



# ALL-IN CLIENT FOCUS

*WE LOVE COLLABORATING WITH OUR CLIENTS.  
WE EXIST TO HELP THEM GROW.*

Our passionate team has been serving top brands and marketers for over 45 years. From traditional litho to display graphics, packaging to direct mail, we are one of Orange County's favorite printers...and we love to call Lake Forest home.

*To accelerate your brand's growth, give us a shout.*

**Westamerica**  
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mywestamerica.com | 949.462.3600  
26012 Atlantic Ocean Dr. Lake Forest, CA 92630

 **City Of Lake Forest**  
100 Civic Center Dr.  
Lake Forest, CA 92630

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LAKE FOREST, CA



# LAKE FOREST In Business

2023  
The Natural Choice for Business

## CITY APPROVES BUY-ONE-GET-ONE COMMUNITY GIFT CARDS

Lake Forest residents can now buy a community gift card and get a second card of the same value free, under a program approved by the City Council. The cards are redeemable at any local business that signs up to participate in the program.

The Community Gift Card Program is designed to help restaurants, hospitality businesses, and other local businesses rebound from the COVID-19 pandemic. Residents can buy a card for \$25, \$50, or \$100 online and receive a second digital card of equal value. The cards can then be used at participating Lake Forest restaurants and local businesses. The Council allocated \$575,000 for the program, which will pay for the gift cards as well as for assistance in marketing the program by the Lake Forest Chamber of Commerce.

There are several reasons a local business may want to participate in the program, such as:

- Drive more business into your store
- Keep customers spending locally
- Cards can ONLY be used at participating merchants
- No special technology or administration is required to participate (Must accept Mastercard and be able to key in the transaction like a phone order)
- No back-office administration. Funds are automatically paid to you, via your usual Mastercard processor

There is no fee to participate. If you're a Lake Forest business that wants to register to participate in the program, follow these five simple steps:

- 1 **SIGN UP** by activating the sample card we will send to you via email or email tcampbell@hdlcompanies.com for assistance
- 2 **RUN THE "ACTIVATION CARD"** as a digital Mastercard on your POS to join
- 3 **ADVERTISE** the Community Gift Card by putting a link on your website to let customers know you are a participating merchant
- 4 **REDEEM GIFT CARDS** as customers come in with a Community Gift Card on their phone (or printer)
- 5 **GET PAID** as usual by your Mastercard bank. Mastercard will authorize the purchases

Similar programs have been produced in cities across California as a way to help businesses rebound from COVID-19 restrictions and their associated economic ripple effects. For more information or to sign up, visit [www.lakeforestca.gov/GiftCard](http://www.lakeforestca.gov/GiftCard).

## CITY APPROVES CATALYTIC CONVERTER THEFT DETERRENT PROGRAMS

The City is accepting applications from local automotive service businesses to participate in the City's Catalytic Converter Painting & Etching and Shield Programs.

The Council unanimously approved these programs to help residents protect their vehicles from catalytic converter theft. The program provides catalytic converter theft protection completely free or heavily discounted to Lake Forest residents. All work is to be performed by local Lake Forest businesses. Catalytic converters are targeted for thefts nationwide because they contain precious metals that fetch a high recycling value. In 2021, about 10 catalytic converters were reported stolen in Lake Forest each month.

Under the Painting & Etching Program, residents can take their high-target vehicle to a pre-approved shop to have their vehicle identification number etched on the converter for free. Business will then receive \$125 per vehicle that receives painting and etching service. The etching deters thieves because law enforcement can link a stolen converter back to the owner. Residents will also have the option of purchasing and having a local shop install a metal theft deterrent shield over their catalytic converter. Residents that opt for this Shield Program will receive a \$250 rebate on their purchase, so long as the shield is installed by a participating local business.

The Council, which already approved an ordinance requiring anyone in possession of catalytic converter to prove they acquired it legally, approved a \$59,000 budget for the anti-theft programs.

Visit [www.lakeforestca.gov/CatGrant](http://www.lakeforestca.gov/CatGrant) for more information.



## CONGRATULATIONS TO THE 2022 BEST OF ORANGE COUNTY LAKE FOREST WINNERS

**City Of Lake Forest  
Economic Development**  
100 Civic Center Dr.  
Lake Forest, CA 92630  
Phone (949) 461-3567  
[www.LakeForestBusiness.com](http://www.LakeForestBusiness.com)

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A Message From City Manager  
**DEBRA ROSE**

The City of Lake Forest is proud of its flourishing business community, and continues its proactive efforts to provide diverse support and resources that can meet its transforming needs. On October 4, 2022, the City Council approved the Lake Forest Community Gift Card Program ("CGCP") and two programs aimed at deterring catalytic converter theft from vehicles. Under the CGCP, the City will provide residents with a 50/50 financial incentive to purchase a community gift card that can only be used at local businesses that sign up to participate in the program. The CGCP is geared towards restaurants, hospitality businesses, and other businesses that may have been impacted by COVID-19. Any local restaurant or hospitality-based business is eligible to participate. Other types of local businesses may apply to participate in the program so long as they can certify to having been impacted by COVID-19.

