

FREE
TO ENJOY!

EXTREME GRATITUDE



Legislative Report
Card - Page 11

Housing in
Lake Elsinore - Page 14

Health Article - Page 26

2024 Salute to the Elected
SAVE THE DATE - Page 10

City of Lake Elsinore
DINING CHOICES - Page 8

JULIA LEE PERFORMING ARTS ACADEMY

**Tuition-free, Public TK-8
Performing Arts
Charter School**

Private School Atmosphere



- Free Rising Stars - Expanded Learning after school with tutoring
- Intercession is offered during scheduled non-school days throughout the year
- Partnership with California State University (CSU) - Summer Algebra program
- Placed 3rd in the Nation for 2022-2023 Invention Convention, with 11 California finalists competing this year (2024)

*Seats are limited
Scan to visit our website*



**Visual and Performing
Arts classes are offered
to ALL grade levels.
(Dance, Music, Choir,
Visual Arts)**

Designated ELD

Full Day Kindergarten

**Riverside County Office of
Education Science &
Engineering Fair Winner**

**www.jlpaa.org • 951-595-4500
enrollments@jlpaaaschool.net**

2024 EXECUTIVE BOARD

CHAIRMAN OF THE BOARD
SHAUN BROCK
Lake Elsinore Storm

FIRST VICE CHAIR
JEFF UPCRAFT
Southwest Healthcare System

SECOND VICE CHAIR
ELIZABETH ROUSE
*Coldwell Banker Commercial
Sudweeks Group*

THIRD VICE CHAIR
JASON DEVOR
Hit Print

TREASURER
JACK FERGUSON
Jack T. Ferguson CPA

CORPORATE SECRETARY
PARISA JEBELLI
CR&R Environmental Services

IMMEDIATE PAST
CHAIRWOMAN
MICHELE MUNOZ
Munoz Insurance Agency

2024 BOARD OF DIRECTORS

MIGUEL CASILLAS
El Comal Restaurant

JEREMY GOLDMAN
Southern California Edison

CHRISTINA HENRY
Elsinore Valley Municipal Water District

MYLES ROSS
Ross Enterprises Inc.

GUY SELLECK
BuildersMax

ADVISORY BOARD

MIKE NORKIN
Cherished Memories Photography

2024 OPERATION STAFF

KIM JOSEPH COUSINS
President/ CEO

MALYNA RIVERA
Director of Marketing

MATTHEW DOBLER
Business Development Manager



Mayor Steve Manos
City of Lake Elsinore

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

With the changing seasons comes a plethora of opportunities for us to come together, celebrate, and engage in activities that enrich our lives and strengthen the bonds within our community. Whether it's enjoying outdoor activities, partaking in volunteer initiatives, or simply relishing in the beauty of nature, there is something for everyone to enjoy during this time of year.

This spring make sure to participate in our array of invigorating Healthy LE Events, including the exhilarating Color Run and joyful Pet Walk. These gatherings not only champion well-being but also foster camaraderie, providing individuals of all ages with the chance to bond while embracing an active lifestyle.

As we progress into May, we're thrilled to host the electrifying 11th annual Dream Extreme Fishing Derby on May 18. Beyond being a thrilling competition showcasing the abundance of our aquatic resources, this event promises families unforgettable experiences and the creation of cherished memories.

As May draws to a close, let us honor the upcoming Memorial Day and pay tribute to the brave individuals who have selflessly served our nation. Their unwavering courage and sacrifice remind us of the profound debt of gratitude we owe.

Get ready for this June when we unveil our newest special event, the Chicken Wing Smackdown! Stay tuned for more information on this flavorful event.

In conclusion, I am excited for the endless possibilities that lie ahead for our community. Together, let us seize these opportunities with unwavering enthusiasm and solidarity, as we continue to propel Lake Elsinore toward a future brimming with vibrancy and prosperity.

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
Pacific Lending LLC.

CRISTIAN AGUILAR
Intuition Speech Therapy

MARILYN JONES
Simply Gorgeouz Party Supply & Planning

RACHEL MENDEZ
Elsinore Public Relations

MAT NORKIN
Cherished Memories Photography

KIMBERLY PERKINS

PAUL RANGEL
Sofa Spectrum Furniture

TANYA TAYLOR
Julia Lee Performing Arts Academy

LAKE ELSINORE VALLEY
CHAMBER OF COMMERCE



April 18, 2024

11:30am – 1:00pm

Diamond Taproom
500 Diamond Drive
Lake Elsinore, CA 92530

**"Legislative Impact On My
Ability to Prosecute"**

Presented By:

**Riverside County District Attorney,
Michael Hestrin**



**Office of
The District Attorney
County of Riverside**

***Reservations are required** - \$25 Members - \$30 Non-Members

Please RSVP by noon the **Monday** before the luncheon, by calling (951) 245-8848 or via email at malyna@lakeelsinorechamber.com. No shows will be billed.



Office of The District Attorney County of Riverside



Michael A. Hestrin
Riverside County District Attorney

Michael A. Hestrin was elected as Riverside County District Attorney in June 2014 and was sworn in to serve as the District Attorney on Jan. 5, 2015.

Before he was elected as District Attorney, Hestrin spent almost 20 years as a line prosecutor in the Riverside County DA's Office. During his years as a prosecutor, he handled difficult and challenging criminal cases. He has completed more than 100 jury trials during his career. He served as Trial Team Leader for the District Attorney's Sexual Assault and Child Abuse Unit, where he prosecuted those who target and abuse children. For most of his last 10 years before taking office, he worked in the Homicide Unit where he conducted more than 40 murder trials, including seven death penalty cases.

In addition to his success in the courtroom, Hestrin has been recognized numerous times for his achievements during his legal career. In 2003, 2005, and again in 2010, he was named Countywide Prosecutor of the Year for Riverside County. In 2008, Hestrin was also selected by the legal publication, *The Daily Journal*, as one of California's "Top Twenty Lawyers Under Forty". In 2009, the California District Attorney Investigators Association honored Hestrin as the Statewide Prosecutor of the Year. In 2010, the California District Attorneys Association recognized him as California's Outstanding Prosecutor of the Year. During his tenure as District Attorney, Hestrin has focused on updating technology, re-imagining our approach to investigations, vigorous prosecution of serious and violent felons, crime prevention and rehabilitation efforts, state-of-the-art victim support services, and informing our community members regarding important public safety matters.

The need for tough traditional prosecution of serious and violent felonies is Hestrin's core focus. This is evident in his creation of the DA's Bureau of Investigation-led Gang Impact Team and Riverside County Child Exploitation Team. Those multiagency teams aggressively investigate and prosecute violent felons, child predators, and human traffickers. In 2021, Hestrin took a hard stance against drug dealers who deal fentanyl and are poisoning our community. Under Hestrin's leadership, the Riverside County District Attorney's Office began aggressively prosecuting fentanyl dealers, charging them with murder when supported by the evidence.

LAKE ELSINORE VALLEY
CHAMBER OF COMMERCE



June 20, 2024

11:30am – 1:00pm

Diamond Taproom
500 Diamond Drive
Lake Elsinore, CA 92530

"Public Safety Update"

Presented By:

**Riverside County Sheriff,
Chad Bianco**



***Reservations are required** - \$25 Members - \$30 Non-Members

Please RSVP by noon the **Monday** before the luncheon, by calling (951) 245-8848 or via email at malyna@lakeelsinorechamber.com. No shows will be billed.

SHERIFF CHAD BIANCO



Chad Bianco was elected Sheriff, Coroner, and Public Administrator of Riverside County in the November 6, 2018, general election. In June 2022, he was re-elected to his second term. He is a thirty-year veteran of the Sheriff's Office. As Sheriff, he serves as the Chief Law Enforcement Officer of Riverside County.

Sheriff Bianco oversees the County's five jail facilities, six court buildings, a civil bureau, the Coroner's Bureau, Public Administrator's Office, twelve patrol stations, seventeen contract cities, 4,200 dedicated employees and an operating budget of just over one billion dollars.

