

FREE
TO ENJOY!

LAKE ELSINORE EXTREME FISHING



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Lake Elsinore** - Page 12

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



MOM & BABY BOUTIQUE

RESALE BOUTIQUE
FOR PREGNANT MOMS
& KIDS UP TO 5T



AN ENDLESS SUPPLY OF SECOND CHANCES

Maternity Clothing
Children's Clothing up to 5T
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10:00 AM - 5:00 PM

Old Town Lake Elsinore
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KIM JOSEPH COUSINS
President/ CEO



Timothy J. Sheridan
Mayor, City of Lake Elsinore

A MESSAGE FROM OUR MAYOR LET'S TALK LAKE ELSINORE

Summer in Lake Elsinore is unlike any other place in the world. The extreme beauty of the lake, our vibrant Historic Downtown, and the community's embrace of action and adventure has made our City the ultimate summer destination for fun.

This year, and the first half of my term as Mayor has flown by, and I'm sure many residents feel the same way. The City Council has been extremely busy this year working to exceed the needs of our residents and prepare for the future of our community.

Economic development and investing in our City has been a key priority for us. In May, I joined Lake Elsinore's "Dream Team" at the annual International Council of Shopping Centers, where we met with leading retailers, hospitality brands, and economic generators, in hopes of attracting their investment to our community. While this was my first year attending, it was evident through our conversations that Lake Elsinore is headed in the right direction.

Last month, the City adopted its Fiscal Year 2022/2023 budget, which includes several key projects that focus on the future needs of our growing city. In five years, the City's Capital Improvement Plan (CIP) has allocated \$467.6 million to infrastructure and facility improvement projects, the largest investment in our City's history. Key projects include the Riley Street Apartments Senior Housing project, the Auto Center Drive bridge seismic rehabilitation project, and the Main Street Interchange project, which is underway.

Now, let's get to the fun part. Several events and programs are planned across the City to keep the entire family busy this summer, including the return of an old favorite, the Classic Car Cruise. The "Feet on the Street" series will attract car enthusiasts, vendors, and visitors to Main Street on July 23 and August 27 for an evening outdoors. Other events include: the City's Annual 4th of July Party in the Park and Fireworks Spectacular Over the Lake that can be viewed from land or water; Movies in the Park at Summerlake Park; Parks & Recreation Month in July; and National Night Out on August 1 – just to name a few.

Event Highlights:

- 4th of July Party in the Park at Summerly Park from 10 a.m. to 12 p.m. | Fireworks Spectacular begins at 9 p.m. over the Lake. More information at www.Lake-Elsinore.org/July4th.
- "Feet on the Street" Classic Car Show on Historic Main Street from 6 p.m. to 9 p.m. | Dates: July 23 and August 27. Sign-up at www.Lake-Elsinore.org/Carshow.
- 2022 State of the City presented by Mayor Timothy J. Sheridan | Thursday, September 29 from 6 p.m. to 9 p.m. on Historic Main Street.

And of course, we can't forget about baseball. Lake Elsinore Diamond Stadium is a world-class community asset that attracts visitors from all over Southern California. In fact, this May the Lake Elsinore Diamond Stadium won Baseball Digest's Best Single-A Ballpark Poll for the second time in three seasons. The 2022 Season is in full swing right now, and we hope many residents will take the opportunity to enjoy America's greatest pastime before the season ends in September.

Lastly, I want to personally wish everyone a happy and safe 4th of July. I hope residents and visitors alike spend time enjoying everything that our City has to offer. Whether you're on the lake, visiting downtown, or fulfilling your desire for action and adventure – Dream Extreme, Lake Elsinore!

Sincerely,

Timothy J. Sheridan
Mayor - City of Lake Elsinore

Stay connected and up-to-date on what's happening in Lake Elsinore by following us on Facebook and Instagram @CityofLakeElsinore, or on Twitter @CtyLakeElsinore. Also, download our [Alert LE mobile app](#) for everything LE.

2022 AMBASSADOR TEAM:

PAUL AGUILAR
Pacific Lending LLC.

MARILYN JONES
Simply Gorgeouz Party Supply & Planning

RACHEL MENDEZ
Elsinore Public Relations

TANYA TAYLOR
Julia Lee Performing Arts Academy

LAKE ELSINORE VALLEY CHAMBER OF COMMERCE

RESTAURANTS

OPEN FOR DINE IN, TAKE OUT OR TO GO ORDERS

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

ANNIE'S CAFÉ

(951) 245-6106 • 32251 Mission Trail #8
www.anniescafelakeelsinore.com
Mon-Sun 7:00am-1:30pm

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(951) 805-1337 • 159 N Main St Suite A
www.bloomicecreamcoffee.com
Monday 10am-9pm Tue-Sun 7AM-9pm

CHILI'S

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

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(951) 674-3101 • 20930 Malaga Rd
www.cjsbar.com
Sun-Thurs 8am-12am Fri-Sat 8am-2am

CRAFT BREWING & KITCHEN

(951) 674-2562 • 17600 Collier Ave
www.craftbrewingcompany.com
Mon 3-8pm Tue-Sat 11am-9pm Sun 11am-6pm

DEL TACO #1020

(951) 245-2710 • 29245 Central Ave
deltaco.com
Open 24 Hours

DEL TACO #245

(951) 674-5771 • 31904 Mission Trail
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Mon-Sun 7am-11pm

DEL TACO #238

(951) 674-3646 • 16810 Lakeshore Dr
deltaco.com
Mon-Sun 7am-1am

DIAMOND TAP ROOM

(951) 457-2469 • 500 Diamond Dr
diamondtaproom.com
Game Days: (open until game ends)
Opens at: T 4:30pm W 5:30pm Th 6PM F 5PM Sat 4pm Sun 2pm
Non-Game Days: Thurs-Fri 4pm-11pm Sat-Sun 11am-8pm

DICKEY'S BARBECUE PIT

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

DON MERE'S MEXICAN RESTAURANT

(951) 579-1394 • 202 N Main St.
M, W, Th 9am-5pm Tus, Fri-Sun 8am-8pm

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(951) 579-1759 • 31731 Riverside Dr
M-Sun 9am-830pm

EL RANCHITO TACO SHOP

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M-Sun 8am-9pm

FELIX'S BBQ WITH SOUL

(951) 609-2488 • 123 Main St
www.felixsbbq.com
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(951) 609-2452 • 18625 Dexter Ave
goldencorral.com
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(951) 674-8294 • 105 N Main St
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M-Sun 11am-8pm

