

LAKE ELSINORE VALLEY
CHAMBER OF COMMERCE

2022 VISITOR'S MAGAZINE
JANUARY - MARCH

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TO ENJOY!

LAKE ELSINORE EXTREME BEAUTY

**Legislative Report
Card** - Page 9

**Housing in
Lake Elsinore** - Page 12

Health Article - Page 22

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

Spring Jamboree

**April
16th**

**McVicker
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Park**

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Carnival Rides
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Vendors**

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Timothy J. Sheridan
Mayor, City of Lake Elsinore

Recently, my colleagues on City Council gave me the honor to serve as Mayor of Lake Elsinore for the 2021-2022 term. It is my absolute privilege to do so. I am humbled to serve the citizens of our amazing City.

Our City is amazing for many reasons – we have an awesome lake, an exciting Minor League Baseball team – the Lake Elsinore Storm – a historic downtown with vibrant restaurants and terrific specialty shops. Ultimately, however, it is our people that make our piece of the world so exceptional. In fact, this assessment is not just a slogan – it is borne out in the numbers, especially when considering the growth we have experienced over the last 10 years. According to the 2020 Census, the City of Lake Elsinore was the second fastest growing City in California. Today, nearly 71,000 residents call Lake Elsinore home. This growth has led to an incredibly diverse community and a desire for more services, businesses, and opportunities.

At the City, we remain focused on ensuring we can provide the services our growing community needs. We have made it a priority to improve our roads, walkways, infrastructure, and facilities. Last year, we celebrated the completion of several critical neighborhood improvements to Larson Road, Nichols Road, the Avenues, Collier Avenue, Grand Avenue, 3rd Street and Riverside Drive. We also recently completed our new Public Works Administration Building in November to ensure our teams can best perform the work that our community expects.

But the work is never done. To ensure our community and regions transportation needs are met, significant projects are underway for all of our freeway interchanges, which serve as the gateways to our City. This year, we look forward to completing the Railroad Canyon/I-15 Interchange Project, which has been under construction since May 2020 and has already started to dramatically improve regional circulation. We are also preparing to begin the Main Street Interchange Project, which will improve safety, ease congestion and welcome visitors to the heart of our community - Downtown Lake Elsinore.

Soon, we will tackle some of our worst roads as part of Phase 3 of our Downtown Pavement Projects. This will include many aged roadways and drainage upgrades south of Main Street and we will fully repave Historic Main Street. On surrounding downtown streets, active transportation infrastructure and landscaping improvements are underway for the Spring Street Urban Greening Grant Project, which will include nearly 600 trees and shrubs and more than one mile of much needed sidewalks and bike lanes.

Opening soon near the new Walmart Supercenter is Raising Canes, Chipotle, Taco Bell, Jersey Mikes and Auto Zone, providing more dining options for residents and visitors traveling through another one of our regional corridors. Additionally, Phase 1 has begun for the Corydon Gateway project, a new retail center that will provide expanded services, retail space, and off-site infrastructure improvements on the southern edge of the City.

Around this time last year, the City opened its first crisis stabilization facility, The Anchor, to serve our most vulnerable population through the State's Project Homekey. The Anchor serves as a resting place for those experiencing homelessness in our community, and since its opening, has helped nearly 50 people move off the street and out of homelessness. We have taken a proactive approach to drastically reduce our homeless population and protect our public spaces by maintaining a zero-tolerance policy, and giving a hand up, not a handout. On January 26th, the City will participate in the County's annual Point-In-Time Count, which evaluates the number of unsheltered individuals currently in our community. If you would, please consider joining us. You can learn more and sign up at MoreThanACount.org.

This year we celebrated many firsts, as well as enjoyed many of our favorite community events. We were delighted to celebrate our diversity by hosting new events including Juneteenth, Mariachi Fest and Taco Fest, while also resuming our long-time favorites like the Winterfest and Movies in the Park.

In Lake Elsinore, we remain focused on our greatest assets that set us apart from anywhere else – The Lake, Downtown, and Action and Adventure. As we look to 2022, we resolve to support our business community as we continue to recover from the COVID-19 pandemic. Looking ahead, we wish each of you a joyous and prosperous new year. If ever there was a time, this would be it - Dream Extreme, Lake Elsinore.

Sincerely,

Timothy J. Sheridan
Mayor - City of Lake Elsinore

With so much happening in Lake Elsinore, stay connected and up-to-date on all the action by following the City on one of our Facebook pages,
www.facebook.com/CityofLakeElsinore or www.facebook.com/LEExtremeRecreation,
or find news and events on our website at www.lake-elsinore.org

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- 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

First Tuesday of the Month:

Club Social

**6:30pm at El Ranchito
32251 Mission Trail STE G4
Lake Elsinore CA 92530**

Second Tuesday of the Month

Club Social

**6:30pm at Ortega Conference Center
520 Chaney Street • Lake Elsinore CA 92530**

2021-2022 President, Jamie Schramm:

jamie.lerotary@gmail.com • (562) 881-4267

*For Questions Contact: Jaime Schramm (562) 881-4267
or Kim Cousins (951) 834-5521*

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LEGISLATIVE UPDATE

SWCLC

Southwest California Legislative Council

This report for the first year of the 2021-2022 legislative session summarizes California legislators' floor votes on Southwest California Legislative Council priority bills.

This is the 16th vote record the SWCLC has compiled. The SWCLC publishes this report in response to numerous requests by member firms and coalition members that would like a gauge by which to measure the performance of their legislators.

Partial Picture

No vote record can tell the entire story of a legislator's attitude and actions on issues of importance to business. Each year, legislators cast thousands of votes on thousands of proposed laws.

To fully evaluate your legislative representative, consult the legislative journals and examine your legislator's votes in committee and on floor issues. You can view these via links at <http://leginfo.legislature.ca.gov/>

The SWCLC adopted positions on 109 state bills this year, down from 91 last year. The Council supported 44 and opposed 55. 31 of those bills made their way through the legislative process and were among some 1,000 that landed on the Governor's desk. Of those 31, SWCLC supported 15 and opposed 16.

Some 2,775 bills, constitutional amendments and other measures were introduced this session. Many bills, both JOB KILLERS and JOB CREATORS were rejected by legislators in policy or fiscal committees, thus stopping proposals before they reached the floor for a vote.

The vote record does not capture these votes. Most bills in this report cover major business bills that are of concern to both small and large companies and especially to companies doing business in Southwest California and fit the Strategic Initiatives of the SWCLC.

The SWCLC recognizes that there are many bills supported or opposed by business that may not be included in this vote record and analysis. A full list of bill positions for SWCLC is available at <http://SWCLC.biz>

Factors Considered

- The bills and votes reflect legislators' attitudes toward private enterprise, fiscal responsibility and the business climate.
- Each bill was a priority for the SWCLC, a position had been adopted by the SWCLC and that position had been communicated one or more times to the author of the bill, the appropriate committee and to our local legislators.
- The bills were voted upon by the full Senate and Assembly. This year 29 of the 109 met that criteria. Last year 11 of 91 bills met that criteria.
- Unless otherwise noted, final floor votes are shown. Concurrence votes and conference report votes are considered final votes.