Sheriff Bianco is a member of the California State Coroners' Association, National Sheriffs' Association, Western States Sheriffs' Association and is on the Board of Directors for the California State Sheriffs' Association and Major County Sheriffs of America Association.

Sheriff Bianco is married with four adult children, and four grandchildren. He and his wife, Denise, live in the Woodcrest area of Riverside. Sheriff Bianco believes in service above self, and hopes that his priorities of God, family, and service will provide meaningful guidance and direction as the Sheriff's Department engages in an unprecedented change of culture to positively serve the residents of Riverside County.

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!

74 CANTINA
(951) 409-3228 • 31701 Riverside Dr
www.74cantina.com
Sa-Su 11am-11:30pm M-F 10am-11pm

AHI SUSHI BAR & GRILL
(951) 226-8013 • 31712 Casino Dr. STE 5A
www.ahisushibarandgrill.com
Monday Closed Tue-Sun 11am-9pm

ANNIE'S CAFÉ
(951) 245-6106 • 32251 Mission Trail #8
www.anniescafele.com
Sun-Sat 7:00am - 1:30pm

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

BOBBER ON THE LAKE
(951) 888-3310 • 32040 Riverside Dr
www.bobberonthelake.com
M-W 12-9pm Th-F 12-10pm Sa-Su 11am-10pm

CJ'S SPORTS GRILL & TURF CLUB
(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

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

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

EL RANCHITO TACO SHOP
(951) 245-1438 • 32251 Mission Trail
M-Sun 8am-9pm

**EMILIO'S MEXICAN
RESTAURANT & CANTINA**
(951) 226-7227 • 31712 Casino Dr
Tu-Th 12-9pm F-Sa 12-11pm Sun 10:30am - 8pm

GOLDEN CORRAL
(951) 609-2452 • 18625 Dexter Ave
goldencorral.com
M-F 11am-9pm and Sat-Sun 8am-9pm

JACK'S BAR-B-Q ON THE WATER
(951) 245-6500 • 1604 Lakeshore Dr
www.jacksbar-b-q.com
Sun-Sat 9:00am - 11:00pm

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
(951) 674-2233 • 110 N Main St
www.launicarestaurant.com
M-Sun 11am-9pm

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

MICHI TACOS ON MAIN
951) 285-5553 • 111 N Main St
www.michitacos.com
M-F 11am-10pm Sat 10am-11pm Sun 10am-10pm

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

NEW LIFE CULINARY CREATIONS
www.newlifecatering.com
Check website for additional information

PANERA BREAD
(951) 253-8062 • 18300 Collier Ave
www.locations.panerobread.com
M-Sat 6:30am-9:30pm Sun 7:30am-8:30pm

RAISING CANE'S
(951) 373-4789 • 29250 Central Ave
www.raisingcanes.com/location/535
Sun-W 9am-1am Th-Sa 9am-2am

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

TACOS EL CHEMA
(909) 443-5023 • 18123 Collier Ave

THE LOOKOUT ROADHOUSE
(951) 678-9010 • 32107 Ortega Hwy
lookoutroadhouse.com
Sat-Sun 8am-4pm

VINCENZO'S OLIVE TREE
(951) 238-5560 • 31712 Casino Dr # 3B
www.vincenzosolivetree.com
M-Th 11am-8:30pm • Fri 11am-9pm • Sat 12-9pm • Sun 12-8:30pm

DINE LOCAL TO SUPPORT OUR COMMUNITY!



MUNCH & LEARN

THIS IS A COMBINATION IN-PERSON AND ZOOM EVENT AND WILL BE RECORDED. ATTENDANCE FOR THE FREE IN-PERSON LUNCH MEETING IS CAPPED AT FIFTEEN INDIVIDUALS, WITH ADDITIONAL PARTICIPANTS JOINING REMOTELY VIA ZOOM. PLEASE REGISTER IN ADVANCE FOR THIS MEETING AT (951) 245-8848.

APRIL 3RD - DIGITAL MARKETING FOR SMALL BUSINESS
PRESENTED BY: KYLE ONSTOTT - MARKETING EMPIRE GROUP

JUNE 5TH - LEGISLATIVE UPDATE
PRESENTED BY: MATTHEW DOBLER
CHAIRMAN AT SOUTHWEST CALIFORNIA LEGISLATIVE COUNCIL



UPCOMING DATES:

APRIL 10TH - SPONSORED BY SOCIAL INDOOR TV

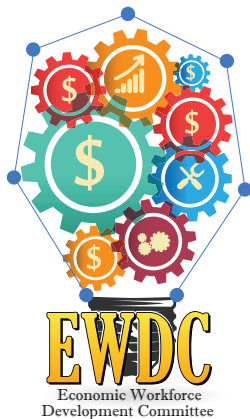
MAY 8TH - SPONSORED BY JULIE LEE PERFORMING ARTS ACADEMY

JUNE 12TH - SPONSORED BY RANCH RV & SELF STORAGE

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

DIAMOND TAPROOM - 500 DIAMOND DR.

The price of the luncheon is \$25 per person for LEVCC members or \$30 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.

April 18th - Legislative Impact On My Ability to Prosecute

Presented By: Riverside County District Attorney, Michael Hestrin

June 20th - Public Safety Update

Presented By: Riverside County Sheriff, Chad Bianco

Diamond Taproom - \$25 for Members - \$30 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



APRIL 18TH:
TAPSI HOUSE, LLC

JUNE 20TH:
STORM BASEBALL



LAKE ELSINORE VALLEY
CHAMBER OF COMMERCE

2024 SALUTE TO THE ELECTED

📅 FRIDAY
JUNE 14, 2024

🕒 6:00 PM - 9:00 PM

📍 PINS N POCKETS
BANQUET ROOM

SAVE THE DATE



LEGISLATIVE UPDATE

SWCLC Southwest California Legislative Council

The 2024 Legislative Session is underway! While California continues to be a challenging environment for the business community, SWCLC will continue to build on our accomplishments towards a healthy economic environment.

This year's session began with good news early as we tackled the holdover bills from 2023: we can celebrate the fact that AB 1000- the ban on warehouses by mandating setbacks- has failed to progress through the legislature. We also know that this unreasonable warehouse restriction we've fought every year is the policy that refuses to stay dead, so you can trust that we'll keep an eye on any developments for new bills introduced.

While the vast majority of two-year bills we were tracking died in committee before the January 31st deadline, we still have a couple that SWCLC has opposed which we need to apply pressure on: SB

571 and AB 627. Both pose a threat to normal business operations and we hope our members cooperate to prevent each from passing. As a reminder, SB 571 imposes unnecessary regulations on building new developments in the form of fire safety and AB 627 unduly allows the State to discriminate the award of vouchers for zero emission vehicles, undermining the intent of the ZEV Truck and Bus Voucher incentive program.

In January, Governor Newsom submitted his draft budget that addresses the State's \$68 billion deficit. A \$291.5 Billion proposal relies on drawing from reserves, cost shifts, and cuts to balance. Cuts include billions from climate programs and delays in implementation of other programs. The Budget will be back in May for the Revise when we have a better idea

of the State's revenue situation. This large deficit environment will shape much of the policy discussion in the spring when looking at new bills.

Last week the Legislature had the deadline to introduce new bills for 2024, and 2124 bills were introduced in total 1505 in the Assembly and 619 in the Senate. This is less than last year when over 2600 bills were introduced. With the new session we have a new set of bills to discuss. In March we'll start by looking into the bills our local legislators have authored and engage to support or oppose the bills that affect the business community.

As always, we invite you to attend the Southwest California Legislative Council meeting. We meet at the Southwest California Association of Realtors offices in Murrieta. Our schedule for 2024 is on our website at www.southwestca.org.



Yarborough Park






















This city park has it all: splash pad fun, barbecue areas, a football field, restrooms, soccer and picnic areas! Splash pad opens in March 2024.



