

LAKE ELSINORE VALLEY CHAMBER OF COMMERCE

August 8, 2023

Good evening, Mayor Johnson, Mayor Pro-Tem Steve Manos, Councilmembers Bob Magee, Tim Sheridan & Brian Tisdale along with our City Manager Jason Simpson,

On behalf of the Lake Elsinore Valley Chamber of Commerce, Michele and I ask you to consider the economic impact of bringing hundreds of travel ball sports teams to our community to utilize the fields at Rosetta Canyon Sports Park as you consider the Triple Crown contract for management of those sports fields.

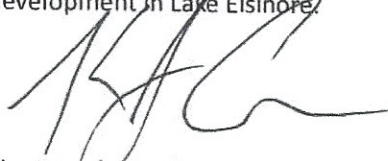
Allowing travel sports teams to come to Lake Elsinore and utilize one of our sports fields has been and continues to be an economic driver for restaurants and businesses not only on the Central/Highway 74 corridor, but throughout the entire City of Lake Elsinore. In addition to the already existing restaurants and businesses on the Central Avenue corridor, there is potential for additional eateries, grocers and other businesses surrounding the Rosetta Canyon community. These businesses will not only service visitors, but also our residents.

Additionally, as we attract sports teams from all over the country to visit and play in our beautiful city, everyone visiting will need a place to stay overnight. This creates the possibility to attract much needed motel and hotel accommodations in our community.

Our city is fortunate to have 23 beautiful parks throughout our community. Many of which are utilized for youth sports activities. As our city grows, more parks will be built and utilized for local youth sports teams. We believe from a Chamber of Commerce perspective that to have recreation, you must have commerce and commerce spurs economic development.

Rosetta Canyon Park and our relationship with Triple Crown Sports has spurred A LOT of development over the years and specifically led to the submittal of the recent applications by Jack in the Box and Human Bean. We have used this relationship and its visitor impact at ICSC to advance conversations on everything from grocers to sit down eateries to hotel room developments.

As President/CEO and Chairwoman of the Lake Elsinore Valley Chamber of Commerce board, we Sincerely ask you to move forward and approve this contract to help continue the economic development in Lake Elsinore.



Kim Joseph Cousins



Michele Munoz

132 West Graham Avenue • Lake Elsinore, CA 92530
(951) 245-8848 • Fax (951) 245-9127 • www.lakeelsinorechamber.com