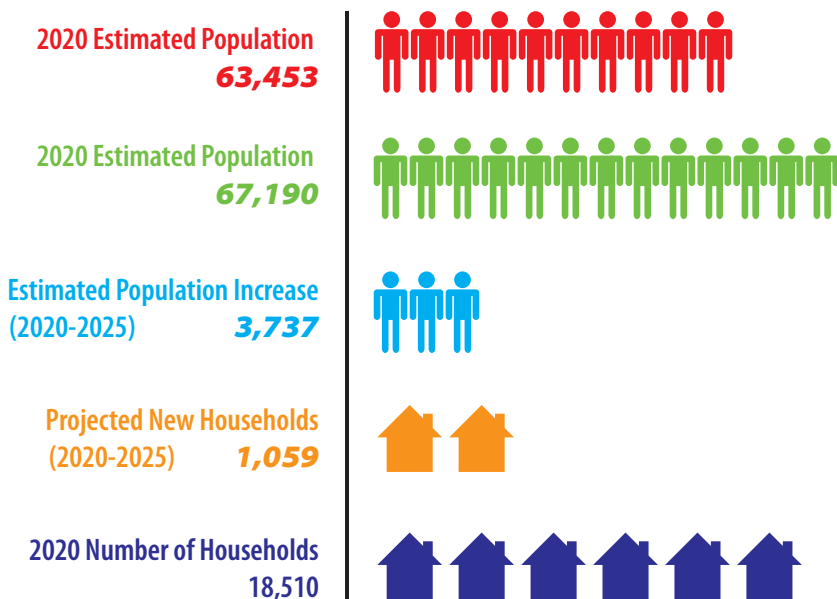
THE COUNTY OF RIVERSIDE WAS CARVED OUT OF SAN BERNARDINO AND SAN DIEGO COUNTIES IN 1893.



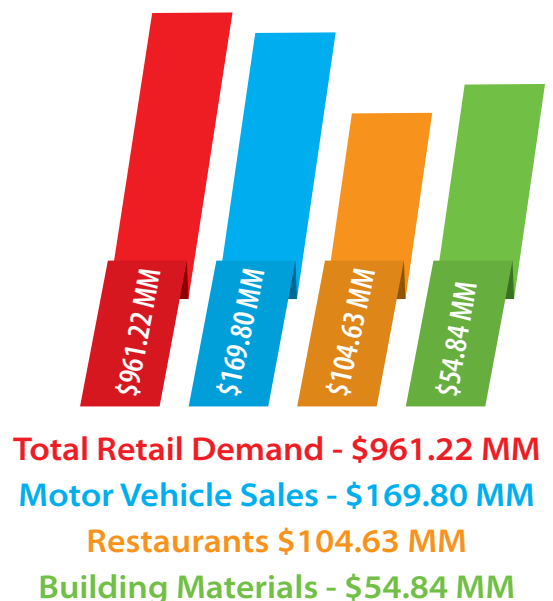
# LAKE ELSINORE

## ONE OF THE FASTEST GROWING CITIES IN CALIFORNIA

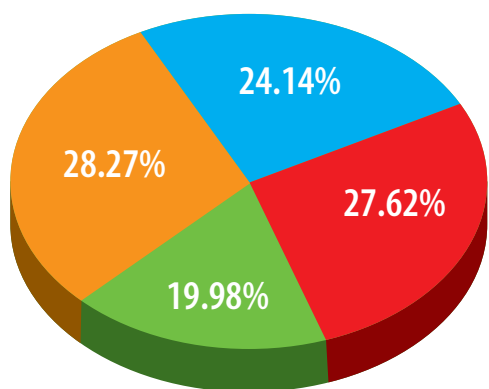
### POPULATION INCREASE



### ESTIMATED 2020 CONSUMER DEMAND



### AGE DISTRIBUTION



Ages 17 & Under  
 Ages 18-34  
 Ages 35-54  
 Ages 55 & Better



### HOUSEHOLD INCOME

Median Household Income \$72,821  
 Average Household Income \$89,108

### TRAFFIC COUNTS

	Peak Hour	Average Daily	
I-15 & Railroad Canyon Rd.	9,600	129,000	
I-15 & HWY 74 (Central Ave.)	8,700	117,000	
I-15 and Nichols	8,800	119,000	

# LAKE ELSINORE'S NOVEMBER 3, 2020 MUNICIPAL ELECTION & MEASURE Z

## FREQUENTLY ASKED QUESTIONS & ANSWERS

### 1. WHAT IS MEASURE Z?

On July 28th, the Lake Elsinore City Council placed Measure Z - a local funding measure to address City service, public safety and local recovery needs. If enacted, Measure Z will be a locally controlled one-cent sales tax to ensure the City is self-reliant for current public safety needs and is prepared for any health or catastrophic emergency.

### 2. HOW DOES MEASURE Z ADDRESS CURRENT PUBLIC SAFETY NEEDS?

Having the capacity to respond to 9-1-1 emergencies is critical for saving lives. Measure Z will ensure that we have enough law enforcement officers, firefighters and paramedics to respond quickly to 9-1-1 emergencies.

### 3. WILL MEASURE Z HELP PREVENT CUTS IN CITY SERVICES?

Yes. Measure Z will provide the funding needed to avoid deep cuts in all service areas, including police, 9-1-1 emergency response, the maintenance of streets, parks and public facilities, as well as programs for youth and seniors.

### 4. WHAT ARE THE COMMUNITY IDENTIFIED SPENDING PRIORITIES FOR MEASURE Z?

Through an extensive engagement effort, Lake Elsinore residents have identified the following City service priorities:

- Providing quick responses to 9-1-1 emergencies
- Providing fire protection and paramedic services
- Fixing streets, sidewalks and repairing potholes
- Keeping public areas clean, healthy and free of graffiti
- Reducing gang activity and drug related crimes
- Preparing for public health crises, wildfires, natural disasters and other large scale emergencies

### 5. WHAT ELSE IS ON THE NOVEMBER 3RD MUNICIPAL BALLOT?

Lake Elsinore voters will also have the opportunity to select the City Councilmembers for Districts 2, 4 and 5 as well as the City's Treasurer.