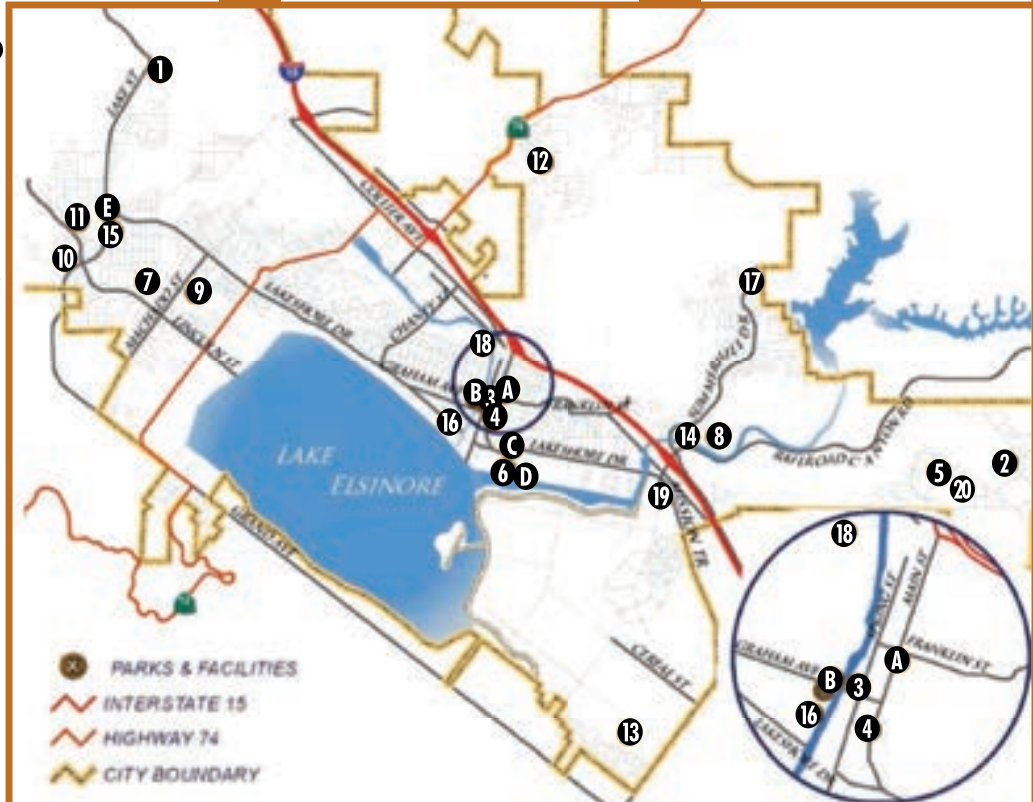
419 N POE STREET
LAKE ELSINORE, CA 92530

recreation@lake-elsinore.org

CITY OF LAKE ELSINORE PARKS & FACILITIES

Restrooms		1 3 4 5 6 9 10 12 13 14 15 16 17 18 19 20 B C D E
Concession		1 3 4 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 D E
Drinking Fountain		1 3 4 5 6 7 9 10 12 13 14 15 16 17 18 19 A B C D E
Play Equipment		1 3 4 5 6 7 9 10 12 13 14 15 17 18 19 20
Field Lights		1 3 6 10 12 15 16 17 19
Picnic Shelters		1 3 4 5 7 9 10 11 13 17 19 20
Barbeques		1 3 4 5 9 10 12 14 15 18 19 20
Baseball/Softball		3 10 12 16 17 19 20
Football/Soccer		1 3 5 6 12 14 15 17 18 19
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
Splash Pad		3 18
Community Center		C D E
Gym/Auditorium		B C
Multi-Purpose Room		C D E
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 & Matich 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	Yarborough 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	Senior Activity Center 420 E Lakeshore Dr
12	Rosetta Canyon Sports Park 39423 Ardenwood Way	E	Dream Extreme Neighborhood Center 117 S. Langstaff St.
13	Serenity Park & Skate BMX Park 19685 Palomar Road		



THE LAKE ELSINORE HOUSING JOURNAL

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

Welcome to another edition of the REALTOR® Report! 2024 is off and running, and I don't see it slowing down any time soon. The housing market is continuing down a similar path, we are less than a week away from the Primary Election, and we are expecting a lot of bills to be introduced in the next ten days.

The region experienced the lowest sales and volume in January since I started this report in 2021. Yet the market doesn't feel like the doom and gloom days of 2008. Why is that? For starters, prices continue to hold steady or even increase, as does demand for homes. Interest rates slightly decreased, sending more potential buyers back into the market. More buyers and limited inventory equals higher demand, which is the driving force behind our home prices. While this report only covers resale transactions, new construction has been highly productive, and home builders are enticing buyers into their offices with incentive programs such as lower interest rate options. Those sales won't be reflected in my report, but that movement allows resale units to hit the market, which is always a good thing. I expect our sales to increase throughout 2024.

I have some bad news for those who have been waiting for the rates to drop so things are more affordable. Yes, decreasing rates will make things more affordable, but the increased demand will continue to drive prices up, so you may not actually experience any savings. The planned construction and development will help with the inventory, which should help ease some of the prices. At the end of the day, it's almost impossible to predict the perfect time to buy or sell. You have to do what makes the most sense for you. I will always recommend working with a professional REALTOR®, having a plan, and making the best decision for your needs.

Let's take a closer look at the numbers for our region from January 2024.

The median home price in Southwest Riverside County

remained flat compared to the previous month (\$580,000/\$580,181) and improved by 6% from one year ago (\$545,000). Comparing the median price to where it was 2 years ago, it has increased by 2.7% when the median price was \$565,000. Unsold inventory increased to 5 months, getting closer to the 6 months that is considered a healthy market. The median time on the market increased again to 29 days, down from 42 days last year but up considerably from 2 years ago when it was just 13 days. Unit sales dropped 14% from last month and are down 9% from last year. Unsold inventory was also flat compared to the previous month, and it remains down from last year, with a decrease of 16%. Median prices were up in all but one city covered in my report, ranging from -2.1% to 11.3%.

On the legislative side, we know that around 3,000 bills are introduced by our state legislators each year. With the deadline for bill introduction ten days away, only 534 have been introduced so far. This means that we are anticipating a massive influx of bills to read, interpret, and take positions on in the very near future!

I will offer some good news on the legislative front: we probably won't see too many crazy bills this year. First, it's an election year, and no one wants to introduce or push any legislation that could persuade voters to vote them out of office. Secondly, the state is facing a massive deficit budget. It has already been implied that legislation that would have a significant fiscal impact (i.e., Taxes) probably won't make it far this year. However, that doesn't mean that we can let our guard down. We will continue to work with all of our colleagues and contacts to evaluate what is best for our real estate community, private property rights, and business community and make our voices and opinions heard.

Before I sign off, I want to recognize SRCAR's CEO,

Connie Lynch. Connie has dedicated 32 years to SRCAR and the Southwest Riverside County community and will be retiring at the end of February. She has done so much for us and has ensured that the community knows the importance of the role REALTORS® play not only in a transaction but also as citizens and partners within the community. I am personally grateful for all that Connie has done, and I hope you will join me in wishing her the best in her well-deserved retirement.

