

CalRecycle Zone Works Workshop

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City of Lake Elsinore
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City of Lake Elsinore

- Located in Riverside County
- Current population 51,000



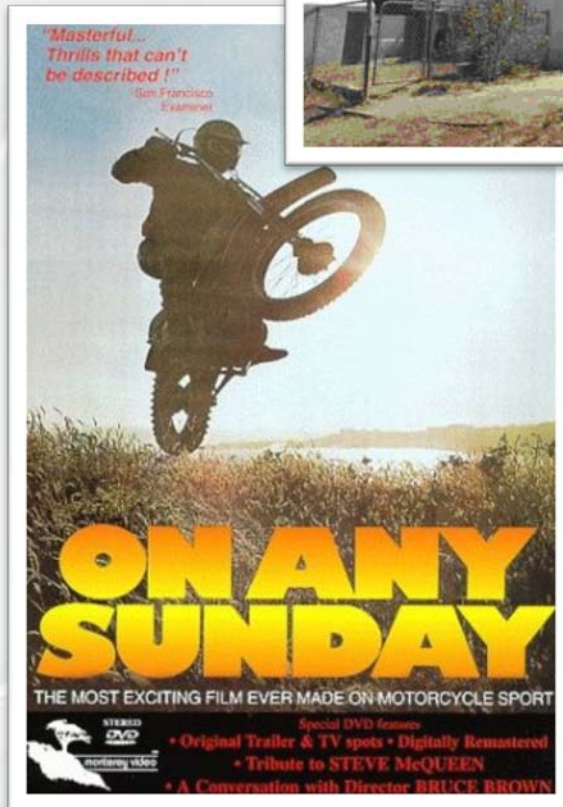
Historic Community

- City incorporated April 9, 1888
- In early days the “Gold Rush” and natural mineral waters and bath houses brought visitors from all over the world



Historic Community

Lake Elsinore was a playground to the stars, many of which kept vacation homes and bungalows on the lake



Recreation & Tourism Oriented Community



- Minor league baseball, Motocross
- Water and air sports/tournaments
- Outlet Center shopping, “Links” golf course

Decade of Growth

- 3rd fastest growing City in CA in 2006
- More than 2 mil sf. industrial and over 2 mil sf. of commercial added since 2000



New Branding Image for the City “DREAM EXTREME”

- Extreme sports and recreation
- Extreme business and development opportunities
- Extreme lifestyles



Economic Gardening Strategy

- **Conditions “ripe for change”**
 - Unsettled local government finances
 - Failed ballot measures to fund local services
 - City Hall becoming disconnected from the business community
 - Varying success at previous economic development efforts
 - Chamber of Commerce reorganizing
- **Adopted “EG” March 24, 1998**



Why Economic Gardening in Lake Elsinore

- **Emphasis on existing businesses allowed for reconnecting with business community**
- **Partnerships with local/regional stakeholders stretched & leveraged limited resources**
- **Less expensive & more effective than broad marketing efforts**
- **Prompted needed reshaping of current development processes**

Pilot Project

- Pilot project funded by a grant from Cal State San Bernardino
- Regional partners included EDC, EDA, City of San Bernardino, ESRI
- Hired student interns from MSJC



Economic Gardening

Lake Elsinore Style

- Patterned after Littleton model, but unique to local needs
- Use information technology & databases to help local businesses grow
- Provide market research & customer identification to expand business sales, employment, & tax revenues
- Target attraction efforts to support industry clusters

