



FOR IMMEDIATE RELEASE

THE BOBBER ON THE LAKE SELECTED AS CITY OF LAKE ELSINORE'S APRIL 2025 BUSINESS IN ACTION SPOTLIGHT



Lake Elsinore, CA – April 23, 2025 – The City of Lake Elsinore's Economic Development Department is excited to announce the "Bobber On The Lake" as the City's April 2025 Business in Action Spotlight, a program that is a part of the Department's Building Better Businesses (B3) program in partnership with the Lake Elsinore Chamber of Commerce.

The Bobber On The Lake, founded in June 2023, with John "JT" Alarcon and Lashel Trigg as the new owners established this family owned barbecue restaurant that provides fresh food and great service at an affordable price all with waterfront dining and provides entertainment such as live music, karaoke, and open mic events. JT and Lashel are residents of Lake Elsinore and wanted to create a place that families can come and enjoy a meal with their kids. A place to hang out with old friends and make new friends. The Bobber On The Lake has become a community gathering spot thanks to its loyal customers. This vibrant family-friendly restaurant has become a cornerstone of our lakefront dining and entertainment scene, known for their mouthwatering BBQ and a welcoming atmosphere. The Bobber On The Lake has earned an [impressive 4.8 rating on Google with over 600 reviews](#), ranking among the best in Riverside County. JT and Lashel also manages [JT's rentals](#) which rents all of the fun water sports activities from kayaks and paddleboards to jet skis and pontoon boats.

JT and Lashel's dedication to community is evident co-hosting the Annual Fishing Derby, Oktoberfest, and the innovative 'Elsinore Idol' singing competition. The Bobber On The Lake also supports local high school sports teams with awards ceremonies and JT and Lashel continue to give in Lake Elsinore and beyond. Their commitment to the Lake Elsinore community and giving back is truly inspiring and there is no doubt why the Bobber On The Lake was selected as this month's spotlight.

At the April 27th City Council meeting, Mayor Brian Tisdale thanked JT and Lashel for investing in the City of Lake Elsinore, creating a destination at the city's recently remodeled Launch Pointe resort and for all their efforts commitment and contributions to the Lake Elsinore community including their youth mentorship program and noted that the entire City Council recognizes them for their continuous community service going above and beyond each and every day. The owners of the Bobber on the Lake thanked Council and staff for assisting them in making this amazing community spot and noted that if it wasn't for everyone's assistance, they wouldn't have made. They continued that they feel a part of the Lake Elsinore community and have enjoyed the great journey.

For more information about the Bobber On The Lake, located at 32040 Riverside Drive in Lake Elsinore, CA please visit www.bobberonthelake.com. To view their Business in Action Spotlight video, please visit:

<https://lakeelsinorebusiness.com/business-resources/#business-in-action-spotlight>

The new "Businesses in Action Spotlight" program is a free business recognition initiative designed to showcase and celebrate the diverse range of local businesses and their significant contributions to the community and region.

The Businesses in Action Spotlight program will feature one local business each month that exemplifies excellence and commitment to enhancing the Lake Elsinore community. Each selected business will be honored for its efforts to go above and beyond in supporting and improving the area.

The selection process for the spotlight involves a monthly review by a committee, with nominations submitted by both businesses and community members. The chosen business will receive several forms of recognition, including:

- A brief presentation during a City Council meeting.
- Highlighting on the City's Economic Development website.
- A 30-second professional video production created by the Economic Development Department to be featured on the City's website and social media platforms and provided to the business for their promotional use.

This initiative is part of the Economic Development Department's B3 program (Building Better Businesses), which is in partnership with the Lake Elsinore Valley Chamber of Commerce. The Businesses in Action Spotlight Program highlights Lake Elsinore's business community's vibrancy and diversity, fosters local pride, and encourages business growth.



Nominations are encouraged to recognize businesses that contribute positively to the Lake Elsinore community. To submit a nomination or application, please visit www.DreamLE.org and click on "Business Resources."

For more information about the Businesses in Action Spotlight program or other business resources available in Lake Elsinore, please contact Gina Gonzalez, Director of Economic Development and Legislative Affairs, at ggonzalez@lake-elsinore.org or (951) 824-8926.