



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!



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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



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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.



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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



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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



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ADDING VALUE TO HISTORIC DOWNTOWN

Significant Investment in Property Restoration

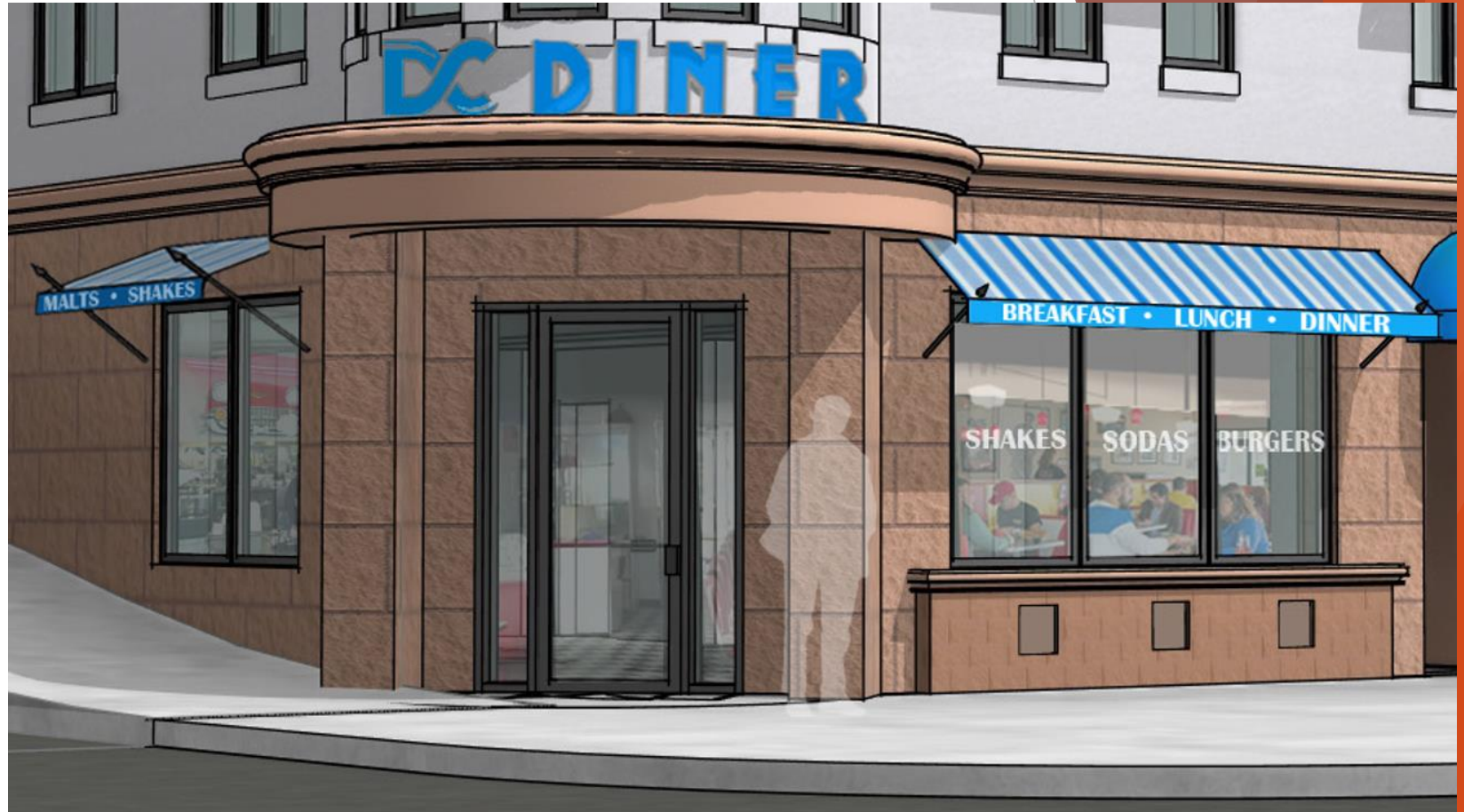
- ▶ Multi-million-dollar construction project
- ▶ Removes a long-standing eyesore and radically transform the overall attractiveness & safety of the south-end of Main Street and Park
- ▶ Stimulates appreciation of Real Estate values for property owners in the area
- ▶ Historic redemption that highlights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



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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



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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



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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



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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+



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IN SUMMARY

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

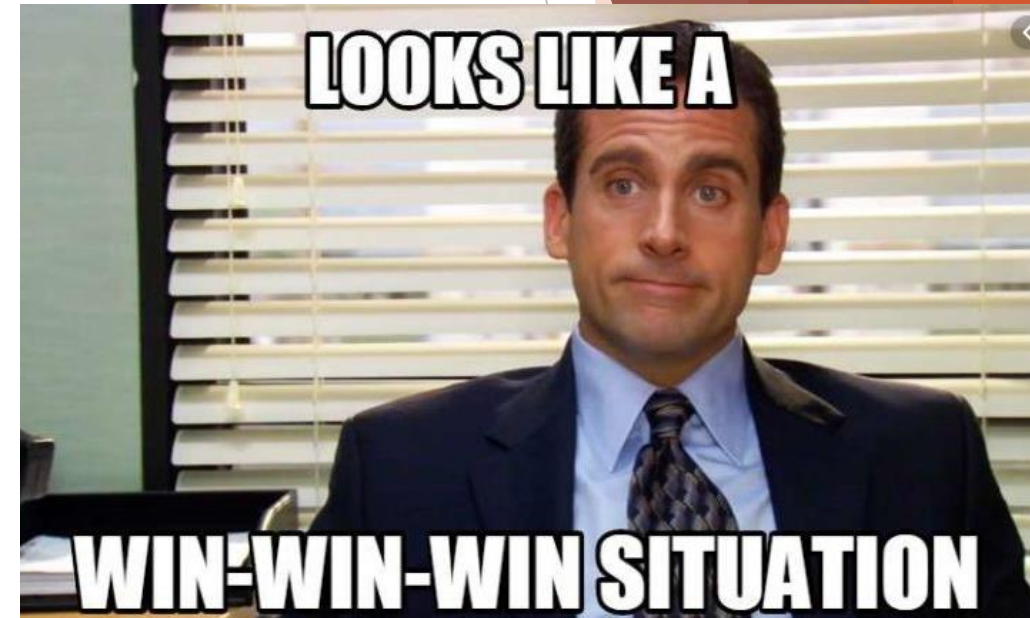
- ▶ **DCLE** - gets the opportunity to fulfill their long-held dream of restoring this uniquely special property for the purpose of advancing their restorative mission
- ▶ **The City** - gains a helpful partner that is wholly committed to advancing their vision in the heart of our city... particularly 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



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Thank you

