LAKE ELSINORE VALLEY
CHAMBER OF COMMERCE

TO FREE
ENJOY

EXTREME WATER CLARITY



Legislative Report Card - Page 9

Housing in Lake Elsinore - Page 12

Health Article - Page 28

City of Lake Elsinore DINING CHOICES - Page 4



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Mayor Brian Tisdale City of Lake Elsinore

OFFICE OF THE MAYOR CITY OF LAKE ELSINORE MAYOR BRIAN TISDALE NEWSLETTER

Dear Residents of Lake Elsinore.

As we step into the spring season, Lake Elsinore is alive with renewed energy and a strong sense of community. Spring offers the perfect opportunity for us to celebrate what makes our City truly one-of-a-kind.

This spring, we've got a packed schedule of events that will bring the community together and showcase what makes Lake Elsinore a great place to live. Whether you're pushing yourself to the limit at the Color Run, walking with your four-legged companion at the Petwalk, or enjoying some good food and fun at TacoFest, there's no shortage of excitement this season. And, of course, we can't forget the Bunny Truck Hop, a family-friendly event that brings a little extra joy to the community.

As we enter the Lake Kick-Off season, there's no better time to enjoy the natural beauty of Lake Elsinore. Whether you're an experienced angler or just looking for a fun outdoor activity, don't miss the Fishing Derby in May—a great way to enjoy the water and compete for some great prizes. For those looking to take in all that the lake has to offer, Launch Pointe is the perfect spot to enjoy a variety of water activities, from boating to kayaking. It's an exciting time to get outdoors and make the most of our lakefront lifestyle.

In May, we pause to observe Memorial Day, honoring the brave men and women who gave their lives in service to our country. It's a time to reflect on their courage, dedication, and selflessness, and to express our deep gratitude for their sacrifices. As a community, we come together to remember their impact, celebrate their legacy, and reaffirm our commitment to the freedoms they fought to protect.

I encourage you to take part in these events, support your neighbors, and enjoy the spirit of the season. Let's continue to make Lake Elsinore a place where we all Dream Bold. And don't forget to tune in to the Connect LE podcasts every month to stay up to date on everything happening in our city. It's a great way to keep connected with all the exciting developments, events, and news right here in Lake Elsinore.

Warm regards,

Brian Tisdale Mayor, City of Lake Elsinore

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

2025 Ambassador Team:

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PAUL RANGEL Sofa Spectrum Furniture BENITO SANCHEZ Bella's Cleaners TANYA TAYLOR
Julia Lee Performing Arts Academy

CITY OF LAKE ELSINORE DINING CHOICES





CJ's Sports Grill & Turf Club is a spacious bar and grill in Lake Elsinore, CA, known for its lively atmosphere and



numerous TVs showing sports and PPV events. Established in 2016, it's a top-rated spot in the Inland Empire, offering horse betting and a diverse menu featuring American, Italian, Asian, and Mediterranean cuisine, including all-day breakfast, burgers, sandwiches, grilled salmon, and filet mignon. They also have a full bar with signature cocktails, a great selection of ice-cold beer, and a daily happy hour from 3 pm to 6 pm.

AHI SUSHI BAR & GRILL

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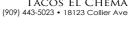


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LEGEND

















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FULL BAR



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LUNCH & LEARN

LUNCH & LEARN MEETINGS WILL BE ON THE 3RD THURSDAY of the Month from 11:30 a.m. to 1:00 p.m. and will be offered every other month. \$30 Members | \$35 Non-Members

Please register in advance for this meeting at (951) 245-8848.

APRIL 17TH - CITY OF LAKE ELSINORE **ECONOMIC DEVELOPMENT UPDATE** PRESENTED BY: GINA GONZALEZ, DIRECTOR OF ECONOMIC DEVELOPMENT & LEGISLATIVE AFFAIRS



UPCOMING DATES:

APRIL 9TH - SPONSORED BY RIVERSIDE COUNTY WORKFORCE DEVELOPMENT - EMPLOYER CONNECT PROGRAM

MAY 14TH - SPONSORED BY SOUTHWEST HEALTHCARE SYSTEM

June 11th - Sponsored by Ferguson & May LLP FROM: 8:00 A.M. - 9:30 A.M.