Historical Record

Once again MOST Southwest California legislators scored well, but not all. Some scores were abysmal. As in past years, this is indicative of the fact that Southwest County tends to elect more business-friendly, fiscally conservative legislators who reflect the needs of their constituency. But not all.

The SWCLC focused on a broad spectrum of issues in keeping with our Strategic Initiatives of budget & tax reform, job creation & retention, infrastructure & the environment, and healthcare.

Within that framework, the SWCLC weighed in on infrastructure and housing issues, reducing or eliminating tax and regulatory burdens, onerous environmental legislation, as well as healthcare reform, and of course COVID-19.

The Council worked to support issues of local concern like enabling local restaurants and wineries

to recover from onerous lockdowns (SB 19, SB 87, SB 314 & SB 389), as well as bills aimed at curbing rampant unemployment fraud (AB 110) and organized retail theft (AB 331). The group opposed several health care bills that will increase cost and exacerbate labor issues (AB 1204, AB 1422, SB 95 & SB 524), as well as bills restricting inland area warehouse growth (AB 701), a bill that will expand a contractors cost liability to include issues with all subcontractors (SB 727) and another that will increase the cost to manufacture garments (SB 62).

Vote Record

Senators Melissa Melendez (R) SD 28 again scored a perfect 100% voting records on SWCLC priority bills while Sen's Ochoa-Bogh (SD 23) and Jones (SD 28) came in at 97%. Senator Richard Roth (D) SD 31, voted in accord half the time - 50%.

Assembly Members Marie Waldron (R) AD75 also voted with the Council 100% of the time, while Kelly Seyarto (AD 67) logged 97%, differing on only a single issue. Members Cervantes (D) AD60 scored 47% and Medina (D) AD61 scored 48%.

Governor Gavin Newsom passed all 15 bills supported by the SWCLC and vetoed 3 of the 16 bills we opposed for a 58% vote record. This represents a significant improvement over the 32% vote record by the Governor in his first outing last year.

In spite of his votes in accord with our issues, there were plenty of 'bad' bills that made it through on issues not pertinent to SWCLC strategic initiatives, although many will impact our local business community and/or property rights.

The Southwest California Legislative Council considers it a privilege to advocate on behalf of business interests in Southwest Riverside County. Thanks to our dedicated Legislators and their staffs for their support and cooperation in 2020.

Thanks also to our sponsors, supporters and Chamber coalition partners.



TUSCANY HILLS PARK























30 SUMMERHILL DRIVE

Hours - Daily: 6am - 10pm

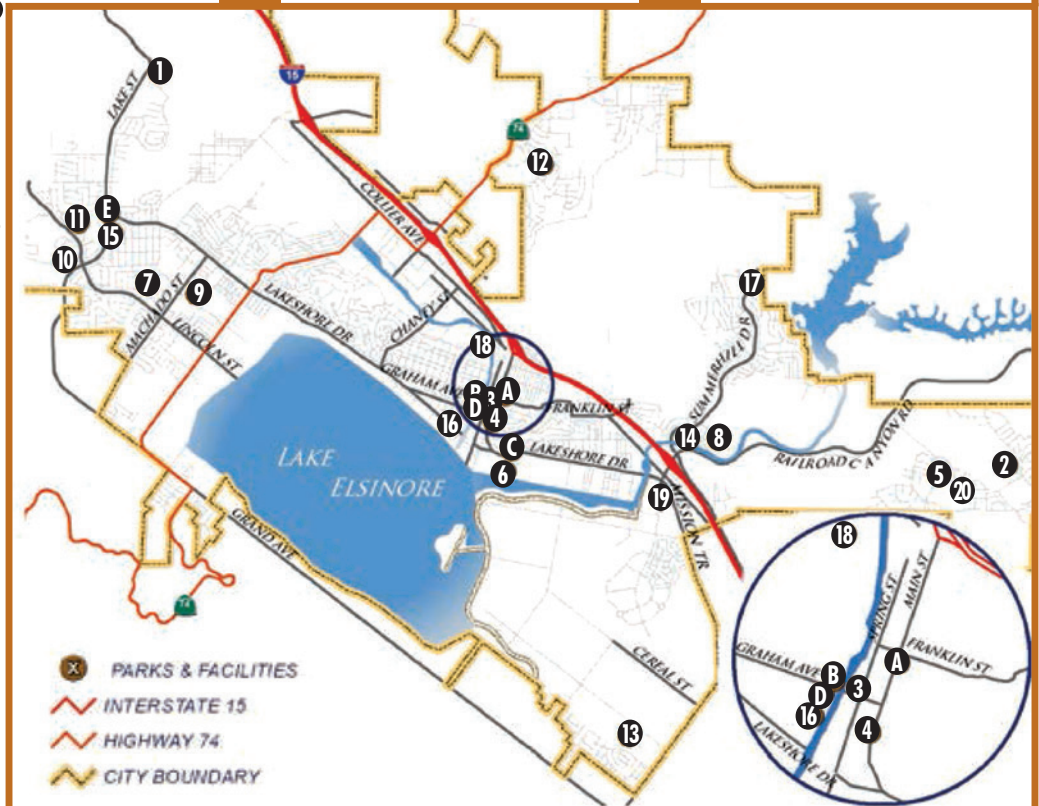
Located at the intersection of La Strada and Summerhill Drive, within the Tuscany Hills development. This park provides two (2) baseball fields, tot lot area, picnic facilities, shade structure and parking lot.



CITY OF LAKE ELSINORE PARKS & FACILITIES

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

- | | |
|---|---|
| 1 Alberhill Park
28200 Lake Street | 14 Summerhill Park
31613 Canyon Estates Drive |
| 2 Channel Walk
Heald Avenue and Spring Street | 15 Summerlake Park
900 W. Broadway |
| 3 Canyon Hills Community Park
34360 Canyon Hills Road | 16 Swick & Match Park
402 Limited Street |
| 4 City Park
243 S. Main Street | 17 Tuscany Hills Park
30 Summerhill Drive |
| 5 Creekside Park
3200 Lost Road | 18 Yarbrough Park
419 N Poe Street |
| 6 Lakepoint Park
420 E. Lakeshore Drive | 19 Summerly Community Park
18505 Malaga Road |
| 7 Lincoln Street Park
14986 Lincoln Avenue | 20 Christensen Park
36300 Piedmont Dr |
| 8 Linear Park
31717 Canyon Estates Drive | A Boys & Girls Clubhouse Alberhill Park
3711 Nichols Rd |
| 9 Machado Park
15150 Joy Street | B Cultural Center
183 North Main Street |
| 10 McVicker Canyon Park & Skate Park
29355 Grand Avenue | C Lake Community Center
310 W Graham Ave |
| 11 Oak Tree Park
15340 Lincoln Street | D Lake Elsinore Senior Activity Center
420 E Lakeshore Dr |
| 12 Rosetta Canyon Sports Park
39423 Ardenwood Way | E Youth Opportunity Center
400 W. Graham Avenue |





THE LAKE ELSINORE HOUSING JOURNAL

ADAM A. RUIZ FOR THE SOUTHWEST RIVERSIDE COUNTY ASSOCIATION OF REALTORS®

Welcome to another edition of the REALTOR® Report! I just got back from another conference with colleagues around the country, and the same story continues - inventory shortages and housing affordability remain top concerns for everyone. However, some good news was announced last week that will help with the affordability, and that's the increase in Conforming and FHA loan limits. This increase will provide financing options to buyers in our region, giving them access to higher loan amounts while maintaining the same access to lower down payments and lower interest rates. In Riverside County, the new Conforming loan limit is \$647,200, and the new FHA loan limit is \$562,350. In neighboring San Diego County, the new Conforming loan limit is \$879,750, and the new FHA loan limit is also \$879,750. This is good news for buyers!

