



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Jason Simpson, City Manager

Prepared by: Gina Gonzalez, Economic Development and Legislative Affairs Director

Date: January 27, 2026

Subject: **Adoption of the Lake Elsinore Action Sports Industry Growth and Attraction Plan (2026-2040)**

Recommendation

Adopt the Lake Elsinore Action Sports Industry Growth and Attraction Plan (2026-2040) to establish a long-range framework that positions Lake Elsinore as a premier destination and innovation hub for action sports, strengthens the City's tourism and visitor economy, activates Lake and outdoor recreation assets, and supports workforce development and business attraction consistent with the City's 2040 Dream Extreme Vision Plan.

Background

Lake Elsinore is uniquely positioned to grow as a regional and national hub for action sports, motorsports, and outdoor recreation, with foundational assets including the Rosetta Canyon Sports Park, Diamond Stadium, Lake Elsinore Motorsports Park (Lake Elsinore Raceway), Summerly Golf Course, Launch Pointe, Skydive Elsinore, as well as a natural terrain suitable for a wide range of action sports activities, and proximity to major Southern California action sports markets.

In alignment with the City's long-term transformation vision, the Lake Elsinore Action Sports Industry Growth & Attraction Plan (2026–2040) was developed to guide strategic investments and partnerships that strengthen Lake Elsinore's identity as a destination, support economic development and innovation industries, and enhance quality of life through world-class recreation amenities.

The Plan is structured to be cross-sectional and is intended to be integrated into key city plans such as the General Plan, Parks and Recreation and Lake Masterplans, Comprehensive Economic Development Strategy and Plan, Lake Management Plan, and other long-range planning efforts.

Discussion

The Action Sports Industry Growth & Attraction Plan establishes a vision to position Lake Elsinore as an international destination and hub for action sports through targeted investments, strategic partnerships, innovation, and branding.

The Plan's Vision Statement is:

"To establish Lake Elsinore as the Action Sports Capital of the World, and Southern California's premier destination and innovation hub for action sports..."

This Plan is intentionally designed as both:

1. A destination and tourism strategy, and
2. A business attraction and workforce strategy—supporting the development of a broader "action sports ecosystem" tied to recreation, hospitality, tech/media, training, and manufacturing.

With the inclusion of City Council Economic Development Subcommittee members, Action Sports Stakeholders, the Chamber of Commerce, City Departments and Directors, and the Development Stakeholders group, the Plan identifies several factors that uniquely position Lake Elsinore for action sports industry growth and attraction, including:

- Existing motorsports assets and a strong action sports base
- Terrain and environments that support diverse sports (motocross, BMX, MTB, wakeboarding, skateboarding, skydiving, off-roading, and more)
- Access to major action sports markets in Los Angeles and San Diego, placing as Lake Elsinore as the hub
- Strong regional demographics and youth-driven culture supportive of action sports growth

The Plan also recommends a tie into the Dream Extreme brand, with marketing initiatives around "Action Sports HQ" and "Southern California's Playground" to align with the City's 2040 Dream Extreme Vision Plan.

Alignment with the City's 2040 Dream Extreme Vision Plan

The City's 2040 Dream Extreme Vision Plan calls for Lake Elsinore to continue advancing as a bold, identity-driven community where recreation, tourism, economic opportunity, and quality of life investments work together.

The Action Sports Industry Growth & Attraction Plan complements and advances this long-range vision by:

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- *Strengthening the City's identity and brand through a signature industry and lifestyle strategy (e.g., "Action Sports HQ").*
- Advancing destination-driven economic development through events, tourism initiatives, and visitor economy strategies like a refreshed visitor website and visitor guide.
- Supporting lake activation and outdoor recreation ecosystems, including a possible cable wake park, lake-based clubs, and expanded fishing and water activity programming.
- Creating pathways for innovation and business attraction, including designation of land for an Action Sports Innovation Campus and opportunities for incubator/co-working space.
- Expanding youth programming and workforce development pipelines, including partnerships with schools, colleges, certifications, apprenticeships, and training academies.

Through these elements, the Plan supports the Dream Extreme framework by proposing high-impact, signature initiatives that elevate the City's identity, activate public assets, and generate sustainable economic opportunities.

Strategic Goals and Key Actions

The Plan is organized around five strategic goal areas that will guide actions and partnerships through 2040:

- 1. Infrastructure & Facilities Expansion**
Key opportunities include upgrades to the motocross park, development of a world-class skate/BMX park, creation of mountain bike trail systems, exploration of a cable wake park, an action sports innovation campus, and a training academy concept.
- 2. Events & Tourism Development**
Key actions include establishing a signature Action Sports Festival, restoring/expanding the Grand Prix tradition and back on Main Street, attracting touring events, supporting year-round competition circuits, and establishing a Tourism Improvement District (TBID).
- 3. Business Incentives & Industry Attraction**
Key actions include incentives for relocation/expansion, innovation funds or seed grants, leveraging Opportunity Zone benefits, incubator/co-working opportunities, and development of a creative district near the lake.
- 4. Marketing & Branding**
Key actions include launching a citywide action sports marketing campaign (e.g., "Ride Elsinore" / "Action Starts Here"), a city ambassador/influencer program, content development, visitor tools (guide, website, apps, digital media), and an expanded Extreme Alliance partnership strategy.
- 5. Youth Engagement & Workforce Development**
Key actions include school partnerships, pathways with colleges/vocational programs, internships/apprenticeships, nonprofit or foundation partnerships to expand access, potential academy/charter concept, and certification programs in coaching, event management, equipment design, and media.

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To measure success, the Plan proposes performance targets by 2040, including:

- 500,000+ annual action sports visitors
- 15+ new action sports businesses
- +150% youth participation growth
- \$100M+ annual regional economic impact
- 12+ major & grassroots annual events
- Growth in globally streamed/televised events and international athlete presence

Through key partnerships with stakeholders and cross-sectional support of departments, these metrics provide measurable outcomes that support the City's broader Dream Extreme vision for community identity, tourism, and economic vitality.

The Plan includes an initial implementation timeline beginning in 2026, with key first-year actions such as:

- Updating City plans and documents to incorporate this Plan
- Forming a taskforce or subcommittee on Action Sports
- Beginning branding and social media rollout
- TBID feasibility and formation work
- Visitor website refresh and visitor guide development
- Identifying an R&D / innovation location and coordinating land use designations

Additional actions in 2027–2040 include feasibility studies, initiation of facility designs, opportunity zone tie-ins, hosting inaugural summit/festival events, business attraction targets, and long-term industry campus development.

Staff recommends Council adoption as the foundational step, with implementation pursued through future Council direction, budget development, grant opportunities, public-private partnerships, and collaboration with City departments and external stakeholders.

Fiscal Impact

While there are no direct costs associated with developing the Action Sports Industry Growth and Attraction Plan, there will be future costs associated with achieving some of the items in the plan assisting the city with growth in the action sports industry and lake activation ecosystems but will have long term benefits that are both direct and indirect that results in not only revenue generation, but job creation, action sports activation, lake activation and key ecosystems that support the goals of the city long term.

Staff will return to City Council as appropriate with fiscal impacts, implementation plans, and recommended funding strategies as projects move into feasibility and execution phases.

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Attachments

Attachment 1- Lake Elsinore Sports Industry Growth and Attraction Plan (2026-2040)

