



## REPORT TO CITY COUNCIL

**To:** Honorable Mayor and Members of the City Council

**From:** Jason Simpson, City Manager

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

**Date:** April 22, 2025

**Subject:** Business in Action Monthly Spotlight – The Bobber on the Lake

### **Recommendation**

Recognize The Bobber on the Lake as the City of Lake Elsinore's Business in Action Monthly Spotlight for April 2025.

### **Background**

The City of Lake Elsinore's Business in Action Monthly Spotlight highlights outstanding local businesses that contribute to the community's economic growth, exceptional customer service, and community involvement. For the month of April 2025, the City is proud to recognize The Bobber on the Lake for its dedication in giving back to the Lake Elsinore community by not only offering mouthwatering barbeque and unique entertainment experiences around our beautiful lake, but also by actively supporting the area's economy and cultural vibrancy.

As a popular destination located on the lake at Launch Pointe, The Bobber on the Lake attracts visitors from both near and far, bringing foot traffic to local businesses and helping promote tourism. Beyond its economic impact, The Bobber on the Lake serves as a community hub, hosting events and engaging with local organizations, which fosters a sense of connection and pride among residents. The Bobber on the Lake, managed by owner John "JT" Alarcon, co-hosts the Annual Fishing Derby, Oktoberfest, singing competitions and local high school sports teams for their awards banquet/ceremony, caters for many City and Chamber of Commerce events, and manages JT's Rentals for our community's boating needs (e.g., pontoon boats, ski boats, jet skis, kayaks, and paddleboards).

The Bobber on the Lake through its contributions, strengthens the community while providing a welcoming space for both locals and visitors to enjoy and actively supports local events and initiatives.

**Discussion**

Beyond its core services, The Bobber on the Lake is deeply committed to the local community. The business frequently supports many City events, chamber events, local clubs, and youth sports, to name a few. Their commitment to quality, customer service, promoting tourism, and giving back exemplifies the values of a thriving local business.

By recognizing The Bobber on the Lake as the Business in Action Monthly Spotlight for April 2025, the City aims to celebrate their contributions and encourage other businesses to follow their example in supporting and enhancing the Lake Elsinore community.

**Fiscal Impact**

There is no fiscal impact associated with this recognition.

**Attachments**

None