The median home price in Southwest Riverside County had a slight increase of 2% from a month ago (\$550,000/\$538,000), was up 20% from a year ago (\$460,000), and up 39.2% from 2 years ago (\$395,000).

Unsold inventory is still hovering near 2 months (6 months is considered a healthy market), and days on market crept up again to 11 days, up from 7 days last year but still significantly lower compared to 30 days 2 years ago. Unit sales are down 5% from the previous month and down 3% from last year. Inventory dropped by 10% from last month but is still up 39% from last year. Southwest Riverside County is still presenting solid numbers across the region. Median prices are up in all of our local cities, ranging in an increased range of 6.7%-27.6% Year-Over-Year.

As I mentioned last month, I also attended the National Association of REALTORS® Conference and heard from their Chief Economist, Lawrence Yun. He is forecasting a fairly flat 2022 with a slight increase in interest rates. Remember, this is a National forecast. I have included some of his slides for your reference.

Lastly, I am including a chart showing the economic impact of a

typical home sale in California. I know everyone reading this report already understands real estate's critical role in economic strength, but this is a nice chart demonstrating that. The latest numbers from the National Association of REALTORS® are from 2019. With the increase in home prices in the past 2 years, I feel confident that the impact is even more significant now.

SW Market @ A Glance							
Southwest California	Reporting Period	Current Month	Last Month	Year Ago	Change from Last Month	Change from Year Ago	
Existing Home Sales (SFR Detached)	November 2021	1,048	1,101	1,084	-5%	-3%	
Median Home Price	November 2021	\$550,000	\$538,000	\$460,000	2%	20%	
Unsold Inventory Index (SFR Units)	November 2021	1,028	1,146	738	-10%	39%	
Unsold Inventory Index (Months)	November 2021	2	2	2	0%	0%	
Median Time on Market (Days)	November 2021	11	9	7	22%	57%	
<small>Source: CRMLS</small>							
Your "Average" House, November 2021							
City	Median Sold Price	Average Sold Price	Average Sq. Ft.	Average \$/Sq. Ft.	Bed	Bath	Year Built
Canyon Lake	\$602,000	\$633,729	2,177	\$307.51	3	2	1984
Hemet	\$410,000	\$407,601	1,736	\$245.12	3	2	1988
Lake Elsinore	\$545,000	\$542,964	2,088	\$280.32	4	3	1998
Menifee	\$522,500	\$516,159	1,972	\$275.75	3	2	1999
Murrieta	\$629,000	\$701,275	2,548	\$282.13	4	3	2001
Perris	\$497,500	\$519,554	1,964	\$278.92	4	3	1993
San Jacinto	\$443,000	\$427,768	1,931	\$233.88	4	2	1997
Temecula	\$675,000	\$770,757	2,410	\$333.88	4	3	1997
Wildomar	\$600,000	\$630,912	2,246	\$296.95	4	3	1997
Winchester	\$594,000	\$605,886	2,426	\$250.89	4	3	2008
<small>Source: CRMLS</small>							



STORM BASEBALL

MINOR LEAGUE AFFILIATE OF THE SAN DIEGO PADRES



Your Home Team!

STORMBASEBALL.COM

/LAKEELSIKINORESTORM

@STORM_BASEBALL

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
					IE ⁸	IE ⁹
IE ¹⁰	OFF ¹¹	VIS ¹²	VIS ¹³	VIS ¹⁴	VIS ¹⁵	VIS ¹⁶
VIS ¹⁷	OFF ¹⁸	FRE ¹⁹	FRE ²⁰	FRE ²¹	FRE ²²	FRE ²³
FRE ²⁴	OFF ²⁵	IE ²⁶	IE ²⁷	IE ²⁸	IE ²⁹	IE ³⁰

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
IE ¹	OFF ²	RC ³	RC ⁴	RC ⁵	RC ⁶	RC ⁷
RC ⁸	OFF ⁹	SJ ¹⁰	SJ ¹¹	SJ ¹²	SJ ¹³	SJ ¹⁴
SJ ¹⁵	OFF ¹⁶	VIS ¹⁷	VIS ¹⁸	VIS ¹⁹	VIS ²⁰	VIS ²¹
VIS ²²	OFF ²³	IE ²⁴	IE ²⁵	IE ²⁶	IE ²⁷	IE ²⁸
IE ²⁹	OFF ³⁰	RC ³¹				

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
			RC ¹	RC ²	RC ³	RC ⁴
RC ⁵	OFF ⁶	SJ ⁷	SJ ⁸	SJ ⁹	SJ ¹⁰	SJ ¹¹
SJ ¹²	OFF ¹³	MOD ¹⁴	MOD ¹⁵	MOD ¹⁶	MOD ¹⁷	MOD ¹⁸
MOD ¹⁹	OFF ²⁰	RC ²¹	RC ²²	RC ²³	RC ²⁴	RC ²⁵
RC ²⁶	OFF ²⁷	IE ²⁸	IE ²⁹	IE ³⁰		

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
					IE ¹	IE ²
IE ³	VIS ⁴	OFF ⁵	VIS ⁶	VIS ⁷	VIS ⁸	VIS ⁹
VIS ¹⁰	OFF ¹¹	MOD ¹²	MOD ¹³	MOD ¹⁴	MOD ¹⁵	MOD ¹⁶
MOD ¹⁷					IE ²²	IE ²³
IE ²⁴	OFF ²⁵	STK ²⁶	STK ²⁷	STK ²⁸	STK ²⁹	STK ³⁰
STK ³¹						

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
	OFF ¹	VIS ²	VIS ³	VIS ⁴	VIS ⁵	VIS ⁶
VIS ⁷	OFF ⁸	RC ⁹	RC ¹⁰	RC ¹¹	RC ¹²	RC ¹³
RC ¹⁴	OFF ¹⁵	STK ¹⁶	STK ¹⁷	STK ¹⁸	STK ¹⁹	STK ²⁰
STK ²¹	OFF ²²	IE ²³	IE ²⁴	IE ²⁵	IE ²⁶	IE ²⁷
IE ²⁸	OFF ²⁹	VIS ³⁰	VIS ³¹			

