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**From:** Denise Sturm <sturmdenise316@gmail.com>  
**Sent:** Wednesday, January 17, 2024 8:04 AM  
**To:** Jason Simpson <jsimpson@Lake-Elsinore.org>  
**Subject:** [External]Dream Center Ambassador Hotel in Lake Elsinore

**Message from external sender. Use Caution.**

Hi Jason,

My name is Denise Sturm, and I am highly in favor of the planning committee allowing the Dream Center to open the Ambassador Hotel for rehabilitation purposes. They have a solid record of helping to rehab cities by the services they offer to the communities. The City of Los Angeles was transformed by the love, generosity and prayers that it gave to the city. Many people found hope and restitution of their old habits, including drug and alcohol abuse, prostitution and battered families. Lake Elsinore has been a haven to these types of people for years and I know that the city is looking for reform. The Dream Center teams up with many local churches and provides love to the City of Lake Elsinore.

Again, I am highly in favor of Pastor Brett and his team running the Ambassador Hotel!

Sincerely

Denise Sturm  
949-632-6552

IF THIS EMAIL SHOULD GO TO THE PLANNING COMMITTEE, CAN YOU PLEASE FORWARD.

**From:** mvargas580@yahoo.com  
**Sent:** Wednesday, January 24, 2024 6:05 PM  
**To:** Damaris Abraham; Candice Alvarez  
**Subject:** [External]Ambassador Project

**Message from external sender. Use Caution.**

Dear Planning Commission,

I am a resident of Lake Elsinore. I am very concerned about the proposed "Ambassador Project" on main street. Main street should be a safe place where families can visit without fear or anxiety.

Main Street is not the place for this type of place. It belongs off of main street. Not in our business center next to the new city hall!

Think of how far Lake Elsinore has come. Let's not impede that progress.

I kindly ask you to deny this project from moving forward.

Thank you,

Michelle  
Lake Elsinore

**From:** davejay75@aol.com <davejay75@aol.com>

**Sent:** Thursday, January 25, 2024 9:35 AM

**To:** Candice Alvarez <calvarez@Lake-Elsinore.org>; Mike Carroll - Contact <michaelcarroll17@gmail.com>; John Gray <jgray@Lake-Elsinore.org>; Jodi Peters - Contact <JodiandNorm@msn.com>

**Subject:** [External]Ambassador Facility

**Message from external sender. Use Caution.**

Dear Honorable Planning Commissioners

I am kindly asking you to REJECT the proposed Ambassador project for main street. I am so disappointed in the Dream Center for proposing this project on main street next to businesses. This should be a place for families to come and shop, dine and play.

I have reached out to the Dream Center and encouraged them to build their facility off of main street where it is better suited. Not near the business community. Please think of all the residents who would be appalled at this if they knew about it! Please, encourage them to build elsewhere.

I learned the City made them an offer for property off of main street and the Dream Center didn't even consider it. That is very unfortunate.

I won't be able to make it to the meeting due to family travel but I would like my thoughts reflected.

Thank you,

Dave

# LAKE ELSINORE VALLEY CHAMBER OF COMMERCE

February 2, 2024

Planning Commissioners

City of Lake Elsinore City Council

City of Lake Elsinore City Manager & Assistant City Managers

My name is Kim Joseph Cousins, and I am the President & CEO of the Lake Elsinore Valley Chamber of Commerce. I have been the CEO for the last 20 years where I have done economic development for our city, helping bring businesses and jobs to Lake Elsinore to help improve our quality of life. Bottom line is the location is NOT appropriate for the development of a thriving downtown economy.

I believe it is important to recognize and appreciate the valuable work undertaken by the Dream Center Lake Elsinore, which has made a positive impact on the lives of people in Lake Elsinore. Dream Center received the Chamber's Non-Profit of the Year in 2017 and Brett Masters received the Chamber's Citizen of the Year that same year.

As the chief Economic Development contractor for the City of Lake Elsinore, I feel compelled to express our concerns about the proposed Ambassador Project site which is NOT exempt from CEQA as it is a fundamentally different use from the Hotel & Restaurant Operations of the Original Ambassador Hotel.

