



LAKE ELSINORE
ECONOMIC
DEVELOPMENT
DREAMS IN ACTION



Lake Elsinore
Action Sports Industry
Growth & Attraction Plan
(2026–2040)





ACTION SPORTS INDUSTRY GROWTH & ATTRACTION PLAN

LAKE ELSINORE CITY COUNCIL



District 1

Councilmember
Brian Tisdale
Elected 2022

District 2

Councilmember
Steve Manos
Elected 2024

District 3

Mayor Pro Tem
Tim Sheridan
Elected 2022

District 4

Councilmember
Micheal Carroll
Appointed 2025

District 5

Mayor
Robert "Bob" Magee
Elected 2024

VISION STATEMENT

To establish Lake Elsinore as the Action Sports Capital of the World, and Southern California's premier destination and innovation hub for action sports, fostering community, tourism, and economic development through strategic investments, partnerships, and branding.

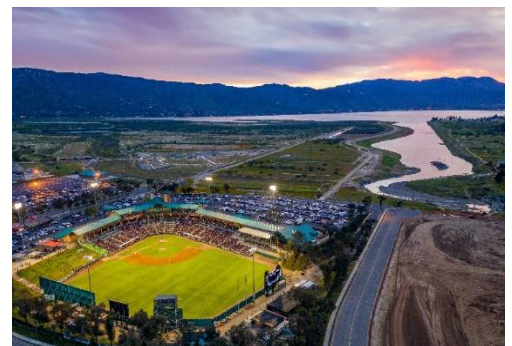
WHY LAKE ELSINORE?

Lake Elsinore already has a strong action sports foundation:

- Home to **Lake Elsinore Motorsports Park (Lake Elsinore Raceway)**
- Natural terrain ideal for **motocross, BMX, mountain biking, wakeboarding, water skiing, golf, wake surfing, tubing, skateboarding, skydiving, off-roading, and hang gliding to name a few...**
- Proximity to action sports hubs like San Diego and Los Angeles
- Large youth population and lifestyle-driven culture (In a 2.5 hour radius with Lake Elsinore as the center- the city has the best demographics in the world for action sports enthusiasts and investments in the industry)

Now is the time to double down and do a marketing campaign for the city as:

"Lake Elsinore: Action Sports HQ" and "Southern California's Playground"





STRATEGIC GOALS

(Incorporate into city's General Plan, Dream Extreme 2040 Plan, Comprehensive Economic Development Strategy and Plan, and City's Parks and Recreation Masterplan, and other key plans for cross-sectional collaboration and development among multiple city departments, chamber and other key stakeholders)

1. Infrastructure & Facilities Expansion

Key Actions:

- Upgrade and modernize Lake Elsinore Motorcross Park: Improve safety, amenities, and track quality. (Encourage and support investments in the final location and destination for the track).
- Develop a world-class skatepark and BMX park: Target an X-Games-level destination with event-hosting capacity. Add to Parks and Recreation Masterplan.
- Pursue multi-use design: make each venue modular to host both community use and pro-level events (i.e., flexible skatepark with competition overlays)
- Add a Mountain Bike Trail System in surrounding hills with gravity-fed downhill trails.
- Explore a Cable Wake Park on Lake Elsinore or at a new man-made lake (public-private partnership).
- Designate land for an Action Sports Innovation Campus for R&D, prototyping, and training, and develop an opportunity zone for the development.
- Action Sports Training Academy: multi-sport facility with coaching, biomechanics lab, recovery center, and film/media training rooms (to attract pros + youth).
- Wavegarden/Surf Lake or Island: to capture surf/skate crossover market.

2. Events & Tourism Development

Key Actions:

- Launch the Lake Elsinore Action Sports Festival: Include motocross, BMX, skateboarding, live music, and a vendor village. Develop into a signature global event (like Coachella for action sports). Can tie into concerts, film premieres, and gear expos. (City hosted)
- Bring back the Grand Prix- paying homage to the city's history- and growing the event with other activities and festival- eventually adding UTVs, and other opportunities to grow the event, etc- a community revival.
- Attract touring events: X-Games qualifiers, Red Bull events, Monster Energy showcases, USASA, Off-Road Festival- with Martelli Bros, etc.
- Support amateur competitions and youth training camps year-round.
- Create a refreshed Visit Lake Elsinore Website and annual Visitor Guide.
- Create and establish a Tourism Improvement District (TBID).



