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Mayor Steve Manos City of Lake Elsinore

OFFICE OF THE MAYOR CITY OF LAKE ELSINORE MAYOR STEVE MANOS NEWSLETTER

Dear Residents of Lake Elsinore,

As we bid farewell to the past year, I am filled with gratitude for the remarkable work of outgoing Mayor Natasha Johnson. Her dedication and service have laid a strong foundation for our community, and I am honored to step into the role, eager to pick up where she left off.

Lake Elsinore holds a wealth of possibilities, and I am excited about the potential that the coming year brings. Our City staff has been hard at work planning numerous special events in the months ahead. If you've never had the opportunity to join a community event, now is the perfect time. These gatherings are not only enjoyable but also essential for fostering a sense of unity and connection among us.

One of my goals for this year is to meet and connect with more residents of our beautiful city. Your input and perspectives are invaluable, and I believe that by working together, we can make Lake Elsinore an even stronger and more vibrant community.

In the upcoming year, our community is set to embark on a journey marked by numerous transformative projects that will undoubtedly shape the future of Lake Elsinore. Among these initiatives are the construction of our new City hall, strategic updates to our general plan, and the implementation of a comprehensive lake management plan.

These endeavors symbolize our commitment to progress and development, as we strive to enhance the overall infrastructure and well-being of our City. The construction of a new City hall stands as a testament to our dedication to providing state-of-the-art facilities that cater to the evolving needs of our residents. This project not only represents a physical structure but also signifies a focal point for civic engagement and community collaboration.

Furthermore, the updates to our general plan are designed to ensure that our City's growth aligns with the changing dynamics of our community. This comprehensive planning effort takes into account various aspects, including land use, transportation, and environmental sustainability, to create a blueprint that guides our development in a thoughtful and sustainable manner.

I extend my heartfelt thanks to the Lake Elsinore Valley Chamber of Commerce for their outstanding partnerships over the past year. Their collaboration has been instrumental in the success of our community, and I look forward to continuing to work closely with them. Together, we aim to attract even more new businesses, contributing to the prosperity and growth of Lake Elsinore.

As we embark on this new chapter, let's embrace the opportunities that lie ahead. Lake Elsinore is a community of strength, resilience, and boundless potential. I am excited to serve you and work together to make our City an even better place to live.

Wishing you all a happy and prosperous New Year!

Warm regards,

Steve Manos Mayor of Lake Elsinore

Stay connected and up-to-date on what's happening in Lake Elsinore by following us on Facebook and Instagram @lakeelsinorechamber, or on Twitter @lakeelsinorechamber.

2024 Ambassador Team:

PAUL AGUILAR
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CRISTIAN AGUILAR
Intuition Speech Therapy

MARILYN JONES Simply Gorgeouz Party Supply & Planning RACHEL MENDEZ Elsinore Public Relations

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LAKE ELSINORE VALLEY CHAMBER OF COMMERCE

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(951) 228-2128 • 169 N Main St www.stadiumpizza.com Sun-Th 10:30am-8:00pm Fri-Sat 10:30am-9pm

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February 7^{th} GET LEADS, BUILD YOUR BRAND, & REVOLUTIONIZE YOUR BUSINESS WITH SOCIAL MEDIA MARKETING Presented by: Kyle Onstott - Marketing Empire Group



UPCOMING DATES:

IANUARY 10th - Sponsored by Southwest Healthcare FEBRUARY 14th - Sponsored by Ranch RV & Self Storage MARCH 13TH - SPONSORED BY LAKE ELSINORE STORM FROM: 8:00 A.M. - 9:30 A.M.



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LUNCHEON FROM 11:30 AM TO 1:00 PM

DIAMOND TAPROOM - 500 DIAMOND DR.

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.

February 15th - Regional Development and Demographic Trends Presented By: Chris Gray, Deputy Executive Director at WRCOG







- Network with Other Business Owners
- Find Out About Chamber Membership
- Food and Refreshments Provided
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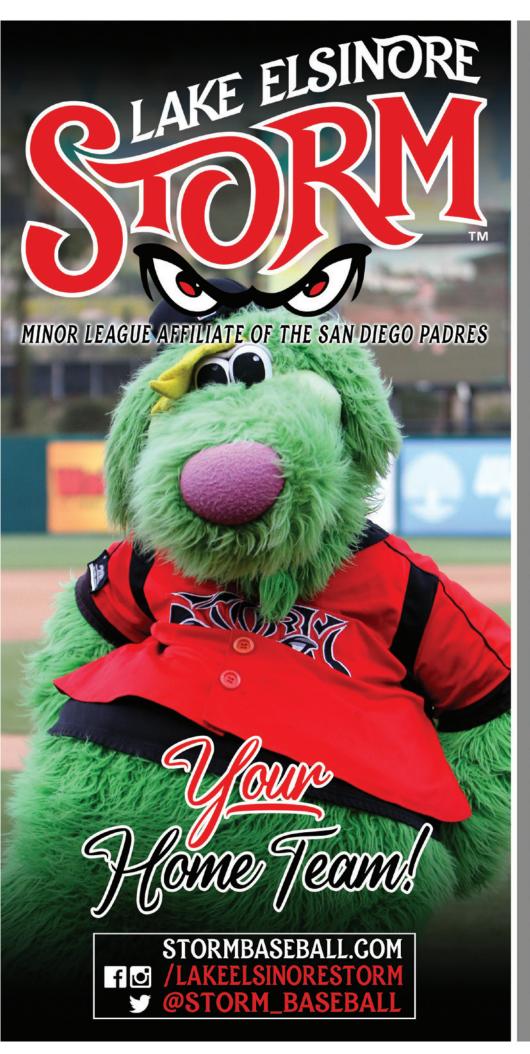
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APRIL

SUN	MON	TUES	WED	THU	FRI	SAT
	1	2	3	4	RC ⁵	RC 6
RC 7	8	MOD	MOD 10	MOD 11	MOD 12	MOD 13
MOD 14	15	16 VIS	vis 17	18 VIS	19 VIS	vis 20
VIS	22	23 RC	RC 24	25 RC	26 RC	RC 27
28 RC	29	30 S J				

MAY

SUN	MON	TUES	WED	THU	FRI	SAT
			SJ 1	SJ ²	SJ 3	SJ ⁴
<i>SJ</i> 5	6	<i>IE</i> ⁷	<i>IE</i> 8	<i>IE</i> 9	10 <i>IE</i>	<i>IE</i> 11
<i>IE</i> 12	13	VIS	15 VIS	16 V/S	VIS	18 V/S
19 V/S	20	SJ 21	22 SJ	23 SJ	24 SJ	25 SJ
26 SJ	27	28 RC	29 RC	RC 30	RC 31	