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 Glance							
Southwest California	Reporting Period	Current Month	Last Month	Year Ago	Change from Last Month	Change from Year Ago	
Existing Home Sales (QTR Detached)	January 2024	496	574	545	-14%	-9%	
Median Home Price	January 2024	\$580,000	\$580,181	\$545,000	0%	6%	
Unsold Inventory Index (QTR Index)	January 2024	1,123	1,119	1,333	0%	-16%	
Unsold Inventory Index (Months)	January 2024	5	4	4	25%	25%	
Median Time on Market (Days)	January 2024	29	26	42	12%	-31%	

Your "Average" House, January 2024							
City	Median Sold Price	Average Sold Price	Average Sq. Ft.	Average \$/Sq. Ft.	Bed	Bath	Year Built
Canyon Lake	\$640,000	\$683,794	2,128	\$344.21	3	3	1990
Hemet	\$445,000	\$442,422	1,723	\$279.24	3	3	1991
Lake Elsinore	\$582,848	\$583,778	2,185	\$265.14	4	3	2004
Menlo Park	\$571,000	\$586,126	2,091	\$280.81	3	3	2004
Murietta	\$688,900	\$721,448	2,322	\$309.94	4	3	2000
Peris	\$526,588	\$534,282	1,922	\$307.49	4	3	2000
San Jacinto	\$489,900	\$471,914	1,967	\$249.86	4	3	2004
Temecula	\$740,000	\$846,713	2,413	\$350.37	4	3	1999
Wildomar	\$626,000	\$672,542	2,387	\$287.14	4	3	1997
Wichewater	\$623,988	\$644,079	2,458	\$265.84	4	3	2018



**LAKE ELSINORE
DIAMOND STADIUM**



**NEWLY REMODELED
NOW OPEN!**



**GREAT FOOD
NOW FEATURING
GARAGE BREWING CO**



**BIG SCREENS
OUTDOOR DINING
& MORE**

FOR MORE INFORMATION DIAMONDTAPROOM.COM

LAKE ELSINORE STORM™



MINOR LEAGUE AFFILIATE OF THE SAN DIEGO PADRES



Your
Home Team!

STORMBASEBALL.COM



/LAKEELSINORESTORM
@STORM_BASEBALL

APRIL

SUN	MON	TUES	WED	THU	FRI	SAT
	1	2	3	4	RC	RC
RC	7	MOD	MOD	MOD	MOD	MOD
MOD	14	VIS	VIS	VIS	VIS	VIS
VIS	21	RC	RC	RC	RC	RC
RC	28	SJ				

MAY

SUN	MON	TUES	WED	THU	FRI	SAT
			SJ	SJ	SJ	SJ
SJ	6	IE	IE	IE	IE	IE
IE	13	VIS	VIS	VIS	VIS	VIS
VIS	20	SJ	SJ	SJ	SJ	SJ
SJ	27	RC	RC	RC	RC	

JUNE

SUN	MON	TUES	WED	THU	FRI	SAT
						RC
RC	3	IE	IE	IE	IE	IE
IE	10	STK	STK	STK	STK	STK
STK	17	VIS	VIS	VIS	VIS	VIS
VIS	24	RC	RC	RC	RC	RC

JULY

SUN	MON	TUES	WED	THU	FRI	SAT
	IE	IE	IE	IE	IE	IE
7	8	FRE	FRE	FRE	FRE	FRE
FRE	15		17	18	RC	RC
RC	22	VIS	VIS	VIS	VIS	VIS
VIS	29	FRE	FRE			

AUGUST

SUN	MON	TUES	WED	THU	FRI	SAT
				FRE	FRE	FRE
FRE	5	STK	STK	STK	STK	STK
STK	12	IE	IE	IE	IE	IE
IE	19	RC	RC	RC	RC	RC
RC	26	MOD	MOD	MOD	MOD	MOD

SEPTEMBER

SUN	MON	TUES	WED	THU	FRI	SAT
RC	2	IE	IE	IE	IE	IE
IE	9	10	11	12	13	14

■ = HOME □ = AWAY □ = OFF



BLINDS • SHUTTERS • SHADES

CALL FOR YOUR FREE IN-HOME CONSULTATION

951.437.1227

JADE WINDOW COVERINGS



www.JadeWindowCoverings.com



LIC #1033434

113 S. Main Street, Suite D
Lake Elsinore, CA 92530

ALTA
WINDOW FASHIONS

HunterDouglas

SBM



SHUTTERS
\$100 OFF
 SHUTTER PURCHASE OF
\$1500 OR MORE

EXCLUSIONS APPLY
 MUST PRESENT COUPON AT TIME OF ESTIMATE
 NOT VALID WITH ANY OTHER OFFER OR
 DISCOUNT. EXPIRES 2/1/24



BLINDS & SHADES
GET \$50 OFF
FOR EVERY \$500 SPENT

EXCLUSIONS APPLY
 MUST PRESENT COUPON AT TIME OF ESTIMATE
 NOT VALID WITH ANY OTHER OFFER OR
 DISCOUNT. EXPIRES 2/1/24

FREE
CORDLESS OPERATION
UPGRADE
INCLUDED WITH PURCHASE OF
HONEYCOMB
SHADES

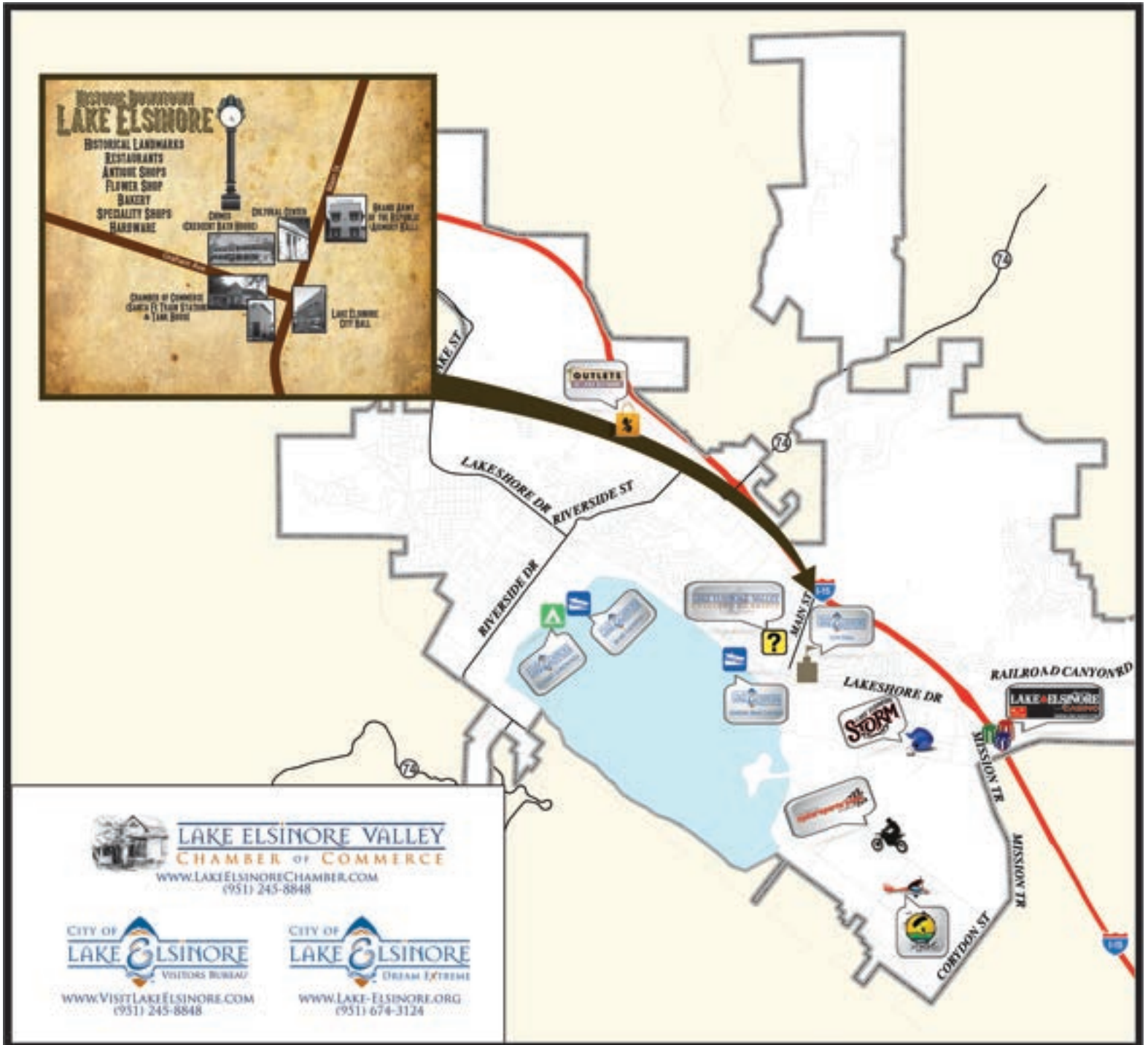
EXCLUSIONS APPLY
 MUST PRESENT COUPON AT TIME OF ESTIMATE
 NOT VALID WITH ANY OTHER OFFER OR
 DISCOUNT. EXPIRES 2/1/24

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.