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- Create a standalone Tourism Board for Lake Elsinore in part of the TBID, and convey the Visitors Guide and Visitors Website to new standalone Bureau. Do feasibility study for the TBID and implementation.
- Partner with local hotels and tourism boards for action sports vacation packages, and actions sport operators in Lake Elsinore and expand the Extreme Alliance 2.0 (partnerships among action sports venues and amenities in Lake Elsinore).
- Encourage Yachting Clubs, and lake activation clubs and groups for the Lake. Partner with stakeholder groups, such as fishing and watersport companies, and manufacturers to support and sponsor events and fishing reports.
- Work with Recreation Department, the Alliance 2.0, and establish year-round competition circuit: winter → MTB downhill; spring → wake/water sports; summer → motocross; fall → skate/BMX. Creates constant tourism flow.
- Enhance and grow our existing Fishing Derbies for Lake Elsinore. (Recreation Department)
- Action Sports added to an Lake Elsinore Film Festival / Media Awards → position as HQ for storytelling & content creation. Create a Film Familiarization Tour, and expand to a future Film LE Festival.
- Include esports tie-in: host gaming competitions tied to motocross/BMX/Skate games, drawing younger digital audiences. ie Computer sports, drone sports, etc. Work with school district to create feeder clubs, and tie into pathways at college level.
- Develop hack-a-thons- and partner with college and Chamber of Commerce on events.
- Work with various city departments and partnerships to re-establish Competition Channel → National Jet Boat Association.

3. Business Incentives & Industry Attraction

Key Actions:

- Offer tax incentives (Property or Fee waivers, etc) or rebates for companies in the action sports sector relocating or expanding in Lake Elsinore (gear manufacturers, startups, training centers).
- Innovation Fund / Seed Grants: small grants or low-interest loans for startups in gear, media, or sports tech.
- Promote Opportunity Zone benefits for new developments tied to action sports.
- Establish a city-supported incubator or co-working space focused on action sports gear, media, and design.
- Develop a Creative District near the lake with cafes, gear shops, and small studios for action sports entrepreneurs and media creators.



4. Marketing & Branding

Key Actions:

- Launch a branded campaign: “Ride Elsinore” or “Action Starts Here” across digital and physical media- to tie into the Lake Elsinore: Action Sports HQ and Southern California’s Playground
- Partner with pro athletes and influencers from motocross, skate, BMX, and MTB to become City Ambassadors.
- Develop an Extreme Ambassador Program- partnership with Visit Lake Elsinore and Recreation /Economic Development that shares Lake Elsinore information, and “welcome chuck wagon” concept for visitors along shoreline, the coves, summerly, motocross, etc. friendly and welcoming to Lake Elsinore- in partnership with the Lake Elsinore Chamber of Commerce.
- Develop content with these ambassadors showcasing how Lake Elsinore is “their playground.”
- Develop a fishing report on key details of the lake, and develop a extreme sports podcast with guests, discussing conditions and activities, events, with key guests for enthusiast alike.
- Build a compelling online presence (website + socials) showcasing action sports lifestyle, facilities, trails, and opportunities tied to the Visitors Bureau or Visit Lake Elsinore website.
- Use drone footage and athlete content to showcase the region’s natural playground.
- Invest in immersive experiences: AR/VR content to “ride the lake” or “jump the motocross track” virtually before visiting.
- Build mobile-first visitor app: maps of trails, event schedules, gear rentals, hotel deals or tie into Visit Lake Elsinore once established.
- Create a Lake Elsinore Athlete Residency Program: house and promote 5–10 high-profile athletes each year as permanent ambassadors.
- Establish the “Extreme Alliance 2.0” and develop vacation packages for the Casino, Skydive, the Lake Elsinore Storm, Launch Pointe, Summerly Golf Course, and Pins and Pockets, to name only a few attractions.