### 6. WHERE CAN I GET MORE INFORMATION ABOUT MEASURE Z OR THE MUNICIPAL ELECTION?

For more information on Measure Z or Lake Elsinore's Municipal Election, visit [www.lake-elsinore.org/MeasureZ](http://www.lake-elsinore.org/MeasureZ).





**Dear Friend of Lake Elsinore,**

**Lake Elsinore is growing rapidly. Our City is the 4th fastest growing city in California and the 12th fastest growing city in the Nation, according to USA Today.**

My name is Kim Joseph Cousins and I am the President/CEO of the Lake Elsinore Valley Chamber of Commerce. I have held this position for the last sixteen (16) years and I have fought for The City of Lake Elsinore and the Residents the entire time to ensure a better, safer, healthier and prosperous community for ALL of us especially for the youth of our valley. In sixteen (16) years, I have asked on two separate occasions for your support on issues that are IMPERATIVE for the future of Lake Elsinore. Once was in 2017, where the Lake Elsinore Valley Chamber of Commerce Formed a Committee to OPPOSE Measure A, a Measure that would have irreparably harmed the City! Now for the 2nd Time URGING the Residents of Lake Elsinore to VOTE YES ON MEASURE Z! We have formed a Political Action Committee to get out the Message named "TAXPAYERS for MEASURE Z". I encourage ALL residents to VOTE YES and ensure we have the appropriate level of Public Safety and Infrastructure to PROPEL us into a Prosperous FUTURE!

Maintaining Lake Elsinore's public safety, roads and infrastructure and other essential City services, as we grow, is our City leadership's top priority. Currently, the City of Lake Elsinore will see a \$3.3 million short fall in fiscal year ending June 30, 2021 and growing to over \$8.5 million by fiscal year ending June 30, 2030; making it impossible to keep up with growth and development in years to come.

To avoid deep cuts in all service areas, the Lake Elsinore City Council voted on July 28, 2020 to place a one-cent local Transaction and Use Tax, labeled Measure Z, on the November 3, 2020 municipal general election ballot. All revenue from this 1% sales tax increase will stay local and help us meet our spending priorities:

- **Preparing for any type of public health or catastrophic emergency.**
- **Effectively responding to 911 emergencies.**
- **Improving and expanding roadways throughout our City.**
- **Continuing to address homelessness.**
- **Improving fire protection and paramedic services.**
- **Keeping public areas safe, healthy and clean.**
- **Continuing law enforcement services including effectively staffed neighborhood patrols.**
- **Supporting residents and local businesses through our local recovery.**

Additionally, Lake Elsinore will join the surrounding communities of Temecula, Murrieta, Wildomar, and Menifee who have already levied this one-cent local sales tax.

**Kim Joseph Cousins**

President/CEO

Lake Elsinore Chamber of Commerce

## MEMBER DIRECTORY

### ACCOUNTING/ BOOKKEEPING/TAX SERVICES

**Anderson Professional Services**  
Kristine Anderson (951) 678-2165  
andersonprofservices@verizon.net

• **ARC Financial & Tax Services**  
Sally Freyre (951) 674-8111  
www.TheTaxPartner.com

**Jack Ferguson , CPA**  
Jack Ferguson (951) 471-2700  
www.jackfergusoncpa.com

**TLC Group Services**  
Angel Lagunas (951) 399-0275  
www.tlccgroupservice.com

**Up Years Enterprise Inc.**  
Patricia Arick (951) 775-0410  
www.upyears.com

### ACUPUNCTURE

**Peace of Zen Acupuncture  
and Zen Shiatsu**  
Byron M. Barth (951) 674-6000  
www.peaceofzen.com

### ADVERTISING/ MARKETING

**CityByApp LLC**  
a subsidiary of 3 Cord Marketing LLC  
Jerome Mark Mikulich (951) 816-9966  
www.CityByApp.com

**Elsinore Public Relations**  
Rachel Mendez (951) 313-1667  
www.ElsinorePublicRelations.com

**Impact Promotional Products**  
Karin Cassidy (951) 471-1105  
www.impact.com

**O'Reilly Communications**  
Patrick O'Reilly (951) 781-2240  
www.oreillypr.com

**Print and Mail Guy**  
Mark Gilliam (951) 457-2499  
www.printandmailguy.com

**TOP Shop - The Only Print Shop**  
Breanna Sewell (760) 996-8880  
www.theonlyprintshop.com

**Watermark Associates, LLC**  
Darcy M. Burke (951) 294-3190  
www.watermarkassociates.com

**Welcome Wagon**  
Linda Denmark (951) 808-8600  
www.welcomewagon.com

### AGGREGATE/ASPHALT

**Chandler Aggregates, Inc.**  
Eric Werner (951) 277-3900  
www.wernercorp.net

### AMBULANCE SERVICES

• **American Medical Response**  
David Olguin (951) 782-5200  
www.amr.net

### ANIMAL SHELTERS/ADOPTIONS

• **Animal Friends of the Valleys**  
Beth Soltysiak (951) 674-0618  
www.animalfriendsofthevalleys.com

### ANTIQUÉ SHOPS

**Needful Things Addiction, LLC**  
Stephani Shambaugh-Simas (951) 409-8300  
facebook.com/needfulthingsaddiction

**Tom & Jerry's Antiques &  
Collectibles**  
Delores Solis (951) 674-9781  
tomandjerrys@aol.com

### APARTMENTS

• **Ridgestone Apartments**  
Angie Churchwell (951) 471-8336  
www.ridgestone-apts.com

**Rivers Edge Apartments**  
Mandy Urfer (951) 678-8553  
riversedgeapartmentshome.com

### ART CENTERS

**STUDIO 395**  
Rebecca Esquibel (951) 471-4407  
www.studio395.org

### AUTO BODY AND COLLISION REPAIR

**Leo's Paint & Body**  
Leo Martinez (951) 746-6266  
www.facebook.com/leospainttbody

• **Silver Auto Collision**  
Jorge Cerda (951) 245-2405  
www.silverautocollision.com