JUNE

SUN	MON	TUES	WED	THU	FRI	SAT
						RC 1
RC 2	3	IE 4	IE 5	IE 6	IE 7	IE 8
IE 9	10	STK	STK 12	STK 13	STK 14	STK 15
16 STK	17	18 VIS	19 VIS	20 VIS	VIS	vis 22
V/S 23 RC 30	24	25 RC	26 RC	27 RC	28 RC	29 RC

JULY

SUN	MON	TUES	WED	THU	FRI	SAT
	IE 1	IE 2	<i>IE</i> 3	IE 4	IE 5	IE 6
7	8	FRE 9	FRE	FRE 11	FRE 12	FRE 13
FRE 14	15	16	17	18	19 RC	20 RC
RC 21	22	vis 23	24 VIS	25 VIS	26 VIS	vis 27
28 VIS	29	FRE	FRE			

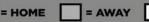
AUGUST

SUN	MON	TUES	WED	THU	FRI	SAT
				FRE 1	FRE 2	FRE 3
FRE 4	5	STK 6	STK ⁷	STK ⁸	STK 9	STK
STK	12	13 /E	14 IE	15 <i>IE</i>	16 <i>IE</i>	<i>IE</i> 17
18 /E	19	20 RC	21 RC	RC 22	23 RC	24 RC
	26	27	28	29	30	31

SEPTEMBER

SUN	MON	TUES	WED	THU	FRI	SAT
RC 1	2	IE 3	IE ⁴	<i>IE</i> 5	<i>IE</i> 6	IE 7
<i>IE</i> 8	9	10	11	12	13	14















At the end of 2023, the Southwest California Legislative Council scorecard reviews our local legislators, legislation outcomes, and what to expect in the next year.

We took positions on 58 bills. Unfortunately, when considering legislation, we typically oppose more than we support, and this year is no different for our business community. Thankfully though, many of the bills we opposed did not move to the final floor vote. So, when we look at the number of votes the Senate and Assembly each took on our positions, there were 31 votes in the Senate and 27 in the Assembly on bills where SWCLC took a position.

In the Assembly, Asm. Essayli and Asm. Sanchez were with us over 93% of the time, while Asm. Jackson has room for improvement only aligning with SWCLC on 21% of our positions. In the Senate, Sen. Seyarto and Sen. Ochoa-Bogh were with us over 85% of the time while Sen. Roth voted with SWCLC positions 48% of the time.

So- what are the new laws? The biggest changes ahead are in employment law-AB 524 changed rules for family caregiver status, expanding the definition of who is considered family for allowing time off to care for health issues. SB 616 changes

SWCLC Southwest California Legislative Council

mandatory sick time off from 3 days to 5 days statewide. AB 525 raised the minimum wage for healthcare workers. And AB 1228 raised the minimum wage and changed rules for the fast-food industry, which was a compromise from the industry and labor that averted a referendum vote on AB 256 from 2022 that would have appeared on the Nov 2024 ballot. There will also be new requirements for companies to report climate impacts under SB 253 and climate financial risk reporting with SB 261. SWCLC opposed all of these bills mentioned. We did support Sen. Roth's SB 75 that provides new judgeships to Riverside County to build the CARE court program, a program that will help get people off the streets and into treatment.

But not everything passed- SB 584, the 15% tax on short-term rentals failed. A water bill that would require the state to consider having a long-range water plan (SB 366) also failed. AB 6 and 7, two bills that would have impacted the state's ability to expand roads and infrastructure by creating an even more burdensome permitting and project selection process both failed. Unfortu-

nately, a change in employment policy that would have allowed for employers to voluntarily give preference to veterans (SB 73) also failed.

The full legislative scorecard for 2023 is available on our SWCLC website www.southwestca.org.

Looking ahead, we still have 16 bills that are designated as two-year bills, including AB 1000, the warehouse setback bill that has in one form or another been opposed by SWCLC for the last 4 years. Those bills must be out of their house of origin by end of January, and we'll be engaging prior to that deadline. New legislation for 2023 is due in February and SWCLC will keep an eye on bills as they are submitted. There is also talk of a significant budget deficit for 2024 emerging, larger than 2023, so we'll be weighing how that affects key legislative proposals as well.

For 2024, we have made some adjustments to our calendar to better align our meetings with the legislative calendar. Our 2024 schedule is: Jan 22, March 11, April 15, May 13, June 10, August 12, and Oct 7th. We meet at 11:30am at the Southwest California Association of Realtors offices in Murrieta. Contact your local Chamber of Commerce for more information or visit our website www.southwestca.org.

402 LIMITED STREET, LAKE ELSINORE



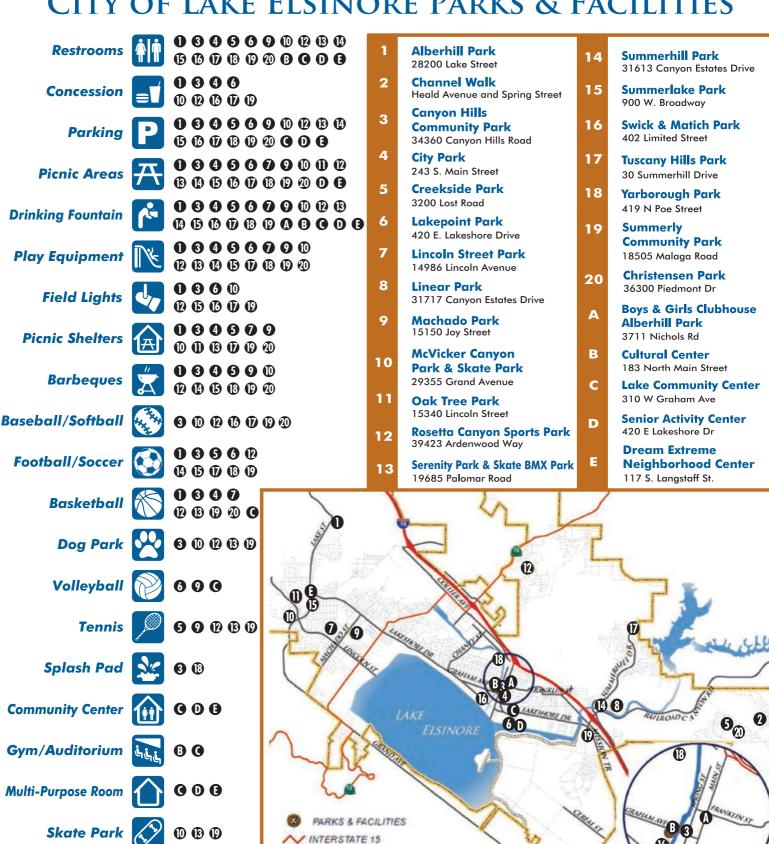
AMENITIES:

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- DIAMOND
- CONCESSION STAND
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- PLAYGROUNDS
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REGULATIONS:

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- BASEBALL / SOFTBALL
 DOGS ARE PERMITTED ON A LEASH
 - GLASS BOTTLES ARE NOT PERMITTED
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CITY OF LAKE ELSINORE PARKS & FACILITIES



HIGHWAY 74

CITY BOUNDARY

BMX Park



Welcome to another edition of the REALTOR® Report! As of the date of this report, the REALTOR® brand has featured a lot in the media, and not everything is positive news. A verdict was issued in a Missouri case that named the National Association of REALTORS®, among other defendants, and media outlets and social media have been taking jabs at REALTORs® ever since. While I won't get deep in the weeds on that topic, I will address it shortly.