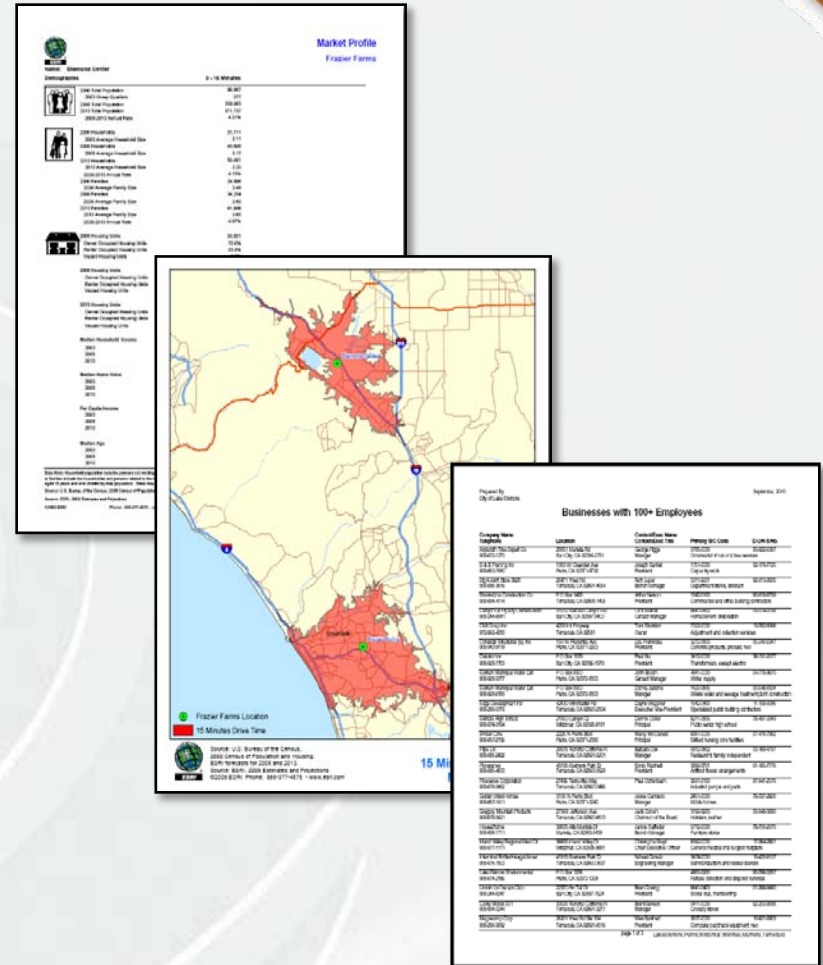
- RivCo EDA
- US Small Business Administration (SBA)
- IE Small Business Development Center
- Service Core of Retired Executives (SCORE)
- Elsinore Valley Chamber of Commerce
- California State Board of Equalization
- RivCo Workforce Investment Board (WIB)
- Educational - LEUSD, MSJC, CSUSB, CSUSM, Concordia, U of Phoenix
- More...

Infrastructure

- **Physical infrastructure**
 - Improvements through CIP and utility projects
- **Work force improvements**
 - Educational infrastructure
 - Training programs
- **Financial infrastructure**
 - Venture Capital
 - Banking Services
- **Internal infrastructure**
 - Improved processes to move development through the system

Information

- **GIS Analyses**
- **Specialized Data Bases**
- **World Wide Web**
- **Library Research**
- **Other**