SEPT

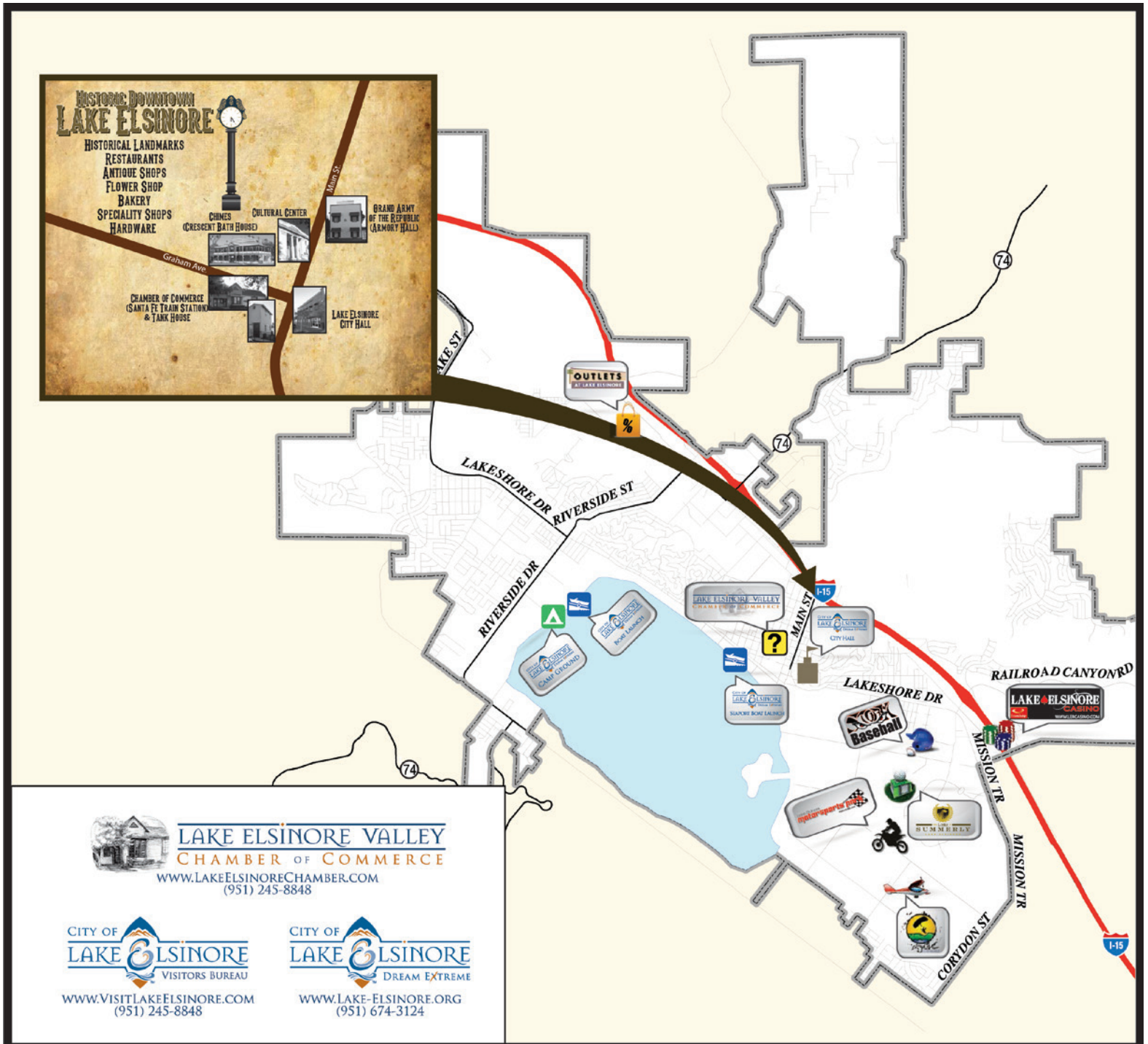
SUN	MON	TUE	WED	THU	FRI	SAT
				VIS ¹	VIS ²	VIS ³
VIS ⁴	OFF ⁵	RC ⁶	RC ⁷	RC ⁸	RC ⁹	RC ¹⁰
RC ¹¹		HOME	AWAY			

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.

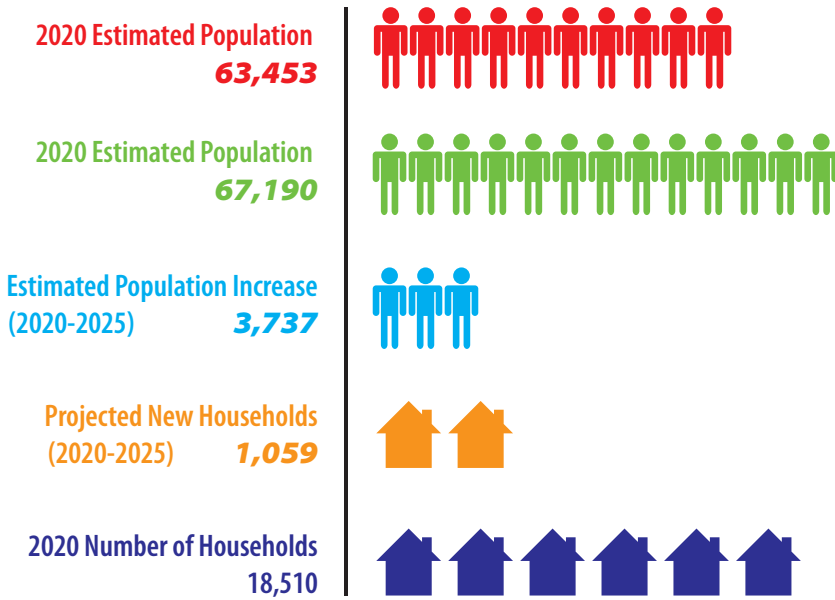
THE COUNTY OF RIVERSIDE WAS CARVED OUT OF SAN BERNARDINO AND SAN DIEGO COUNTIES IN 1893.