As for some good news, the Feds once again paused raising interest rates, which led to some minor relief coming into the first week of November. Also, in anticipation of next week's announcement of the 2024 conforming loan limits, lenders have started accepting conforming loan amounts up to \$750,000, with the potential for even higher limits after the official announcement. Hopefully, both offer some assistance to those looking to purchase homes soon.

One question I get asked often is why are sales so slow right now? I have reported that we have a severe shortage of available homes, and even with all of the locally planned new construction, we are well behind the curve when it comes to building enough homes. However, there is another, much simpler reason. The record low interest rates from the past few years have essentially locked those owners into their current homes. Think about it: why would you leave your +/- 3% interest rate in exchange for today's mid-7 % range? You wouldn't unless you had to. So those owners who in another market may consider relocating purely out of desire aren't leaving, thus adding to the inventory shortage. Sure, if you are being relocated or have another significant reason to move, you will, but it's not what might be considered a typical turnover rate of homes.

Let's take a closer look at the numbers for our region from October 2023. The median home price in Southwest Riverside County had a slight improvement, up 1% from the previous month (\$585,000/\$580,000) and improved by 4% from one year ago (\$560,000). Comparing the median price to where it was 2 years ago,

it has increased by 8.7% when the median price was \$538,000. Unsold inventory is sitting right around 4 months, getting closer to the 6 months that is considered a healthy market. The median time on the market was up to 16 days, down from 25 days last year but up considerably from 2 years ago when it was just 9 days. Unit sales did increase 8% from last month but are down 5% from last year. Unsold inventory also increased from the previous month, with a 9% increase, but remains significantly down from last year, with a decrease of 36%. Median prices expanded the range in price in our local cities, with a total median price variance from -16.4% to 10.5%.

Since the legislative session is done for the year, there's not much to report. As done every year, the Southwest California Legislative Council has finalized its report card on the bills we tracked and how each of our elected officials voted on those bills. I am including the scorecard in this report and can provide more details to anyone who requests more detailed information.

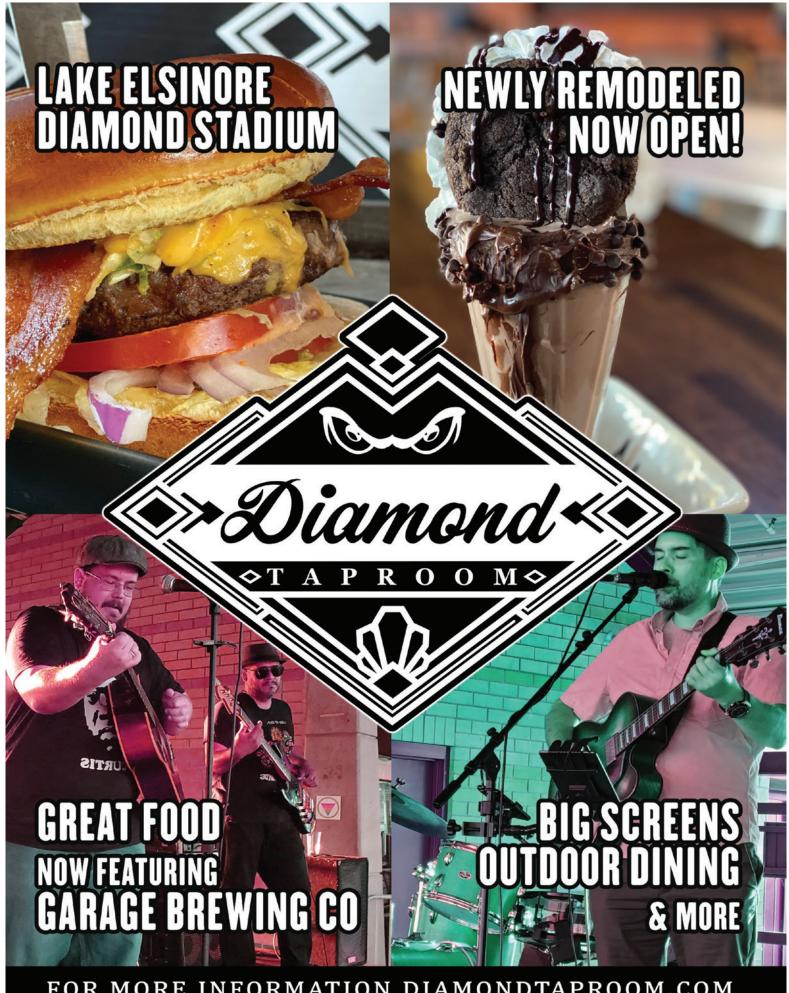
Let's talk about the verdict, as mentioned earlier, against the National Association of REALTORS®. This was a class action lawsuit in Missouri that involved plaintiffs raising questions about how commissions are paid. The jury sided with the plaintiffs and awarded damages of \$1.8 Billion. This significant figure is why the case is making headlines. Unfortunately, the headlines also paint horrible pictures about REALTORS® and our industry. The verdict is being appealed and will likely take years to finalize. However, its impact has been felt nationwide and warrants this brief report. For the most part, transactions will remain the same here in California. There may be additional disclosures and new explanations of commissions, but business should continue as normal. One of the biggest challenges is demonstrating the value of a REALTOR® and understanding the crucial role they play in a transaction. For far too long, REALTORS®

have downplayed the challenges of their day-to-day activities, resulting in a skewed perception of their value. Since the audience of this report is not all within the industry, I am sharing a document of 179 things that REALTORS® do during a typical transaction. I encourage my REALTOR® audience to utilize this tool and my non REALTOR® audience to realize how much value a REALTOR® brings to the table. This case is far from over and relatively complicated, so if you would like to discuss it in further detail, please reach out to me.