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(951) 674-4522 • 18248 Collier Ave
www.ihop.com
M-Sun 7am-6pm

JERSEY MIKE'S SUBS

(951) 609-2522 • 31800 Grape Street #B
www.jerseymikes.com
M-Sun 10am-9pm

JERSEY MIKE'S SUBS

(951) 609-2051 • 18492 Dexter Ave
www.jerseymikes.com/20349/lake-elsinore-ca
M-Sun 10am-9pm

LA UNICA COCINA MEXICANA Y CANTINA

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www.launicarestaurant.com
M-Sun 11am-9pm

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(951) 674-6777 • 157 N Main St
T-Th 11AM-8PM Fri-Sat 11am-9pm Sun 11am-8pm

MICHI TACOS

(951) 285-5553 • 111 N. Main St.
M-Th 11am-9pm Fri 11am-10pm Sat 10am-10pm Sun 10am-9pm

MIGUEL'S JR. RESTAURANTS

(951) 281-0888 • 18320 Collier Ave
M-Th 7am-10pm Fri 7am-10:30pm Sat 8am-10:30pm Sun 8am-10pm

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(951) 674-6946 • 2503 E Lakeshore Dr # A
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www.newlifecatering.com
Check website for additional information

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www.locations.panerabread.com
M-Sat 6:30am-9:30pm Sun 7:30am-8:30pm

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www.stadiumpizza.com
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lookoutroadhouse.com
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www.vincenzosolivetree.com
M-F 11am-9pm and Sat-Sun 12:00pm-9pm

DINE LOCAL TO SUPPORT OUR COMMUNITY!



MUNCH & LEARN
 VIA ZOOM - FOR MORE INFORMATION
 PLEASE CALL LAKE ELSINORE VALLEY CHAMBER OF COMMERCE
 AT (951) 245-8848

JULY 6TH 5:30 PM - 6:30 PM
 AUGUST 3RD NOON - 1:00 PM
 SEPTEMBER 7TH 5:30 PM - 6:30 PM



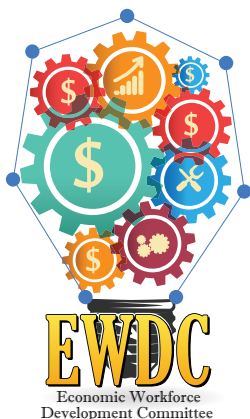
UPCOMING DATES:

JULY 13TH
 AUGUST 10TH
 SEPTEMBER 14TH

FROM: 8:00 A.M. - 9:30 A.M.



LAKE ELSINORE CASINO RESTAURANT | 20930 MALAGA RD. ▸ LAKE ELSINORE, CA 92530



LUNCHEON FROM 11:30 AM TO 1:00 PM

LAUNCH POINTE COMMUNITY HALL, LAKE ELSINORE

The price of the luncheon is \$20 per person for LEVCC members or \$25 per person for Non-Members for non-members, payable at the door by cash or check. **Reservations are Required.** Please RSVP by noon on the **Monday** before the luncheon, by calling (951) 245-8848 or via e-mail at malyna@lakeelsinorechamber.com. No-shows will be billed. If you prefer to receive invitations via e-mail, please forward your e-mail address to info@lakeelsinorechamber.com.

*July 21st - An Update on the City of Lake Elsinore's Economic Development
 - Presented by Jason Simpson & Kim Cousins*

Launch Pointe Community Hall - \$20 for Members - \$25 for Non-Members



AFTERHOURS
BUSINESS MIXER

5:30 PM - 7:00 PM

- Network with Other Business Owners
- Find Out About Chamber Membership
- Food and Refreshments Provided
- Come Promote Your Business by Bringing a Raffle Item

For More Information or To Sign Your Business
 Up To Host an "Afterhours Business Mixer"
 Please Call Lake Elsinore Valley Chamber of Commerce
 at (951) 245-8848



JULY 28TH:
 CRAFT BREWING & KITCHEN, CREATE STUDIOS, AND MAD AXER.

SEPTEMBER 22ND:
 MUNOZ INSURANCE AGENCY



fourth **OF JULY** *in lake elsinore*

PARTY IN THE PARK WILL BE RETURNING TO SUMMERLY PARK FROM 10 AM TO 12 PM WITH OUR ANNUAL BIKE PARADE! AFTER THE PARADE ENJOY FREE AMUSEMENTS, DJ, CRAFTS AND MORE!

FIREWORKS SPECTACULAR STARTS AT 9 PM FROM THE T-PENINSULA. SHOW WILL BE PAIRED WITH A SKY CONCERT SYNCED WITH KOLA 99.9 FM

VIEW BY BOAT IS A FUN AND UNIQUE EXPERIENCE THAT WE OFFER EVERY YEAR. PURCHASE A 4TH OF JULY PASS AND ENJOY THE FIREWORKS SHOW FROM YOUR BOAT!

FOR MORE INFORMATION
WWW.LAKE-ELSINORE.ORG/JULY4TH

SAVE THE DATE

29 Sept 2022

Historic Downtown Main Street

LAKE ELSINORE VALLEY

CHAMBER OF COMMERCE

Proudly Hosts The

2022

STATE OF THE CITY ADDRESS

Presented By Mayor Tim Sheridan



Mayor Tim Sheridan

Individual Tickets: \$75
Table of Eight: \$1000

Sponsorship Available
(951) 245-8848

LIVE AT THE *Lakefront* LAKE ELSINORE

FREE SUMMER CONCERT SERIES

LAUNCH POINTE | 6:30 PM

- Concert Schedule -

JULY 7	COMO LA FLOR (SELENA)
JULY 14	JOURNEY USA (JOURNEY)
JULY 21	CJ SIMMONS (COUNTRY DUO)
JULY 28	TWISTED GYPSY (FLEETWOOD MAC)

FOR MORE INFORMATION CALL (951) 674-3124 EXT 267



LEGISLATIVE UPDATE

SWCLC Southwest California Legislative Council

The Southwest California Legislative Council is hard at work and the legislative session in Sacramento is in full swing. We just finished a key deadline in the legislative process, where bills must clear their house of origin by the deadline in order to move ahead, otherwise they are dead for the year.

Last week, several bills we have been tracking died on the floor. These included multiple job killer bills such as AB 1044 that would have allowed any employed Californian to refuse to show up to work if they simply cite a state of emergency as the reason for their absence. Additional harmful bills that were stopped over the past month would have imposed new burdens on employers to accommodate uncapped protected leave for employees, dramatically increased health insurance premiums, and allowed proprietary equipment and trade secrets to be shared with the public. Thankfully, those bills are now dead.