As a transitional housing program there will be 52 residents on three (3) floors of the four-story building that will not be open to the Public and will not be paying any room rental (Occupancy Tax), so there is a loss of approximately \$136,000 of Occupancy Taxes paid to the City on an Annual Basis. In addition, the first floor contains a cafeteria primarily provided services to the residents and volunteers at NO CHARGE, so that the Original Restaurant would have generated between \$10,000 and \$16,000 dollars in Sales Tax per Year to the City of Lake Elsinore on an Annual Basis! Clearly the NEW USE for the Ambassador is NOT in any way shape or form anything similar to it's Original Use and would require a CEQA Review! The task of remediation, masonry reinforcement ALONE will be a herculean task and is not a simple remodel.

Main Street is the heart of our community, where businesses thrive, and families come together to dine and play. While we support the Dream Center's mission, we believe that the Ambassador Project does not belong on Main Street near our economic engine as well as our new \$30-million city hall.

Our concern stems from a desire to continue to attract businesses to our Main Street corridor, as an enjoyable area for families that fosters economic growth. This Congregate Living Facility has nothing to do with business attraction but is more likely to deter economic development in the Historic Downtown! There is NO SYNERGY with the existing Downtown Merchants, NO Public access that generates traffic to the downtown area, NO crossover visits from patrons to nearby businesses, NO Demand for services from surrounding businesses from the Program Participants, NO attraction to for investment in the area as Participants pre/post admittance may be loitering on the streets of Lake Elsinore.

# LAKE ELSINORE VALLEY CHAMBER OF COMMERCE

The Historic Downtown Merchants are VERY concerned about their Investment on Main Street. Future Investors will be deterred from investing in an area that has a facility NOT engaged in attracting visitors to Main Street. We believe that alternative locations may better serve the goals of the Ambassador Project without impacting the economic development and the vital atmosphere of our historic downtown. The Chaney St./Minthorn St. has access to bus stops, alternative education, as well as the dept of social services and the Dream Center food Pantry. This is a synergistic location to ensure a FULL set of services and support for the program participants.

In conclusion, let us work collaboratively to find a solution that honors both the mission of the Dream Center and the vitality of our historic downtown and consider alternative locations that are an appropriate fit and do NOT hinder Economic Development while ensuring our community continues to thrive and our Main Street remains a place where businesses can grow. The Chamber of Commerce respectfully asks for a "NO" Vote on Planning Application 2022-02

Sincerely,



Kim Joseph Cousins

President/CEO

Lake Elsinore Valley Chamber of Commerce

**From:** JENNIFER JACKSON <jenjackson4@msn.com>

**Sent:** Tuesday, February 6, 2024 2:20 PM

**To:** Candice Alvarez <calvarez@Lake-Elsinore.org>

**Subject:** [External]Opposition of Dream Center/ Unable to Attend Meeting Tonight

**Message from external sender. Use Caution.**

Dear Planning Commission and/or City Council Members,

I am writing to express my concerns regarding the proposed establishment of a Dream Center Homeless Shelter/Training Center on Main Street in our downtown area. I have lived in Lake Elsinore for over 20 years and have worked and served in our city for most of that time. I raised my children here and love my city. While I understand the importance of providing assistance and support to those experiencing homelessness, I believe that locating a shelter in the heart of our downtown district is not conducive to the vision we have for our community. I understand that it is not being proposed as a shelter, but why would they need to house people if it weren't?

Lake Elsinore's downtown area can serve as a vibrant hub for local businesses, shops, restaurants, and a gathering place for families and visitors. It should be a place where people can come together to enjoy the unique charm and atmosphere of our city. Introducing a homeless shelter on **Main**

**Street** could potentially deter visitors and families from frequenting the area, thereby undermining the economic vitality and vibrancy of our downtown district.

I believe wholeheartedly in the importance of compassion and support for our homeless community, and I do believe we should be committed to finding solutions that honor their dignity and well-being. I have been to the Dream Center in Los Angeles and while I see the value in the program, I also believe that we owe it to our downtown community to carefully consider the implications of this decision and explore alternative locations that can meet the needs of the homeless population while preserving the vitality and charm of our downtown area.

I urge the City of Lake Elsinore to reconsider the requested location of the Dream Center and explore alternative sites that are more appropriate for such facilities. By doing so, we can ensure that our downtown area remains a thriving destination for residents, businesses, and visitors, while also fulfilling our commitment to addressing the needs of the homeless population in our community.

Thank you for considering my concerns. I look forward to your thoughtful deliberation on this matter and remain hopeful for a solution that benefits all members of our community.