Lake Elsinore Casino Restaurant | 20930 Malaga Rd. - Lake Elsinore, CA 92530



OUR NEXT YOUNG PROFESSIONALS LEADERSHIP INSIGHTS LUNCHEON WILL NOW BE ON THE 1ST THURSDAY OF THE MONTH AT EMILIO'S MEXICAN RESTAURANT 12:30 P.M. TO 1:30 P.M.

UPCOMING DATES:

MAY 1ST - TBD JUNE 5TH - TBD



- 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 17TH: SPONSORED BY: BOBBER ON THE LAKE *COMBO GRAND RE-OPENING **RIBBON CUTTING** 32040 RIVERSIDE DRIVE, LAKE ELSINORE, CA

ANNUAL MEMBERSHIP LEVELS







	Committee of the commit	
CDECIEIO	DUICINIECC	CATEGORY
SPECIFIC	RUSINESS	CAIFCEINV

Non-Profit	\$193	\$343	\$643
Home Based Business	\$249	\$399	\$699
Ice Carving	\$355	\$505	\$805
Corporate Subsidiary	\$575	\$725	\$1,025
Event Promoter	\$575	\$725	\$1,025
Restaurants	\$575	\$725	\$1,025
Auto Sales and Service	\$775	\$925	\$1,225
Hotels/Motels/Lodges	\$775	\$925	\$1,225
RV Sales and Service	\$775	\$925	\$1,225
Cannabis	\$ 1,025	\$1,175	\$1,475
Casino/Card Room	\$ 1,025	\$1,175	\$1,475
Hospitals/Medical Centers	\$ 1,025	\$1,175	\$1,475
University/College/Trade School	\$ 1,025	\$1,175	\$1,475
Homebuilders/Developer	\$ 1,025	\$1,175	\$1,475
SPECIFIC BUSINESS CATEGORY			
1-5 Employees	\$277	\$427	\$727
6-10 Employees	\$333	\$483	\$783
11-20 Employees	\$389	\$539	\$839
21 - 50 Employees	\$445	\$595	\$895
51 - 100 Employees	\$501	\$651	\$951

BENEFITS INCLUDED IN MEMBERSHIP PACKAGE

I-hour Business Consulting Advocating on behalf of your business Business Cards in Chamber Lobby Chamber Membership Plaque Email Welcome Grand Opening Ribbon Cutting Listed in Business Directory in Quarterly Chamber Magazine Listed on Chamber Website Member Pricing on Events New Member Orientation Lunch Online Presence Audit Proud Member Graphic Social Media Welcome Post Social Media Post Sharing Two Stand Alone Social Media Posts Per Year 3 Additional Cateorgies on Directory (online) Anniversary Ribbon Cuttings Logo on Chamber Website Directory One Social Media Video Per Year	\$200 \$150 \$100 \$50	FISHING	MOTOCROSS : 50	SKYDIVING
1/2 Page Ad in Quarterly Magazine	\$200 \$200			(*)
Chamber Member Mailing List Labels Social Media Video with City Council w/ \$15 boost	\$500 \$275			\$1675

(*) MEMBERSHIP VALUE

THE NETWORKING **NEXUS**

Social Media









Website

Mentorship

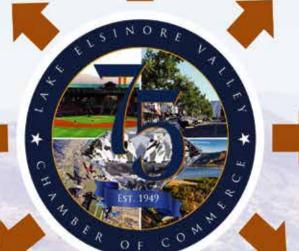


Business Assistance









Media Partnership





Advocacy



Quarterly Magazine





Networking Events









POWERING BUSINESS THROUGH RELATIONSHIPS, EXPOSURE, AND GROWTH!





ELSINORE

ABOUT OUR CITY...









