

COMMUNITY ECONOMIC PROFILE

for

LAKE ELSINORE RIVERSIDE COUNTY, CALIFORNIA

Prepared in Conjunction with the City of Lake Elsinore and Lake Elsinore Valley Chamber of Commerce

Location

Lake Elsinore, incorporated April 9, 1888, is located 73 miles east of Los Angeles, 472 miles south of San Francisco, and 74 miles north of San Diego.

Economic Growth and Trends

	1980	1990	2000	2004
Population-County	663,166	1,170,413	1,545,387	1,776,743 ¹
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$21,709,135 ²
Population-City	5,982	18,285	28,928	35,358 ¹
Taxable Sales-City	\$37,864	\$165,579	\$371,686	\$448,196 ²
Housing Units-City	3,304	6,066	8,817	10,597 ¹
Median Household Income-City	\$8,925	\$30,801	\$41,884	\$47,972 ³
School Enrollment K-12	3,692	11,000	16,556	18,933 ⁴

1. California Department of Finance, January 1, 2004. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2003. Add 000. 3. UCLA Anderson Forecast, University of California, Los Angeles, 2004. 4. California Department of Education, 2003. Enrollment count is for 2002-03.

Climate

<u>Period</u>	<u>AVERAGE TEMPERATURE</u>			<u>RAIN</u>	<u>HUMIDITY</u>		
	<u>Min.</u>	<u>Mean</u>	<u>Max.</u>	<u>Inches</u>	<u>4 A.M.</u>	<u>Noon</u>	<u>4 P.M.</u>
January	35.8	50.0	64.1	1.84	55	40	55
April	44.5	60.4	76.2	0.84	60	30	50
July	58.6	78.5	98.4	0.02	45	40	35
October	48.4	66.2	83.9	0.55	50	30	40
Year	46.5	63.5	80.5	11.58	52	40	45

Transportation

RAIL: None.

TRUCK: 5 carriers in Lake Elsinore.

OVERNIGHT DELIVERY TO: Los Angeles, San Francisco, San Diego, Phoenix, intermediate points.

AIR: Ontario International Airport (owned and operated by Los Angeles World Airports), 37 mi. northwest, is served by AeroMexico, Alaska, America West, American Airlines, Continental, Delta Airlines, Frontier, jetBlue Airlines, Lineas Aereas Azteca, Northwest, Southwest Airlines, United Airlines, and United Express. Skylark Airport (private) provides general aviation facilities locally, and has a 4,000 ft. runway. Additional air service is available from San Diego, Los Angeles, and Orange County airports.

BUS: Riverside Transit Agency; Greyhound in Temecula.

PORTS: Nearest ports at Los Angeles-Long Beach, 75 mi. west, and San Diego, 74 mi. south.

HIGHWAYS: I-15 from San Diego to Canada and Calif. 74 east-west. There are nearby connections to the I-215 north-south and Calif. 91 east-west.

Industrial Sites

There are 812 acres in the city zoned for industrial use with freeway proximity or frontage. Approximately 90 percent is vacant and available in parcels ranging in size from ½ acre lots to 150 acres. Included in this acreage total are 4 industrial parks or districts. The terrain is level to gently rolling. Water main sizes range from 2 to 30 inches. Sizes of sewer lines range from 4 to 24 inches. Fiber optics are available in certain areas as well as wireless services in most areas. There are approximately 83 acres zoned for light industry in adjacent unincorporated territory to the north of the city.

Public Service

WATER: Elsinore Valley Municipal Water District.

For rates and service availability, contact the Elsinore Valley Municipal Water District at P.O. Box 3000, Lake Elsinore, California 92531, or at 31315 Chaney Street, Lake Elsinore, California 92530, (951) 674-3146.

WATER: Elsinore Water District.

For rates and service availability, contact the Elsinore Water District at 16899 Lakeshore Drive, Lake Elsinore, California 92530, (951) 674-2168.