The CGCP will provide approximately \$1 million in economic benefit to local businesses, with Lake Forest residents actively participating by visiting their favorite neighborhood restaurants, shops, and service providers. The program will be provided completely free to local businesses.

In addition to expanding its economic programming, the City has been growing its residential communities. In fact, since 2008, the population has increased by about 10,000 residents. The Meadows, Meadows - Senior Housing, Mountain View Apartment Community, and Portola Center - Senior Housing, are all under construction.

In November, the community celebrated El Toro Mailboxes 40-Year anniversary with a Ribbon Cutting celebration. The business is family owned and provides packing, shipping, and business service needs for the residents and businesses of the community. The Chamber of Commerce coordinated the event.

Be sure to visit the Economic Development website at lakeforestbusiness.com for the latest information on upcoming business events and resources available for Lake Forest businesses.

Wishing you a prosperous 2023.

*Debra Rose*  
—City Manager

## CITY NEWS

### BUSINESS IN THE NEWS

- Lucid Diagnostics Inc. chooses Lake Forest as the home of its new test center
- Assembly Bill 5 (or "AB5"), passed by the California State Legislature and signed into law by Governor Gavin Newsom, replaces existing standard for classifying workers
- The Advanced Clean Truck regulation requires truck manufacturers to transition to electric trucks beginning in 2024
- The City of Lake Forest welcomes Local Kitchens to the business community
- Chroma launches a high-power battery simulator to test battery-connected devices
- Pro Audio Technology (PRO) develops a slender inwall/ceiling speaker for installations where space is limited but performance is crucial

### RIBBON CUTTINGS

- Villas by Doctor Royo  
23232 La Vaca St., Lake Forest, CA 92630
- iBASEt  
26812 Vista Terrace, Lake Forest, CA 92630
- 3rd Place Coffee  
26741 Portola Pkwy. #1-A, Foothill Ranch, CA 92610
- Planet Fitness  
26682 Portola Pkwy, Foothill Ranch, CA 92610
- Pho So 1  
21771 Lake Forest Dr. #114, Lake Forest, CA 92630
- Visiting Angels  
20331 Lake Forest Dr. # C6, Lake Forest, CA 92630
- Row House  
41 Auto Center Dr. #105, Foothill Ranch, CA 92610
- El Toro Mailboxes  
23615 El Toro #X, Lake Forest, CA 92630
- Advantest  
26211 Enterprise Way, Lake Forest, CA 92630

REGISTER  
HERE



## STRATEGIC ECONOMIC INVESTMENT PROGRAM

Registering your contact information allows the City to keep your business updated regarding the Strategic Economic Investment Program ("SEIP") funds, grants, resources, events, and other information that is relevant to the Lake Forest business community.

To register your business contacts, scan the QR code below or visit <https://bit.ly/LFBusinessContacts2022>

## CITY OF LAKE FOREST



**WE'RE UPDATING OUR  
BUSINESS CONTACT LIST**



TO LEARN MORE ABOUT THE STRATEGIC ECONOMIC INVESTMENT PROGRAM ("SEIP") AND FIND OUT IF YOUR BUSINESS QUALIFIES TO RECEIVE FUNDING, PLEASE PROVIDE YOUR BUSINESS CONTACT INFORMATION BY SCANNING THE QR CODE.



LAKEFORESTBUSINESS.COM



+(949) 461-3567



ECONOMICDEVELOPMENT  
@LAKEFORESTCA.GOV

## NEW NEIGHBORHOODS

Over the last decade, the City has experienced significant population growth through the development of new neighborhoods. The new neighborhoods include a mix of single-family homes, multi-family condominiums, and family and senior affordable housing apartments. These new residents add to the city's consumer base and will shop, dine, and support local business.



Proximity to  
Transportation  
Services

Including 4 nearby  
airports (OC and LAX)  
and 2 major ports (Long  
Beach and Los Angeles)



83,233  
Total  
Daytime  
Population



85,858  
Total  
Population



Approximately  
5,000  
New Homes  
Since 2010



\$116,662  
Median  
Household  
Income



Regional Access

Proximity to  
Communities and Businesses  
in North and South  
Orange County,  
including Irvine, Mission Viejo,  
and coastal cities

Estimated 2024 Total Population: 92,181

### 1. EL PASEO DEVELOPMENT

- 147 Multi-Family Dwelling Units

### 2. CAMDEN SQUARE

- 72 Single-Family Residences

### 3. SERRANO SUMMIT

- 247 Single-Family Residences
- 290 Multi-Family Dwelling Units

### 4. TERESINA\*

- 85 Single-Family Residences

### 5. PORTOLA CENTER\*

- 617 Single-Family Residences
- 251 Multi-Family Dwelling Units
- 58 Senior Apartments

### 6. BAKER RANCH

- 1,258 Single-Family Residences
- 1,000 Multi-Family Dwelling Units

### 7. PARKSIDE

- 195 Single-Family Residences

### 8. ENCANTO

- 52 Single-Family Residences

### 9. THE MEADOWS\*

- 541 Single-Family Residences
- 65 Senior Apartments

### 10. MOUNTAIN VIEW\*

- 71 Apartment Units \*Project under construction