Extreme is Lake Elsinore's middle name! Our unique City is famous for the warm thermal winds that blow in from the neighboring Ortega Mountains. Those winds have turned Lake Elsinore into a major center for skydiving, hang-gliding and other aerial sports. Located in the center of our City is a 3,000 acre natural lake, hence the name Lake Elsinore. Our Lake is a popular venue for daring (or not-so-daring) boaters, jet skiers, and water ski fans as we boast an unlimited speed limit (in the center of the Lake).

Skydiving, hang-gliding, baseball, golf, off-road racing, fishing, boating, jet skiing, water skiing, paintball, skateboarding...You name it, Lake Elsinore has it!

The City has long been a destination for action sports and extreme activities. The community embraces life and dares to push the boundaries to achieve its goals. Lake Elsinore's programs, facilities, and natural environment will define the City as a destination for action and adventure for both visitors and residents.

Some of our most popular events include the Summer Concert Music Series at Lake Elsinore Casino and the Live at the Lakefront free community concerts at Launch Pointe. In addition the City hosts the Dream Extreme Fishing Derby, Kid's Fishing Derby, Jet Boat Races, Jet Ski Races, Mud/Flow Fun Runs, Numerous Ski Diving Events, Summer Car Cruises in Historic Downtown Lake Elsinore, Movies in the Park, Lake Elsinore Storm Baseball, the Annual Mariachi Fest, the Annual Taco Fest, the Annual Dia De Los Muerto Celebration, and the Annual Winterfest.



LEGISLATIVE UPDATE

As we move deeper into 2025, the state legislature is in full swing, with over 2,300 bills introduced for the first year of a new 2-year session. Despite new limits on the number of bills that can be proposed, the volume remains substantial. These legislative proposals will now begin making their way through committees, where discussions and deliberations will shape their future.

Among the key issues facing the legislature is uncertainty surrounding federal funding. With California relying on funds for approximately federal one-third of its budget, many are closely monitoring and awaiting President Trump's budget proposal, which will provide much-needed clarity on how the state's finances may be impacted. Governor Gavin Newsom has also called for a special session to reinforce California's stance on key issues, including immigration, climate change, and civil rights. As part of this effort, he has proposed a \$50 million allocation to strengthen the state's legal defenses against anticipated federal policies.

Beyond legislative activity in Sacramento, regulatory agencies play a

SWCLC Southwest California Legislative Council

significant role in shaping policies that impact Californians. One such body, the South Coast Air Quality Management District, continues to push forward ambitious environmental regulations. A response to the 2022 Air Quality Management Plan, which aims for a 67% reduction in nitrogen oxide emissions by 2037, has led to Proposed Rules 1111 and 1121. These rules would require consumers to transition from gas-powered furnaces and water heaters to electric models upon replacement. While the proposed effective date is 2029, concerns over cost burdens and electricity grid sustainability remain unresolved.

In the broader policy landscape, several significant legislative efforts are taking shape. One area of focus is energy regulation, particularly in relation to data centers that support artificial intelligence. Consumer protection, Artificial Intelligence, Housing Development and Affordability and Immigration Policy are all key areas the

legislature will be focused on in 2025.

Regional advocacy efforts also play a vital role in shaping legislative outcomes. The Southwest California Legislative Council (SWCLC) remains engaged in assessing legislation that impacts the business community, taking positions of support or opposition as necessary. In addition to local discussions, SWCLC will engage directly with key legislators in Sacramento during its annual Advocacy Trip in June. As the voice for Southwest Riverside County businesses, SWCLC ensures that the region's concerns are effectively represented. For more details on its initiatives and meeting schedule, visit www.southwestca.org.

As the legislative session continues, California's lawmakers will need to navigate a complex interplay of budget constraints, federal policies, and competing priorities to deliver meaningful change. With significant regulatory shifts on the horizon and a multitude of proposed laws under review, this year is shaping up to be another eventful one for Californians.









SUMMERLY COMMUNITY PARK

18505 MALAGA ROAD



Phases one and two were officially opened on March 1, 2018. These first two phases include and world class 10,000 square foot skate park, two lit ball fields (1 Major and 1 Little League), two picnic shelters, one basketball court, a mini multi purpose field, restroom facilities, and hundreds of designated parking spaces.