Even though we are heading into the holidays and the end of 2023, things remain busy. I hope I have covered everything that affects you and your business. Please let me know if I left anything out or if you need anything explained further.

As always, I am available if you have any questions about the report. Until next month...

	SW	Market	@ A Glar	ice			
Southwest California	Reporting Period	Current	Last Month	Year Ago	Change from Last Month	Change from Year Age	
Existing Home Sales (SFR Detached)	October 2023	653	604	685	8%	-5%	
Median Home Price	October 2023	\$585,000	\$580,000	560,000	1%	4%	
Unsold Inventory Index (SFR Units)	October 2023	1,334	1,223	2,076	9%	-36%	
Unsold Inventory Index (Months)	October 2023	4	5	4	-20%	0%	
Median Time on Market	October 2023	16	15	25	7%	-36%	
Vo	ur "Avors	ige" Hous		or 2023			
10	Median			verage ,		Yea	
City		Average Sold Price		/Sq. Ft.	Bed Ba	th Buil	
Canyon Lake	\$659,000	\$875,400	2,597 \$	344.98	3 ;	3 198	
Hemet	\$429,000	\$416.891	1.660 S	263.33	3	2 199	



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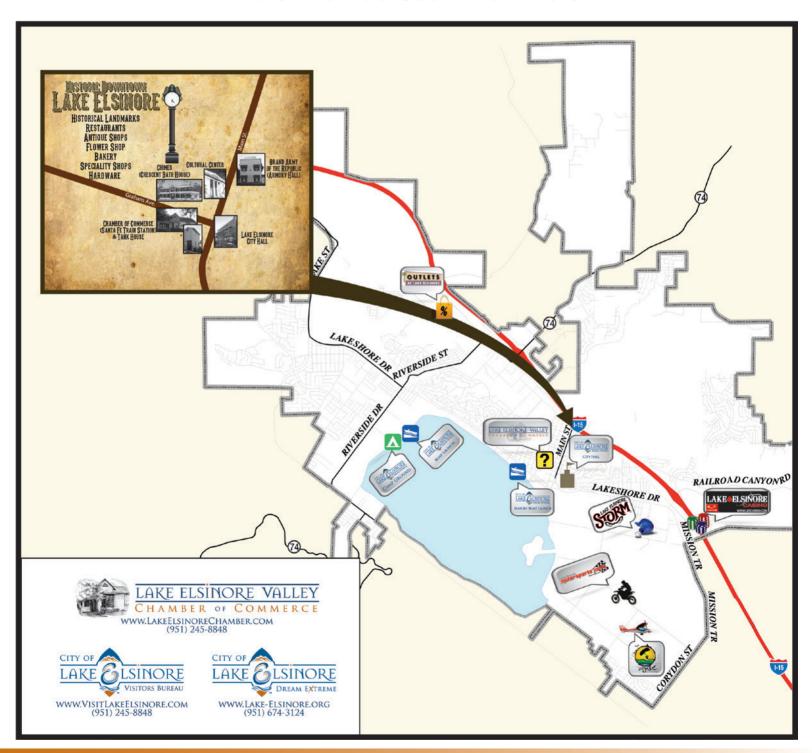
HONEYCOMB

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

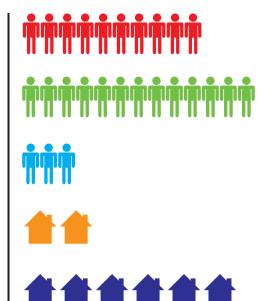
2022 Estimated Population **71,220**

2045 Estimated Population 111.600

Estimated Population Increase (2022-2045) **40,380**

Projected New Households (2022-2030) 6,555

2020 Number of Households **18,800**

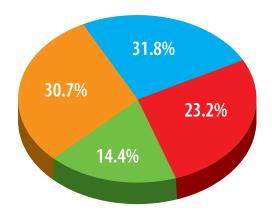


ESTIMATED 2020 CONSUMER DEMAND



Total Retail Demand - \$1,268.55 MM
Motor Vehicle Sales - \$216.63 MM
Grocery \$139.90 MM
Building Materials - \$73.83 MM

AGE DISTRIBUTION



Ages 19 & Under Ages 20-39 Ages 40-59 Ages 60 & Better 5

HOUSEHOLD INCOME

Average Household Income \$100,549

Average Disposable Income \$77,362

TRAFFIC COUNTS

I-15 & Railroad Canyon Rd.
I-15 & HWY 74 (Central Ave.)
I-15 and Nichols

Peak Hour	Average Daily	
9,600	129,000	
8,700	117,000	
8,800	119,000	

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AUTOMOBILE TOWING

 Rivera Towing Tony Salguero

(951) 941-0001

AWARDS/ENGRAVING

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

BALLOON DESIGN / DISPLAY

Rise & Shine Balloons, LLC

(562) 964-4456 Karla Gibson www.riseandshineballoonsllc.com

BANKS/FINANCIAL **INSTITUTIONS**

Bank of America-ATM

(800) 622-8731 Karen Harrison 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

First Citizens Bank

Daniel McKee (951) 638-3200 www.firstcitizensbank.com

Navy Federal Credit Union

(888) 842-6328 David Alvarez www.usafed.org

Pacific Premier Bank

(951) 461-4534 Frik McLeod www.ppbi.com

BANQUET FACILITIES

Pins 'N Pockets

Bill Boudreau (951) 245-6250 www.pinspockets.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

BREWERY

Craft Brewing & Kitchen

(951) 674-2562 Kirk D Medeiros 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

CAMPGROUNDS/RV PARKS

 Crane Lakeside Park + R.V. Resort

Sandy Grant (951) 678-2112 www.cranelakesiderv.com

Glen Eden Sun Club

Cheryl Leutbecher (951) 277-4650 www.gleneden.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 socalthesyndicate.com

The Syndicate #2

(951) 583-2400 socalthesyndicate.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

 Pechanga Resort Casino (877) 711-2946 www.pechanga.com

CATERING

BMW Management

Sally Meyers (951) 676-8616

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

New Life Culinary Creations

Steve Bearse (951) 375-1380 www.newlifecatering.com

Tacos El Chema

Alma Rodriguez (909) 443-5023

CELL PHONE SALES / SERVICES

CPR Cell Phone Repair

Jordan Kahf (951) 215-6802 www.cellphonerepair.com/lake-elsinore-ca

CEMETERIES

Elsinore Valley Cemetery

Jeff Kuether (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

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

www.elsinorefirst.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 James Rayls (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

MaidPro of Temecula

Patricia Duarte (951) 506-6100 www.maidpro.com/temecula

COFFEE SERVICES

Java Hut

(951) 674-8506 Jamie Montes

La Taza Community Coffeehouse Jeff Harrell

(951) 376-3703 www.latazacoffeehouse.org

COFFEE & ICE CREAM

Bloom Ice Cream+Coffee

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

First Team Real Estate Commercial

(951) 318-7763 John Johnson www.johnjohnson.firstteam.com

SVN | Insight Commercial Real Estate Advisors

Janet Kramer (951) 600-8634 ext 702 www.svninsight.com

The Shopoff Group

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

WCI - West County Investments

(951) 318-8542 Gary Washburn www.westcountvinvestments.com

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

CONSTRUCTION

Building Industry Association Riverside County Chapter

(951) 781-7310 Clint Lorimore www.riversidebia.org

Edmondson Construction Company, Inc.