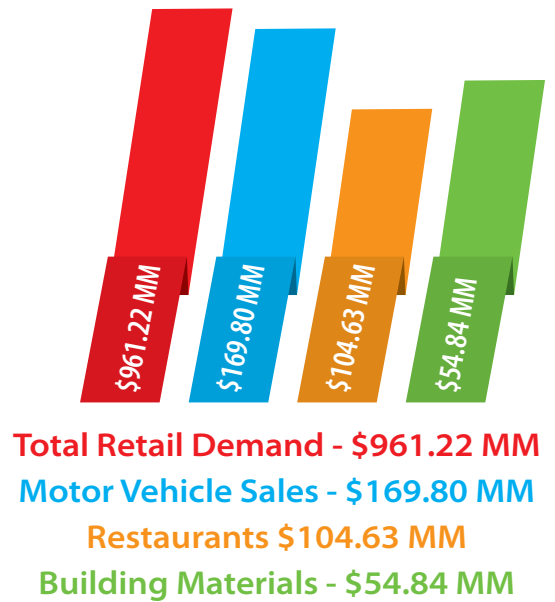
LAKE ELSINORE

ONE OF THE FASTEST GROWING CITIES IN CALIFORNIA

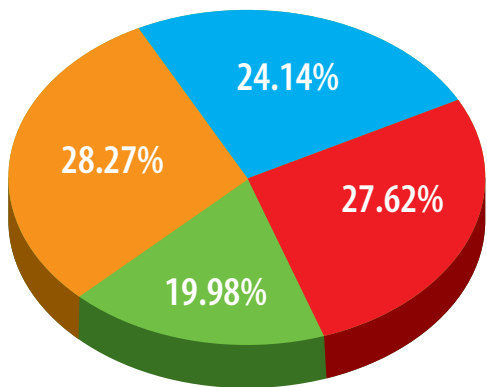
POPULATION INCREASE



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	

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ARC Financial & Tax Services
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Jack Ferguson , CPA
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www.calchamber.com

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Lake Elsinore Valley Chamber of Commerce

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www.lakeelsinorechamber.com

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www.firstchristianchurchle.org

First Lutheran Church, LCMS
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www.firstluth.com

Shepherd of Life Lutheran Church
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briantvlam@yahoo.com

Northpoint Development
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• **Mt. San Jacinto College**
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kdonnell@msjc.edu

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www.JLPAA.org

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Glenn Miller (951) 894-3530
www.district28.cssrc.us

CA Assemblyman Kelly Seyarto 67th District
Joe Fuentes (951) 894-1232
www.ad67.asmrc.org

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

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www.tipswrc.org

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www.thunderstaffing.com

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Chad Pearce 909-746-7524
chad.pearce@wingmanrecruitingolutions.com

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WSP
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www.stormbaseball.com

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

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www.gatessound.com

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PuroClean Restoration Experts
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Erwin Randhawa (951) 471-1520
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Arco AM/PM
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Jason Simpson (951) 674-3124
www.lake-elsinore.org

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

Western Riverside Council of Governments
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wrcog.cog.ca.us

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Paul.Kadow@albertsons.com

• **El Rancho Market**
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• **Southwest Healthcare System**
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www.ivrmc-rsmc.com

• **Temecula Valley Hospital**
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www.temeculavalleyhospital.com

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lisa@bulen.com

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www.lake-elsinore.org

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Vick Knight Lakeside Community Library
Ellen Holt (951) 678-7083

MAGAZINES/NEWS MEDIA

Lake Elsinore Magazine of Values
Dee Castro (714) 296-9633
www.LakeElsinoreMagazineOfValues.com

MANAGEMENT COMPANIES

California Apartment Association - Inland Empire Division
Ben Benoit (909) 948-0784
www.caanet.org/about/caa-local/inland-empire/

MANUFACTURERS

BuildersMax Inc.
Guy Selleck (916) 216-9288
www.buildersmax.com

• **Champion Cooling Systems**
Rick Doll (951) 245-9464
www.championcooling.com

• **Pacific Clay Products**
Stuart Hoxsey (951) 674-2131
www.pacificclay.com

The Quikrete Companies
Greg Gibbel (951) 277-3155
www.quikrete.com

MANUFACTURING/MEDICAL

Abbott Vascular
Ken Carlisle (951) 914-2400
www.abbott.com

MERCHANT SERVICES

Williams Efurd Digital Processors LLC
RJ Williams (951) 364-3475
WilliamsEfurd@outlook.com

MOBILE HOME PARKS

• **Huntsman Mobile Home Park, LLC**
Fred & Sue West (951) 674-4617

MORTGAGE/LOAN COMPANIES

Pacific Lending LLC.
Paul Aguilar (951) 609-8080
paclending.com/paguilar

Villa Home Loans
Anthony Williams (949) 689-9270
villahomeloans.com/anthony-williams

MORTUARIES

• **Evans Brown Mortuary**
John Rowe (951) 674-3141
www.evans-brownmortuary.com

MOVERS

Jon's Movers Inc
Jon Favillo (951) 226-0312
www.jonsmovers.com

NEW HOMES

• **Summerly**
Brian Milich www.mcmillin.com

NON PROFIT ORGANIZATIONS

• **Assistance League of Temecula Valley**
Electra Demos (951) 694-8018
www.temeculavalley.assistanceleague.org

Baseball Resource Group
Mishael Israel (951) 381-0585
www.baseballresourcegroup.org

Cops for Kids
Leanne Holland (951) 245-3300
www.copsforkidsinc.org

Dream Center Lake Elsinore
Brett Masters (951) 376-3703
www.dreamcenterle.org

• **EDA/Workforce Development Agency**
Rob Moran (951) 955-3226
www.ricoeda.org

Give By Faith, Inc.
Talya Franklin (818) 213-8218
www.givebyfaith.org

Holt Ministries
Davis Holt (909) 938-2155
www.outreachministryinlakeelsinoreca.com

Jennifer Smart Foundation
Meredith Stewart (951) 245-1017
www.JenniferSmartFoundation.org

• **Kamali'i Foster Family Agency**
Eric Mortensen (951) 674-9400
www.kamalii.org

Kennedie June Von Ryan Foundation
Kimberly Ryan (909) 263-8332
www.kjvrfoundation.com

Lake Elsinore Moose Lodge 1021
John Lavery (951) 674-4477
www.lodge1021.moosepages.org/Contact/

Lake Elsinore Valley Education Foundation
Kevin Pape (951) 609-7525
www.levfef.org

National Alliance on Mental Illness/NAMI Temecula Valley
Linda Ditter (951) 672-2089
www.namitv.org

Richard Jean Sylva Foundation
Kimberly A Francois (909) 200-5218
www.RichardJeanSylvaFoundation.com

• **Riverside Recovery Resources**
Bernard L Truax (951) 674-5354
www.riversiderecovery.org

Social Work Action Group (SWAG)
Aaron Petroff (833) 792-4674
www.komenie.org

United Way of the Inland Valleys
Kimberly Pennington (951) 600-1671
www.uwiv.org

Veterans of Foreign Wars
Roger Miller (951) 674-4735

PET CARE

Who Let The Dogs Out? Inc.
Martha Favillo (951) 387-8008
wholetthedogsoutpetsittersca.com

PETROLEUM PRODUCTS

• **Downs Energy**
Ron Skelskey (951) 737-9866
www.downsenergy.com

• **Lucas Oil Products**
Tom Fredrickson (951) 270-0154
www.lucasoil.com

PHARMACIES

• **Delta Drugs II**
Raz Hovsepian (951) 245-2325
deltadrugsii@yahoo.com

• **Gen RX Pharmacy**
John Rouzi (951) 674-6836
jrrouzi@aol.com

PHOTOGRAPHERS/ VIDEO TAPING SERVICES

Cherished Memories Photography
Mike Norkin (951) 304-4133
www.ourcherishedmemories.com