**Fix Auto Lake Elsinore**  
Patrick Helferich (951) 471-5530  
www.ZBESTPAINT.COM

### AUTO GLASS / GLASS

**Glass Doctor of SWRC**  
Laurel Miller (951) 894-5710  
www.glassdoctor.com/murrieta

### AUTOMOBILE DEALERS

• **Anderson Chevrolet**  
Pam Richardson (951) 674-3116  
www.andersonchevroletca.com

• **Lake Elsinore Chrysler Dodge  
Jeep Ram**  
Johnny Siepker (951) 291-9700  
jsiepker@lakecdjr.com

• **Lake Elsinore Ford**  
Kevin Roberts (951) 471-4100  
www.lakeelsinoreford.com

**Paradise Chevrolet Cadillac  
Buick GMC**  
Craig A McKenzie (951) 764-1339  
www.paradiseautos.com

• **Temecula Valley Toyota**  
Tom Rudnai (951) 694-0575  
www.TVToyota.com

### AUTOMOBILE PARTS/ REPAIR/SERVICE

• **A & M Automotive**  
Adam Jadovitz (951) 245-1562  
www.aandmautorepair.com

• **Gearhart's Garage**  
Walter Gearhart (951) 674-3459  
www.gearhartsgarage.com

• **Lake Elsinore Tire & Auto**  
Roger J. Pollock (951) 674-4510  
letaincl@msn.com

• **Team Autoaid**  
Ken Williams (951) 245-1948  
www.autoaidonline.com

### AWARDS/ENGRAVING

**Tulips Trophies & Treasures**  
Kimberly Ryan (951) 674-6072  
www.tulipstrophies.com

### BACKFLOW TESTING

• **Hazzard Backflow Inc.**  
Rolando Lee Hazzard (951) 445-0809  
www.hazzardbackflow@yahoo.com

### BAKERY

**Mare's Custom Cakes**  
Marianne Gray (951) 285-1447

### BANKS/FINANCIAL INSTITUTIONS

• **Bank of America-ATM**  
Karen Harrison (800) 622-8731  
www.bankofamerica.com

• **Bank of America-Canyon Hills**  
Thomas Zamani (951) 244-8076  
www.bankofamerica.com

• **Bank of America-Lake  
Elsinore**  
Brittany E. Stuit (951) 674-6911  
www.bankofamerica.com

• **Bank of America-  
North Lake Elsinore**  
Joshua Mendez (951) 245-4181  
www.bankofamerica.com

• **Navy Federal Credit Union**  
Natasha Johnson (888) 842-6328  
www.usafed.org

### BANQUET FACILITIES

**Pins 'N Pockets**  
Bill Boudreau (951) 245-6250  
www.pinspockets.com

**The Corporate Room**  
Candice Nicholas (951) 249-4343  
www.thecorporateroom.com

### BASEBALL CLUBS

• **Lake Elsinore Storm**  
Shaun Brock (951) 245-4487  
www.stormbaseball.com

**San Diego Padres**  
Mike Wickham (619) 795-5000  
www.sandiegopadres.com

### BOAT RENTALS

**Williams Bait, Tackle & Boat  
Rentals**  
William Johnson (951) 642-0640  
www.williamsboatandtackle.com

### BOTTLED WATER

• **Full Spectrum Bottling, LLC**  
Jonathan Castro (714) 287-9410

### BRANDING

**Storyland Studios**  
Mike Mulligan (951) 674-0998  
www.storylandstudios.com

### BREWERY

**Craft Brewing Company**  
Kirk D Medeiros (951) 674-2562  
www.craftbrewingcompany.com

### BUSINESS CENTERS

**ICON Business Center**  
Shadon Gray (800) 568-8169  
www.iconbusinesscenter.com

### BUSINESS MACHINES/ SYSTEMS

• **Image Source**  
Mike Holler (951) 296-2150  
www.imagesourceusa.com

**Innovative Document Solutions**  
Kevin Hietritter (951) 676-8885  
www.idscanon.com

### CAMPGROUNDS/RV PARKS

• **Crane Lakeside Park +  
R.V. Resort**  
Sandy Grant (951) 678-2112  
www.cranelakesiderv.com

**Launch Pointe**  
Beau Davis (951) 471-1212  
www.launch.pointe.com

• **Lake Park RV Resort & Motel**  
Judy Jaynes (951) 674-7911  
www.lakeparkrvresort.com

### CANNABIS DISPENSARY

**Medcare Farms**  
Garin Heslop (800) 466-6420  
www.medcarefarms.com

• **Nibble This Lake Elsinore LLC**  
Raquel Origel (714) 615-1049  
www.nibblethis.com

**The Syndicate**  
(951) 471-5021  
socialthesyndicate.com

### CARPET/UPHOLSTERY CLEANERS

**Johnson's Carpet Cleaning**  
Scott Johnson (951) 674-6685  
jccextraction@aol.com

### CAR STEREO

**Golden State Autosound**  
Terry Richardson (951) 616-7028

### CASINOS

• **Lake Elsinore Casino & Econo Lodge**  
RJ Watanabe (951) 674-3101  
www.lercasino.com

**Qualified Player Services, LLC**  
Casey Zolnier (619) 850-6309

### CATERING

**New Life Culinary Creations**  
Steve Bearse (951) 375-1380  
www.newlifecatering.com

• **Lake Elsinore Storm Baseball**  
Shaun Brock (951) 245-4487  
www.stormbaseball.com

### CEMETERIES

• **Elsinore Valley Cemetery**  
Jeff Kuether (951) 674-2418  
evcdistrict@verizon.net

### CHAMBERS OF COMMERCE

**California Chamber of  
Commerce**  
Allan Zaremberg (916) 444-6670  
www.calchamber.com

**City of Lake Elsinore Visitors  
Bureau**  
Kim Joseph Cousins (951) 245-8848  
www.visitlakeelsinore.com

**Lake Elsinore Valley Chamber of  
Commerce**  
Kim Joseph Cousins (951) 245-8848  
www.lakeelsinorechamber.com

**U.S. Chamber of Commerce**  
Thomas J Donohue (202) 659-6000  
www.uschamber.com

### CHILD CARE

**Giggles N Hugs Childcare**  
Sheena Bostic (951) 285-9938  
www.gigglearnplay.com

**CHURCHES**

• **Elsinore First Assembly of God**  
Pastor Fred Rodriguez (951) 678-1757  
www.elsinorefirst.com