Other bills that we are tracking, both good and bad, have moved forward through the legislative process. SB 1349 proposes a state tax credit for employers. The bill allows a \$1,000 CA work opportunity tax credit to assist employ-

ers with wage inflation in the service sector. It would be available for employers hiring individuals from specifically targeted groups that have faced difficulties becoming employed. This tax credit would be a great opportunity for our local employers!

We're working hard to defeat AB 2840, a job killer with an oversized effect on our region- the bill bans the construction of new warehouses, developments, and logistics hubs of 100,000 square feet or larger within 1,000 feet of areas labeled sensitive receptors- essentially stopping the construction of new logistics centers completely. The bill circumvents existing environmental laws, usurps local control, and harms our local economy. We are also continuing to work other job killers like SB 1162, that publicize pay data reports and would encourage litigation against employers and undermine their ability to hire.

In addition to legislation, we're also in budget season. The State's \$300 billion budget includes a \$97.5 billion surplus-

half of which will be for discretionary spending. The focus of that spending is infrastructure and other programs. While we could argue that a surplus of that size means that we're paying too much to the State, if there will be infrastructure investment, we need to ensure our voice is heard to invest in our region. An effort we are energetically supporting is the expansion of the I-15 corridor. We are advocating for \$500 million to extend the I-15 Express Lanes by an additional 14.5 miles, from Cajalco Road in Corona, through Temescal Valley, to State Route 74 in Lake Elsinore, a priority project for RCTC. This expansion would dramatically increase access to the biotech, hospitality, and manufacturing business of our region. This expansion project would improve traffic times, increase reliability, and expand travel choice through carpooling and public transit options.

As always, we invite you to attend the Southwest California Legislative Council meetings, now back to in-person meeting the 3rd Monday of every month at the Southwest California Association of Realtors offices in Murrieta. Contact your local Chamber of Commerce for more information.



LAKE ELSINORE SENIOR CENTER

420 E LAKESHORE DRIVE, LAKE ELSINORE

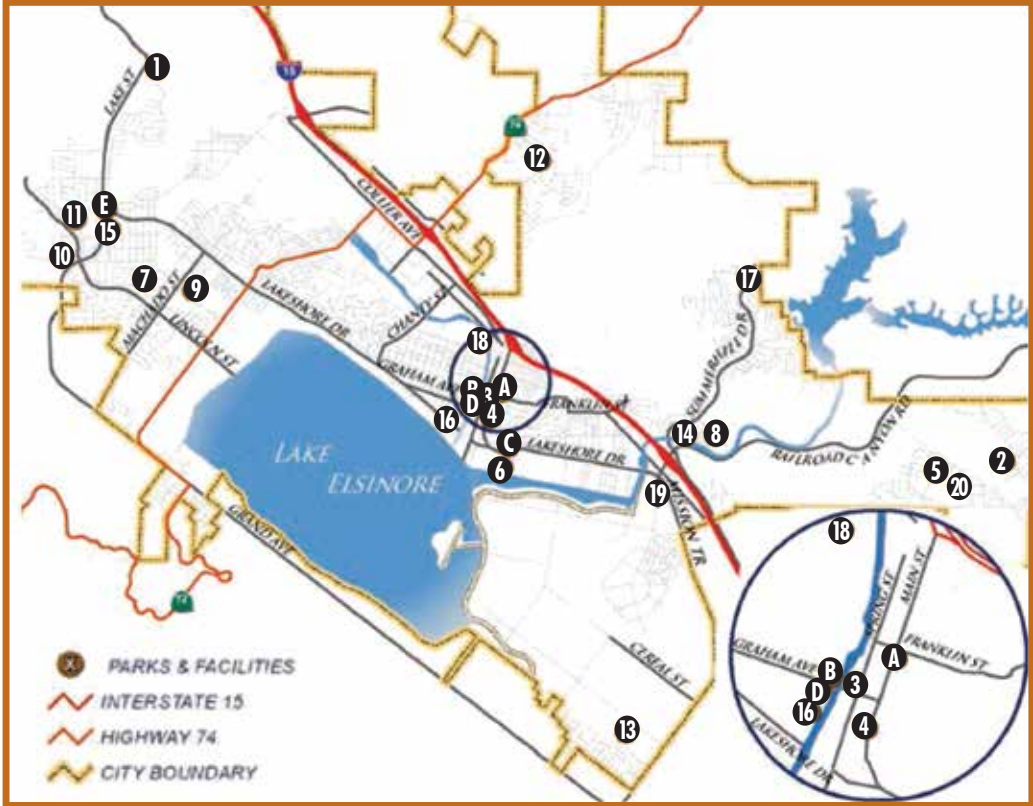
THE LAKE ELSINORE SENIOR ACTIVITY CENTER PROVIDES A WIDE VARIETY OF RECREATIONAL, SELF-ENRICHMENT, AND EDUCATION PROGRAMS FOR PARTICIPANTS 55 AND OLDER. THE FACILITY INCLUDES A STATE-OF-THE-ART COMPUTER LAB, BILLIARDS ROOM, A READING ROOM, DINING HALL, PATIO AREAS, AND A SERVICE KITCHEN. THE THELMA BALL MEMORIAL HALL LOCATED ADJACENT TO THE SENIOR CENTER IS A MULTI-PURPOSE ROOM.



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 have been anxiously waiting to see the numbers for April to see the impact of the increase in mortgage rates. While there was a slight dip in closed sales, and some cities saw a small decrease in transaction value, the region as a whole had another solid month.

The median home price in Southwest Riverside County had a slight increase of 1% from a month ago (\$600,000/\$593,378), was up 17% from a year ago (\$515,000), and up an impressive 44.6% from 2 years ago (\$415,000). Unsold inventory is still hovering just over 2 months (6 months is considered a healthy market), and days on market decreased from last month to 7 days, up from 5 days last year but still significantly lower compared to 14 days 2 years ago. Unit sales dipped 7% from the previous month and 3% from last year. Unsold inventory saw a significant increase of 40% from last month and is up an incredible 81% from last year. However, don't be misled! We are nowhere close to the inventory levels we need to be. Median prices are up in all of our local cities, ranging in an increase of 14.5%-32.2% Year-Over-Year.