On The Go Video.biz
Desi Ekstein (951) 523-7828
www.OnTheGoVideo.biz

PHYSICAL THERAPY

Rancho Physical Therapy
Cathie Gentry (951) 471-3300
www.ranchopt.com

PHYSICIANS

• **Farid Saadat, MD**
Dr. Farid Saadat (951) 471-5711

• **Lake Elsinore Clinica Medica Familiar y Dentista**
Erica Carrillo (951) 245-7007
erica.carrillo@westphysicians.org

• **Total Care Family Medical Center of Lake Elsinore**
Cheryl Roberts (951) 674-8779
totalcareurgentcare@hotmail.com

• **Vista Community Clinic: Lake Elsinore**
Betsy Heightman (951) 252-2720
www.vistacommunityclinic.org

PLUMBERS

• **The Plumbing Guys**
Luis Reyes (909) 559-3652
www.Socialplumbingguys.com

POLICE DEPARTMENT

• **Lake Elsinore Sheriff's Department**
Capitan Andrew Elia (951) 245-3300
www.lake-elsinore.org

POOL SUPPLIES/SERVICE

Aloha Leisure
Katherine Lohmann (951) 674-3320
www.alohaleisurecompany.com

• **Dolphin Pool and Spa Center**
Frank & Jimmy Duran (951) 471-5305
www.dolphinpoolandspa.com

PREGNANCY RESOURCES

• **Elsinore Valley Pregnancy Resource Center**
Konrad Aniol (951) 245-8587
evprc@verizon.net

PRINTERS/GRAPHICS/ TYPE SETTING/SALES

• **Ariel Supply, Inc.**
Larry Grote (951) 226-3600
www.arielsupply.com

HitPrint
Jason Devor (949) 600-0776
www.ihitprint.com

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

PROPERTY MANAGEMENT COMPANIES

• **Access Asset Management, Inc.**
Adam Clarke (866) 830-4401
www.AccessAsset.com

Coldwell Banker ABR Property Management
Wendy Foster- Gault (951) 679-5494
coldwellbanker-propertymanagement.com

Robin Paliwoda-Broker & Property Management
Robin Paliwoda (951) 285-6426
robinprealtor@gmail.com

PUBLIC TRANSPORTATION

• **Riverside Transit Agency**
Jim Kneepkens (951) 565-5000
www.riversidetransit.com

REAL ESTATE

KW Commercial
Helen Jeong (951) 442-5875
www.helenjeong.yourkwagent.com

RESIDENTIAL REAL ESTATE

• **Berkshire Hathaway Home Services of CA Properties**
Carol A. Rounsley (951) 471-5333
www.berkshirehathawayhs.com

BRIX Realty
Jarred Hanson (951) 259-1187

• **Century 21 Preferred**
William L. Bachelor (951) 674-6943

The Inland Gateway AOR
Ligia Martinez (951) 735-5121
www.igrealtors.org

Coby Alaoui - Listing Residential Specialist
Coby Alaoui (951) 291-8418
www.cobysellsrealestate.com

Farnam & Associates Real Estate - Nancy Hunzeker PMN
Nancy Hunzeker (951) 236-9424
NancyHunzeker@gmail.com

• **Keller Williams The Lakes**
Phil Williams (951) 816-6565
www.kwthelakes.com

Lumos Communities LLC
Leonard Leichnetz (951) 505-1502
leichnetz@lumoscommunities.com

• **Southwest Riverside County Association of Realtors**
Connie Lynch (951) 894-2571
www.srca.org

Tarbell Realtors
Rebecca Crandell (714) 788-6143
www.RebeccaCrandell.com

RESTAURANTS

Annie's Café
Keith Kahn (951) 245-6106
www.anniescafelakeelsinore.com

• **Chili's**
Jay Witherspoon (951) 245-5101
www.chilis.com

CJ's Sports Grill & Turf Club
Raul Flores (951) 674-3101

• **Del Taco # 1020**
John Johnson (951) 245-2710

• **Del Taco # 245**
John Johnson (951) 674-5771

• **Del Taco #238**
John Johnson (951) 674-3646

Diamond Tap Room
Jason Wozniak (951) 245-4487
www.stormbaseball.com

Dickey's Barbecue Pit
Frank Morones (951) 249-7977
Frank@frankmorones.com

• **Don Mere's Mexican Restaurant**
Jose Martin-Romo (951) 579-1394
www.donmeresrestaurant.com

• **El Comal Restaurant**
Miguel Casillas (951) 579-1759
www.elcomal-restaurant.com

• **El Ranchito Taco Shop**
Raymond Moon (951) 245-1438
www.RanchitoElsinore

MEMBER DIRECTORY

Felix's BBQ with Soul

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www.felixsbbq.com

• Golden Corral

James Galloway (951) 609-2452

• Guadalajara Restaurant

Ricardo Solano (951) 674-8294
guadalajara.restaurant@yahoo.com

• IHOP

Jose Barajas (951) 674-4522
elhop@pancakestoday.com

• Jack in the Box #5472

Amira Hakim (951) 674-6472

• Jacks BBQ Shack

Jack A. Martin (951) 245-6500
inkjax@yahoo.com

Jersey Mike's Subs

Tanya Ilic (951) 674-5860
www.jerseymikes.com

• La Unica Cocina Mexicana Y Cantina

Rose Topete (951) 674-2233
www.launicarestaurant.com

Main Street Kitchen & Tap

Robert Kulwicki (951) 674-6777

Miguel's Jr. Restaurants

(951) 371-7234
www.miguelsjr.com

• My Buddies Pizza

Sean Richardson (951) 674-6946

• Panera Bread

Vincent King (951) 253-8062
www.panerabread.com

• Popeyes Louisiana Kitchen

Jen Cason (951) 471-3343

Sizzler Restaurant / BMW Management

Sally Myers (951) 676-8616
marketing@bmwmanagement.com

Stadium Pizza Main St. LLC

Sandy Kordick (951) 228-2128
www.stadiumpizza.com

The Bobber

William Johnson (951) 471-1212

The Lookout Roadhouse Restaurant

Barbara Shea-an (951) 678-9010
www.lookoutroadhouse.com

• Vincenzo's Olive Tree

Chris Scholder (951) 674-8941
www.vincenzosolivetree.com

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CREATE.Studios

Nicole Dailey (951) 833-5497
www.creatediystudios.com

Mom & Baby Boutique

Nioma Gardner (951) 399-0109
www.momandbaby.boutique.com

Main Street Candy Bar

David Ross (951) 457-4008
www.mainstreetcandybar.com

• Masterpac

Hector Cortez (951) 400-2607
www.masterpaccompaction.com

• Promenade Temecula

Jeff Kurtz (951) 296-0979
www.promenadetemecula.com

• Staples

Aaron Buchmann (951) 245-9686
www.staples.com

• Lake Elsinore Storm Baseball

Shaun Brock (951) 245-4487
www.stormbaseball.com

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• Diamond Environmental

Laura Cervantes (760) 744-7191
www.diamondprovides.com

• Rightway Portable Toilets, Temporary Power Poles, Storage Containers and Septic Pumping Services