• **First Christian Church of Lake Elsinore**  
Bertha Engelhard (951) 674-2758  
www.firstchristianchurchle.org

**First Lutheran Church, LCMS**  
Pastor Kevin L. Kolander  
(951) 674-2757  
www.firstluth.com

• **Grace and Truth Worship Ministry**  
Willie J. Oliver (951) 291-1746  
www.GATWM.org

**New Creation Church**  
Ben Carrington (951) 813-5346  
www.newcreationchurch.co/

**Shepherd of Life Lutheran Church**  
Rebecca Ajer (951) 678-1561  
www.shepherdoflife.org

**St Paul's City Church**  
Cameron Lemons (951) 218-4732  
www.StPaulsCityChurch.org

**CITY OPERATIONS**

**City of Lake Elsinore - Community Service Department**  
Johnathan Skinner (951) 674-3124  
www.lake-elsinore.org

• **City of Lake Elsinore - Fire Department**  
Lonnie Olson (951) 246-2337  
www.lake-elsinore.org

**City of Lake Elsinore - Lake Patrol**  
(951) 245-3338  
www.lake-elsinore.org

• **City of Lake Elsinore - Police Department**  
Mike Lujan (951) 245-3300  
www.lake-elsinore.org

• **City of Lake Elsinore - Senior Activities Center**  
Priscilla Perez (951) 674-2526  
www.lake-elsinore.org

**CLEANING SERVICES**

**Five Star Cleaning**  
Jamie R Schramm (562) 881-4267  
www.fivestarcleaningbi.wixsite.com/clean

**Premier Solar Cleaning**  
Adam Fuller (951) 465-3117  
www.premiersolarcleaning.com

**COMMERCIAL REAL ESTATE**

• **Coldwell Banker Commercial Sudweeks Group**  
Brandon Sudweeks (951) 200-7683  
www.cbcsocalgroup.com

**Fairway Commercial Partners Inc**  
Rod K. Oshita (310) 939-7102  
www.Fairwaypartners.net

**RDP Consultants, LLC**  
Mark Cooper (913) 915-6538

**The Shopoff Group**  
William Shopoff (949) 417-1396  
bshopoff@shopoff.com

**Unique Properties Division Coldwell Banker ABR**  
Kimberly Duffy (951) 345-3004  
www.uniquepropertiesdivision.com

**WCI - West County Investments**  
Gary Washburn (951) 318-8542  
www.westcountyinvestments.com

• **WestMar Commercial Real Estate**  
Mark P. Esbensen (951) 491-6300  
www.westmarcre.com

**COMPUTER/INTERNET SERVICES/SALES**

**Carrier Connections Inc.**  
Debra Smith (951) 751-1705  
www.carrierconnections.com

**CONSTRUCTION**

**Building Industry Association Riverside County Chapter**  
Clint Lorimore (951) 781-7310  
www.riversidebia.org

**Edmondson Construction Company, Inc.**  
Chance Edmondson (951) 674-5589  
www.wemovedirt.com

**GBC Concrete and Masonry Construction, Inc.**  
Tom Daniel (951) 245-2355  
www.gbconstruction.com

**Inland Empire Handyman and Maintenance**  
Harvey William Nelson (951) 245-0144  
iehandyman.maintenance@gmail.com

• **Madrid Equipment Rental Inc**  
Michael A. Madrid (951) 674-6241  
www.madridcorporation.com

**Near-Cal Corp.**  
Carl J. Johnson (951) 245-5400  
www.nearcal.com

• **R & R Roofing**  
Raul I Jasso (951) 246-0695  
www.randrroofing.net

**Saber Geotechnical Construction Solutions**  
Jennifer Ohlsson (800) 922-2488  
www.saberfoundations.com

**CONSULTING COMPANIES**

**Hernandez Environmental Services**  
Shawn Gatchel-Hernandez (951) 334-6219  
www.hernandezenvironmental.com

**Southwest CA. Economic Development Corporation**  
Donald Murray (951) 694-9800  
www.edc-swrc.org

**Sunbelt Business Sales, Mergers & Acquisitions**  
Myles Ross (714) 200-3761  
www.Riverside.SunbeltNetwork.com

**The HR Doc**  
Karen Pence (951) 244-6707  
www.thehrdoc.com

**DAIRIES**

• **DeJong's Dairy**  
Herman DeJong (951) 674-2910

**DENTISTS**

• **Aava Dental**  
Yvette Villarreal (951) 226-7606  
www.aavadental.com

• **Dr. Deza's Dental Office**  
Rocio D Deza (951) 674-2000  
www.drdezasdentaloffice.com

• **Dr. J.T. Baugh**  
J.T. Baugh (951) 674-3187

• **Elsinore Care Dental Inc.**  
Dr. Albert Rincon Dds (951) 674-4800  
www.sites.google.com/site/elsinorecaredental

• **Kal Eissa DDS**  
Khaled Eissa (951) 674-8707  
www.khaledeissadds.com

• **Marketplace Dental Group**  
Florence Anaya (951) 245-8664  
www.marketplacentalgroup.com

• **Western Dental**  
Shona Baillie (951) 643-6094  
www.westerndental.com

**DEPARTMENT/ DISCOUNT/WAREHOUSE STORES**

**Outlets at Lake Elsinore**  
Jennifer Sulpizio (951) 245-0087  
www.outletsatlakeelsinore.com

• **Walmart**  
Marco Hernandez (951) 245-5990  
www.walmart.com

**DEVELOPERS/ INVESTMENT GROUPS**

**Castle & Cooke Alberhill Ranch, LLC**  
Ken Crawford (951) 245-0476  
www.alberhillranch.com

**Civic Partners Inc.**  
Tina Alexander (714) 230-8000  
www.civicpartners.com

**Lake Elsinore Town Center**  
Linda Nettels (714) 340-7849

• **Mebo Properties Development**  
Brian Lam (626) 831-0661  
briantlam@yahoo.com

