

COMMUNITY ECONOMIC PROFILE

for

CANYON LAKE

RIVERSIDE COUNTY, CALIFORNIA

Prepared in conjunction with the City of Canyon Lake and Canyon Lake Chamber of Commerce

Location

Canyon Lake, incorporated December 1, 1990, 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	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 ¹
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 ²
Population-City	N/A	N/A	9,952	10,561 ¹
Taxable Sales-City	N/A	N/A	\$10,909	\$10,493 ²
Housing Units-City	N/A	N/A	3,643	3,935 ¹
Median Household Income-City	N/A	N/A	\$70,106	\$83,845 ³
School Enrollment K-12	N/A	N/A	16,556	22,216 ⁴

1. U.S. Census Bureau, 2010. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2009. Add 000. 3. U.S. Census Bureau, 2006-2010 American Community Survey. 4. California Department of Education, 2010. Enrollment count is for the Lake Elsinore Unified School District and is for 2009-10.

Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
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: 14 carriers in Lake Elsinore.

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

AIR: LA/Ontario International Airport (owned and operated by Los Angeles World Airports), 34 mi. west, is served by AeroMexico, Alaska, American, Continental, Delta, Great Lakes Airlines, Southwest Airlines, United Airlines, United Express and US Airways. Skylark Airport is a private general aviation facility, with a 4,000 ft. runway, and is located in Lake Elsinore. Other general aviation facilities that are nearby are Perris Valley Airport and French Valley Airport.

BUS: Greyhound in Temecula and Perris, and Riverside Transit Agency Dial-A-Ride service.

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

HIGHWAYS: There are connections to I-15 north-south, I-215 north-south and Calif. 74 east-west.

Industrial Sites

Public Services

Infrastructure

Utilities

Governmental Facilities - Tax and Insurance Rates

Canyon Lake presently does not have any land designated for industrial use.

WATER: Two water districts serve Canyon Lake.

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, Sun City, California 92530, (951) 674-3146 or www.evmwd.com.

Eastern Municipal Water District.

For rates and service availability, contact the Eastern Municipal Water District at P.O. Box 8300, Perris, California 92572, or at 2270 Trumble Road, Perris, California 92570, (951) 928-3777

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 or www.evmwd.com.

The General Plan addresses flooding and the Canyon Lake reservoir. In addition, the city is updating the Safety Element of the General Plan.

ELECTRIC: Southern California Edison.

For residential and business rates applicable to Canyon Lake, contact Southern California Edison at (800) 655-4555. Canyon Lake is an all electric community.

TELEPHONE: Verizon.

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

- Canyon Lake has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$1,364,771,419; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Not applicable.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 23-003. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.00430.
- Retail Sales Tax: State 7.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.
- Police Department: City contracts with Riverside County Sheriff's Department.
- Fire Department: City contracts with Riverside County Fire Department/California Department of Forestry.
- Fire Insurance Classification: Source of Rating: ISO. City rating: 4.

The Canyon Lake Labor Market Area

Characteristics of the Labor Force

Manufacturing Employment

Non-Manufacturing Employment

Area consists of Southwest Riverside County (the Elsinore Valley and Murrieta Census County Divisions).

Area population: 371,762		Total employment: 163,934	
Natural Resources & Mining	1,486	Professional & Business Services	17,484
Construction	14,521	Education & Health Services	30,712
Manufacturing	18,798	Leisure & Hospitality	17,536
Trade, Transportation & Utilities	32,320	Other Services	7,563
Information	3,194	Government	8,863
Financial Activities	11,457		

Source: U.S. Census Bureau, 2006-2010 American Community Survey.

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

The local economy is largely based on tourist-oriented trade and services, agriculture and retail sales. An abundance of professional, skilled, semi-skilled and unskilled labor is available including a large number of retired people who are available for part-time employment. A substantial segment of the labor force commutes to jobs in nearby communities, especially Murrieta, Temecula, Corona, Menifee, 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, 1325 Spruce Street, Suite 110, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

There are 84 manufacturers in Canyon Lake and Lake Elsinore. Leading group classes of products are precision machining, electrical assembly, home furnishings, construction products and air sports products.