GIS Analyses

Customer Analysis

- Analyze your market penetration
- Visualize customer draw

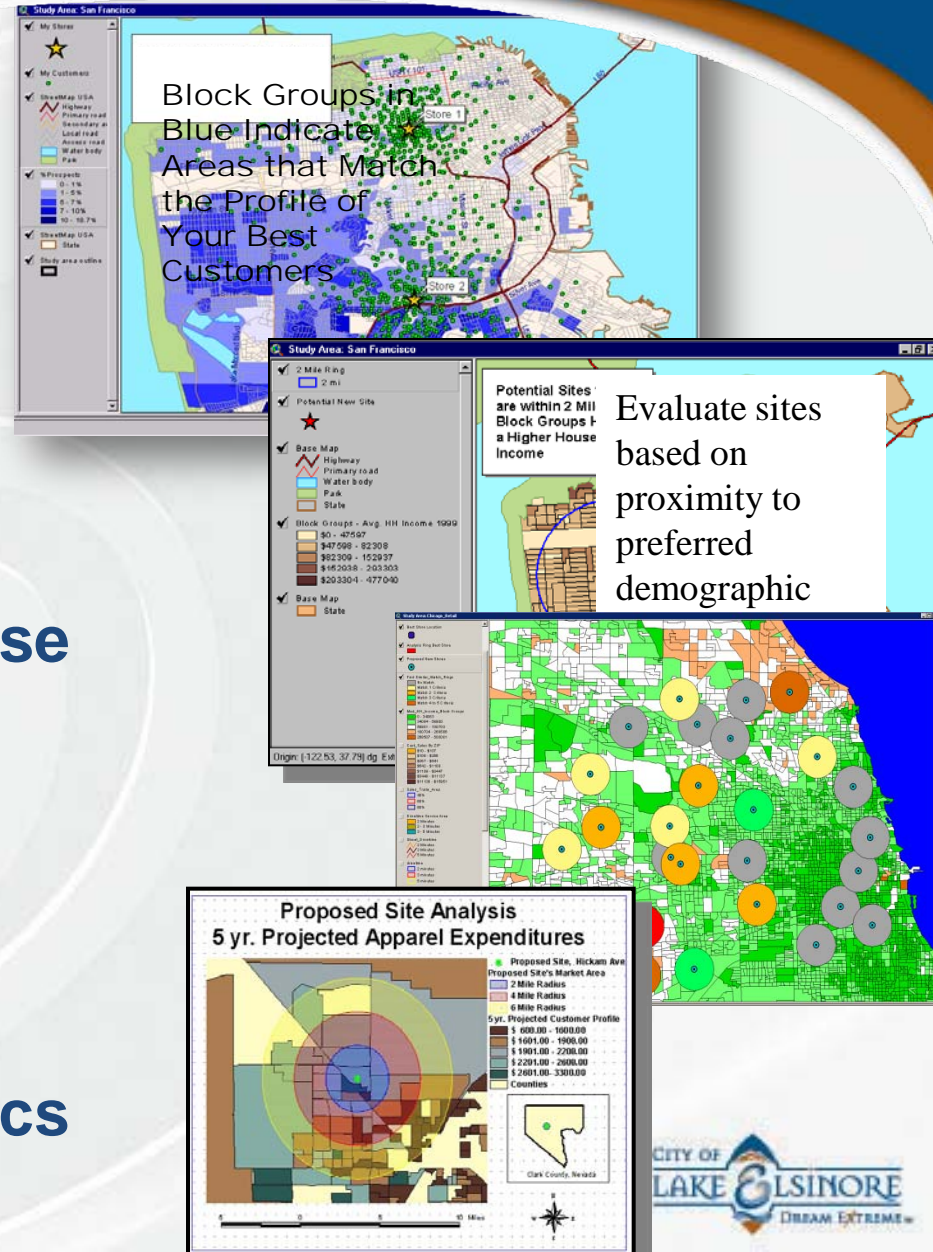
Customer Prospecting

- Profile your customer base
- Find similar geographic areas

Store Market Analysis

- Analyze market demographics
- Analyze site demographics

Store Prospecting



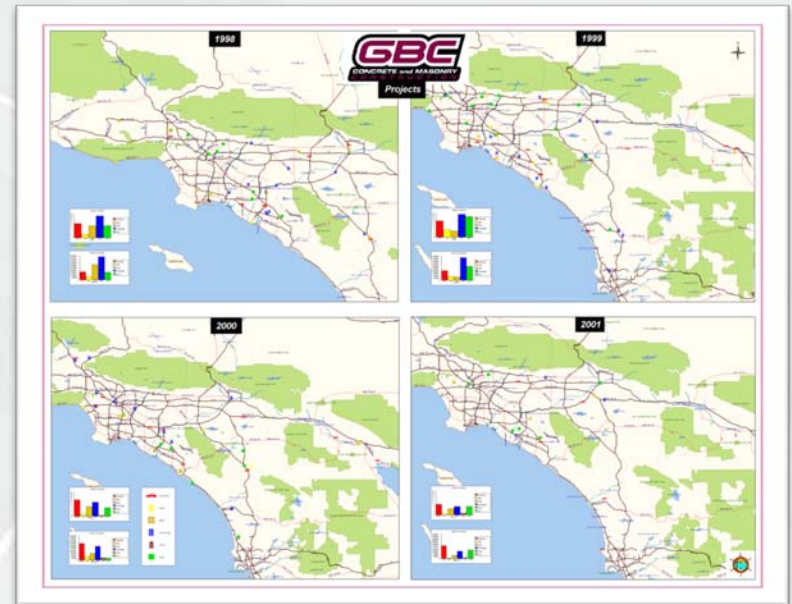
Databases

- **Dunn & Bradstreet**
 - Analyze businesses by NAIC, Sales...
- **Reference USA**
 - Business/residential
- **Lexis Nexis**
 - Research industry trends...
- **DataQuick/LoopNet**
 - Real property data
- <http://www.littleongov.org/bia/docs/LowCostResources.pdf>