**RDP Development Consultants, LLC**  
(405) 650-5238  
www.rdpconsultants.com

**The Sauls Company**  
Ed Sauls (949) 497-5439  
www.saulsco.com

**EDUCATION/ TUTORING SERVICES**

**Diego Hills- Lake Elsinore Learning Center**  
Shellie A. Dansby (951) 319-2763  
www.learnfourlife.com

**LFW Foundation**  
Valerie L Geason (951) 245-7073  
www.lfwfoundation.org

• **Mt. San Jacinto College**  
Kathy Donnell (951) 487-3002  
kdonnell@msjc.edu

**Julia Lee Performing Arts Academy**  
Tanya Lee Taylor (951) 356-6786  
www.JLPAA.org

**ELECTED OFFICIALS**

**CA Senator Melissa Melendez 28th Senate District**  
Glenn Miller (951) 894-3530  
www.district28.cssrc.us

**Supervisor Kevin Jeffries**  
Kevin Jeffries (951) 471-4500  
www.rivcodistrict1.org

**EMERGENCY SERVICES/ SUPPORT**

**Trauma Intervention Program, SW Riverside Co.**  
Magda Stewart (951) 698-2453  
www.tipswrc.org

**EMPLOYEE/EMPLOYER SERVICES**

**Thunder Staffing and Business Development**  
Roberta Moon (951) 609-1415  
www.thunderstaffing.com

**ENERGY BUILDING CONTROLS**

**Building Automation Technologies Inc.**  
Brian Oakes (951) 712-9433

**ENGINEERING COMPANIES**

• **K & A Engineering, Inc**  
Joline I Green (951) 279-1800  
www.kaengineering.com

• **KWC Engineers**  
Kelly Jackson (951) 734-2130  
www.kwcengineers.com

**Nevada Hydro**  
Rexford Wait (760) 599-1813  
www.leapshydro.com

**WSP**  
Ahmad Khan (951) 253-4590  
www.abam.com

**ENTERTAINMENT**

• **Escapology Lake Elsinore**  
Bill Boudreau (951) 245-6250  
escapology.com/en/lake-elsinore-ca/

• **Lake Elsinore Storm Baseball**  
Shaun Brock (951) 245-4487  
www.stormbaseball.com

**EQUIPMENT/PARTY RENTALS**

**Elsinore Valley Rentals & Ready Mix**  
Rita Wilsey (951) 674-2427

**Gates Sound**  
Doug Gates (888) 434-3339  
www.gatessound.com

**EXTREME SPORTS**

**Dirt Series LLC**  
Steve Miller (909) 800-9820  
www.dirtseriesracing.com

**FINANCIAL SERVICES**

**First Choice Loan Services, Inc.**  
Heladio Sanchez (951) 760-5821  
www.hsloans.com

**FLOOD/FIRE RESTORATION**

**Home Perfect Restoration**  
Christa Hoag (951) 303-1333  
www.homeperfectsocal.com

**PuroClean Restoration Experts**  
Carly Chalker (951) 651-0202  
www.puroclean.com/pre-ca

**Right Stop Restoration**  
Jarrett Hale (951) 378-2087  
www.rightstoprestoration.com

# MEMBER DIRECTORY

## FLORISTS

• **Lake Elsinore VIP Florist**  
Annette LaRocque (951) 674-6422  
www.lakeelsinorevipflorist.com

**Tulips Trophies & Treasures**  
Kimberly Ryan (951) 674-6072  
www.tulipstrophies.com

## FOOD TRUCKS

**El Puesto Taco Truck**  
Susana Godoy (951) 207-6034

## GAS STATIONS

**Arco AM/PM**  
Erwin Randhawa (951) 471-1520  
info@arcoguests.com

**Arco AM/PM**  
Ayman Mika (951) 674-7377  
ayman\_haddad1@yahoo.com

• **Arco Gas / Bocadillo Kitchen**  
Bobak Seyedgavadi (951) 471-8370  
www.bocadillokitchen.com

**Four Corners Arco AM/PM**  
Erwin Randhawa (951) 245-2866  
info@arcoguests.com

## GOLF COURSES/ EQUIPMENT/LESSONS

• **The Links at Summerly**  
Stan Gonzales (951) 674-3900  
www.linksatsummerly.com

## GOVERNMENT AGENCIES

• **City of Lake Elsinore**  
Grant Yates (951) 674-3124  
www.lake-elsinore.org

**Riverside County Treasurer  
-Tax Collector**  
Debra Marabella (951) 955-3900  
www.countytreasurer.org

**Riverside County  
Transportation Commission**  
Cheryl Donahue (951) 787-7141  
www.RCTC.org

**Western Riverside Council  
of Governments**  
Rick Bishop (951) 955-8311  
wrcog.cog.ca.us

## GROCERY/FOOD STORES

• **Albertsons 6798**  
Paul Kadow (951) 245-4461  
Paul.Kadow@albertsons.com

• **Cardenas Markets Inc.**  
Marco A. Robles (909) 923-7426  
www.cardenasmarkets.com

• **El Rancho Market**  
Ray Haifa (951) 674-5879

**Grocery Outlet of Lake Elsinore**  
Sarah & Eric Senges (951) 471-6626  
www.groceryoutlet.com

• **Stater Brothers #187**  
Anthony Charles (951) 244-2014  
www.staterbros.com

• **Stater Brothers #189**  
Gary Holland (951) 245-5802  
www.staterbros.com

• **Stater Brothers #98**  
Felix Larez (951) 674-1349  
www.staterbros.com

## GUNSMITH

**GLMason Gunsmith**  
Gary L. Mason (714) 615-7735  
glmason1@sbcglobal.net

## HAIR SALON

**Lakeshore Hairstyles**  
Jody Pike (951) 336-6878  
Lakeshorehairstyles@gmail.com

**Sport Clips Haircuts**  
Amanda Bowers (951) 579-4550  
www.sportclips.com/ca646

**Vinny's Barber Shop**  
Vinny Medina (951) 223-8264  
www.vinnysbarbershop.com

## HEALTH CLUBS

**Fit Body Boot Camp Lake Elsinore**  
Caroline C. Niebla (951) 230-9632  
www.lakeelsinorefbcc.com

**The Camp Transformation  
Center - Lake Elsinore**  
Chad Bursleson (951) 245-8877  
www.thecampctc.com

## HEALTH/NUTRITION

**Melaleuca**  
Debra Smith (951) 751-1705  
www.makegreengogreen.com/debrasmith

**Nutrishop**  
Michael Norcia (951) 674-1550  
www.NutrishopUSA.com

## HOME INSPECTIONS

**A Better Look Home Inspection**  
George Mills (951) 445-3550  
www.abetterlookinspections.com

## HOME IMPROVEMENT CENTERS

**Habitat for Humanity Inland  
Valley Lake Elsinore ReStore**  
Tammy Marine (951) 471-1188  
www.habitat4inlandvalley.org