Chance Edmondson (951) 674-5589 www.wemovedirt.com

GBC Concrete and Masonry Construction, Inc.

(951) 245-2355 Tom Daniel www.gbcconstruction.com

Near-Cal Corp.

Carl J. Johnson (951) 245-5400 www.nearcal.com

CONSTRUCTION & DEVELOPMENT

Endresen Development, Inc.

Josh Endresen (951) 757-5695

The Bedrock Company

Carlene Jackson (951) 273-1931 www.thebedrockco.com

Transportation Corridor Agencies Jeff Bott (949) 727-4800

www.thetollroads.com

CONSULTING COMPANIES

D&T Safety, Inc.

Dione Whisenant (951) 265-0850

Hernandez Environmental Services

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

Ross Enterprises Inc.

(714) 200-3761 Myles Ross

Southwest CA. Fronomic **Development Coalition**

(951) 694-9800

www.edcswca.com

CPR TRAINING

CPR Training Centers, Inc.

Roger Hillard (951) 219-4807 www.cprtrainingcenters.com

DAIRIES

DeJong's Dairy

Herman DeJong (951) 674-2910

DENTISTS

• Dr. J.T. Baugh

(951) 674-3187 J.T. Baugh

 Marketplace Dental Group Florence Anaya (951) 245-8664 www.marketplacedentalgroup.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**

CalTier

Travis Hook (619) 344-0291 www.caltier.fund

Catalyst Retail, Inc.

Mark Cooper (951) 643-4711 www.catalystretail.com

Civic Partners Inc.

(714) 230-8000 Tina Alexander www.civicpartners.com

Hadley Holdings, LLC

(714) 624-5771 Scott Hadley

Lake Elsinore Mitigation Site, LLC Steve Galvez (951) 297-8120

Lake Elsinore Town Center

Linda Nettels (714) 340-7849

 Mebo Properties Development (626) 831-0661 Brian Lam brianvlam@yahoo.com

Northpoint Development

II Jenkins (816) 888-7053 www. Beyond The Contract. com

DISTRIBUTORS

BuildersMax Inc.

Guy Selleck (916) 216-9288

DRY CLEANERS/LAUNDROMATS ENTERTAINMENT

Bella's Bedding Bar

(951) 221-5718 Benito Sanchez www.bellasbeddingbar.com

ECOLOGICAL CONSULTING

VCS Environmental

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

EDUCATION/ TUTORING SERVICES

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

Assemblyman Bill Essayli 63rd District

Casey Deaver (951) 369-6644 www.ad63.asmrc.org

CA Senator Kelly Seyarto 32nd Senate District

loe Fuentes (951) 894-1232 www.ad67.asmrc.org

Supervisor Karen Spiegel

Melania Castellanos (951) 955-1083 www.rivcodistrict2.org

Supervisor Kevin Jeffries

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

EMERGENCY SERVICES/ SUPPORT

Trauma Intervention Program, SW Riverside Co.

Arleen Allen (951) 698-2453 www.tiprivco.org

ENGINEERING COMPANIES

• K & A Engineering, Inc

(951) 279-1800 Joline I Green www.kaengineering.com

KWC Engineers

Kelly Jackson (951) 734-2130 www.kwcengineers.com

ENGRAVING SERVICES

Lightning Laser Cuts

Larry Landau (951) 249-3993 www.lightninglasercuts.com

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

The Mad Aver

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

EQUIPMENT/PARTY RENTALS

Elsinore Valley Rentals & Ready Mix

Rita Wilsey (951) 674-2427

EQUIPMENT SALES / RENTALS

Goodfellow Corporation

Mel Sotelo (951) 992-6698 www.goodfellowcorp.com

EVENT VENUE

Hawk Ranch

Jeff Busch (888) 299-4295 www.hawkranch.co

Launch Pointe Weddings & Events Jonathan Aymin (951) 499-3003 www.launchpointeweddings.com

FINANCIAL SERVICES

Cesar Marmoleio: **Primerica - Financial Services** Cesar Marmolejo (951) 442-2442

www.primerica.com/cesarmarmoleio

• Gustavo Lopez - Merrill Lynch Gustavo Lopez (626) 838-9199 www.local.ml.com/riverside_ca

FLOOD / FIRE RESTORATION

Superior Restoration

Luis Baltazar (888) 838-1109 www.superiorrestore.com

FLORISTS

 Gardania's Flowers Market Dania Barrios (951) 458-2021

www.gardaniasflowermarket.com

Gerryann's Flowers Gerryann Whitley (951) 775-0633 www.gerryannflowers.com

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

Tulips Trophies & Treasures Kimberly Ryan (951) 674-6072

FURNITURE OUTLETS / STORES

Sofa Spectrum Furniture Paul Rangel (951) 304-0700

www.tulipstrophies.com

www.sofaspectrum.com

GAS STATIONS

Arco AM/PM

Erwin Randhawa (951) 471-1520 info@arcoguests.com

Arco AM/PM

Avman Mika (951) 674-7377 ayman haddad1@yahoo.com

Arco AM/PM

John Wahhah (951) 674-7465

 Arco Gas / Bocadillo Kitchen Robak Sevedgavadi (951) 471-8370 www.bocadillokitchen.com

Four Corners Arco AM/PM

Erwin Randhawa (951) 245-2866 info@arcoguests.com

Mobil / Circle K

Raj Kumar (951) 736-6149

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

Matthew Jennings (951) 955-3900 www.countytreasurer.org

• Riverside County Transportation Commission (RCTC)