Sam Harding (951) 674-8608
www.www.rightwayportable.com

SCHOOL DISTRICT/SCHOOLS

• Lake Elsinore Unified

School District
Douglas Kimberly (951) 253-7000
www.leusd.k12.ca.us

• Riverside County Superintendent of Schools

Edwin Gomez, Ed.D. (951) 826-6530
www.rcoe.us

Sycamore Academy of Science and Cultural Arts

Barbara Hale (951) 678-5217
www.sycamoreacademycharter.org

SERVICE CLUBS/ ORGANIZATIONS

• American Legion Post 200

Ralph E Johnson (951) 678-7777
www.legionpost200.org

• Elsinore Woman's Club

Lynda Krisko (951) 674-3445
www.elsinorewomensclub.org

Lake Elsinore/Wildomar

Elks Lodge #2591
Michael D. Cain (951) 674-6804

Lake Elsinore Historical Society

Ruth Atkins (951) 678-1537
www.lakeelsinorehistoricalsociety.org

• Rotary Club of Lake Elsinore

Jamie Schramm (562) 881-4267
www.lakeelsinorerotary.org

Southwest Riverside NAACP

Branch 1034
Mary Venerable (951) 443-4551
www.lakeelsinorenaacp.org

Warrior Built Foundation

Aaron Q. Seibert (951) 805-2734
www.warriorbuilt.org

SCREEN-PRINTING

Spinning Ink Print Co. LLC

Megan Bissell (951) 459-7361
www.spinninginkprintco.com

SIGNS/BANNER/ SCREEN-PRINTING

Maximum Sign Co

Geraldine S. Roberts (951) 816-5154
www.maximumsignco.com

SKY DIVING

Skydive Elsinore

Karl Gulleddge (951) 245-9939
www.skydiveelsinore.com

STORAGE FACILITIES

Secured Self Storage

Carolyn Rivera (951) 674-8681

SOS Storage Center

Gina Walker (951) 940-9990
www.sos-selfstorage.com

TELECOMMUNICATIONS

Temecula Valley

Communications, Inc.
Shane Lesovsky (951) 677-4422
www.tvcinc.net

TRANSPORTATION

• Transportation Corridor Agencies

Jeff Bott (949) 754-3400
www.thetollroads.com

UTILITIES

• CR&R Solid Waste & Recycling Services

Alex Braicovich (800) 755-8112
www.crrwasteservices.com

• Elsinore Valley Municipal

Water District (EVMWD)
Greg Thomas (951) 674-3146
www.evmwd.com

• Metropolitan Water District

Patti Arlt (213) 217-6491
www.mwdh2o.com

• Southern California Edison

Jeremy Goldman (800) 655-4555
www.sce.com

• Southern California Gas Company

Adam Eventov (951) 830-3485
www.socalgas.com

• Southern California Telephone Company

Ryan McGuire (951) 693-1880
www.socaltelephone.com

Western Municipal Water District

Rachel McGuire (951) 571-7100
www.wmwd.com

VACATION RENTALS

Lake Elsinore Lakehouse

Wendy Lesovsky (951) 741-2552

VEHICLE REGISTRATION

In & Out Vehicle Registration

Bryan & Donna Graves (951) 245-3939
gotplates1@verizon.net

VETERINARIANS/ VETERINARIAN SUPPORT

• Lake Elsinore Animal Hospital

Ed Shin (951) 674-9392
www.lakeelsinoreanimalhospital.com

• Mountainview Small Animal Hospital

Debbie Harris (951) 674-1475

WATER WELL SERVICE

• Quality Pump Service

Bruce MacLachlan (951) 830-8453

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www.socalwelding.com

WHOLESALE DISTRIBUTORS

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www.spinninginkprintco.com

Tractor Supply Company

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YOUTH SERVICES

Boys and Girls Club of

Southwest County
Shelly Anguano Figueroa (951) 245-4499
www.bgcswc.org

• California Family Life Center - Planet Youth Program

Mary Jo Ramirez (951) 471-8415
kv-cflc@linkline.com

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CAN YOU REVERSE TYPE 2 DIABETES?

Here's how healthier habits may help some people reverse or better manage the disease.

Diabetes is a very common but serious medical condition. According to the CDC, more than 34 million Americans have it, with about 90-95% of them having type 2 diabetes. About 88 million people have prediabetes, a precursor to type 2 diabetes.

There is no cure for type 2 diabetes. But it may be possible to reverse the condition to a point where you do not need medication to manage it and your body does not suffer ill effects from having blood sugar levels that are too high.

Making positive lifestyle changes such as eating a well-balanced diet, exercising regularly, and getting down to a healthy weight (and maintaining it) are the key to possibly reversing or managing type 2 diabetes. Other lifestyle changes may also help, including not smoking, getting enough sleep, limiting alcohol, and managing stress. However, for some people this is still not enough, and medication is needed to manage the condition.

Start with a healthy diet

The one change that may have the biggest impact on your ability to manage or reverse type 2 diabetes is related to your diet. Reduce the amount of sugar and simple carbohydrates you eat and drink. Eat mostly lean protein (poultry, fish, low-fat dairy, soy, and beans), a variety of vegetables and fruit, whole grains (brown rice, oats,



quinoa, barley) and healthful fats (nuts, avocados, vegetable oils). One simple way to make meals healthier is to fill half your plate with vegetables or fruit. Then, add whole grains to one quarter of your plate and lean meat to the other quarter.

While some foods to avoid are obvious, such as sugary drinks and cookies, others may surprise you. These foods are high in carbohydrates and should be limited or avoided:

- White rice
- White bread (or anything made with white flour)
- Flavored yogurt
- Sweetened cereal
- Fruit juice

Kick up your activity, too

Increasing the amount of physical activity, you do is also an excellent way to lose weight and combat the effects of prediabetes or type 2 diabetes. Current guidelines recommend at least 150 minutes of moderate-intensity aerobic exercise or 75 minutes of vigorous aerobic exercise a week. If you don't currently exercise much, start out small and increase how much you do as you feel comfortable.

What if diet and exercise aren't enough?

It's not always possible to reverse type 2 diabetes. But even if you can't get your blood sugar levels down with lifestyle changes alone and still need medication or insulin, these healthy habits help better manage your condition and may prevent complications from developing. If you have been diagnosed with prediabetes or diabetes, a healthier lifestyle not only helps you better manage blood sugar levels, but it's good for your health in many other ways, too.