Name of Company	Employment	Products
Pacific Clay Products, Inc.	160	Building products
Elsinore Ready Mix	80	Ready mix concrete
John Henry Co.	56	Woven baskets, ribbons
Quality Foam Packaging	52	Foam packaging material
Labeda Wheels/Precision Sports	50	Inline skating wheels
Stull Industries	30	Accessories for light trucks

Name of Employer	Employment	Description
Lake Elsinore Unified School District	1,863	Public school system
Lake Elsinore Outlets	1,169	Retail outlet mall
Albertsons	268	Supermarket
Wal-Mart	225	Retail
Costco	196	Retail
Target	177	Retail
Lake Elsinore Storm	175	Professional baseball team
Home Depot	150	Home improvement
Lowe's	150	Home improvement
Stater Bros.	143	Supermarket
Lake Elsinore Resort & Casino	130	Restaurant/casino
Elsinore Valley Municipal Water District	102	Water/sewer

Community Facilities

HEALTH: 2 physicians/surgeons, 9 dentists, 5 chiropractors and 1 optometrist practice in Canyon Lake. Inland Valley Medical Center is located in Wildomar, just south of Canyon Lake, and has a total of 122 beds. The Menifee Valley Medical Center, an 84-bed hospital, is located in Menifee, just east of Canyon Lake.

EDUCATION: The Lake Elsinore Unified School District has 15 elementary schools, 5 middle schools, 3 high schools, 1 continuation high school, 1 independent study school, 1 community day school, 1 academy alternative school and 1 adult school. Institutions of higher education accessible to Canyon Lake residents include the University of California, Riverside, California State University, San Bernardino, California State University, San Marcos and Mt. San Jacinto Community College, Menifee Valley Campus.

CULTURAL: 3 churches, 1 library, 1 newspaper, 1 bank, 1 Cable TV system, 1 18-hole private golf course, 17 parks of which 14 have water access and 7 have beaches. The private 383-acre Canyon Lake, with 14.9 miles of shoreline, is available for water recreation and is served by Property Owners Association parks and beaches. Canyon Lake also has tennis courts, an equestrian center, a campground, and Gault Field, a multi-purpose sports complex. There are two restaurants inside the gated community, one at the Canyon Lake Country Club and another with banquet facilities. There are also 800 acres of open space consisting of Bureau of Land Management land in the city.

Other recreational venues that are nearby are the Santa Rosa Plateau Ecological Reserve, Cleveland National Forest, Lake Elsinore State Recreation Area, Lake Elsinore Diamond Stadium/Amphitheater and Temecula Valley wine country.

According to the California Department of Finance, there are 4,427 housing units in Canyon Lake. The housing stock consists of 4,031 single detached units, 164 single attached units, 6 multiple 2 to 4 units, 84 multiple 5 plus units and 142 mobile homes.

The median sales price for new and existing homes is \$200,000, as reported by DataQuick for September 2010. The median price per square foot is \$103.

There is one motel, with 34 rooms, in Canyon Lake.

There is one mobile home and RV park in Canyon Lake with one mobile home space and 67 RV spaces.

Canyon Lake is a master-planned community, at 90 percent build-out. The city is 4.6 square miles. Of this total, the private gated community comprises 2,017 acres, or 70 percent of the city. Canyon Lake offers a superb quality of life and amenities that include water recreation, lakefront beaches, parks and open space. The \$9.1 million Railroad Canyon Road widening project is expected to be completed by October 2012. The plan is to widen the busy road from 4 to 6 lanes. Final construction will include unique elements that will enhance the 1.6 mile stretch of roadway for residents and visitors alike.

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 Canyon Lake, 31516 Railroad Canyon Road, Canyon Lake, CA 92587, (951) 244-2955; online at www.cityofcanyonlake.com; or the Canyon Lake Chamber of Commerce, 31566 Railroad Canyon Road, Canyon Lake, CA 92587, (951) 244-6124.

Housing Availability, Prices & Rentals