SEWER: Elsinore Valley Municipal Water District.

For rates and service availability, contact the Elsinore Valley Municipal Water District at P.O. Box 3000, Lake Elsinore, California 92531, or at 31315 Chaney Street, Lake Elsinore, California 92530, (951) 674-3146.

Infrastructure

Dedication requirements: Per master plan of streets, all property within the proposed public right-of-way.

Improvement requirements: Sidewalk, curb, gutter, paving, and transition to centerline.

Utilities

GAS: Southern California Gas Co.

For residential and business rates applicable to Lake Elsinore, contact the Southern California Gas Co. at (800) 427-2200.

ELECTRIC: Southern California Edison.

For residential and business rates applicable to Lake Elsinore, contact Southern California Edison Co. at (800) 655-4555.

TELEPHONE: Verizon.

For rates and types of service in Lake Elsinore, contact Verizon at (800) 483-4000 for residential and (800) 483-5000 for business.

Governmental Facilities - Tax and Insurance Rates

- Lake Elsinore has the council-manager form of government. Assessed valuation minus exemptions (2003-04): \$1,906,378,805; County: \$118.5 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2003-04) per \$100 assessed valuation. Code area: 65-007. City rate: \$.00000; County: \$1.00000; School: \$.00000; Other: \$.00610; Total: \$1.00610.
- Commercial property tax rates (2003-04) per \$100 assessed valuation. Code area: 05-001. City rate: \$.00000; County: \$1.00000; School: \$.00000; Other: \$.00610; Total: \$1.00610.
- Retail Sales Tax: State 6.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 7.75%.
- Police Department: Lake Elsinore contracts with the Riverside County Sheriff's Department.
- Fire Department: 13 full-time personnel, 9 seasonal personnel, 20 volunteers, 1 structural engine, and 2 brush engines. Fire protection provided under contract by Riverside County Fire Department. Second alarm response from other county stations.
- Fire Insurance Classification: Source of Rating: Robinson's Rating Service. City rating: 4. Nearby unincorporated area: 8 to 9.

The Lake Elsinore Labor Market Area

- Major projects authorized for improvement of city services or to adjacent unincorporated areas: street resurfacing and landscaping, new fire station, new skate park and outflow channel pedestrian improvements.

Area consists of Southwest Riverside County.

Area population: 250,052		Total employment: 101,005	
Natural Resources & Mining	1,177	Professional & Business Services	8,780
Construction	10,241	Education & Health Services	17,783
Manufacturing	14,073	Leisure & Hospitality	7,810
Trade, Transportation & Utilities	22,749	Other Services	4,453
Information	2,176	Government	5,325
Financial Activities	6,438		

Source: U.S. Census, 2000.

Characteristics of the Labor Force

Extent of Unionization: Restricted primarily to the building trades and those who work in the clay mines and brickyards at Alberhill. Union/management relations are good.

The local economy is largely based on tourist-oriented trade and services, manufacturing, agriculture, and retail sales. An abundance of professional, skilled, semi-skilled, and unskilled labor is available. A substantial segment of the labor force commutes to jobs in nearby communities, especially Murrieta, Temecula, Corona, Sun City, Riverside, and more distant points, such as Orange, San Diego, and Los Angeles counties.

Wage rates, extent of unionization, fringe benefits, and related information for specific industries and job classifications may be obtained from the State Employment Development Department, Labor Market Information Division, 1161 Spruce Street, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Boulevard, Suite 1100, Sacramento, California 95823, (916) 262-2162.

There are several manufacturers in the community area. Leading group classes of products are precision machining, electrical assembly, home furnishings, construction products, and air sports products.