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

Emergency Services

• Emergency	911
• American Medical Response	(951) 782-5200
• Border Patrol	(951) 676-2261
• Fire Department/ Emergency	(800) 472-5697
• Fire Department, Station 10 - Graham Ave.	(951) 674-2161
• Fire Department, Station 11 - Lakeland Village	(951) 678-2161
• Fire Department, Station 51- Ortega Highway	(951) 678-6070
• Fire Station, Station 85 - Grand Ave.	(951) 245-2185
• Fire Station, Station 94 - Railroad Canyon	(951) 246-2293
• 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

Hospitals & Health Services

• Fallbrook Hospital	(951) 728-1191
• Family Health Center &WIC	(951) 471-4200
• Health Department Clinic	(951) 358-5000
• 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
• 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
- Natasha Johnson- Mayor, Pro Tem (951) 674-3124 ext. 204
- Robert Magee-Councilman (951) 674-3124 ext. 204
- Steve Manos- Councilman (951) 674-3124 ext. 204
- Timothy J. Sheridan-Mayor (951) 674-3124 ext. 204
- Brian Tisdale- Councilman (951) 674-3124 ext. 204
- City Manager, Jason Simpson (951) 674-3124 ext. 204
- Chief of Police, Andrew Elia (951) 245-3300
- Fire Chief, Lonny Olson (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

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Government - Federal

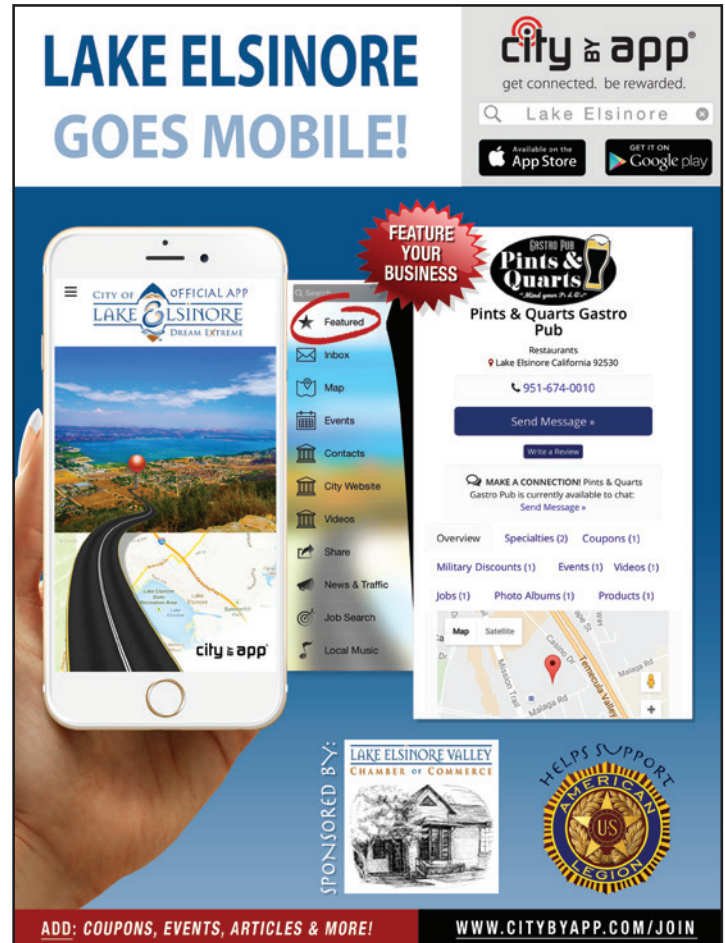
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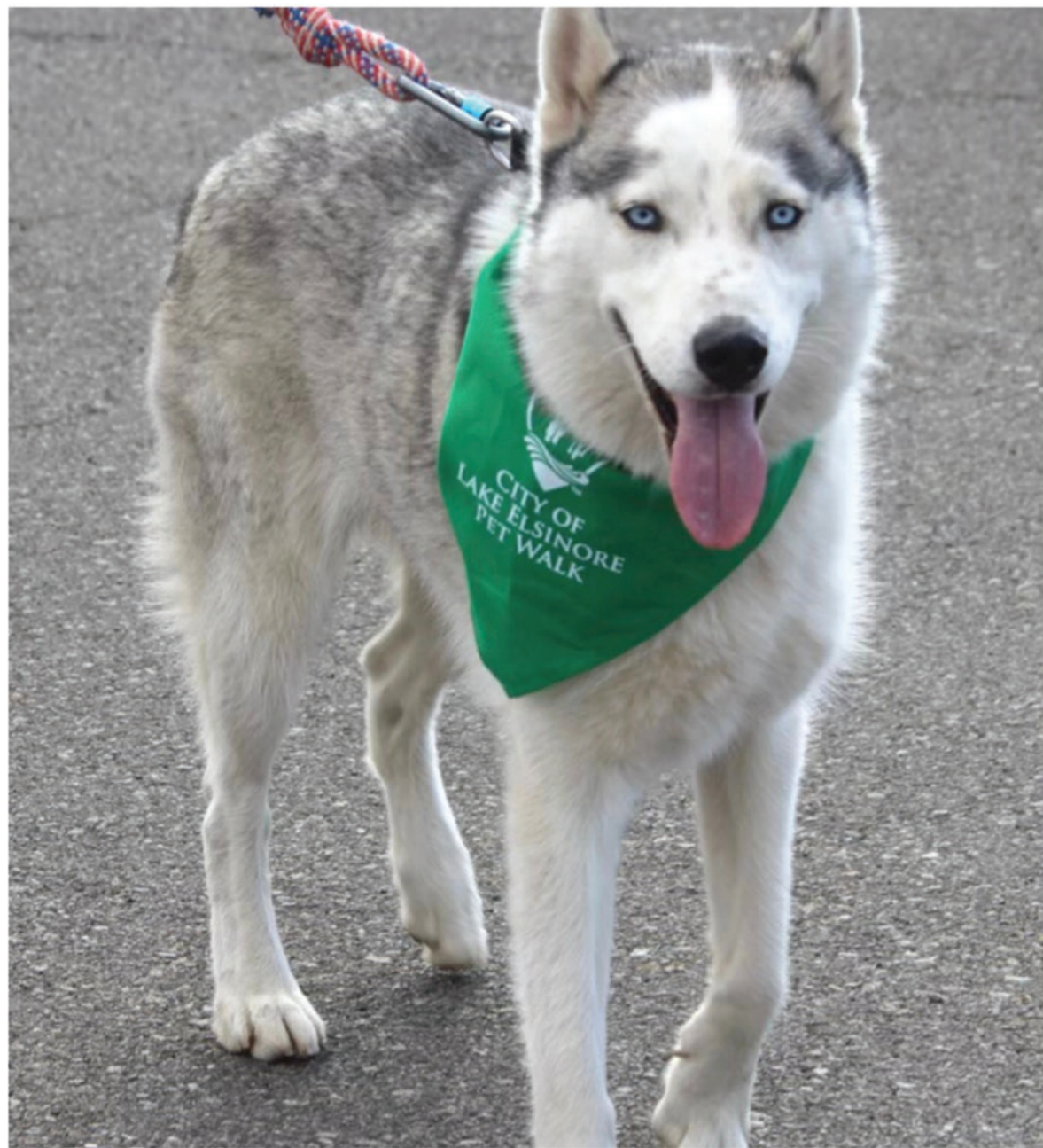
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