I spent the last 2 weeks traveling to Sacramento and Washington DC for our State and National Legislative meetings. One of the highlights is always a presentation by Dr. Lawrence Yun, Chief Economist for the National Association of REALTORS®. I want to highlight a few of his remarks and have included some of his slides in this presentation. First, the topic of supply and affordability continues across the nation. An average of 20% appreciation and the increase in mortgage rates equals a 55% cost increase in the American Dream of homeownership. This cost doesn't even factor in inflation, showing

just how difficult it is for new buyers to enter the market. Some of the common questions I hear out there include are we going to see more foreclosures? Is there a housing bubble on the horizon? Are we headed into another recession?

We are seeing fewer foreclosures due to assistance with payments, and increasing values mean equity, which translates into standard sales vs. distressed sales. Dr. Yun does not believe there is a housing bubble on the horizon. Yes, median home prices are at a record high, but low supply and high demand are what is leading to the higher prices. Finally, a recession is unlikely, mainly due to the high number of available jobs. Overall, the outlook looks to remain strong in 2022. Unit sales are projected to drop by 9%, and home prices are projected to increase by 8%. I have included this slide at the end of this report.

On the Legislative Front, we have been extremely busy! This is the time of year when bills are quickly moving (and dying) through the committee process. I am happy to report that some of the bad bills that I have previously mentioned have died. AB 1771, a bill that would have imposed a 25% tax on the sale of a residential property in the first 3-7 years, died in committee. Another bill, AB 2710, would have required that any rental property (including a property that is owner-occupied but rents out a room) listed for sale would first have to be made available to the tenant or a defined entity and would have added up to a year before the property could be sold on the open market. This bill was pulled by the author and will not be moving

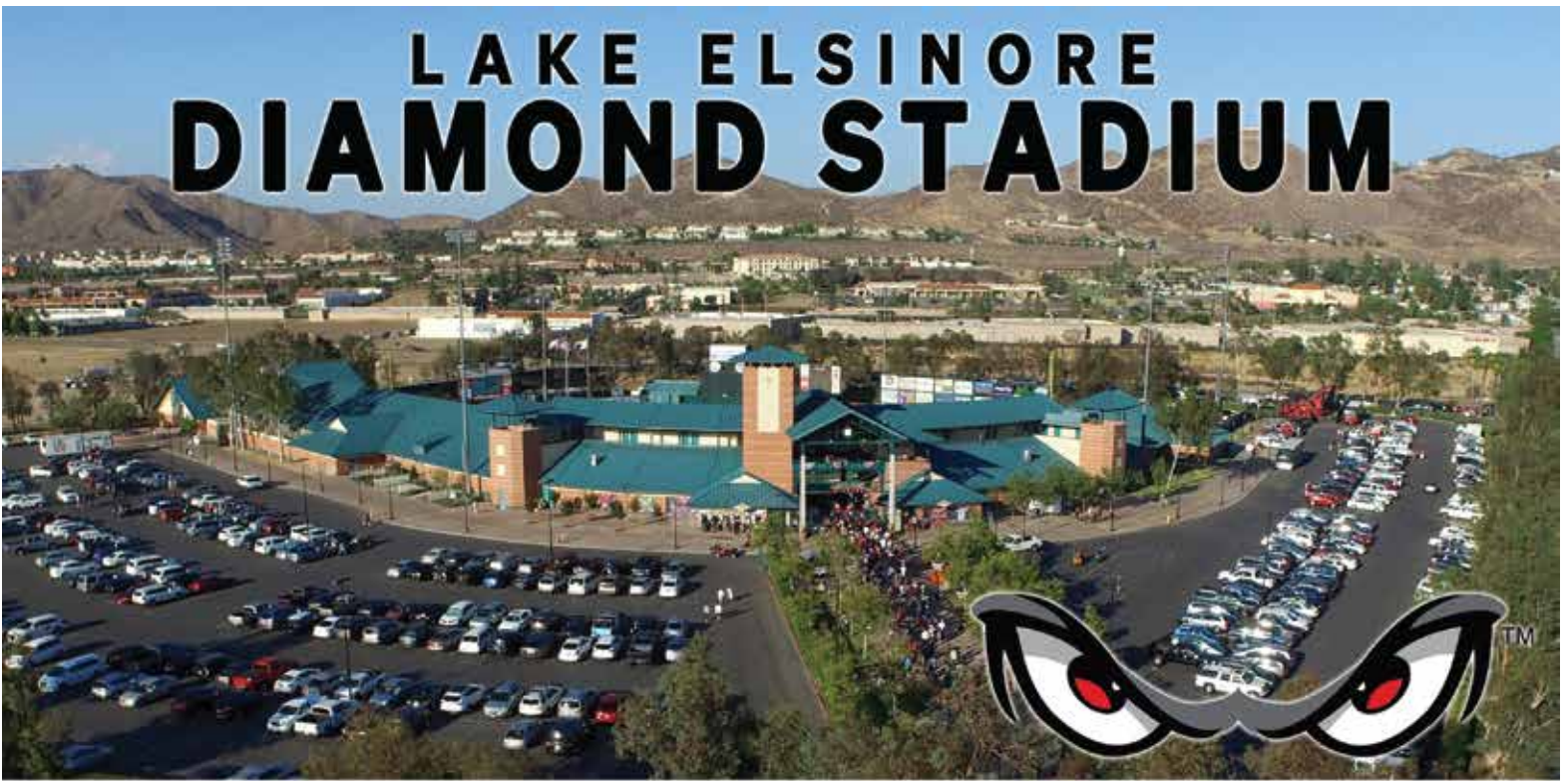
forward. This bill was one of the Hot Issues we were lobbying while in Sacramento and is a great win and another example of the power of the lobbying efforts of REALTORS®.

Lastly, many of you know Walter Wilson, the other Government Affairs Director for SRCAR. After many years of service to the industry and the Association, Walter will be retiring at the end of the month. I have had the pleasure of working alongside him for many years, and I hope you will join me in congratulating Walter on his retirement. We appreciate all that you have done!