Phase 3 brought two additional ball fields (one Major and one Little League), a small and large dog park area, two tennis courts, grass picnic areas, and a children's playground.

CITY OF LAKE ELSINORE PARKS & FACILITIES



map available on page 16-17

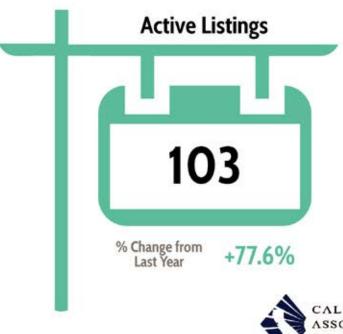
BMX Park

Monthly Market Report Lake Elsinore, California

January 2025







Market Competition

Median Days on Market

34

Sales-to-List Price %

100.0%

% of Active Listings with Reduced Prices 39.8%







2025 SPRING SPECIAL EVENTS





FOR MORE INFORMATION PLEASE CONTACT MVELIZ@LAKE-ELSINORE.ORG OR CALL 951-674-3124 EXT 292



2025 SPRING SPECIAL EVENTS





FOR MORE INFORMATION PLEASE CONTACT MVELIZ@LAKE-ELSINORE.ORG OR CALL 951-674-3124 EXT 292



2025 UPCOMING SUMMER EVENTS





FOR MORE INFORMATION PLEASE CONTACT MVELIZ@LAKE-ELSINORE.ORG OR CALL 951-674-3124 EXT 292





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The purpose of the corporation is to provide a local high school recognition program which will acknowledge and honor students for their character, their love of learning, commitment to academics: in addition to, their participation in athletics, school activites, community service: or the ability to preserve and overcome difficult life circumstances in a setting that honors God, Country, Family, Community, and Free Enterprise.

HONORING STUDENTS IN OUR COMMUNITY OF LAKE ELSINORE

The Lake Elsinore Community
Foundation is a 501(c)3 organization
that supports the Lake Elsinore
Valley Chamber of Commerce
Student of the Month and Student
of the Year Program founded 33
years ago to honor college & trade
school-bound seniors. The Lake
Elsinore Program was founded in
1996 – as we begin our 29th season
in 2024/25.







8 STUDENTS SELECTED EACH MONTH

There is one female and one male student from each of the Comprehensive High Schools (EHS, TCHS, & LHS) along with one male or female student from each of the other two (2) schools.

PARTICIPATING SCHOOLS

There is one female and one male student from each of the Comprehensive High Schools (EHS, TCHS, & LHS) along with one male or female student from each of the other two (2) schools.

















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The Diamond is a community meeting place where locals come together to enjoy baseball, concerts and even rent out the stadium for personal use. This stadium has been used for numerous sporting events, Veterans Day celebrations, home and garden shows, pro wrestling, music festivals, movie nights, and much more. Whatever you are into, The Diamond has an event to bring you in. With the diverse events we host, it provides an opportunity for your marketing to be on display for all.

GAMES AT THE DIAMOND ARE BROADGAST LIVE ON MILB TV!

CAPACITY LUXURY BOXES/OUTDOOR SUITES 10/2

HIGHEST COUNTED ATTENDANCE SELF PRODUCED CONCERTS IN 2024
14.500 6

GUESTS A YEAR NON-BASEBALL EVENTS IN 2024
670,000
45

GROUPS & VIP SPACES

Single-A's premier ballpark also contains MiLB's best group and VIP spaces! Finishing in the top 10% of all MiLB premium group spaces in 2024, Diamond Stadium of Lake Elsinore played host to hundreds of local groups in our furnished suites, all-you-can-eat picnic spaces, and Oscar Tortola Group Party Deck. With many spaces to choose from, you can pick the perfect space to host your party or company gathering with the best entertainment and baseball that the MiLB has to offer.