## HOSPICE CARE

• **Hospice of the Valleys**  
Cari Rath (951) 200-7800  
www.hovsc.org

## HOSPITALS

• **Rady Children's Hospital**  
Kathleen Korn (800) 788-9029  
www.rchsd.org

• **Southwest Healthcare System**  
Raedean Olmo (951) 677-9712  
www.ivrmc-rsmc.com

• **Temecula Valley Hospital**  
Celena Barton (951) 331-2200  
www.temeculavalleyhospital.com

## HOTELS/MOTELS/ RESORTS

• **Best Western**  
Ajay Patel (951) 674-3131  
www.bestwestern.com

• **Holiday Inn Express**  
Sachin Trivedi (951) 674-4333  
www.hiexpress.com/lakeelsinoreca

**Lake Elsinore Econo Lodge**  
Roxanne Zeller (951) 674-3101  
www.lercasino.com

**Lake Elsinore Hot Springs Motel**  
Kenny Tsai (951) 674-2581

• **Quality Inn**  
Pete Patel (951) 674-9694  
www.qilakeelsinorehotel.com/home

## HVAC

**REE Mechanical**  
Jacquelyn Bishop (951) 296-0984  
www.reehvac.net

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### Riverside County Superintendent of Schools

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www.legionpost200.org

## Elsinore Woman's Club

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www.elsinorewomensclub.org

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Elks Lodge #2591  
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## Lake Elsinore Historical Society

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www.urwireguy.com

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www.evmwd.com

### Metropolitan Water District

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### Southern California Gas Company

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www.socalgas.com

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www.socaltelephone.com

### Western Municipal Water District

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# WHY YOU REALLY NEED A FLU SHOT THIS YEAR

## ***With flu season arriving during a pandemic, it's more important than ever to get a flu shot.***

Although the country's focus is understandably on the COVID-19 pandemic right now, flu season is upon us whether we're ready for it or not. That means that even if you usually skip getting an annual flu shot, this is one year you should consider getting one.

After you receive a flu shot, your body produces antibodies that will kill the virus if you're exposed to it. It won't protect you against every strain of influenza virus but it will help against the strains expected to be the most common. Even if you still get sick after getting a flu shot, your illness will usually be milder than if you didn't get the vaccine at all. Getting a flu shot not only protects you but reduces spread of the virus in your community.

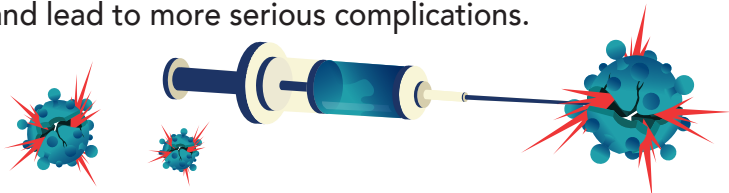
Protect your health and your community's healthcare resources by getting a flu shot this year. The CDC recommends you get a flu shot by the end of October but anytime you get one will provide health benefits to you and those around you.

Still not sure you need one? Read on for a few good reasons to get one this year even if you normally don't.

### ***You'll Reduce Your Chance of Getting Sick***

Since the COVID-19 and flu viruses are both active right now – and will be throughout the fall and winter – your chance of becoming sick this year is higher than usual. Although getting a flu shot won't stop you from getting COVID-19, it will make it less likely you'll get the flu. Not getting the flu will keep you healthier and your immune system stronger, which is important with the coronavirus running rampant.

If you don't get a flu shot, you may find yourself battling the flu and COVID-19 at the same time. Or you can develop the flu while you're still recovering from coronavirus or vice versa. Becoming ill with both viruses within a short period of time may make you very sick and lead to more serious complications.



People who are over age 65, under age 2 or those with serious health issues are more likely to develop severe complications from the flu. A flu shot is particularly important if you're pregnant, work in a healthcare setting, live in a nursing home or have an underlying health condition such as heart, lung, kidney or liver disease, asthma, HIV/AIDS or a condition that suppresses your immune system. But no matter what your age and health condition, it's hard to predict whether the flu will cause mild, moderate or severe symptoms.

### ***It Will Be Easier to Make a Diagnosis***

Both the flu and COVID-19 can cause similar symptoms, including coughing, fever, sore throat, nasal congestion, headache, body aches and difficulty breathing. If you develop any of these symptoms, it may be harder for a doctor to determine why you're sick and which type of treatment would be most effective. This is especially problematic if COVID testing is hard to get where you live or results take a long time to get back. If you've had a flu shot, it will make it less likely your symptoms are due to the flu and more likely they're a result of the coronavirus.

### ***Hospitals Won't Be as Overwhelmed***

Hospitals quickly reached capacity in coronavirus hot spots this spring and summer. Flu season, coupled with the continuing pandemic, may stretch healthcare resources even thinner during the fall and winter – making it difficult for people to get the care they need.

Last year, more than 400,000 people were hospitalized due to the flu, according to the Centers for Disease Control and Prevention. If a similar situation happens this year, hospitals may be unable to cope with the increased demand for healthcare services due to a combination of the flu and COVID-19.

"Historically, less than half of Americans get flu vaccines. This is the year that I'm asking the American public to seriously reconsider, because that decision may make available a hospital bed for somebody else that really needs it for COVID," Dr. Robert Redfield, CDC Director, explained during a TIME 100 Talks discussion.

This special message is brought to you by Southwest Healthcare System – Inland Valley Medical Center in Wildomar and Rancho Springs Medical Center in Murrieta.



