

The **AMBASSADOR** *Project*

OVERVIEW

Part 2



RECAP OF JANUARY 16TH

Recap From Last Meeting on 1/16/24

- ▶ Offered an overview of WHO WE ARE...
 - ▶ Volunteer driven organization that exists to meet needs in our community
 - ▶ Invested over \$10,000,000 in 9+ years
 - ▶ Supported by the DCN bringing over 30 years of measurable success
- ▶ Highlighted the uniquely special AMBASSADOR HISTORY...
 - ▶ Originally a 2 story Victorian, built in 1887 by our City's founder, Franklin H. Heald
 - ▶ Remodeled and modernized in 1947 adding/inserting two floors, removing tower
 - ▶ Closed and boarded up in 1992 falling into disrepair
 - ▶ Painted and cleaned-up by local churches in 2015
- ▶ Shared our vision for RESTORING & REBUILDING...
 - ▶ Restoring a historic property to be used for rebuilding lives that will revitalize our City - IMAGINE the Potential!



Recap From Last Meeting on 1/16/24

- ▶ Gave a *high-level* PROGRAM OVERVIEW...
 - ▶ 1-3 year residential program designed to support men and women on a pathway from dependency toward self-sufficiency
 - ▶ A highly structured educational process designed for life transformation
- ▶ Addressed a variety of QUESTIONS and concerns...
 - ▶ “What type of people will be in our program?” (vetting process, high commitment level)
 - ▶ “What happens to those who don’t succeed in our program?” (new tools, relationships, hope)
 - ▶ “What is this *Night Watch* idea all about?” - (ie.- neighborhood watch)
 - ▶ “Why downtown? How will this affect the downtown economy? Who will be drawn here?”
 - ▶ “What will the commercial aspects be that are offered to the community?”





WHY DOWNTOWN?

Fulfilling our Mission to Restore & Rebuild the People & Property of LE

► Dream Center's RESIDENTIAL PROPERTY Objectives:

1. Meet or exceed the necessary *CAPACITY* to address needs in the target area
2. Secure a property located in *PROXIMITY* to the greatest need
3. Restore a *HISTORIC* building as a symbol of our commitment to Lake Elsinore
4. Implement our vision with a *COLLABORATIVE* effort from the local community
5. Exercise good *STEWARDSHIP* of donated resources



Building Foundations for Lasting Health, Success, and Vibrancy

- ▶ The aim of Dream Center's Residential training program is to uplift and empower PEOPLE who have been marginalized, kept down in society, shut out of opportunity
 - ▶ Gender, race, poverty, broken or fatherless homes, generational dysfunction, etc.
- ▶ Many in our community who have and continue to suffer—greatest form of poverty is isolation—and most of the time, hurting people in our community feel alone
 - ▶ People who feel unseen and overlooked deserve a chance at a life marked by dignity, favor, opportunity, etc.



Building Foundations for Lasting Health, Success, and Vibrancy (cont.)

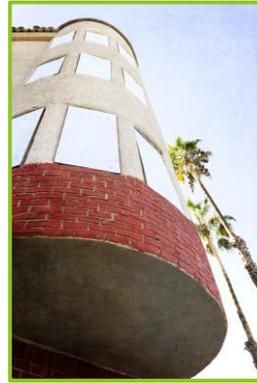
- ▶ Often, programs designed to help, move hurting people further into the margins—that's just not the Dream Center way.
 - ▶ We are firm believers that every person possesses inherent value and great potential
 - ▶ It is vital that our program participants feel that value, we want them to be proud of their home and neighborhood, to be a vital part of something bigger than themselves
 - ▶ I.e.- healing happens in healthy, vibrant community—our program is designed to bring people out of the shadows and into the light of that type of uplifting community



Downtown Educational Center with Residential Quarters (cont.)

- ▶ The Ambassador location on Main Street reinforces Student perception of self, community, and service
 - ▶ An industrial/welfare location would create a perception of being part of an outcast member of society and the continued need of welfare subsistence
 - ▶ Our Ambassador Training Center Campus with residential living gives students a sense of worth and value
 - ▶ Becoming part of a thriving community with support, accountability, and resources to grow
 - ▶ Serving through volunteer hours in the community where they live
 - ▶ Forming life-long habits for success and dignity that passes from one generation to the next
 - ▶ Calling every participant to be a contributing civic member





ADDING VALUE TO HISTORIC DOWNTOWN

Significant Investment in Property Restoration

- ▶ Multi-million-dollar construction project
- ▶ Removes a long-standing eyesore and radically transform the overall attractiveness & safety of the south-end of Main Street and Park
- ▶ Stimulates appreciation of Real Estate values for property owners in the area
- ▶ Historic redemption that highlights the unique story of our downtown and provides a draw for people from around the country (mural)



The **AMBASSADOR** *Project*

The 50's Diner... Vibrant, Active, Engaging

- ▶ Classic menu items offered for Breakfast, Lunch, & Dinner 6 days a week
- ▶ Employment Opportunities for our upper-classmen and graduates
- ▶ 1st Year Residents to have a separate dining area
- ▶ Potential for outdoor patio dining spaces
- ▶ Walkable access right off Main Street
- ▶ Period applicable décor that is fun and inviting



The AMBASSADOR *Project*

The Gift Shop... Charming, Fun, Memorable

- ▶ A host of unique LE “Swag” & memorabilia for sale highlighting the natural beauty, rich history, & thrilling action sports culture of our City
- ▶ Exclusive tours offered on TripAdvisor to be guided by a local resident expert
 - ▶ Ambassador Hotel tours
 - ▶ Historic DT Walking tours
 - ▶ Regional Bus tours
- ▶ Employment Opportunities for our upper-classmen and graduates
- ▶ Open regular business hours 6 days a week