5. Youth Engagement & Workforce Development

Key Actions:

- Partner with local schools to create action sports clubs and programs such as rowing or crew, and other water sports.
- Build partnerships with colleges and vocational schools for sports media, product design, and engineering pathways.
- Offer internships and apprenticeships at gear companies, media studios, and training facilities.



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- Establish a nonprofit youth foundation to provide access to sports gear and training for underserved communities or partner with existing ones to provide access to gear an training
- Work with local chamber and school district, and charters to create lake proprogramming for students
- Action Sports Charter School / Academy: combine academics with training (similar to IMG Academy for traditional sports).
- Develop certifications in coaching, event management, equipment design, and media, positioning Lake Elsinore as the training ground for future professionals.
- Create scholarship programs for underserved youth to compete nationally/internationally under the “Lake Elsinore” banner.
- Develop process for tracking statistics for international athletes training or residing in city, utilizing stakeholders in the city.

KEY PERFORMANCE METRICS (KPIs)

Lake Elsinore already has a strong action sports foundation:

Metric	Target by 2040
Annual Visitors for Action Sports	500,000+
New Action Sports Businesses	15+
Youth Participation Growth	+150%
Regional Economic Impact	\$100M+ annually
Social Media Reach (City Branding)	100k followers combined
Number of Annual Events	12+ major & grassroots (City and Private Events)
Events Televised/Streamed Globally	10% increase
International Athletes training or residing in Lake Elsinore	25 or more
Workforce Development	10-20 students graduating from Action Sports related programming from Lake Elsinore



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POTENTIAL PARTNERS

- Red Bull, Monster Energy, GoPro, Vans, Fox Racing, Troy Lee Designs, Mason Motorsports, DRD Motorsports, etc.
- Temecula Valley Entrepreneurs Exchange (TVE2)
- Diamond Stadium (crossover event hosting)
- California Parks & Recreation Society / Outdoor Access organizations
- Recreation , City of Lake Elsinore
- Lake Elsinore Motorsports Park – Lake Elsinore Raceway
- Local builders and skatepark companies (Spohn Ranch, Dreamland Skateparks, Grindline)
- Surf Tech Companies (wavegarden, etc.)
- Tech/media partners (GoPro, Meta, Youtube, ESPN)
- Esports brands (EA Sports, Activision, Twitch)
- Tourism crossover with Temecula Valley Wine County- Visit Temecula (if permitted not impacting TOT and PBID in Lake Elsinore), Visit California, SoCal Adventure Tourism boards, etc.
- Jet Boat and Motorsports Companies and stakeholders

IMPLEMENTATION TIMELINE

2026

- Update city plans and documents to incorporate the Action Sports Industry Growth and Attraction Plan (Parks and Lake Master Plans, Economic Development Strategy and Plans, Etc.)
- Form Taskforce, or subcommittee on Action Sports
- Begin branding & social media rollout
- Create feasibility and TBID formation
- Develop Visit Lake Elsinore refreshed website and visitors guide
- Apply for grants & seek private investors
- Identify R &D Location
 - Work with Community Development on land use and designations in General Plan

2027

- Conduct feasibility studies or market analysis for attraction efforts
- Kick off design of skate/BMX park



ACTION SPORTS INDUSTRY GROWTH & ATTRACTION PLAN

- Develop Opportunity Zone and tie into General Plan
- Host inaugural Action Sports Summit Festival with partners and in City
- Complete second major facility (e.g., skatepark or mountain bike trail system) aside from Rosetta Sports Park
- Attract 5+ businesses to relocate

2028–2040

- Full-scale events and tourism boom
- Industry campus + R&D facilities open
- International recognition as Action Sports Destination

DRAFT



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THANK YOU TO THE CITY OF LAKE ELSINORE CITY STAFF AND STAKEHOLDERS FOR YOUR COLLABORATION IN THE DEVELOPMENT OF THE ACTION SPORTS HQ PLAN:

Lake Elsinore City Council

Jason Simpson, City Manager

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Johnathan Skinner, Community Services Director

Beau Davis, Assistant Community Services Director

Adam Gufarotti, Assistant Director of Lake and Community Operations

Nancy Huynh, Principal Planner

Traci Williams, Fire Marshal

Kim Cousins, Lake Elsinore Valley Chamber of Commerce/Visitors Bureau