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Glass Doctor of SWRC

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www.lakeparkrvresort.com

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The Syndicate #2

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

Lily Sweet Cakes

(951) 514-0585 Ileana Giles www.lilysweetcakes.com

New Life Culinary Creations

(951) 375-1380 Steve Bearse 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 Cemeterv

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

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

Grace & Truth Worship Ministry Willie Oliver Jr (847) 668-7226

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 (951) 674-2526 Priscilla Perez www.lake-elsinore.org

CLEANING SERVICES

Azteca Cleaning Services, LLC

Oscar Rodriguez (951) 635-7263

Green Clean Window & Services Inc. Jessel Vergara (951) 463-9933 www.greencleanwindow.com

Ult Cleaning

America Castillo (951) 591-4031

COFFEE SERVICES

Beignet Spot

Jamie Madhu (951) 391-2444 www.beignetspot.com

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

COMICS / COLLECTIBLES

Shipwrecked Collectibles

Steven Cox (951) 399-3218 www.shipwreckedcollectibles.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

(913) 915-6538 Mark Cooper

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.svninsiaht.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.gbcconstruction.com

 Madrid Concrete Contractors Michael A. Madrid II (951) 674-6241 www.madridcorp.com

Near-Cal Corp.

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

RD Construction

Brad Woods (951) 245-0777 www.rdconstructioncorp.com

CONSTRUCTION & DEVELOPMENT

72 Degrees HVAC Inc.

Mary Helton-Samaniego (833) 332-7272 www.72degreeshvac.com

Endresen Development, Inc. Josh Endresen

(951) 757-5695 **Transportation Corridor Agencies**

Jeff Bott (949) 727-4800 www.thetollroads.com

CONSULTING COMPANIES

diegocardenas.com

Diego Cardenas (714) 868-6375 www.diegocardenas.com

Hernandez Environmental Services

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

Ross Enterprises Inc.

Myles Ross (714) 200-3761

Sirotnak Strategies

Gerald Sirotnak (951) 473-6625

Southwest CA. Economic Development Coalition

www.spicercg.com

(951) 694-9800 www.edcswca.com

Spicer Consulting Group LLC Shane Spicer (866) 504-2067

CONTRACTORS / GENERAL

ENGINEERING / GRADING

Perfected Storage Tanks Inc.

Timothy Martinez (562) 201-9040 www.perfectedstoragetanks.com

DAIRIES

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

DENTISTS

Bright Now! Dental & Orthodontics Kalei Galindo (951) 471-7600 www.briahtnow.com

• 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

 Grocery Outlet of Lake Elsinore Kevin & Sandra Kercher (951) 471-6626 www.groceryoutlet.com

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.

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

Civic Partners Inc.

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

Hadley Holdings, LLC

(714) 624-5771 Scott Hadley

Lake & Mountain Commercial Center LLC Didar Singh (949) 630-5345

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

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

Northpoint Development

II 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 EQUIPMENT SALES / RENTALS

VCS Environmental

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

EDUCATION/ **TUTORING SERVICES**

Elevo Learning

Christina Tentilucci (323) 484-2402 www.elevolearning.com

LFW Foundation

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

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

Julia Lee Performing Arts Academy

Tanya Lee Taylor (951) 356-6786 www.JLPAA.org

ELECTED OFFICIALS

Assemblyman Bill Essayli 63rd District

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

CA Senator Kelly Seyarto 32nd Senate District

(951) 894-1232 Joe Fuentes 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

KWC Engineers

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

ENGRAVING SERVICES

Lightning Laser Cuts

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

EQUIPMENT/PARTY RENTALS

Elsinore Valley Rentals, Inc.

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

Goodfellow Corporation

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

Quinn Rental Services

Michael Salaz (888) 610-5472 www.guinncompany.com

EVENT PROMOTER

Triple Crown Sports

Travis Cotsenmoyer (951) 565-6731 www.triplecrownsocal.com

EVENT VENUE

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

Cetera Wealth Partners

Parvez Howlader (714) 932-1329 www.parvezhowlader.com

Evolution Financial Group

Cornelius Caldwell (951) 418-0512 www.evolutionfg.com

 Gustavo Rodriguez - Merrill Lynch Gustavo Rodriguez (626) 838-9199 www.local.ml.com/riverside ca

FLOOD / FIRE RESTORATION

ICS Restoration

Ronald Chu (951) 297-3422 www.jcsrestore.com

ServPro Lake Elsinore/Perris

(951) 674-4006

www.servprolakeelsinoreperris.com

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

FLOORING

• Felix Flooring & Co.