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)	April 2022	1,124	1,214	1,162	-7%	-3%
Median Home Price	April 2022	\$600,000	\$593,378	\$515,000	1%	17%
Unsold Inventory Index (SFR Units)	April 2022	1,077	772	595	40%	81%
Unsold Inventory Index (Months)	April 2022	2	2	2	0%	0%
Median Time on Market (Days)	April 2022	7	8	5	-13%	-40%

Your "Average" House, April 2022							
City	Median Sold Price	Average Sold Price	Average Sq. Ft.	Average \$/Sq. Ft.	Bed	Bath	Year Built
Canyon Lake	\$705,000	\$793,558	2,308	\$354.63	4	3	1990
Hemet	\$438,000	\$437,640	1,710	\$271.27	3	2	1984
Lake Elsinore	\$600,000	\$578,731	2,126	\$284.31	4	3	1999
Menifee	\$580,000	\$571,432	2,870	\$291.17	3	3	1998
Murrieta	\$687,250	\$798,888	2,542	\$319.29	4	3	2001
Perris	\$525,000	\$528,418	1,933	\$299.57	4	3	1996
San Jacinto	\$475,000	\$466,255	1,909	\$262.16	4	2	1998
Temecula	\$786,000	\$875,956	2,504	\$361.45	4	3	1998
Wildomar	\$650,000	\$657,500	2,557	\$284.00	4	3	1999
Winchester	\$670,000	\$686,241	2,414	\$293.91	4	3	2009

LAKE ELSINORE DIAMOND STADIUM



LET US HOST YOUR NEXT EVENT!

SPECIALIZING IN:

**CONCERTS
5K/10Ks
AUTOCROSS
RACING
PARKING LOT
RENTALS
GRADUATIONS
HOME SHOWS
CAR SHOWS
CATERINGS
STAGE &
PRODUCTION
RENTAL**

**IN-STADIUM OR AT
YOUR LOCATION!**



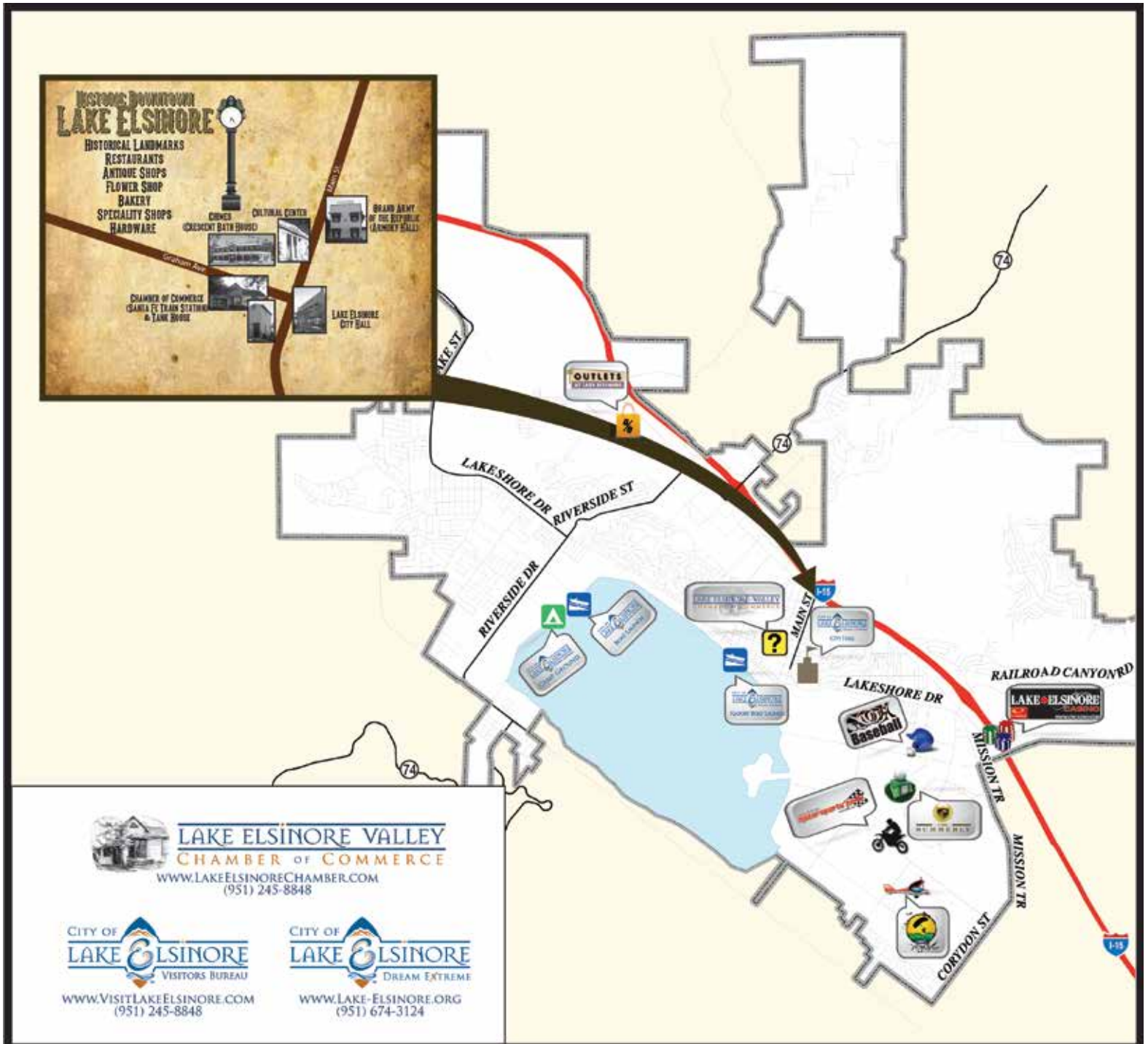
CALL 951.245.4487 x206 FOR MORE INFO

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.

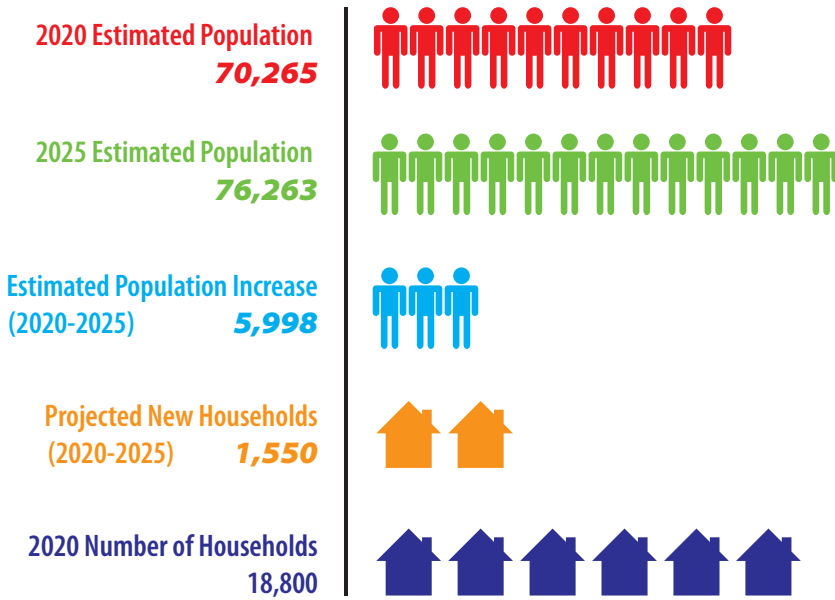
THE COUNTY OF RIVERSIDE WAS CARVED OUT OF SAN BERNARDINO AND SAN DIEGO COUNTIES IN 1893.