Sincerely,

Jen Jackson  
951-805-0502  
34093 Agaliya Court  
Lake Elsinore, CA 92532

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**From:** Tim Fleming <TAF4640@msn.com>  
**Sent:** Tuesday, February 6, 2024 4:46 PM  
**To:** Dunelle Longoria <dlongoria@Lake-Elsinore.org>  
**Subject:** [External]Planning Commission, Public Hearing Item #2

**Message from external sender. Use Caution.**

Commissioners/City Staff

I am a long time resident of Lake Elsinore.

For the past thirty years, the AKA Ambassador Hotel, has been vacant. For “one” reason:

**Too expensive to**

**earthquake retrofit the structure.**

This is the main comment I would like to make at this time.

Respectfully,

Tim Fleming

Sent from [Mail](#) for Windows




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**From:** ishmel topete <[ishmeltopete@icloud.com](mailto:ishmeltopete@icloud.com)>  
**Sent:** Wednesday, February 7, 2024 12:57:17 PM  
**To:** Robert Magee <[rmagee@Lake-Elsinore.org](mailto:rmagee@Lake-Elsinore.org)>  
**Subject:** [External]To who it may concern

Message from external sender. Use Caution.

 Stop the Dream Center Project: Preserve Our Community's Identity! 

hello Bob !  I wanted to raise an important concern that has been on my mind lately. It's about the proposed Dream Center Project that's been making waves in our community. I strongly believe that we should unite to stand against this project and protect the unique character of our beloved neighborhood. Let me explain why:

- ① **Loss of Cultural Heritage:** Our community has a rich history and a distinct cultural identity that we should cherish and preserve. Introducing a massive project like the Dream Center might result in the erasure of our unique heritage, replacing it with a generic, soulless development. Our local businesses, art, and traditions could be overshadowed by this project, leaving us with nothing but a generic, homogenous landscape.
- ② **Environmental Concerns:** The Dream Center Project, if approved, would undoubtedly have a significant impact on our environment. Increased traffic congestion, excessive noise, and pollution are just some of the potential consequences. Our green spaces, parks, and clean air are invaluable assets that contribute to our quality of life. Let's not sacrifice them for the sake of a project that may not align with our community's core values.
- ③ **Displacement of Residents:** Unfortunately, large-scale developments often come at the expense of the most vulnerable members of our community. The Dream Center Project could potentially displace long-time residents, forcing them out of their homes and disrupting their lives. We must prioritize the well-being and livelihoods of our neighbors, ensuring that they can continue to call this community home.
- ④ **Unsustainable Growth:** While development can be positive and necessary for progress, it must be done responsibly. The Dream Center Project seems to prioritize financial gains over the long-term sustainability of our community. We should encourage developments that align with our community's needs and values, rather than blindly accepting projects that may ultimately harm our quality of life.

Let's come together as a united front to protect our community's identity! We have the power to make our voices heard and influence the decision-making process. Reach out to your local representatives, attend community meetings, and engage in conversations with your neighbors to spread awareness about the potential negative impact of the Dream Center Project. Together, we can preserve the unique character of our neighborhood and ensure a brighter future for all.



Sincerely, from Miguel topete & Ishmel Topete

Sent from my iPhone

### Confidentiality Disclaimer

This email is confidential and intended solely for the use of the individual(s) to whom it is addressed. The information contained in this message may be privileged and confidential and protected from disclosure.



**From:** Ed Masters <[egmasters@verizon.net](mailto:egmasters@verizon.net)>

**Sent:** Tuesday, March 19, 2024 8:48 PM

**To:** City Hall <[cityhall@lake-elsinore.org](mailto:cityhall@lake-elsinore.org)>

**Cc:** [brett@dreamcenterle.org](mailto:brett@dreamcenterle.org)

**Subject:** [External]Support/Collaborate with Dream Center Lake Elsinore "Ambassador Hotel" Reno. Project

**Message from external sender. Use Caution.**

To Whom this may concern – Lake Elsinore City Council,

My wife and I were residents of Lake Elsinore from 1991 to 2006. (Before our marriage, Carol actually lived in the city on two different occasions from late 1970's, when she was a first time home buyer and active member of the local Sky Diving community).

Of course, we've got a strong bias in writing this letter - Brett Masters is our Son. His wife Aubrey, is our beloved Daughter in Law. After graduating with honors from UCSD, Brett spent ten years building a financial planning business, here in Riverside and San Diego Counties. He and Aubrey could have chosen to live most anywhere in Southwest Riverside County. We were a little surprised when they decided to plant themselves here in the Lake Elsinore area, (now Wildomar) and devote themselves 100% to their vision for **Dream Center Lake Elsinore**. Their intent was and is to make a significant and lasting contribution to your vision, your "dream", of renewal and progress, for the City Lake Elsinore.

