

# 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	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 <sup>2</sup>
Population-City	5,982	18,285	28,928	51,821 <sup>1</sup>
Taxable Sales-City	\$37,864	\$165,579	\$371,686	\$560,924 <sup>2</sup>
Housing Units-City	3,304	6,066	8,817	14,788 <sup>1</sup>
Median Household Income-City	\$8,925	\$30,801	\$41,884	\$63,726 <sup>3</sup>
School Enrollment K-12	3,692	11,000	16,556	22,216 <sup>4</sup>

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 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, Phoenix and intermediate points.

**AIR:** LA/Ontario International Airport (owned and operated by Los Angeles World Airports), 37 mi. northwest, is served by AeroMexico, Alaska Airlines, American Airlines, Continental, Delta Airlines, Great Lakes Airlines, Southwest Airlines, United Airlines, United Express and US Airways. 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:** Greyhound; Riverside Transit Agency.

**PORTS:** Nearest ports are in 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. Typical sale prices range from \$80 to \$85 per sq. ft. for building purchase, \$.70 to \$.80 per sq. ft. for lease and improved land values are at \$5 to \$7 per sq. ft. 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 service in most areas. There are approximately 83 acres zoned for light industry in the adjacent unincorporated territory to the north of the city. A new industrial park is under construction adjacent to Skylark Airport.

## Public Services

**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 or [www.evmwd.com](http://www.evmwd.com).

**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](http://www.evmwd.com).

## 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 (2009-10): \$4,018,858,650; 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. Code area: 65-007. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total \$1.00430.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 05-001. 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: Contracts with the Riverside County Sheriff's Department.
- Fire Department: Contracts with the Riverside County Fire Department through a cooperative agreement with Cal Fire. A Battalion Chief serves as Fire Chief with 25 career personnel assigned to 3 paramedic assessment engines providing 3 personnel on each engine. Seventeen career and seasonal personnel staff two Cal Fire engines out of Station 10 in the summer. Twenty volunteer reserve firefighters are used throughout the entire battalion. Additional alarm response is provided by other county and city contract stations.
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City Rating: 4. Nearby unincorporated area 8 to 9.

## The Lake Elsinore Labor Market Area

## Characteristics of the Labor Force

## Manufacturing Employment

## Non-Manufacturing Employment

- 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 (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, 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, 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 73 manufacturers in 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
Lake Chevrolet	120	Auto dealership
Elsinore Valley Municipal Water District	102	Water/sewer

---

## Community Facilities

**HEALTH:** 14 physicians/surgeons, 11 optometrists, 24 dentists and 13 chiropractors practice in Lake Elsinore. Just south of Lake Elsinore, in the city of Wildomar, is Inland Valley Medical Center. This 122-bed hospital offers staff and patient access to state-of-the-art equipment in a contemporary comfortable setting. Rancho Springs Medical Center, a 96-bed hospital, is located further south in Murrieta. Loma Linda University Medical Center - Murrieta, a 106-bed facility, opens in 2011.

**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. One private school is 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, with extension programs offered by UCR and California State University, San Marcos in Temecula.

**CULTURAL:** 26 churches, 2 libraries, 2 newspapers, 1 Cable TV system, 1 movie theater with 8 screens, 11 banks, 17 parks, 2 public beaches, a boys and girls club, a community center, a senior center and a cultural center.

**OTHER RECREATIONAL FACILITIES:** The 3,300-acre Lake Elsinore is available for water recreation and is served by a city park, 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 at the 58-store Lake Elsinore Outlets.

According to the California Department of Finance, there are 16,307 housing units in Lake Elsinore. The housing stock consists of 12,283 single detached units, 716 single attached units, 739 multiple 2 to 4 units, 1,783 multiple 5 plus units and 786 mobile homes.

The median sales price for new and existing homes in Lake Elsinore is \$194,750, as reported by DataQuick for September 2010.

There are 4 hotels/motels, with 220 rooms, in Lake Elsinore.

There are 17 mobile home and RV parks in Lake Elsinore with 358 mobile home spaces and 967 RV spaces.

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 to 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 garner a positive local economy, with several major projects being planned or currently underway.

## 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; online at [www.lake-elsinore.org/](http://www.lake-elsinore.org/); or the Lake Elsinore Valley Chamber of Commerce, 132 W. Graham Avenue, Lake Elsinore, CA 92530, (951) 245-8848.*

## Housing Availability, Prices & Rentals