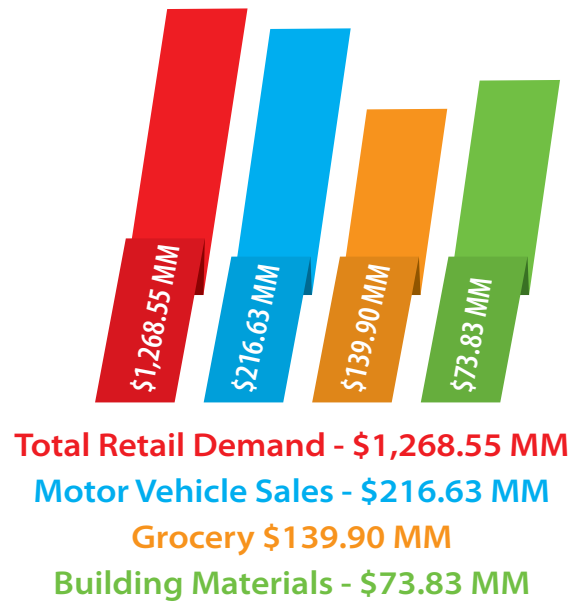
LAKE ELSINORE

ONE OF THE FASTEST GROWING CITIES IN CALIFORNIA

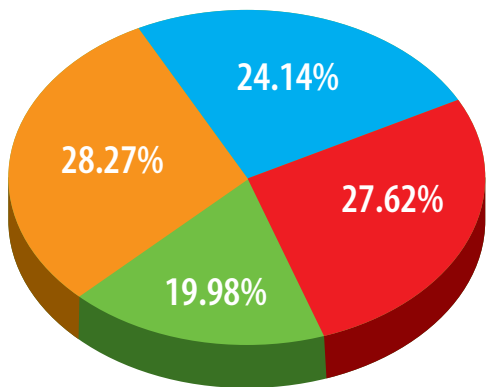
POPULATION INCREASE



ESTIMATED 2020 CONSUMER DEMAND



AGE DISTRIBUTION



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



HOUSEHOLD INCOME

Average Household Income \$92,504

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	

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

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

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/leospaintnbody

• **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

Lake Elsinore Honda
Kelly Christie (951) 471-4100
www.lakeelsinorehonda.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

Temecula Valley Lexus
Erin Spires (951) 225-0555
www.tvlexus.com

AUTOMOBILE PARTS/ REPAIR/SERVICE

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

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

• **Team Autoaid**
Julian Gomez (951) 245-1948
www.autoaidonline.com

The Auto Techs Service and Repair
Albert Mendez (951) 259-1291
www.theautotechs.net

AUTOMOBILE TOWING

• **Rivera Towing**
Tony Salguero (951) 941-0001

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

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**
Jesse Border (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

BRANDING

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

BREWERY

Craft Brewing & Kitchen
Kirk D Medeiros (951) 674-2562
www.craftbrewingcompany.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

BUSINESS & PROFESSIONAL SERVICES

The Crescent House Lake Elsinore
John Tamez (619) 952-7065
www.thecrescenthouse.com

Shopwholesale.com Inc.
Dennis Woo (862) 279-7121

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

Lemonnade
Saif Alchi (951) 297-9300
www.thereallemonnade.com

The Syndicate
(951) 471-5021
socialthesyndicate.com

The Syndicate #2
(951) 583-2400
socialthesyndicate.com

CARPET/UPHOLSTERY CLEANERS

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

CAR WASHES

Tommy's Express Car Wash
Michael Luders (951) 723-5800
www.tommys-express.com/locations/ca136

CASINOS

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

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 Kuetner (951) 674-2418
evcdistrict@verizon.net

CHAMBERS OF COMMERCE

California Chamber of Commerce
Jennifer Barrera (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

CHIROPRACTOR

Donohoe Chiropractic, Inc.
Todd Donohoe (951) 677-6500
www.DonohoeChiropractic.com

CHURCHES

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

First Lutheran Church, LCMS

Pastor Kevin L. Kolander
(951) 674-2757
www.firstluth.com

Shepherd of Life

Lutheran Church
Rebecca Ajer (951) 678-1561
www.shepherdoflife.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**

Chief Lonny 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**

Captain Andrew Elia (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**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

Catalyst Retail

Mark Cooper (913) 915-6538

The Shopoff Group

William Shopoff (949) 417-1396
bshopoff@shopoff.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

COFFEE & ICE CREAM**Bloom Ice Cream+Coffee**

Kaitlyn Hanson (951) 805-1337
www.bloomicecreamcoffee.com

COMICS / COLLECTIBLES

• **Felicity's Collection**

Felicity Gomez (909) 362-0343
www.ebay.com/str/felicityscollection

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

• **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 Coalition**

(951) 694-9800
www.edcswca.com

Sunbelt Business Sales, Mergers & Acquisitions

Myles Ross (714) 200-3761
www.Riverside.SunbeltNetwork.com

**Williams Efurd Digital
Processors LLC**

Ronald Williams (951) 364-3475
WilliamsEfurd@outlook.com

DAIRIES

• **DeJong's Dairy**

Herman DeJong (951) 674-2910

DAY SPA**Kin Fit Wellness & Recovery Center**

Chad Burleson (951) 609-8285
www.kinfitwellness.com

DENTISTS

• **Aava Dental**

Yvette Villarreal (951) 226-7606
www.aavadental.com

• **Canyon Lake Smiles**

Dr. Aarti Puri (714) 738-6001

• **Dr. Deza's Dental Office**

Rocio D Deza (951) 674-2000
www.drdezadentaloffice.com

• **Dr. J.T. Baugh**

J.T. Baugh (951) 674-3187

• **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**

(951) 245-5990
www.walmart.com

DEVELOPERS/ INVESTMENT GROUPS**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
brianvlam@yahoo.com