(951) 787-7141 Paula Hayes www.rctc.org

Western Riverside Council of Governments

(951) 955-8311 Dr. Kurt Wilson wrcoq.coq.ca.us

GROCERY/FOOD STORES

Albertsons 6798

Paul Kadow (951) 245-4461 Paul.Kadow@albertsons.com

Grocery Outlet of Lake Elsinore

Sarah & Eric Senges (951) 471-6626 www.groceryoutlet.com

Stater Brothers #187

Anthony Charles (951) 244-2014 www.staterbros.com

• Stater Brothers #189

Gary Holland (951) 245-5802 www.staterbros.com

Stater Brothers #98

Felix Larez (951) 674-1349 www.staterbros.com

GROUPS & ORGANIZATIONS HOSPICE CARE

California Apartment Association Greater Inland Empire

Victor Cao (949) 474-1411 www.caanet.org

Highpointe Care, LLC

Reuben Stewart (951) 471-5886 www.highpointecare.org

HAIR SALON

Elsinore Barber & Beauty

Tina Breese (951) 674-6320 www.facebook.com/115nMainstLakeElsinore

HAULING / DEMOLITION

Corona Junk Removal & Property Maintenance

Michael Rowley (951) 363-5120 www.coronajunkpm.com

JB Discount Hauling

(951) 933-4925 Julio Bustos www.ibdiscounthauling.com

HEALTH CLUBS

Freedom Fitness Training Center

Chevenne Redenz (951) 609-6046 www.freedomfitnessllc.com

HOLISTIC / HOME HEALTH **SERVICES**

• Alppha's Home Health & Holistic Services

Sharee Williams (888) 412-3255 www.alpphas.com

HOME BUILDER/DEVELOPER

Corman Leigh

(951) 296-5070 Leah Skor www.cormanleigh.com

Meritage Homes of California, Inc. (949) 299-3824

Emma Hill www.meritagehomes.comt

Pulte Group

Matthew Matson (949) 330-8600 www.pulte.com

Tri Pointe Homes

Chris Willis (951) 396-0426 www.tripointehomes.com

HOME IMPROVEMENT CENTERS

Habitat for Humanity Inland Valley Lake Elsinore ReStore

Tammy Marine (951) 471-1188 www.habitat4inlandvallev.org

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

Southwest Healthcare Temecula Valley Hospital

Celena Barton (951) 331-2200 www.temeculavalleyhospital.com

HOTELS/MOTELS/ RESORTS

Rest Western

(951) 674-3131 Aiav Patel www.hestwestern.com

Holiday Inn Express

(951) 674-4333 Sachin Trivedi www.hiexpress.com/lakeelsinoreca

Lake Elsinore Econo Lodge

Roxanne Zeller (951) 674-3101 www.lercasino.com

Lakeside Mansion

Brittney Burnett (888) 493-5859 www.lakesidemansion.com

• Pechanga Resort Casino (877) 711-2946

www.pechanga.com

Quality Inn

Pete Patel (951) 674-9694 www.gilakeelsinorehotel.com/home

HUMAN RESOURCES/TRAINING

Meridian Payroll & HR Services John Jonker (951) 695-6700 www.meridianpayrollgroupca.com

HVAC

• Magic's Heating & Air, LLC Francisco Anaya (951) 225-5705

www.magicshvac.net

Windstorm Heating & Air Conditioning (951) 710-4999 **Emilio Avalos** www.windstormheatingandair.com

ICE CREAM/FROZEN DESSERTS

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

Farmers Insurance -Muñoz Insurance Agency

Michele M Muñoz (951) 471-2029 www.farmersagent.com/mmunoz2

INSURANCE SERVICES

Farmers Insurance Wildomar-Andy Morris

(951) 678-8111 Andrew Morris www.lakeelsinoreinsurance.com

Freeway Insurance (951) 355-9811 Eva Brambilla

 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

Veronica's Insurance Lake Elsinore Mauricio Sanchez (714) 308-4319

INTERNET DATA PROVIDER

USaeocoder, LLC

Mitchell Pearce (888) 938-6732 www.usgeocoder.com

JET SKI/BOAT/PADDLE RENTALS

JT's Rentals at Launch Pointe

John Alarcon (951) 777-2866 www.rentmypontoon.net

JEWELERS

Ronnie's Jewelers

Jim Turner (951) 674-1255 itriewels@coastinet.com

LAKE OPERATIONS

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

LEGAL SERVICES

Fabozzi & Miller, APC

Edward J. Miller (951) 296-1775 www.fabozzimillerlaw.com

Reid & Hellyer, APC

Donald Hitzeman (951) 695-8700 www.rhlaw.com/temecula-murrieta

LIBRARY

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

Vick Knight Lakeside Community Library

Ellen Holt (951) 678-7083

LIVING TRUST/ **ESTATE PLANNING**

The Living Trust Company Kay Nikookary

(949) 394-4011 www.thelivingtrustco.com

LUXURY PORTABLE RESTROOMS

The Potty Room

Darric Merrell (951) 970-3747 www.thepottyroom.com

MAGAZINES/NEWS MEDIA

Lake Elsinore Local News & Events

Phillip Hayes (951) 490-1637 www.lakeelsinorelocalnewsandevents.com

Lake Elsinore Magazine of Values

(714) 296-9633 Dee Castro www.LakeElsinoreMagazineOfValues.com

MANUFACTURERS

BuildersMax Inc.

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

Pacific Clay Products

Stuart Hoxsey (951) 674-2131 www.pacificclay.com

MANUFACTURING/MEDICAL

Abbott Vascular

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

MARKETING

Marketing Empire Group

Kyle Onstott (951) 254-3648 www.marketingempiregroup.com

MEDICAL Midas House Rehab

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

MOBILE HOME PARKS

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

MOLD REMEDIATION ServPro Lake Elsinore/Perris (951) 674-4006

www.servprolakeelsinoreperris.com

MORTGAGE/LOAN COMPANIES Pacific Lending LLC.

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

Rick Tobin - Realloans

(760) 485-2422 Rick Tobin www.realloans.com

MORTUARIES

Evans Brown Mortuary

John Rowe (951) 674-3141 www.evans-brownmortuarv.com

MOVERS

Jon's Movers Inc

951) 226-0312 Jon Favillo www.jonsmovers.com

Ruff and Ready Moving - Mayflower Johnathan Montanez (951) 834-3539 www.ruffandreadymoving.com

NON PROFIT ORGANIZATIONS

Assistance League of **Temecula Valley**

Electra Demos (951) 694-8018 www.temeculavalley.assistanceleague.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

Divine Glory International Foundation, Inc.