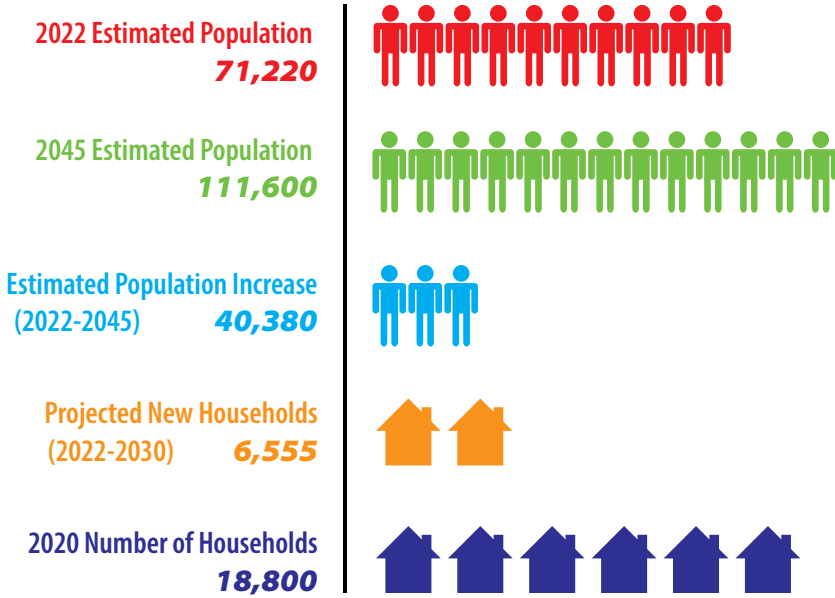
THE COUNTY OF RIVERSIDE WAS CARVED OUT OF SAN BERNARDINO AND SAN DIEGO COUNTIES IN 1893.



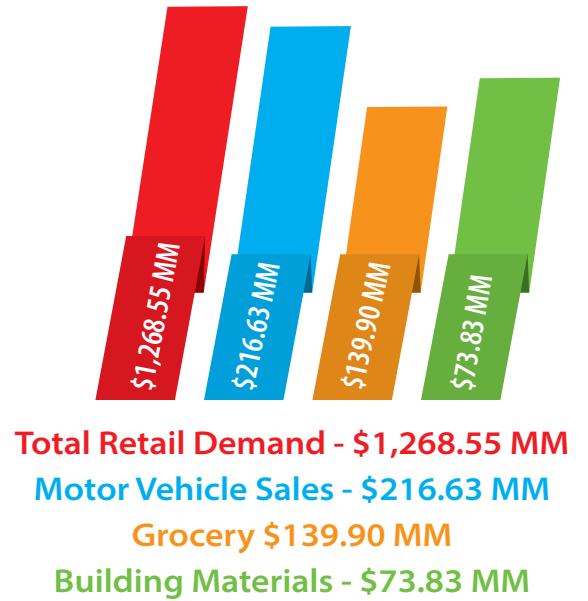
LAKE ELSINORE

ONE OF THE FASTEST GROWING CITIES IN CALIFORNIA

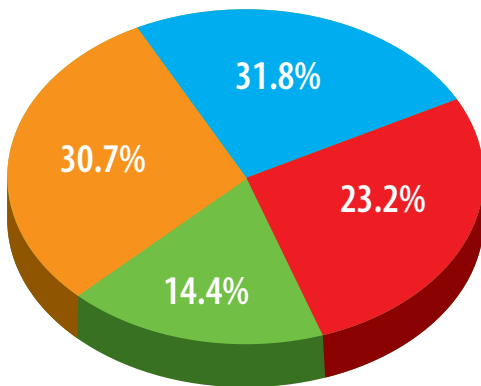
POPULATION INCREASE



ESTIMATED 2020 CONSUMER DEMAND



AGE DISTRIBUTION



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



HOUSEHOLD INCOME

Average Household Income \$100,549
- Average Disposable Income \$77,362

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

Ferguson & May LLP
Jack Ferguson (951) 471-2700
www.fergusonmay.com

Financial Management, Inc.
Manny Fernandez (951) 678-5333

• **TLC Group Services**
Angel Lagunas (951) 916-4985
www.tlcgroupservicesca.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

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

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

Social Indoor TV
Andy Hagenah (951) 395-4583
www.socialindoortv.com

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

ART CENTERS

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

ARTIFICIAL GRASS

ForeverLawn Pacific Coast
Denise Karmie (951) 335-4534
www.foreverlawn.com

AUTO GLASS / GLASS

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

AUTOMOBILE AUCTION

South Bay Auto Auction
Farid Djamshidi (310) 719-2000
www.southbayautoauction.com

AUTOMOBILE DEALERS

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

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

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

Temecula Valley Lexus
Erin Spire (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

• **Midas of Lake Elsinore**
Azul Vasquez (951) 564-3064
www.midas.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

BALLOON DESIGN / DISPLAY

Rise & Shine Balloons, LLC
Karla Gibson (562) 964-4456
www.riseandshineballoonsllc.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

• **First Citizens Bank**
Daniel McKee (951) 638-3200
www.firstcitizensbank.com

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

Pacific Premier Bank
Erik McLeod (951) 461-4534
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
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

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

The Syndicate
(951) 471-5021
socialthesyndicate.com

The Syndicate #2
(951) 583-2400
socialthesyndicate.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
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 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
Jamie Montes (951) 674-8506

La Taza Community Coffeehouse
Jeff Harrell (951) 376-3703
www.latazacompany.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
John Johnson (951) 318-7763
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
Gary Washburn (951) 318-8542
www.westcountyinvestments.com

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

CONSTRUCTION

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

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

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

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
Charlene 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.
Myles Ross (714) 200-3761

Southwest CA. Economic 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**
J.T. Baugh (951) 674-3187

• **Marketplace Dental Group**
Florence Anaya (951) 245-8664
www.marketplacentalgroup.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.
Tina Alexander (714) 230-8000
www.civicpartners.com

Hadley Holdings, LLC
Scott Hadley (714) 624-5771

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

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

DISTRIBUTORS

BuildersMax Inc.
Guy Selleck (916) 216-9288

DRY CLEANERS/LAUNDROMATS

Bella's Bedding Bar
Benito Sanchez (951) 221-5718
www.bellasbeddingbar.com

ECOLOGICAL CONSULTING

VCS Environmental
Julie Beeman (949) 489-2700
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.asmr.org

CA Senator Kelly Seyarto 32nd Senate District
Joe Fuentes (951) 894-1232
www.ad67.asmr.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**
Joline I Green (951) 279-1800
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

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, Inc.
Ann Thompson (951) 953-1617
www.elsinorevalleyrentals.com

Tapsi House, LLC
Maria Atas (949) 394-2762
www.tapsihouse.com

EQUIPMENT SALES / RENTALS

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

EVENT VENUE

Hawk Ranch
Jeff Busch (888) 299-4295
www.hawkcranch.co

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

FINANCIAL SERVICES

• **Cesar Marmolejo: Primerica - Financial Services**
Cesar Marmolejo (951) 442-2442
www.primerica.com/cesarmarmolejo

• **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
www.tulipstrophies.com

MEMBER DIRECTORY

FURNITURE OUTLETS / STORES

- **Sofa Spectrum Furniture**
Paul Rangel (951) 304-0700
www.sofaspectrum.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 AM/PM
John Wahhab (951) 674-7465