The screenshot displays the ReferenceUSA.gov website interface. At the top, there's a navigation bar with 'list 1' and 'ONLINE SUPPORT'. Below this, a '1 Define list' section includes icons for 'Location', 'Type of Business', 'Size of Business', 'Open Data Selects', and 'Open Data Contacts'. The main content area is titled 'infogroup Government Division' and 'Selected Database: U.S. Businesses'. It features a search section with 'Enter Search Criteria' and options for 'Quick Search' and 'Custom Search'. A sidebar on the left lists search criteria: Company Name, Executives, Business Type, Geography, Phone, Business Size, Ownership, Financial Data, and Special Selects. The main search area prompts the user to 'To start your search...' and provides a 'VIEW RESULTS' button. On the right, a 'RECORD COUNT' box shows 13,895,843 records and 2,018,531 email counts. Below the search area, a list of businesses is displayed, including 'Carpet Pro (Carpetpro Installations Inc)', 'Carpet Workroom', 'Carpetland Inc (Carpet Land Inc)', 'Carpetstar The Carpetstore Inc', 'Chatham Rug Co Inc', 'Craftmark Waterhailing (Craftmark Waterhailing Inc)', 'D & H Interiors Inc', 'Design Distributing (J R Mc Dade Co Inc)', 'Dynamic Floors Inc', 'Forbar Incorporated', 'Freemans Carpet Service (Freeman Carpet Service Inc)', 'Fritz Carpet Services', 'Gerringer Carpet Service Inc', 'Griffith Floor Covering (Griffith Floor Coverings)', 'Haight Carpets & Oak Floors (Haight Studio Ltd Inc)', 'Hp Enterprises', 'Imperial Carpet Sls & Ctrs Inc', 'Infinite Installation Inc', 'Installations By R F C Inc', 'Interstate Systems Installation (Interstate Syst Institution Llc)', 'J & R Ions Custom Floor', 'Jdr Installations Inc', 'JM Carpet Inc', and 'Ken Mc Carter Carpets'. The bottom of the page shows a 'Summary' section with buttons for 'Sort list...', 'Print names...', and 'Done'.

#1: Construction Sub-Contractor

- Plotted jobs and created a 4 year time-line analysis of job types vs money generated
- Used the Construction Market Bulletin/GIS to show construction “hot spots”
- Had recently purchased 2 new Laser Screeds. Used D&B to find potential renters for these machines when not in use



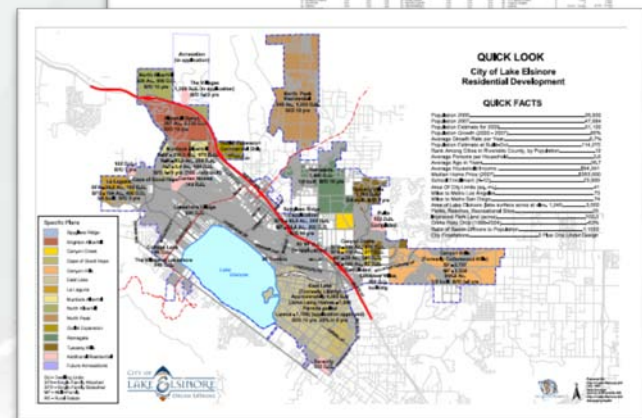
Examples

#2: Costco

- Costco had rejected city as store location of alleged insufficient population
- City's EG unit compiled demographic data, planned residential construction information, and analysis of Costco customer bases to show city will have sufficient market to support store
- Costco opened their doors in 2006
- Home Depot, Target and Lowes signed agreements within 2 weeks of Costco
- Over 1 mil sq. ft. of commercial development attributed to Costco



Residential Construction Activity



Next Steps

- Elsinore Valley Education Center
- Lake Elsinore Technology Center
- Gardening is a long term process



Questions?

The Dream Continues...

DREAM EXTREME