(951) 285-0740 Rachael Bassey www.divinegloryfoundation.org

 Downtown Merchants Association Janice Garcia (714) 497-9133 www.ledowntown.com

Dream Center Lake Elsinore

Brett Masters (951) 376-3703 www. dreamcenterle.org

EDA/Workforce **Development Agency**

Rob Moran (951) 955-3226 www.ricoeda.org

Holt Ministries

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

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

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

Lake Elsinore Girls Softball

Mark Duncan (714) 719-0184 www.legsoftball.org

Lake Elsinore Little League

Jovanny Huerta (909) 576-5175 www.lellbaseball.org

Lake Elsinore Moose Lodge 1021 John Lavery (951) 674-4477

www.lodge1021.moosepages.org/Contact/

Lake Elsinore Valley Education Foundation

Kevin Pane (951) 609-7525 www.levef.org

Michelle's Place Cancer **Resource Center**

(951) 699-5455 Kim Gerrish www.michellesplace.org

Riverside Recovery Resources Bernard L Truax (951) 674-5354 www.riversiderecoverv.org

The Nature Education Foundation at Santa Rosa Plateau

(833) 651-1533 Virginia Greaves www.srpnef.org

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

The Dresses and Dreams Project Dawn Schultz (951) 457-1363 www.thedressesanddreamsproject.org

The Happier Life Project

Carolina Ayala (888) 638-8457 www.thehappierlifeproject.org

The Freedom Train Project, Inc.

Tabitha Chapman (951) 249-0924 thefreedomtrainproject.org

Veterans Advocacy Associates, Inc.

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

Veterans of Foreign Wars

Roger Miller (951) 674-4735

Western Eagle Foundation

Serena Cooper (951) 695-7206 www.westerneaglefoundation.org

ONLINE RETAILERS

MX Gear Creations

Antoine Haguette (951) 642-3759 www.mxgearcreations.com

OUTDOOR ADVERTSING

Lamar Advertising Company

(909) 799-1010 www.lamar.com/SanBernardino

PARTY EVENT PLANNERS

Simply Gorgeouz Party Supply & Planning

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

PET CARE / ACCESSORIES / SERVICES

Dawgie Styles, LLC

Jamie Nuonaka (951) 674-7387 www.dawgiestylesllc.com

PETROLEUM PRODUCTS

Downs Energy

Ron Skelskey (951) 737-9866 www.downsenergy.com

PHARMACIES

Delta Drugs II

(951) 245-2325 Raz Hovsepian deltadrugsii@yahoo.com

Gen RX Pharmacy

(951) 674-6836 John Rouzi irouzi@aol.com

РНОТО ВООТН

Spread Moore Love Photo Booths Shontay Moore (909) 572-4177 www.spreadmoorelovephotobooths.com

Tilted Crown Events, LLC

(951) 291-8338 Cora Merritt

PHOTOGRAPHERS/ VIDEO TAPING SERVICES

Cherished Memories Photography

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

Dustin Thompson Photography

Dustin Thompson (951) 640-6162 www.dustinthompsonphotography.com

On The Go Video.biz

Desi Ekstein (951) 523-7828 www.OnTheGoVideo.biz

PHYSICIANS

Farid Saadat, MD

Dr. Farid Saadat (951) 471-5711

Vista Community Clinic: Lake Elsinore

Betsy Heightman (951) 252-2720 www.vistacommunityclinic.org

PLUMBERS

A.M. Plumbing & Rooter

Alex Martz (951) 207-7379 www.amplumbingrooter.com

Canyon Hills Plumbing

Jason Carroll 951) 970-7550 www.canyonhillsplumbing.com

PODCAST

The Lux Hills Gang

Kevin Davev (909) 525-2069 www.theluxhillsgang.com

POLICE DEPARTMENT

Lake Elsinore Sheriff's Department Captain James Rayls (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

PRESSURE WASHING

Pristine Clean

Trevor Steiner (951) 259-2764 www.pristinecleansolutions.com

SoCal Pressure Washing & More

(951) 805-3098 Josh Bush

PRINTERS/GRAPHICS/ TYPE SETTING/SALES

Ariel Supply, Inc.

(951) 226-3600 Larry Grote www.arielsupply.com

HitPrint

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

Print and Mail Guy

(951) 457-2499 Mark Gilliam www.printandmailguy.com

PROMOTIONAL PRODUCTS

Forall Promo

Patrick Stone (575) 587-8874 www.forallpromo.com

JD Promotions

(951) 473-2210 Jason Hope www.jdpromos.com

PROPERTY MANAGEMENT COMPANIES

Access Asset Management, Inc. (866) 830-4401 Adam Clarke

D&B Property Maintenance

Blake Vazmendes (909) 522-6644 www.db-propertymaintenance.com

Robin Paliwoda-Broker & Property Management

www.AccessAsset.com

Robin Paliwoda (951) 285-6426 robinprealtor@gmail.com

PUBLIC TRANSPORTATION

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

RESIDENTIAL REAL ESTATE

Berkshire Hathaway HomeServices CA Properties

Kirsten Rosanelli (949) 309-1599 www.kirstensellshome.com

Century 21 Masters - Tammy Ewing (951) 961-8715 Tammy Ewing

www.tammvewing.com The Inland Gateway AOR

Annette Coffey (951) 735-5121 www.igrealtors.org

Nancy Hunzeker, Realtor DRF #01384158

Nancy Hunzeker (951) 236-9424 NancyHunzeker@gmail.com

Oscar Tortola Group

(951) 356-7227 Lune Flores www.oscartortolagroup.com

SoCal Prime Properties

Jonathan Ybarra (951) 544-5080 www.socalprimeproperties.com

Southwest Riverside County

Association of Realtors Connie Lynch (951) 894-2571 www.srcar.org

RESTAURANTS

74 Cantina

(951) 409-3228 Joa Arizpe www.74cantina.com

Ahi Sushi Bar & Grill

(951) 226-8013 Yina Liu www.ahisushibarandgrill.com

Bobber On The Lake (951) 888-3310 John Alarcon www.bobberonthelake.com

Craft Brewing & Kitchen (951) 579-1406 www.craftbrewingcompany.com

CJ's Sports Grill & Turf Club

Raul Flores (951) 674-3101

Diamond Tap Room

(951) 457-2469 Jason Wozniak www.diamondtaproom.com

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Sizzler Restaurant / BMW Management

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

Stadium Pizza Main St. LLC

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

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Riverside County **Superintendent of Schools**

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Rvan MCGuire (951) 693-1880 www.socaltelephone.com

Western Municipal Water District

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

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In & Out Vehicle Registration

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WOULD YOU RECOGNIZE THESE WARNING SIGNS OF STROKE?

There may be warning signs before a stroke occurs. Here's how to spot them and what to do.

Most people think that a stroke simply appears out of the blue, with no warning. But is that always true?

Although you may not always be able to predict that someone is about to have a stroke, sometimes there are warning signs that may occur before a stroke happens. Being able to recognize these impending signs of stroke may make it more likely that you can prevent a stroke, or at least recognize when one is occurring right away. That's important because getting immediate medical attention can make a big difference in recovery after a stroke.

Warning Signs Before a Stroke Occurs

Not everyone has symptoms before a stroke happens, but in some cases, you may notice these signs:

A TIA.