Riana Felix (951) 813-3300 www.felixflooring.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

FOOD & DRINKS

4 Corners Nutrition

Clemente Garcia (951) 409-3438

Lake Elsinore Nutrition

Omar Garcia (714) 350-6424

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@arcoquests.com

Arco AM/PM

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

Arco AM/PM

(951) 674-7465 John Wahhab

• Arco Gas / Bocadillo Kitchen

Bobak 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)

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

Western Riverside Council of Governments

(951) 955-8311 Dr. Kurt Wilson 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 HOME IMPROVEMENT

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

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

Princess Hair Salon

Princess Garibay (310) 692-5298

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

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

Torres Junk Hauling LLC

Edgar Torres (951) 269-6435 www.torresjunkhauling.com

HEALTH CLUBS

Freedom Fitness Training Center

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

The Camp Transformation Center

Tina Chavez (951) 245-8877 www.thecamptc.com

HEALTH / NUTRITION

Nutrishop Lake Elsinore

(951) 674-1550 Luis Padila www.nutrishopusa.com

HOLISTIC / HOME HEALTH **SERVICES**

Alppha's Home Health

www.alpphas.com

& Holistic Services Sharee Williams (888) 412-3255

HOME BUILDER/DEVELOPER

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

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

CENTERS

Habitat for Humanity Inland Valley Lake Elsinore ReStore

(951) 471-1188 Tammy Marine www.habitat4inlandvalley.org

HOME INSPECTIONS

KNS Quality Home Inspections, LLC Keith Smith (951) 231-3402 www.knsqualityhomeinspections.net

HOSPICE CARE

Hospice of the Valleys (951) 200-7800 Cari Rath

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**

(951) 331-2200 Celena Barton 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

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

Murrieta Hot Springs Resort

Kristin Frame (951) 290-0887 www.murrieta-hotsprings.com

Pechanga Resort Casino

(877) 711-2946 www.pechanga.com

Quality Inn

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

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 CARVING

The Art of Carving Ice

Marco Hernandez (714) 224-1455 www.theartofcarvingice.com

ICE CREAM/FROZEN DESSERTS

Never Better Frozen Yogurt

Tony Patino (951) 226-7555

INSURANCE SERVICES

Cornerstone E&S Inc.

Tony Berardino (951) 694-6105

Farmers Insurance -

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

 Farmers Insurance Wildomar-**Andy Morris**

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

Freeway Insurance

Eva Brambilla (951) 355-9811 Julie Ngo Agency

State Farm Insurance (951) 695-2625 Julie Nao www.sfjulie.com

• R. David Bulen Insurance Agency

(951) 674-0675 Lisa Mosby lisa@bulen.com

• State Farm Insurance -**Niehouse Agency**

(951) 674-0735 Paul Niehouse www.statefarm.com

IT CONSULTING

Elite MSP

Sean Ripley (951) 579-4400 www.elitemsp.com

GEOSAN TECH

Cassandra Madison (562) 712-9380

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 (951) 674-4517

Vick Knight Lakeside **Community Library**

(951) 678-7083 Ellen Holt

LIVING TRUST/ **ESTATE PLANNING**

iE's Mobile Legal Document Assistance Leslie Garcia (951) 813-0287

LUXURY PORTABLE RESTROOMS

The Potty Room

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

www.ieslegalda@gmail.com

MAGAZINES/NEWS **MEDIA**

Lake Elsinore Local News & Events Phillip Haves (951) 490-1637 www.lakeelsinorelocalnewsandevents.com

Lake Elsinore Magazine of Values

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

The Valley Business Journal Tara Wunderlich (951) 233-1002

www.thevalleybusinessjournal.com

(916) 216-9288

MANUFACTURERS BuildersMax Inc.