The **AMBASSADOR** *Project*

Shared Spaces... Accessible & Convenient

- ▶ **Conference Rooms**
 - ▶ Reasonable cost to promote local enterprise
 - ▶ Catering services available
 - ▶ Wifi & multi-media access
- ▶ **Rooftop Event Venue**
 - ▶ Overlooking Historic DT, City Park, our beautiful Lake & mountains
- ▶ **Backyard Blacktop**
 - ▶ Basketball, Pickleball, other
- ▶ **Parking Lot**
 - ▶ Shared surplus parking
 - ▶ Space for Downtown events
- ▶ **Pool & Hot tub**
 - ▶ Swim days, lessons, water aerobics



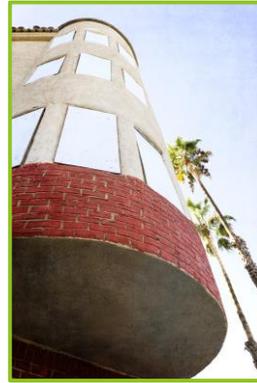
The **AMBASSADOR** *Project*

Potential Downtown IMPACT...

- ▶ Drastically improves the look and feel of South Main Street, likely resulting in increased Real Estate Values
- ▶ Introduces a powerful and collaborative solution to long-standing social problems (Directly supporting ~150+ people/year)
- ▶ Increases Dream Centers' volunteer efforts in the community
- ▶ Positive & diverse regional draw to our Historic Downtown district
 - ▶ 50's Diner (500/wk => 26,000/year)
 - ▶ Gift shop (50/wk => 2,600/year)
 - ▶ Tours (25/wk => 1,300/year)
 - ▶ Shared Spaces (est. 5,000/year)
- ▶ Regional/National draw on volunteers, leaders, donors (est. 2,500+/year)
- ▶ TOTAL NEW VISITS = 37,400+



The **AMBASSADOR** *Project*



IN SUMMARY

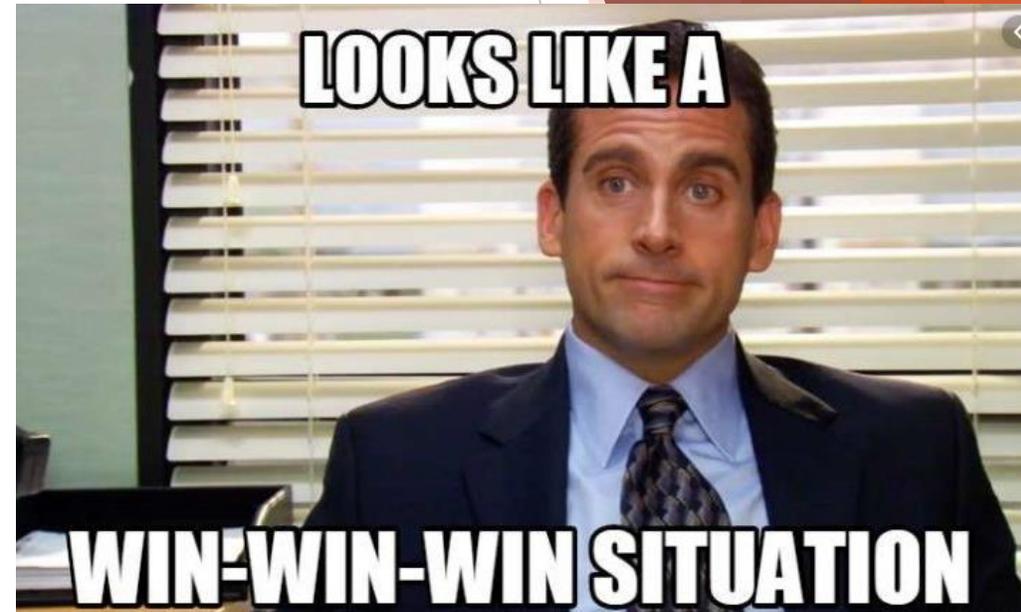
DCLE's Ambassador Training Center is a Winning Proposition...

- ▶ **DCLE** - gets the opportunity to fulfill their long-held dream of restoring this uniquely special property for the purpose of advancing their restorative mission
- ▶ **The City** - gains a helpful partner that is wholly committed to advancing their vision in the heart of our city... particularly in the areas of growing vibrant and active city for our residents (Aspiration #2) while deploying innovative, inclusive, and enduring solutions for long-standing and sticky problems (#4)
- ▶ **Stakeholders** - get a facelift to downtown and enjoy a correlated increase in asset value while gaining a variety of new public resources that add to the quality of life, draw of new visitors, and general pride of our beautiful downtown



DCLE's Ambassador Training Center is a Winning Proposition...

- ▶ **DCLE** - gets the opportunity to fulfill their long-held dream of restoring this uniquely special property for the purpose of advancing their restorative mission
- ▶ **The City** - gains a helpful partner that is wholly committed to advancing their vision in the heart of our city... particularly in the areas of growing vibrant and active city for our residents (Aspiration #2) while deploying innovative, inclusive, and enduring solutions for long-standing and sticky problems (#4)
- ▶ **Stakeholders** - get a facelift to downtown and enjoy a correlated increase in asset value while gaining a variety of new public resources that add to the quality of life, draw of new visitors, and general pride of our beautiful downtown



The **AMBASSADOR** *Project*



Thank you



The AMBASSADOR *Project*