## IMPORTANT PHONE NUMBERS

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• American Medical Response	(951) 782-5200
• Border Patrol	(951) 676-2261
• Fire Department/ Emergency	(800) 472-5697
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• Fire Department, Station 11 - Lakeland Village	(951) 678-2161
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• Graffiti Hotline	(951) 674-2701
• Inland Valley Regional Medical Center	(951) 677-1111
• Lake Patrol	(951) 245-3338
• Police/ Sheriff, After Hours	(800) 950-2444
• Police/ Sheriff, Business	(951) 245-3300
• Rancho Springs Medical Center	(951) 696-6000
• Southwest Healthcare System	(951) 677-9712
• Total Care Family Medical Center of Lake Elsinore	(951) 674-8779

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• Hemet Valley Medical Center	(951) 652-2811
• Immunizations	(951) 246-1215
• Inland Valley Regional Medical Center	(951) 677-1111
• Kaiser Permanente Riverside	(951) 353-2000
• Menifee Valley Medical Center	(951) 679-8888
• Rancho Springs Medical Center	(951) 696-6000
• Riverside County Regional Medical Center	(951) 486-4000
• Riverside Community Hospital	(951) 788-3000
• Social Services/ Medi-Cal	(951) 245-3100
• Vista Community Clinic: Lake Elsinore	(951) 252-2720
• WIC Supplemental Nutrition Program	(951) 455-4942

### Local Media

• FROGGY 92.9 KFRG FM (Radio)	(951) 693-2206
• The Press Enterprise (Newspaper)	(951) 684-1200
• Valley News	(760) 723-7319

### Family Services

• Adult Abuse	(800) 491-7123
• Animal Control	(951) 674-0618
• Environmental Health Services, 24-Hour Emergency Calls	(951) 461-0284
• Mental Health Dept. Adult/ Child Crisis Services	(951) 765-1550
• Mental Health Dept. Night/ Weekend Crisis Intervention	(951) 358-5245
• Child Abuse/ Domestic Violence	(800) 442-4918
• Child Protective Services	(951) 696-3450
• Coroner/ 24-Hour	(951) 443-2300
• Crisis Center/ 24-Hour Hotline	(951) 686-4357
• Gamblers Anonymous	(866) 239-2911
• Homeless Helpline	(951) 291-0050
• Lifestream	(909) 386-6848
• Poison Information	(800) 876-4766
• Rape Crisis/ 24-Hour Hotline	(951) 686-7273
• We-Tip	(800) 78-CRIME

### Utilities

• CR&R Solid Waste & Recycling Services	(800) 755-8112
• Elsinore Valley Municipal Water District (EVMWD)	(951) 674-3146
• Metropolitan Water District	(760) 451-9122
• Southern California Edison	(800) 655-4555
• Southern California Gas Company	(909) 335-7660
• Southern California Telephone Company	(951) 693-1880
• Spectrum	(951) 245-9485
• Western Municipal Water District (WMWD)	(951) 789-5000

### Service Organizations

• Animal Friends of the Valleys	(951) 674-0618
• Cops for Kids, Inc.	(951) 245-3300
• Elsinore Valley Arts Network	(951) 245-4478
• Elsinore Woman's Club	(951) 678-8941
• H.O.P.E.	(951) 245-7510
• Lake Elsinore Senior Center	(951) 674-2526
• Lions Club	(951) 639-3352
• Lake Elsinore Rotary Club	(562) 881-4267
• Share Program	(951) 674-2758
• United Way/ Inland Valley	(951) 461-1221

### Transportation

• AMTRAK	(800) 872-7245
• Community Transportation System	(800) 800-7821
• Dial-A-Ride	(800) 795-7887
• Greyhound (Perris)	(800) 231-2222
• Metrolink	(800) 371-5465
• Riverside Transit Authority (RTA)	(800) 800-7821
• Rideshare	(800) COMMUTE
• Park and Ride	(800) RIDESHARE
• VAN-Ride	(800) 826-7433

### Worship

• Calvary Chapel of Lake Elsinore	(951) 674-5451
• Elsinore Christian Center	(951) 674-0747
• Elsinore First Assembly of God	(951) 678-1757
• First Baptist Church	(951) 678-2514
• First Christian Church	(951) 674-2758
• First Lutheran Church Mo Synod	(951) 674-2757
• First United Methodist Church	(951) 674-6579
• Grace and Truth Worship Ministry	(951) 291-1746
• Independent Church of Elsinore	(951) 674-3632
• Lake Elsinore Baptist Church	(951) 674-9350
• Lake Elsinore Dream Center	(951) 376-3703
• Lake Elsinore Providence Baptist Church	(951) 674-4311
• Lakeview Chapel-Evangelical Methodist	(951) 674-2825
• New Creation Church	(951) 813-5346
• New Hope Baptist Church	(951) 674-8053
• New Song Calvary Chapel	(951) 245-5664
• Shepherd of Life Lutheran	(951) 678-1561
• St. Andrew's Episcopal Church	(951) 674-4087
• St. Frances of Rome Catholic Church	(951) 674-6881
• St. Paul's City Church	(951) 218-4732
• The P.O.W.E.R. House	(951) 226-0135
• The Lamb's Fellowship	(951) 417-3807

**City of Lake Elsinore**

- Building and Safety (951) 674-3124 ext. 801
- Business License (951) 674-3124 ext. 302
- City Clerk (951) 674-3124 ext. 269
- City Council (951) 674-3124 ext. 204
- City Manager (951) 674-3124 ext. 204
- Code Enforcement (951) 674-3124 ext. 227
- Community Development (951) 674-3124 ext. 297
- Community Services (951) 674-3124 ext. 265
- Engineering (951) 674-3124 ext. 915
- Graffiti Hotline (951) 674-2701
- Household Hazardous Waste (951) 674-5170
- Human Resources/ Personnel (951) 674-3124 ext. 231
- Lake & Aquatic Resources (951) 674-3124 ext. 265
- Lake Patrol (951) 245-3338
- Parks/ Tree Maintenance/ Streetscapes (951) 674-5170
- Public Information Officer (951) 674-3124 ext. 314
- Public Works/ Pot Holes (951) 674-5170
- Recycling (951) 674-3124 ext. 245
- Senior Center (951) 674-2526
- Special Events/ Filming Permits (951) 674-3124 ext. 292
- Street Hazards (951) 674-5170
- Weed Abatement (951) 674-3124 ext. 998