• **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

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

**Western Riverside Council
of Governments**
Dr. Kurt Wilson (951) 955-8311
wrcog.cog.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

**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

Sky Beauty Salon and Supply
(951) 399-0006
business@skybeautysalonandsupply.com

HAULING / DEMOLITION

Brothers Junk Removal
Chanel Santos (951) 399-1757
www.brothersjunkremovalservices.com

• **Corona Junk Removal &
Property Maintenance**
Michael Rowley (951) 363-5120
www.coronajunkpm.com

JB Discount Hauling
Julio Bustos (951) 933-4925
www.jbdiscounthauling.com

HEALTH CLUBS

Freedom Fitness Training Center
Cheyenne Redenz (951) 609-6046
www.freedomfitnessllc.com

HOLISTIC / HOME HEALTH SERVICES

• **Alpha's Home Health
& Holistic Services**
Sharee Williams (888) 412-3255
www.alphas.com

HOME BUILDER/DEVELOPER

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

Meritage Homes of California, Inc.
Emma Hill (949) 299-3824
www.meritagehomes.com

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.habitat4inlandvalley.org

HOSPICE CARE

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

HOSPITALS

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

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

• **Southwest Healthcare
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

Lakeside Mansion
(888) 493-5859
www.lakesidemansion.com

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

• **Quality Inn**
Pete Patel (951) 674-9694
www.qilakeelsinorehotel.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
Emilio Avalos (951) 710-4999
www.windstormheatingandair.com

ICE CREAM/FROZEN DESSERTS

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

INSURANCE SERVICES

• **Farmers Insurance -
Muñoz Insurance Agency**
Michele M Muñoz (951) 471-2029
www.farmersagent.com/mmunoz2

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

• **Freeway Insurance**
Eva Brambilla (951) 355-9811

• **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

IT CONSULTING

Elite MSP
Sean Ripley (951) 579-4400
www.elitemsp.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
jtrjewels@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

LegalShield
Patricia Magoffin (818) 445-5647
www.pmagoffin.wearelegalshield.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**
Dee Castro (714) 296-9633
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

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

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

Emilio's Mexican Restaurant and Cantina
Zane Tanguay (951) 226-7277

• **Golden Corral**
James Galloway (951) 805-4935

Jack's Bar-B-Q on the Water
Derek Carmichael (951) 245-6500
www.jacksbar-b-q.com

Jersey Mike's Subs
Tanya Ilic (951) 674-5860
www.jerseymikes.com

• **La Unica Cocina Mexicana Y Cantina**
Rose Topete (951) 674-2233
www.launicarestaurant.com

Main Street Kitchen & Tap
Robert Kulwicki (951) 674-6777

• **Michi Tacos On Main**
Hernan Serrano (951) 285-5553
www.michitacos.com

Miguel's Jr. Restaurants
(951) 281-0888
www.miguelsjr.com

• **Panera Bread**
Vincent King (951) 253-8062
www.panerabread.com

Raising Canes's
Tobias Schreiber (805) 550-2350
www.raisingcanes.com/location/535

Ringside Bar & Grill
Tony Salguero (714) 726-1393
www.ringsidesportsbar.com

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
Shouvik Roy (951) 238-5560
www.vincenzosolivetree.com

RETAIL STORES

Mom & Baby Boutique
Nioma Gardner (951) 399-0109
www.momandbaby.boutique.com

Main Street Candy Bar
David Ross (951) 457-4008
www.mainstreetcandybar.com

Patriotic Arms LLC
Veronica Juarez (562) 360-2584
www.patrioticarms.com

• **Promenade Temecula**
Jeff Kurtz (951) 296-0979
www.promenadetemecula.com

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

McFly's Thrift Store
Janice Garcia (714) 497-9133
www.mcflysthriftstore.com

RETAIL TIRES

Master Tires & Wheels
David Reyes (951) 471-5771

ROOFING CONTRACTOR

Doo Rite Construction
Kurt Livingston (951) 678-1330
www.dooriteconstruction.com

Frontline Roofing
Luis Mayoral (888) 612-2003
www.frontlineroofing.com

SANITATION

• **Diamond Environmental**
Laura Cervantes (760) 744-7191
www.diamondprovides.com

• **Rightway Portable Toilets, Temporary Power Poles, Storage Containers and Septic Pumping Services**
Sam Harding (951) 674-8608
www.www.rightwayportable.com

SCHOOL DISTRICT/SCHOOLS

• **Lake Elsinore Unified School District**
Douglas Kimberly (951) 253-7000
www.leusd.k12.ca.us

• **Riverside County Superintendent of Schools**
Edwin Gomez, Ed.D. (951) 826-6530
www.rcoe.us

Sycamore Academy of Science and Cultural Arts
Barbara Hale (951) 678-5217
www.sycamoreacademycharter.org

SCREEN-PRINTING

Spinning Ink Print Co. LLC
Megan Bissell (951) 459-7361
www.spinninginkprintco.com

SEPTIC PUMPING INSTALLATION/REPAIR

Canyon Hills Plumbing
Jason Carroll (951) 970-7550
www.canyonhillspumbing.com

SERVICE CLUBS/ ORGANIZATIONS

• **American Legion Post 200**
Terry Sawyer (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
(951) 579-4852
www.lakeelsinorehistoricalsociety.org

• **Rotary Club of Lake Elsinore**
Jamie Webber (909) 709-0765
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

SKY DIVING

Skydive Elsinore
Karl Gullledge (951) 245-9939
www.skydiveelsinore.com

SMOG TEST

• **Rivera Smog, LLC**
Anthony Delgado (951) 471-8001
www.riverasmogllc.com

SPEECH THERAPY

Intuition Speech Therapy
Jami Aguilar (951) 674-7575
www.intuitionsspeech.com

SPORTS & RECREATION

Cali Splash Park
Maria Kuzminova (323) 383-2300
www.calisplashpark.com

STORAGE FACILITIES

Power Sports RV & Boat Storage
Erin Zulich (951) 603-0884

Ranch RV & Self Storage - Temescal Valley
Christy De La Cruz (951) 307-9557
www.ranchselfstorage.com

TELECOMMUNICATIONS

COM3 IT Solutions
Steven Harwood (951) 205-1025
www.com3it.com

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

TRADE SCHOOL

Bellevue Career College of Nursing
Telicia Williams (951) 471-2000
www.bellevuecareercollege.com

TRANSPORTATION

• **Transportation Corridor Agencies**
Jeff Bott (949) 754-3400
www.thetollroads.com

TRANSPORTATION/LIMO SERVICE

Stryder Transportation
Elaine Bartolome (951) 693-0242
www.gostryder.com

Temecula Executive Limos
Tim Raymo (951) 999-8008
www.temeculaexecutivelimos.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 (800) 427-2200
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

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**
Dr. Craig Hempel (951) 674-1475

WATERSPORTS

Colleen's Swim School
Colleen Calvert (951) 245-1684
www.ColleenSwim.com

WATER WELL SERVICE

• **Quality Pump Service**
Bruce MacLachlan (951) 830-8453

WHOLESALE DISTRIBUTORS

Bite-ON Fishing, LLC
Anthony Williams (949) 689-9270
www.biteonfishing.com

WINDOW COVERINGS

Jade Window Coverings
Alex Arellano (951) 437-1227
www.jadewindowcoverings.com

YOUTH SERVICES

Boys and Girls Club of Southwest County
Shelly Anguiano Figueroa (951) 245-4499
www.bgcswc.org

• **California Family Life Center - Planet Youth Program**
Mary Jo Ramirez (951) 471-8415
kv-cflc@linkline.com



YOUR BRAND. OUR AUDIENCE.

Reach a totally captive audience on our beautiful HD digital billboards in the best local venues!



SocialIndoortv.com

951.395.4583

Boards sell out, call to lock in YOUR BRAND today!



- Over 130 Digital Billboards throughout Temecula Valley
- All at High Traffic Venue Partners
- Place YOUR BRAND in Front of a Totally Captive Audience
- Category Exclusivity per Screen!