Manufacturing Employment

Name of Company	Employment	Products
Labeda Wheels/Precision Sports	150	Racing skates
Pacific Clay Products, Inc.	130	Building products
Wieland Precision, Inc.	112	Tool & dye machining
Diamond Cabinets	70	Cabinetry
Elsinore Ready Mix.	60	Construction products
E-Z Products	50	Building products

Non-Manufacturing Employment

Name of Employer	Employment	Description
Lake Elsinore Unified School District	1,950	School district
Lake Elsinore Outlet Center	1,169	Retail outlet mall
Wal-Mart	400	Retail
Lake Elsinore Storm	250	Professional baseball club
Lake Elsinore Resort/Casino	200	Restaurant/casino
Albertsons	150	Supermarket
Vons	145	Supermarket
Stater Bros.	131	Supermarket
Elsinore Valley Municipal Water District	109	Water district
Sizzler	100	Restaurant
Lake Elsinore Ford	85	Auto dealership
Denny's	75	Restaurant
Lake Chevrolet	73	Auto dealership

Community Facilities

HEALTH: 15 physicians/surgeons, 5 optometrists, 16 dentists, and 9 chiropractors practice in Lake Elsinore. Just south of Lake Elsinore is Southwest Healthcare System-Wildomar. This 80-bed hospital offers staff and patient access to state-of-the-art equipment in a contemporary comfortable setting. Southwest Healthcare System-Murrieta, a 96-bed hospital, is located in adjacent Murrieta.

EDUCATION: 13 elementary schools, 4 middle schools, 2 high schools, 1 continuation high school, 1 alternative school, 1 community day school, and 1 adult school. Two private schools are located in Lake Elsinore. Mount San Jacinto Community College and Riverside Community College are in the immediate area of the city. The University of California, Riverside (UCR) is approximately 30 miles from the City of Lake Elsinore, with extension programs offered by UCR and Cal State San Marcos in Temecula.

CULTURAL: 37 churches, 1 library, 2 newspapers, 1 Cable TV system, 1 theater with 8 screens, 3 banks, 4 savings and loans, 13 parks, 2 public beaches, 1 community center, 1 senior center, and 1 cultural center.

OTHER RECREATIONAL FACILITIES INCLUDE: The 3,300-acre Lake Elsinore is available for water recreation and is served by a city park, and public beaches and boat launches. Several RV parks with launching facilities are on the lakefront. Other facilities include: the Lake Elsinore Diamond Stadium/Amphitheater, 1 hang gliding center, 1 recreational airport, 1 sky diving school, 1 golf course, 3 miles north in Canyon Lake, and a golf driving range. The Cleveland National Forest, located above Lake Elsinore in the Santa Ana Mountains, offers hiking, camping, and mountain biking. Tourist shopping is available in Historic Downtown and the 101 store Lake Elsinore Outlets.

According to the California Department of Finance, Lake Elsinore has 11,424 housing units. The housing stock consists of 8,109 single detached units, 707 single attached units, 735 multiple 2 to 4 units, 1,099 multiple 5 plus units, and 774 mobile homes.

Developing residential projects will continue to generate sales of new and existing homes throughout the Lake Elsinore Valley. Most of the nation's largest homebuilders are present in the Valley. The median sales price for new and existing homes in Lake Elsinore is \$278,000, according to the California Association of Realtors First Quarter 2004 Report.

There are 4 motels, with a total of 220 rooms. There are also 6 mobile home parks with 384 spaces in the city.

Among Lake Elsinore's attributes are low land costs, a diversely skilled labor force, a balanced housing stock, excellent transportation facilities, award winning schools, a mild climate, and a recreation-oriented community. The community and its elected representatives are committed towards broadening the city's economic base. The Lake Elsinore Redevelopment Agency was formed to assist with positive development efforts. Strong cooperation between community stakeholders has enabled the city to support and garden a positive local economy, with several major projects being planned or currently underway.

Housing Availability, Prices & Rentals

Remarks

For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; the City of Lake Elsinore, 130 S. Main Street, Lake Elsinore, CA 92530, (951) 674-3124 ext. 204; or the Lake Elsinore Valley Chamber of Commerce, 132 W. Graham Ave, Lake Elsinore, CA 92530, (951) 245-8848.