Guy Selleck

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

MENTAL HEALTH COUNSELING

High Desert Psychological Services Melissa Pena (442) 327-9311 www.highdesertpsych.com

MOBILE HOME PARKS

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

MORTGAGE/LOAN COMPANIES

Pacific Lending LLC.

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

Rick Tobin - Realloans

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

MORTUARIES

• Evans Brown Mortuary John Rowe (951) 674-3141

www.evans-brownmortuary.com MOVING & STORAGE

Caring Transitions of Menifee

Noel Cajudo (951) 723-5008 www.caringtransitionsmenifee.com

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

NETWORKING GROUPS

Trusted Business Partners

Bob Hurst (951) 215-2020 www.trustedbusiness.partners

NON PROFIT ORGANIZATIONS

 Assistance League of Temecula Valley

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

Baseball Resource Group

Mishael Israel (951) 381-0585 www.basebassresourcegroup.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

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

Dream Center Lake ElsinoreBrett Masters (951) 376-370

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

Development AgencyRob Moran (951) 955-3226
www.ricoeda.org

 Hispanic Organization of Mortgage Experts

lsis Bravo (844) 798-4663 www.tunuevohome.com

Holt Ministries

EDA/Workforce

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

Honore's Home of Care

April Honore (619) 993-6602 www.hhocare.org

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

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

Lake Elsinore Girls SoftballMark Duncan (714) 719-0184
www.legsoftball.org

Lake Elsinore Little League

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

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

Lake Elsinore Valley Education Foundation

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

Michelle's Place Cancer Resource Center

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

MilVet

Raven Hilden (951) 902-9681 www.milvet.org

• Ready, Set, Grow Preschool Rebeccah Eich (951) 696-2759 www.readysetgrowcoop.com

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

Senior Helpers of Menifee Valley Mujaji Law (951) 674-3993 www.seniorhelpers.com

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

The Nature Education Foundation at Santa Rosa Plateau

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

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

The Happier Life Project

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

Veterans of Foreign Wars

Roger Miller (951) 674-4735

Western Eagle Foundation

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

NURSERY / LANDSCAPE SUPPLY

Sunset Nursery & Landscape Supply Nicolas Santiago Pablo (949) 259-8969

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

PEST CONTROL SERVICES

Wheeler's Pest Control

Daniel Wheeler (951) 681-2847 www.wheelerspestcontrol.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

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

Gen RX Pharmacy

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

РНОТО ВООТН

Pure Luxe Photo Booth

Valerie Corral (951) 434-9478 www.pureluxephotobooth.com

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

Tilted Crown Events, LLC
Cora Merritt (951) 291-8338

PHOTOGRAPHERS/ VIDEO TAPING SERVICES

Cherished Memories PhotographyMike 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

Virtue Primary Care

Cindy Varela (951) 750-7888 www.virtuemd.com

• 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

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

PRINTERS/GRAPHICS/ TYPE SETTING/SALES

• Ariel Supply, Inc.

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

On Demand Printing Services

Frank Jackson (951) 674-7838 www.ondemand1.net

Print and Mail Guy

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

printmystuff.com PIP Printing Riverside/Corona

Samuel Tracy (951) 682-2005 www.printmystuff.com

PROMOTIONAL PRODUCTS

Forall Promo

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

JD Promotions

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

The Mobile Print Shop

Gus Alon (951) 203-1780 www.weprintlive.com

PROPERTY MANAGEMENT COMPANIES

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

D&B Property Maintenance

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

PSYCHIATRIC MEDICATION MANAGEMENT

High Desert Psychological ServicesMelissa Pena (442) 327-9311
www.highdesertpsych.com

PSYCHOLOGICAL ASSESSMENT

High Desert Psychological ServicesMelissa Pena (442) 327-9311
www.highdesertpsych.com