SocialIndoortv.com | 951.395.4583

DO DIABETES DRUGS HELP YOU LOSE WEIGHT?

Here's why drugs originally developed to treat diabetes are being used for weight loss.

If you have been on social media lately, you may have noticed that many people are singing the praises of using drugs designed to treat diabetes to lose weight. Prescription medications like Ozempic, Wegovy, Trulicity, Mounjaro and others are being used off-label to aid weight loss efforts for people looking to shed a few quick pounds, as well as for those who have a lot of weight to lose.

Thanks to celebrities and social influencers posting about their weight loss successes using these drugs, interest and demand is skyrocketing. As of January 2023, there were over 157 million views for the hashtag #ozempicweightloss and over 65 million views for #wegovyweightloss on TikTok. Although there is less hype on Instagram, there are still tens of thousands of posts related to these hashtags.

Do these prescription diabetes medications work as well for weight loss as the social media universe would have you believe?

The main purpose of the drugs as originally developed is to boost insulin sensitivity in people with type 2 diabetes. Since one of their side effects is that they suppress appetite, the drugs may also help people lose weight. But although these drugs may

help you lose weight while you take them, they may not be a long-term solution for weight loss. That's because once you stop taking the drug, your appetite returns. In many cases, so does the weight. Some people say they gain back more weight than they lost, and the weight comes back quickly once they stop taking the drugs.

Should you consider these diabetes drugs to lose weight?

These drugs shouldn't be used just because you want to drop a few quick pounds. They also shouldn't be used as a first line of defense when trying to lose any amount of weight if you don't have diabetes. But they may be a viable solution for someone who is overweight or obese, has been unsuccessful at other weight loss efforts, and who already has diabetes, prediabetes, or insulin resistance — or who is at risk of developing these conditions due to their obesity. If you are considering taking a diabetes drug like Ozempic or Wegovy for weight loss, discuss the following with your doctor:

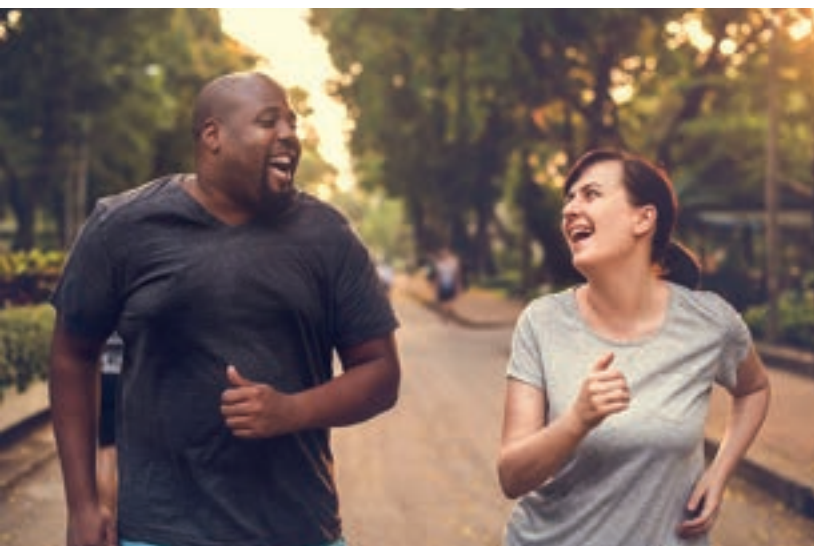
• Side effects.

Consider that the long-term side effects of these drugs may not be fully known yet since they are relatively new. If you are using the drugs just to look better rather than to control or prevent diabetes or insulin resistance, the potential risks may outweigh the benefits.

• What else do you need to do to successfully lose weight.

The medication may help suppress your appetite, but you'll still have to modify your diet and move more to lose weight. You'll also have to continue doing that to keep it off—and you may need to stay on the medication indefinitely.

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





Relief for Your DAMAGED JOINTS

Pro golfer Keith Clearwater knows a thing or two when it comes to the importance of staying active as you age. "I need to feel better to perform better," he says.

If joint pain is limiting your active life, you can turn to **SOUTHWEST HEALTHCARE INLAND VALLEY HOSPITAL'S** Total Joint Center. We offer total replacement surgery for shoulders, hips and knees, including minimally invasive, computer-navigated procedures.

We support you at every step, from pre-op education and preparation, to surgery and rehabilitation. Our goal is to assist you in achieving a higher quality of life.

"Let the Total Joint Center at Inland Valley Hospital help you get back in the game."



KEITH CLEARWATER
Professional golfer and
two-time PGA Tour winner

For a free physician referral,
call **800-879-1020**.

For more information, visit
SWHInlandvalley.com/joint.

**Southwest
HEALTHCARE**

INLAND VALLEY HOSPITAL

36485 Inland Valley Drive
Wildomar, CA 92595



Individual results may vary. There are risks associated with any surgical procedure. Talk with your doctor about these risks to find out if joint replacement surgery is right for you. Physicians are independent practitioners who are not employees or agents of Southwest Healthcare Inland Valley Hospital. The hospital shall not be liable for actions or treatments provided by physicians. For language assistance, disability accommodations and the nondiscrimination notice, visit our website. 240050102 2101810 2024



LAKE ELSINORE CLEAN UP

APRIL 6, 2024

Join the Inland Empire Chapter of California Conservation Association and the City of Lake Elsinore in our second annual beach clean up.

Beach Clean Up

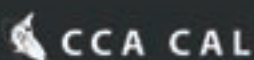
8:00am - 11:30am

Levee at Diamond Stadium
500 Diamond Dr. Lake Elsinore
Parking Lot B

Volunteer Appreciation BBQ

12:00pm - 3:00pm

Summerly Community Park
18505 Malaga Rd. Lake Elsinore



RSVP through the City of Lake Elsinore's catalog or by scanning the QR code above.

FIRST 100 REGISTRANTS WILL RECEIVE A FREE HAT



WWW.LAKE-ELSINORE.ORG/506



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
• The Happier Life Project	(888) 638-8457
• 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	(951) 219-5352
• 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 - Councilmember (951) 674-3124 ext. 204
- Robert Magee - Councilmember (951) 674-3124 ext. 204
- Steve Manos - Mayor (951) 674-3124 ext. 204
- Timothy J. Sheridan - Councilmember (951) 674-3124 ext. 204
- Brian Tisdale - Mayor Pro-Tem (951) 674-3124 ext. 204
- City Manager, Jason Simpson (951) 674-3124 ext. 204
- Chief of Police, Captain James Rayls (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
 - Karen Spiegel, District 2 (951) 955-1020
 - Chuck Washington, District 3 (951) 955-1030
 - V. Manuel Perez, District 4 (951) 955-1040

Government - State

- Governor, Gavin Newsom (916) 445-2841
- Senator, Kelly Seyarto (951) 894-3530
- Assemblyman, Bill Essayli (951) 369-6644

Government - Federal

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

Print & Mail Guy
 Printing . Direct Mail
 Yard Signs . Banners
 And Much More

951 457 2499
 info@printandmailguy.com
 www.printandmailguy.com

96 Eleanor St,
 Lake Elsinore, Ca 92530

LAKE ELSINORE GOES MOBILE!

city & app
 get connected. be rewarded.

ADD YOUR BUSINESS TODAY!

ADD COUPONS, EVENTS, ARTICLES & MORE! Learn more @ www.CityByApp.com/ShopLakeElsinore

Magic's Heating and Air LLC

HVAC SERVICE

Experience the magic of comfort with Magic's Heating and Air LLC! Stay cozy all year round with our top-notch Heating and Cooling services. Contact us today for expert HVAC solutions!

OUR SERVICE :

- HVAC System Installation ✓
- HVAC System Repair ✓
- HVAC System Maintenance ✓

Lic#1041146

www.magicshvac.net (951) 225-5705



BuildersMax
Wholesale Trade



BuildersMax truly believes in Lake Elsinore's Dream Extreme Mantra. BuildersMax is developing a Business EcoSystem that will assist local small businesses with a suitable location to develop and thrive.