Dream Center Lake Elsinore has now established a well documented, ten year track record of value-contribution to the community. (Their Annual Reports are readily available, as you know). The downtown brick and mortar investments at the corner of Peck and Main Street are just the most visible display of their stable and value driving presence. The property investments are built on a foundation of thousands of less visible volunteer hours, *offered weekly*, with a spirit of positivity and hope through action. The presence of this special group of enthusiastic, positive, hopeful folks is a gift to your city.

Their contributions should right now be a source of differentiation and civic pride. DCLE is in no way *the out-of-towner, fast-talking, "traveling salvation show"* (hello Neil Diamond), being negatively portrayed by some. In fact, DCLE is a local couple, local church inspiration bringing real solutions to real people and real problems that most small cities wish would just go away. Of course, they won't go away and "hoping is not a strategy".

Anyone paying attention to the trajectory of economic and social pressures coming our way, in California, and particularly threatening smaller municipalities like Lake Elsinore - will recognize the value if not the necessity for the organized and ever-present professional resource that is Dream Center Lake Elsinore. DCLE has in fact, and quite fortuitously, given your "Extreme Dream" a unique, "early-in advantage" that other municipalities may want to adopt and end up thanking you for later.

This ten year collaboration between the city and DCLE, is positioned to address and lift burdens now destabilizing many other communities, large and small, throughout the state. Why would you not want to expand and encourage their efforts? What are the negative impacts you currently are experiencing after these many years of engagement? I've heard no one recount any negative impacts, only

positive. In fact, you the City have recognized and positively awarded them on several occasions. Thank you!

The Ambassador Hotel project is admittedly a bold stretch forward. But Dream Center Lake Elsinore, with their growing cast of financial and professional supporters, has done the creative and entrepreneurial leg-work necessary, on this site improvement idea. Their vision will only enhance the positive environment you are currently building out, on Main Street.

Consider once again these positive elements of the proposed Ambassador Hotel renovation project:

1. The redemption and repurposing of a remarkable historic landmark.
2. The first level of the project, facing out to Main Street, will be a for-profit, tax-paying diner and gift shop, with off street parking - a wonderful additional downtown attraction.
3. The Dream Center visitors and client services entrance would not face Main Street or E. Prospect Street but rather be located on the off-street south and west sides of the building with direct access to second floor and upper floors from those entrances only.
4. Dream Center parking would be limited and highly controlled, again, separate and distinct from the for-profit enterprise up front.
5. The second floor and upper levels of the building will be first class, professionally managed, life-transformation services benefiting qualified applicants already resident in The City of Lake Elsinore, Wildomar, Lakeland Village and immediate surroundings, in the county.
6. The understandable initial negative imaginations about the project: increasing vagrancy, tent cities, trash and trashed vehicles littering the streets, increase drug and gang activities . . . all concerns are easily assuaged by simply walking to the other end of town to see what's currently going on, day in and day out, for years now, at Dream Center HQ.
7. With the Ambassador Hotel reno project anchoring the south end of Main Street, (requiring little if any out-of-pocket costs to the city), and a complimentary project at the other end of Main Street,( the soon to open La Taza Coffee Shop, again completely funded with little or no tax-payer costs) – the City of Lake Elsinore can conceivable gain time, creative energy and dollar advantages which then could be devoted to other worthy endeavors. Think of the worthy “front door improvement projects” you might conjure up, on Main at the I-15 Freeway entrance to your city . . .

Yes, this all began with one man's dream. Now, just a few years later, you have many impressive examples of what that one committed citizen joined with an ever-growing community of volunteers and contributors, has been able to accomplish. Celebrate it! And keep building. You may be on a leading edge of inspiration for many more city dreamers to follow, throughout our region.

Dr. Phil, in his latest book, “We’ve Got Issues”, wrote - *“quoting Sam Rayburn, the long-serving Speaker of the House and proud Texan, used to say: “Any jackass can kick down a barn, but it takes a carpenter to build one.”* We all want more carpenters and builders to join forces with us in our communities, don't we. That's exactly what you've stumbled onto with Brett and Aubrey Masters and The Dream Center Lake Elsinore. We encourage you to exploit this opportunity heartily. By the way, they won't mind if later, you get all the credit.

Thank you for your kind attention.

Sincerely,

Ed and Carol Masters,  
Dream Center, financial supporters