Northpoint Development

JJ Jenkins (816) 888-7053
www.BeyondTheContract.com

RDP Development Consultants, LLC

(405) 650-5238
www.rdpconsultants.com

DISTRIBUTORS**BuildersMax Inc.**

Guy Selleck (916) 216-9288

ECOLOGICAL CONSULTING**VCS Environmental**

Julie Beeman (949) 489-2700
www.vcsenvironmental.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

**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

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

Wingman Recruiting Solutions

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

WSP

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

ENTERTAINMENT

• **Lake Elsinore Storm Baseball**

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

The Mad Axer

Dane Wunderlich (855) 623-2937
www.themadaxer.com

EQUIPMENT/PARTY RENTALS**Elsinore Valley Rentals & Ready Mix**

Rita Wilsey (951) 674-2427

Gates Sound

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

FLOOD/FIRE RESTORATION**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

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

Rocket Chevron
Candace Wood (951) 579-4529

GOVERNMENT AGENCIES

• **City of Lake Elsinore**
Jason Simpson (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
Dr. Kurt Wilson (951) 955-8311
wrcog.ca.gov

GROCERY/FOOD STORES

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

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

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

GROUPS & ORGANIZATIONS

Highpointe Care, LLC
Reuben Stewart (951) 471-5886
www.highpointecare.org

• **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

HAIR SALON

Elsinore Barber & Beauty
Tina Breese (951) 674-6320
www.facebook.com/115nMainstLakeElsinore

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 EDUCATION

Gray's Trauma
Dr. Amber D. Gray (909) 419-3311
www.gettraumainformed.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

• **Sherwin Williams**
Rosa Larios (951) 245-1938
www.sherwin-williams.com

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

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

HVAC

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

INSURANCE SERVICES

AFLAC Benefit Solutions
Grace Kim (808) 498-6613
www.reehvac.net

• **Farmers Insurance - Muñoz Insurance Agency**
Michele M Muñoz (951) 471-2029
www.farmersagent.com/mmuno2

• **Farmers Insurance Wildomar - Andy Morris**
Andrew Morris (951) 678-8111
www.lakeelsinoreinsurance.com

• **R. David Bulen Insurance Agency**
Lisa Mosby (951) 674-0675
lisa@bulen.com

• **State Farm Insurance - Niehouse Agency**
Paul Niehouse (951) 674-0735
www.statefarm.com

Strachota Insurance Agency
Ed Prieboy (951) 676-2229
www.strachota.com

ICE CREAM/FROZEN DESSERTS

Never Better Frozen Yogurt
Tony Patino (951) 226-7555

JET SKI/BOAT/PADDLE RENTALS

JT's Rentals at Launch Pointe
John Alarcon (951) 777-2866
www.rentmypontoon.net

Temescal Valley Paddle
Miranda Lee (909) 973-1126
www.empirepaddlesports.com

JEWELERS

Ronnie's Jewelers
Jim Turner (951) 674-1255
jtrjewels@coastinet.com

LAKE OPERATIONS

• **City of Lake Elsinore - Lake & Aquatic Resources Department**
Rick DeSantiago (951) 674-5120
www.lake-elsinore.org

LAWN CARE SERVICE/ LANDSCAPE

• **EcoPlanet Landscaping**
Michael Carroll (951) 256-6514
www.ecoplanetlandscaping.com

LEGAL SERVICES

Fabozzi & Miller, APC
Edward J. Miller (951) 296-1775
www.fabozzimillerlaw.com

• **McVicker's Family Law Mediation Center**
T. Elizabeth McVicker (951) 244-8759
www.mcvickersfamilylaw.com

LIBRARY

• **Lake Elsinore Library**
Krystal Van Eyk (951) 674-4517

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

MEDICAL

Midas House Rehab
Chelsea Belasco (877) 247-3657
www.midasrehab.com

MERCHANT SERVICES

Williams Efurid Digital Processors LLC
RJ Williams (951) 364-3475
WilliamsEfurid@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

Canyon Lake Chamber of Commerce

Jeanne O'Dell (951) 244-6124
www.canyonlakechamber.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

Fight Therapy Foundation

Aubree Childs (310) 425-5958
www.fighttherapy.com

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.mooselodge.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 Advocacy Associates, Inc.

Kevin Willis (714) 472-4532
www.myvaa.org

Veterans of Foreign Wars

Roger Miller (951) 674-4735

PARTY EVENT PLANNERS**Simply Gorgeouz Party Supply & Planning**

Marilyn Jones (951) 609-7683
www.SimplyGorgeouz.com

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
jrouzi@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.Socalplumbingguys.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.cobysellsrealstate.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

Craft Brewing & Kitchen

(951) 674-2562
www.craftbrewingcompany.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.com

MEMBER DIRECTORY

Felix's BBQ with Soul

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www.felixsbbq.com

• **Golden Corral**
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• **Guadalajara Restaurant**
Ricardo Solano (951) 674-8294
guadalajara.restaurant@yahoo.com

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

Jersey Mike's Subs

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

• **La Unica Cocina Mexicana Y Cantina**
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www.launicarestaurant.com

Main Street Kitchen & Tap

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www.michitacos.com

Miguel's Jr. Restaurants

(951) 371-7234
www.miguelsjr.com

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• Panera Bread

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

• Popeyes Louisiana Kitchen

Jen Cason (951) 471-3343

Raising Cane's

Tobias Schreiber (805) 550-2350
www.raisingcanes.com/location/535

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 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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www.creatediystudios.com

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www.mainstreetcandybar.com

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www.masterpaccompaction.com

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

• Staples

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

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Shaun Brock (951) 230-4487
www.stormbaseball.com

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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

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www.ranchselfstorage.com

Secured Self Storage

Carolyn Rivera (951) 674-8681

SOS Storage Center

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

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Temecula Valley

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www.tvcinc.net

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• Transportation Corridor Agencies

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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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• California Welding Institute

Mariana Ludmer (951) 536-3809
www.socalwelding.com

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Southwest County
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www.bgcswc.org

• California Family Life Center - Planet Youth Program

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

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HOW MANY CALORIES SHOULD I EAT A DAY?

Follow this guide to figure out how much to eat based on your specific body and goals.

Whether you're trying to lose weight, maintain a healthy weight or even gain weight, you may be wondering how many calories you need to take in each day to meet your goals. While it would be nice if there was just a single number you could aim for (after all, measurable goals are great!), it's not so easy to come up with an exact number.