A transient ischemic attack, called a TIA or mini stroke, occurs when blood supply to part of the brain is briefly interrupted. Symptoms resemble a stroke but usually stop quickly and don't cause permanent damage. It is estimated that about one-third of people who have a TIA will have a more severe stroke in the future. If you have a TIA, don't ignore it just because symptoms go away quickly. See a doctor because it is a sign that there is an underlying problem that may result in a stroke.

A severe or new type of headache.

Not everyone gets a headache before a stroke, but if you have a severe headache, or one that is different than head-



aches you usually have, it may be a sign of an impending stroke. One study found that 15 percent of participants who had an ischemic stroke (a stroke caused by a blockage in a blood vessel in the brain) had an unusual headache that started within 7 days of the stroke and typically lasted until the stroke occurred. These headaches were more likely to occur in people who had atrial fibrillation. If you have an unusually severe headache that doesn't go away, see a doctor.

Warning Signs of a Stroke

Getting medical treatment as quickly as possible after a stroke occurs can make a big difference in recovery from stroke. The most effective treatments must be administered within 3 hours of when symptoms begin. That's why it's so important to be able to recognize the signs of a stroke.

There are the most common signs of stroke. Symptoms usually come on suddenly.

Numbness or weakness in the face, arm, or leg (especially on only one side)

Trouble speaking or understanding speech.

Difficulty seeing in one or both eyes.

Dizziness, balance problems or trouble walking Severe headache with no known cause

Confusion

If you think someone may be having a stroke, ask them to do these 3 things:

- Ask them to smile. You may notice one side of their face droops.
- Ask them to raise both of their arms. You may notice one arm drifting downward.
- Ask them to repeat a simple sentence. You may notice their speech is slurred or doesn't make sense.

What to Do If You Suspect a Stroke

If you notice any of these signs of stroke in someone, call 911 immediately. There is no time to waste. By calling an ambulance rather than driving the person to the hospital, medical personnel can begin life-saving treatment right away. Also make a note of when symptoms first started because the timing of stroke onset may be very important in deciding what types of treatment are available.

This message is brought to you by your friends in healthcare at Southwest Healthcare, which operate Inland Valley Hospital in Wildomar and Rancho Springs Hospital in Murrieta -Advanced Primary Stroke Centers. For a free physician referral, call 1-800-879-1020.

Emergency Services		<u>Utilities</u>	
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Emergency American Madical Response		Elsinore Valley Municipal Water District (EVMWD)	• •
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• Fire Station, Station 85 - Grand Ave.	(951) 245-2185	Western Monicipal Water District (WWWD)	(731) 707-3000
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Lake Patrol Palica / Shariff After Hours	(951) 245-3338	 Cops for Kids, Inc. 	(951) 245-3300
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 Mental Health Dept. Adult/ Child Crisis Service 	, ,	Lake Elsinore Providence Baptist Church	(951) 674-4311
, ,	(951) 765-1550	Lakeview Chapel-Evangelical Methodist	(951) 674-2825
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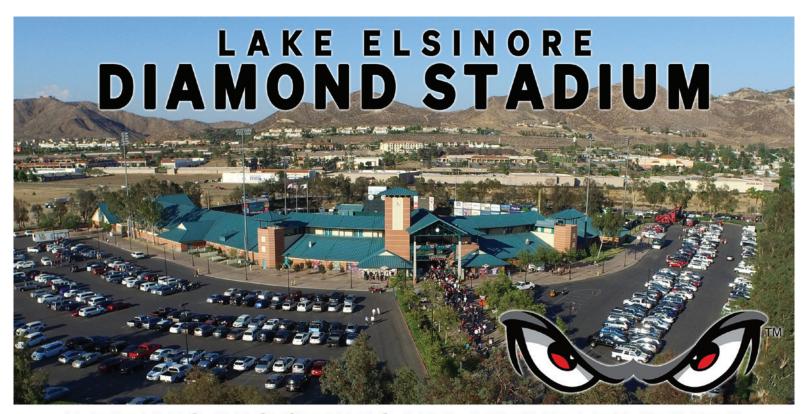
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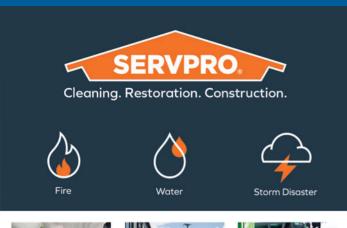
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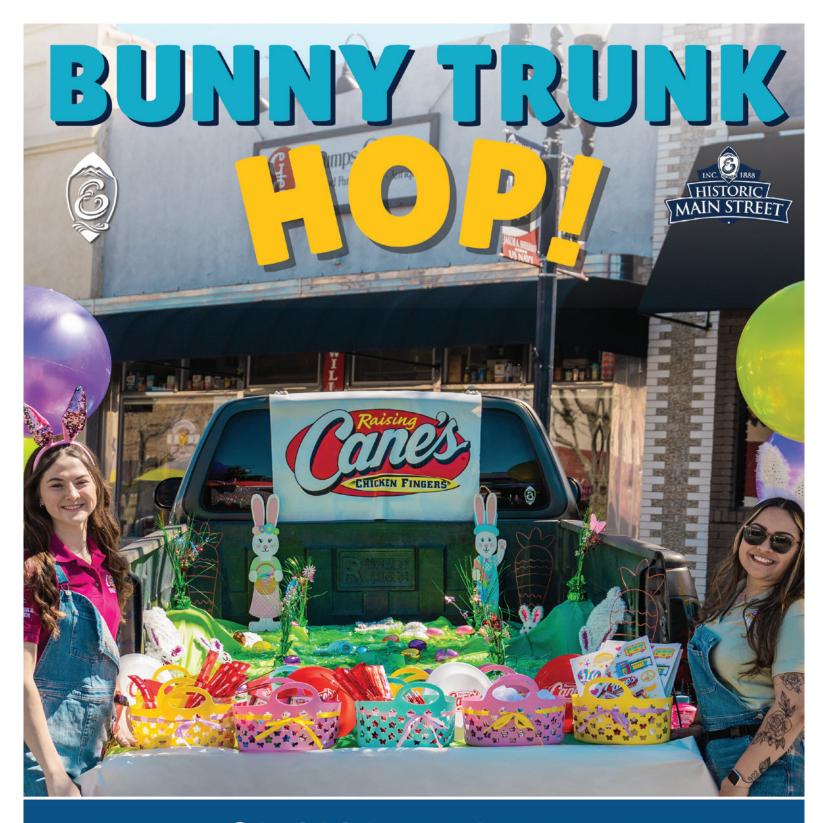
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