**Government - City**

- City Hall (951) 674-3124
- Chamber of Commerce (951) 245-8848
- City Council (951) 674-3124 ext. 204
- Councilwoman, Natasha Johnson (951) 674-3124 ext. 204
- Mayor Pro-Tem, Robert Magee (951) 674-3124 ext. 204
- Councilman, Steve Manos (951) 674-3124 ext. 204
- Councilman, Timothy J. Sheridan (951) 674-3124 ext. 204
- Mayor, Brian Tisdale (951) 674-3124 ext. 204
- City Manager, Grant Yates (951) 674-3124 ext. 204
- Chief of Police, Michael Lujan (951) 245-3300
- Battalion Chief, Ty Davis (951) 246-2337

**Government - County**

- County of Riverside (951) 955-1000
- County Supervisors
  - Kevin Jeffries, District 1 (951) 471-4500
  - Chuck Washington, District 3 (951) 955-1030
  - V. Manuel Perez, District 4 (951) 955-1040

**Government - State**

- Governor, Gavin Newsom (916) 445-2841
- Senator-Melissa Melendez-District 28 (951) 894-3530
- Assembly Member-District 67 (951) 894-1232

**Government - Federal**

- US Senator, Dianne Feinstein (951) 914-7300
- US Congressman-District 42, Ken Calvert (951) 277-0042

## CHAMBER MAGAZINE AD PRICING

The Lake Elsinore Valley Chamber of Commerce Magazine is a Quartly Publication that includes up-to-date Membership Directory, upcoming Chamber Events, City Map and Ad's for Chamber Members.

Advertising in the Magazine is an easy and effective way to reach 2500 people at a reasonable price!

FULL COLOR AD'S		
BACK COVER	\$1000	1/2 PAGE \$300
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# ALERT LE

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#LakeElsinore #AlertLE



A Smart Phone App is now available for you to use to report and get updates about any concerns or issues you may have directly to the City of Lake Elsinore.

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It's FREE!

## The Rotary Club of Lake Elsinore

*What are the benefits of joining Rotary?*

- Become connected to your community
- Work with others in addressing community needs
- Interact with other professionals in your community
- Establish contacts with an international network of professionals
- Develop leadership & public speaking skills
- Involve family in promoting service

### Meeting Location/Time

*Wednesday Morning:*

**7:00am at Ortega Conference Center  
520 Chaney Street • Lake Elsinore CA 92530**

*Please note: Morning meetings are only during  
the 2nd and 4th Wednesday of each month*

**2020-2021 President, Jamie Schramm:  
jamie.lerotary@gmail.com • (562) 881-4267**

*Wednesday Evening:*

**6:30pm at El Comal Restaurant  
31731 Riverside Dr. Lake Elsinore, CA 92530**

*Please note: Evening meetings are on  
the 1st and 3rd Wednesday of each month*

Est. 1954

24/7: E-Club

<http://www.rotaryclubonline.com>

## Vinnys Barber Shop

**VINNY MEDINA  
OWNER / CEO**

**17494 Grand Ave  
Lake Elsinore, CA 92530**

**951-223-8264  
VINNYTHEBARBER2000@GMAIL.COM**



VINNYSBARBERSHOP.COM

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Office: (951) 471-2700  
Fax: (951) 471-8100

[jack@jackfergusoncpa.com](mailto:jack@jackfergusoncpa.com)



*Robin Paliwoda*

Real Estate Broker

DRE #00520520

**(951) 285-6426**

[robinprealtor@gmail.com](mailto:robinprealtor@gmail.com)

LEASES - SALES - PURCHASES - PROPERTY MGMT

31900 Mission Trail, Suite 200

Lake Elsinore, CA 92530





# New Year

# New Beginnings

## **FREE Viewing Areas:**

To bid farewell to 2020 and welcome the New Year, the City will host a special New Year's Eve Fireworks Celebration at 9 p.m. from the lake's t-peninsula.

Viewers are urged to maintain social distancing, be respectful to others and remain mindful of those around you. This event is subject to change or cancellation due to COVID-19.

Lakepoint Park  
Summerly  
Community Park  
Whiskers Fishing  
Beach  
Elm Grove Beach  
Swick & Matich Park  
Designated Levee  
Areas

## **More Information:**

[www.lake-elsinore.org/NYE](http://www.lake-elsinore.org/NYE)  
951-674-3124 ext 292



**PREMIER PARTNERS:**



**PREMIER MEMBERS:**



**LAKE ELSINORE VALLEY**  
CHAMBER OF COMMERCE

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**PREMIER ASSOCIATES:**

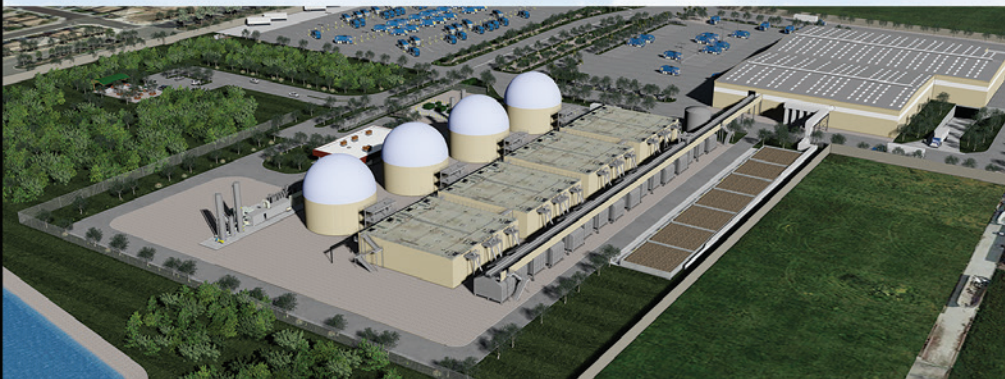


**MEDIA ASSOCIATES:**



**(951) 245-8848 · WWW.LAKEELSINORECHAMBER.COM**  
132 WEST GRAHAM AVENUE · LAKE ELSINORE, CA 92530

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