Our Rome Hill Project

BuildersMax will develop and build our new National Headquarters in Lake Elsinore. This project will provide 250 jobs.

Community Engagement

Guy Selleck, Founder and CEO:

Board member of the Lake Elsinore Chamber of Commerce

Michael Carroll, Director Business Development:

Seated Multi- Term Lake Elsinore Planning Commissioner

CPR TRAINING CENTERS

Get trained. Save a life. Someone will thank you!!

We are an authorized training site for the *American Heart Association* and the *American Safety & Health Institute*. We provide CPR/AED and First Aid training for Adults, Children, and Infants. With a local location to serve you, getting properly trained is easier than ever. Contact us today for group training or just you.

31534 Railroad Canyon Rd
Canyon Lake CA 92587
P – 951-219-4807

www.CPRTrainingCenters.com

CustomerService@CPRTrainingCenters.com

- Basic CPR & First Aid
- Basic Life Support (BLS)
- ACLS
- PALS
- AEDs

“Saving The Health Of America, One Heart At A Time.”



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



Cleaning. Restoration. Construction.



Fire



Water



Storm Disaster



- 24/7 emergency service
- Commercial and residential
- Emergency water extraction
- Trained, uniformed professionals
- Restore vs. replace
- Insurance company restoration vendor

SERVPRO® of Lake Elsinore/Perris

951-674-4006

servprolakeelsinore.com

independently owned and operated

Like it never even happened.®

Call the Chamber Today to Secure Your Ad Space in our Next Magazine.

FULL COLOR AD'S

BACK COVER	\$1000	1/2 PAGE	\$300
INSIDE FRONT COVER	\$600	1/4 PAGE	\$150
INSIDE BACK COVER	\$600	BUSINESS CARD	\$100
FULL PAGE	\$400		

951.245.8848

Don't have an Ad? No Problem!
The advertising price includes ad design.

The Auto Techs

service and repair



Lic # 022190

Albert Mendez, Owner
(951) 245-5100

31951 Corydon Rd • Suite 110
Lake Elsinore, CA 92530-8524



Realloans.com

Realloans (Real Estate Loans)

Residential and Commercial Loan Solutions

Loan Types Conventional, FHA, VA, Reverse Mortgages, Non-QM (no formal income verification options), Jumbo, Short-Term and Long-Term Rentals, Asset-Based Private Money, Land Loans, Commercial Property Loans (Multifamily, Office, Industrial, Retail, Mobile Home Parks, Automotive, and Mixed-Use), Construction Lending, Bridge Loans, Equity Money, and Forbearance Bailouts

Please join our real estate investing group that meets at Canyon Lake Golf & Country Club where we share details that include seller-financing, short sales, flipping properties or paper, and pre-foreclosure acquisitions. **So-Cal Real Estate Investors**
www.socalrealestateclub.com

To learn real estate strategies online, please visit my educational course platform: www.learnrealestate.net

Rick Tobin

Phone: (760) 485 - 2422

Email: info@realloans.com

CA Broker DRE 00964253

NMLS 1934868 • NMLS 1883108

Equal Housing Lender



Jack Ferguson CPA

Tax Partner

Services Provided

- Audit Representation
Federal & Local Agencies
- Non-Profit Organizations
Consultation & Filing
- Bookkeeping Services
Monthly & Quarterly
- Tax Return Preparation
Individual & Corporate

31569 Canyon Estates Dr., Suite 112
Lake Elsinore, CA 92532

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

jferguson@fergusonmay.com



Robin Paliwoda

Real Estate Broker

DRE #00520520

(951) 285-6426

robinprealtor@gmail.com

LEASES- SALES - PURCHASES - PROPERTY MGMT

36330 Hidden Springs Rd. Suite E
Wildomar, CA 92595





**OPEN DAILY
7AM - 2AM**

**CJ'S BAR AND RESTAURANT IS WHERE
TASTES, SPORTS, AND OTB COLLIDE!**



Horse Racing Satellite Wagering Facility

OTB 5 DAYS A WEEK



20930 MALAGA RD. LAKE ELSINORE, CA 92530 | (951) 471-6700 | CJSBAR.COM



(951) 674-6320

**SCAN QR CODE
TO BOOK AN
APPOINTMENT**



115 N MAIN ST, LAKE ELSINORE, CA

Lake Elsinore Historical Society

Visit our Museum located in
Historical Downtown Lake Elsinore

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

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

Hours:

Wednesday & Saturday 11:00 a.m. to 3:00 p.m.

Sunday 1:00 to 4:00 p.m.



Mailing Address: P.O. Box 84, Lake Elsinore, CA 92531-0084
Museum Information: (951) 579-4852

Leading care for lead characters



Rady Children's ranked among the **10 best** children's hospitals in the U.S.



Proudly serving Riverside County kids for 25 years with primary and specialty care services



At Rancho Springs Hospital

- Level 3 Neonatal Intensive Care Unit (NICU)
- Emergency Department Staffed by Rady Children's Specialists
- Comprehensive Perinatal Center for High-Risk Pregnancies



rchsd.org/Riverside



TLC GROUP SERVICES

- PERSONAL & BUSINESS TAXES
- ACCOUNTING
- BOOKKEEPING
- PAYROLL



WE CAN ALSO HELP YOU WITH:



LIVESCANS

We are partnered with Certifix to be able to complete your livescans.



AUTO REGISTRATION

We work directly with the DMV to provide multiple DMV services and help you avoid the lines.



NOTARY SERVICE

We have two notary publics available for you at any time. We can also help write a letter if needed.



@TLCGROUPSERVICES



TLC GROUP SERVICES



951-399-0275



113 S. Main St. STE A Lake Elsinore, CA 92530

Color RUN

LAKE ELSINORE



APRIL 27, 2024 | 7AM - 12PM

DIAMOND STADIUM LEVEE

SIGN UP AT WWW.LAKE-ELSINORE.ORG OR SCAN QR CODE



\$15

PRE-REGISTRATION IS REQUIRED FOR A T-SHIRT

\$20

REGISTRATION AFTER APRIL 5TH

\$10

REGISTRATION AFTER APRIL 5TH

5 SPECIES QUALIFY TO WIN! BASS • CATFISH • CARP • CRAPPIE • WIPERS

11th ANNUAL

Lake Elsinore



DREAM EXTREME

FISHING DERBY

PRESENTED BY

LAUNCH
POINTE
LAKE ELSINORE, CA

OVER

\$15,000
IN CASH & PRIZES

\$10,000
Fish Challenge!

One lucky winner could catch a
Fish and WIN \$10,000

Up to \$1,000
for a Tagged Fish

CATCH a Tag - Get Some Bucks!
3 Species Tagged Fish

ENTRY

\$120

TEAM OF TWO
INCLUDES LAKE USE FEES

REGISTER AT

LEFISHINGDERBY.COM

SATURDAY

MAY 18, 2024

BROADCASTED ON:



ALL VESSEL TYPES WELCOME Boats • Kayaks • Float Tubes • Jet Skis and More

PREMIER PARTNERS:



LAKE ELSINORE VALLEY
CHAMBER OF COMMERCE

132 West Graham Avenue • Lake Elsinore, CA 92530

Presorted
Standard
US Postage
PAID
Print and
Mail Guy

PREMIER MEMBERS:



PREMIER ASSOCIATES:



MEDIA ASSOCIATES:



A LEADER IN THE BUSINESS COMMUNITY

LAKE ELSINORE VALLEY CHAMBER OF COMMERCE

REPRESENTING THE INTEREST OF THE
BUSINESS COMMUNITY SINCE 1949.

OUR FACEBOOK SOCIAL MEDIA HAS REACHED OVER
88,000 AND OVER 7,900 PEOPLE FOLLOWING.

A CALIFORNIA CHAMBER OF COMMERCE PRESIDENT'S
CIRCLE AWARD WINNER FOR 14 YEARS.

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