That's because the number of calories any particular person should eat in a day is influenced by a variety of factors and every person is different. Calorie intake may depend in part on a person's age, gender, current weight, height, body frame, metabolism, health status, activity level and more.

But even if it's hard to offer a blanket recommendation for how many calories you should eat in a day, there are general guidelines you can follow for trying to lose or maintain weight in a healthy manner.

For example, if you are at a weight you want to stay at, keep track of what you eat for a couple of weeks (there are many food tracker apps you can use that will easily calculate this for you) to get an idea of how many calories you typically eat in a day. Although that number will fluctuate slightly from day to day, it will give you a general idea of how many calories you're currently eating while maintaining your weight so you'll have a goal to stick to.

If you are trying to lose weight, many nutrition experts suggest reducing your calorie intake by 500 calories a day compared to what you need to maintain your

weight. Doing so will result in a slow and sustainable weight loss of approximately one pound per week.

Although each person has unique needs, there are some general calorie recommendations included in the 2020-2025 Dietary Guidelines for Americans based on gender and age. These include

WOMEN:

- **Ages 19-30:**
2,000 – 2,400 calories/day
- **Ages 31-59:**
1,800 – 2,200 calories/day
- **Ages 60+:**
1,600 – 2,000 calories/day

MEN:

- **Ages 19-30:**
2,400 – 3,000 calories/day
- **Ages 31-59:**
2,200 – 2,800 calories/day
- **Ages 60+:**
2,000 – 2,600 calories/day



It's important not to cut the amount of calories you're consuming by too much when trying to lose weight. This can change your metabolism, making it more difficult to lose weight or keep the weight off over the long term. It can also increase your risk of nutritional deficiencies and set you up for binges, since you're bound to feel hungry on occasion if you're not eating enough.

This message is brought to you by Southwest Healthcare System and the hospital campuses of Inland Valley Medical Center and Rancho Springs Medical Center.

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

Government - State

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

Government - Federal

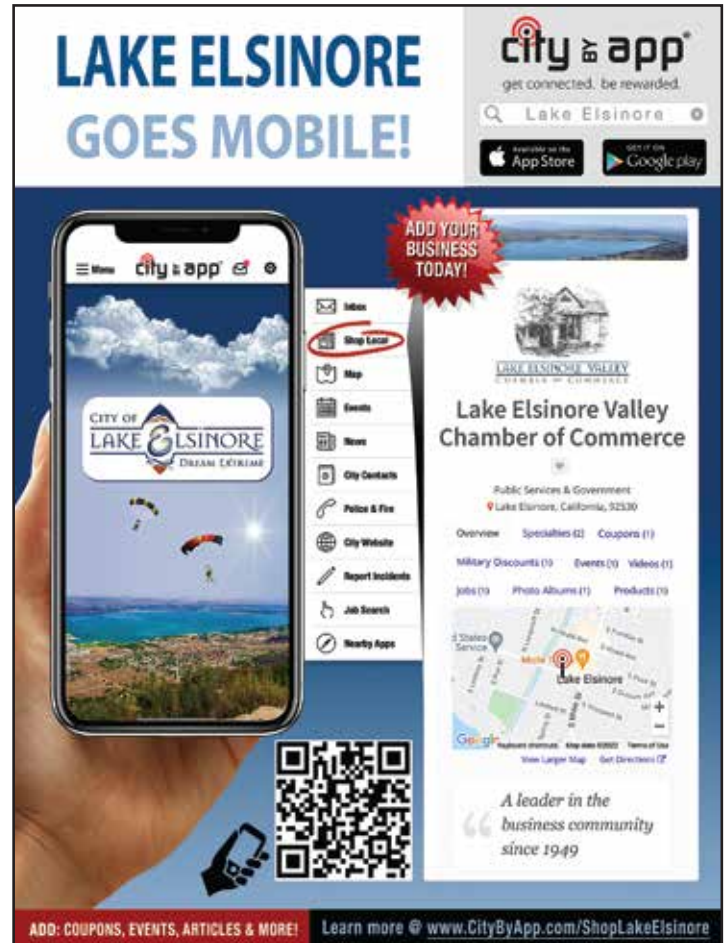
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**Wednesday & Saturday 11:00 a.m. to 3:00 p.m.
Sunday 1:00 to 4:00 p.m.**



Mailing Address: P.O. Box 84, Lake Elsinore, CA 92531-0084
Museum Information: 951/678-1537

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DOWNTOWN MAIN STREET

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FREE ADMISSION & PARKING

Summer Events 2022

Save the Date!

June 4

Just 4 Kids Fishing Derby

July 4

Party in the Park
Fireworks Spectacular

July 7, 14, 21, & 28

Summer Concert Series



For more information
call 951-674-3124 ext 292
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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

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**

2022-2023 President, Rick Morsch:

rick@morscheng.com • (951) 219-5352

*For Questions Contact: Rick Morsch (951) 219-5352
or Kim Cousins (951) 834-5521*

CHAMBER MAGAZINE AD PRICING

The Lake Elsinore Valley Chamber of Commerce Magazine is a Quartley 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!

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INSIDE FRONT COVER	\$600	1/4 PAGE	\$150
INSIDE BACK COVER	\$600	BUSINESS CARD	\$100
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CITY OF
LAKE EL SINORE
DREAM EXTREME

MOVIES IN THE PARK

WEDNESDAYS
8:00 PM

JUNE 15 - ENCANTO
SUMMERLY PARK

**JULY 20 - RAYA AND
THE LAST DRAGON**
SUMMERLAKE PARK

**BRING YOUR FAVORITE
BLANKETS AND CHAIRS.
THESE EVENTS ARE FREE
AND OPEN TO THE
PUBLIC. JOIN US 30
MINUTES PRIOR FOR
PRE-MOVIE ACTIVITIES.**



NEXT

NEXT is a Lake Elsinore Chamber of Commerce affiliated group specifically geared towards the young professionals in Lake Elsinore and surrounding areas under 40 years old.

Our mission is to support young professionals and entrepreneurs by offering mutual mentorship and promoting a culture of self improvement.



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 **COMING SOON** 

TO THE LAKE ELSINORE DIAMOND

AUG 6

GRUNGE
fest

AUG 27

Storm
Summer
Jam

OCT 8

Queen
Nation
A TRIBUTE TO
THE MUSIC OF QUEEN

SEPT 23



MICRO MANIA
with Battling Bombshells
MIDGET WRESTLING

OCT 15

MARIACHI
FEST

OCT 28-31

HALLOWEEN
FESTIVAL
& MARKETPLACE

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