Robin Paliwoda-Broker & Property Management

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

PUBLIC TRANSPORTATION

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

RESIDENTIAL REAL ESTATE

Century 21 Masters - Tammy EwingTammy Ewing (951) 961-8715
www.tammyewing.com

The Inland Gateway AOR

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

Jerry Newey CalBRE # 10276217

Jerry Newey (951) 370-4894 www.jerryneweyproperties.com

KW The Lakes

Sofia Chacon (951) 816-6565 www.betonkwthelakes.com

Nancy Hunzeker, Realtor DRE #01384158

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

Oscar Tortola Group

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

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DID YOU KNOW THAT ALCOHOL MAY INCREASE CANCER RISK? NEW WARNING LABELS MAY BE A REMINDER

Ever notice the health warnings on cigarette packs or prescription medicines? Some health experts are advocating for adding similar warnings on alcohol bottles and cans to highlight the role alcohol may play in increasing the risk of cancer and other health conditions.

Alcohol has been linked to health risks for years, but new research is shedding light on how serious these risks can be. Studies now connect alcohol consumption to more health problems than previously understood, including cancer, heart disease and mental health issues. Alcohol has been cited as a leading preventable cause of cancer and growing research shows that even drinking within recommended limits may contribute to several types of cancer.

Recent reports, including one from the Surgeon General, emphasize that these risks have been largely overlooked. Some public health officials worry that many people are unaware of the health risks of consuming alcohol, especially as it relates to alcohol's effect on cancer risk. People may assume that it's okay to drink within recommended limits but don't realize that the risk of some cancers increases even with a small amount of alcohol.



Unlike cigarettes, alcohol bottles don't have detailed warnings about health risks and advocates of the warning labels believe it's time for labels to catch up with the science. Alcohol already contains warnings about the dangers of drinking while pregnant or before driving, but the proposed warning labels may include additional information about alcohol's link to cancer and other diseases. If warnings are added, they'll aim to give consumers information about potential health risks so they can make more informed choices.

While moderate drinking has generally been considered safe for most adults, the risk of some types of cancer increases even when drinking within recommended limits. According to the U.S. Centers for Disease Control and Prevention (CDC), moderate drinking is defined as one drink per day for women and up to two for men. One drink is the equivalent of 1 ½ ounces of distilled spirits, 5 ounces of wine or 12 ounces of beer. However, the amount of alcohol per drink may vary based on the percentage of alcohol by volume (ABV) of the beverage.

Warning labels on alcohol won't stop everyone from drinking, but they can help people better understand how what they're putting into their bodies might affect their health. Proposed changes to these labels are about giving you the information you deserve but they have not been approved by lawmakers yet so it remains to be seen if they will appear on bottles and cans of alcohol in the future.

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







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American Medical Response Border Patrol	(951) 676-2261	Metropolitan Water District	(760) 451-9122
		Southern California Edison	(800) 655-4555
• Fire Department / Emergency	(800) 472-5697	Southern California Gas Company	(909) 335-7660
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• Fire Department, Station 11 - Lakeland Village		Spectrum	(951) 245-9485
• Fire Department, Station 51- Ortega Highway		Western Municipal Water District (WMWD)	(951) 789-5000
• Fire Station, Station 85 - Grand Ave.	(951) 245-2185	· Western Montelpal Water District (WWWD)	(731) 707-3000
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		 Lake Elsinore Rotary Club 	(951) 219-5352
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The Diamond Taproom opened in 2020 and was renovated in 2022 to become a fully functional brewery. They not only offer gorgeous ballpark views but gourmet food and quality service in-season and off-season long.

The Diamond has been constantly renovated over the last few years to make it the premier entertainment venue of the Inland Empire. The latest additions include the High-Top Seating behind home plate, batting cages, and brand new offices connected to the clubhouse, a renovation of the home and away clubhouses, and a complete remodel of the connected restaurant.

These renovations allow the stadium to house large-scale concerts, stand-up comedy performances, festivals, catered events, retail markets, and much more. It is the goal of The Diamond to not only put on the best show in baseball but to house the best shows available.



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