



YEAR IN REVIEW 2025

Building for the Future: A Year of Progress, Planning, and Discipline

2025 was a year of deliberate progress for the Soboba Economic Development Corporation (SEDC). The organization focused on strengthening governance, advancing strategic development projects, and laying the financial and legal groundwork necessary for long-term, sustainable growth.

While some initiatives moved quickly and others intentionally slowed, every action taken in 2025 supported a clear objective: protect sovereignty, strengthen financial health, and diversify revenue beyond gaming.

Board of Directors

Michael Castello
Chairman

Tatiana Diaz
Vice Chairwoman

Steven Nino
Secretary/Treasurer

Jennine Jordan
Director

Vacant
Director

Overview

The Soboba Economic Development Corporation (SEDC) is a Section 17 Corporation wholly owned by the Soboba Band of Luiseño Indians and was launched in 2015 to engage in any business and promote the economic development of the Soboba Band. The long-term goal is to generate revenue and jobs through businesses on or near the Soboba reservation, promoting Tribal economic self-sufficiency.

Our Enterprises

Roadrunner Express
SobobaRoadrunnerExpress.com

DrinkRIVR
DrinkRivr.com

Red Falcon Dispensary
<https://redfalcon.com/locations/#soboba>

Soboba Economic Development Corporation

23333 Soboba Rd.
San Jacinto, CA 92581
(951) 487-7744
www.Soboba-nsn.gov/SEDC

2025 HIGHLIGHTS AT A GLANCE

Strengthened Governance & Financial Oversight

- Approved and implemented the FY 2025 Consolidated Budget
- Launched and completed the FY 2026 budget process
- Completed a clean FY 2024 audit (zero findings)
- Reduced corporate debt through additional loan payments
- Approved NetSuite transition and renewal to modernize accounting

Advanced Strategic Development Projects

- Oak & Stone progressed through approval, design, and pre construction planning
- Red Falcon Dispensary advanced through planning, site design, and near-launch readiness
- Greenhouse Agriculture Project advanced grant strategy and environmental review
- Foreign Trade Zone (FTZ) concept introduced as a long-term diversification opportunity

Protected Sovereignty & Reduced Risk

- Conducted legal review of cannabis regulation frameworks
- Evaluated LLC structures to safeguard sovereign immunity
- Prioritized compliance, security, and regulatory clarity before expansion

SEDC opened 2025 by strengthening governance and financial foundations. The consolidated budget was approved, key policies were finalized, and operations at Roadrunner Express were enhanced with new gaming machines and facility improvements. Long-term planning advanced with review of the 2025–2029 Strategic Plan, while Oak & Stone development moved into detailed budget and design refinement. New diversification opportunities—including agriculture, towing services, and cannabis—were formally evaluated.



Spring marked major approvals and momentum. Oak & Stone Phase II was formally approved and advanced into design and procurement, with RFPs issued and permitting underway. Debt was reduced through additional loan payments, and accounting systems were modernized with NetSuite approval. Planning for the Red Falcon dispensary accelerated, including site design, funding analysis, and regulatory coordination. Agricultural and solar projects advanced through grant and environmental review stages.

During early summer, Oak & Stone entered pre-construction planning with contractor bidding and design alignment. Red Falcon progressed into operational readiness, with traffic, safety, and utility planning completed. The FY 2026 budget cycle launched, identifying Oak & Stone, Red Falcon, and agriculture as priority capital projects. A new Foreign Trade Zone concept was introduced to support long-term economic diversification.

The second half of the year shifted toward financial discipline and risk management. The FY 2026 budget process advanced through departmental reviews and Board oversight, while a clean 2024 audit reinforced improved financial controls. Project activity slowed intentionally to address legal, regulatory, and governance considerations—particularly related to cannabis operations and business structure.

The year closed with the FY 2026 budget approved by shareholders and projects positioned for execution in 2026. Red Falcon reached near-launch readiness, Oak & Stone remained aligned for future construction, and governance work continued to protect sovereignty and strengthen long-term stability. Together, these efforts positioned SEDC for responsible growth and sustainable progress in the year ahead.

LOOKING AHEAD TO 2026

With the groundwork laid in 2025, SEDC enters 2026 positioned to:

- Advance Oak & Stone toward construction
- Launch and stabilize Red Falcon
- Continue pursuit of agricultural and energy grants
- Finalize LLC and governance structures
- Explore new diversification opportunities with discipline and transparency

Thank You

Thank you to Tribal Leadership, Board Members, staff, and community members for your continued engagement and trust. Every step taken in 2025 was guided by a commitment to long-term prosperity, accountability, and respect for tribal sovereignty.

MISSION STATEMENT:

The Soboba Economic Development Corporation's mission is to diversify the Tribe's revenue source and ensure sustainability for the next seven generations and beyond.

VISION:

To become a self-reliant, self-sufficient, and sustainable economic driver for the Soboba Band of Luiseño Indians.