

# LAKE FOREST CHAMBER OF COMMERCE



The Lake Forest Chamber of Commerce works in conjunction with the City's Economic Development Department to provide resources and events to help grow your business. We believe in building relationships through business development and community relations. We form an environment where the business climate is one of vitality, energy, and sustainability.

The Chamber strives to create a flourishing business environment in which businesses prosper and thrive. We host several networking mixers and signature events throughout the year to meet other business owners, City Officials, and community members.

There are business education opportunities such as our annual Secrets and Strategies for Business and social media workshops. Participation leads to exposure and exposure leads to more business connections. We look forward to meeting you at our next Chamber event!

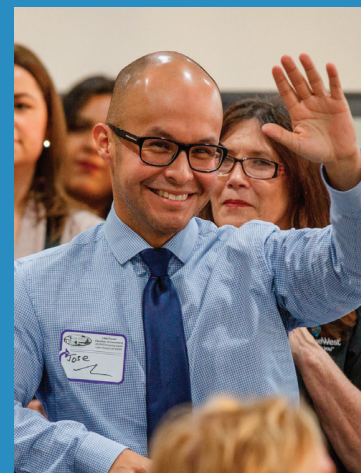
## TOP TEN REASONS TO JOIN THE CHAMBER:

- Membership Adds Credibility to Your Business
- Increase Your Visibility in the Community
- Create Networking Opportunities
- Chamber-City Partnership
- Develop Business Connections
- Business Ribbon Cuttings
- Social Media Exposure
- Chamber Events & Programs
- Business Promotion & Publicity
- Discover Lake Forest Program

## "BUILDING BUSINESS AND SUPPORTING THE COMMUNITY" LAKE FOREST CHAMBER OF COMMERCE

26239 ENTERPRISE COURT | LAKE FOREST, CA 92630 | 949-583-9639

SIGN UP FOR OUR NEWSLETTER! [LAKEFORESTCACHAMBER.COM](http://LAKEFORESTCACHAMBER.COM)



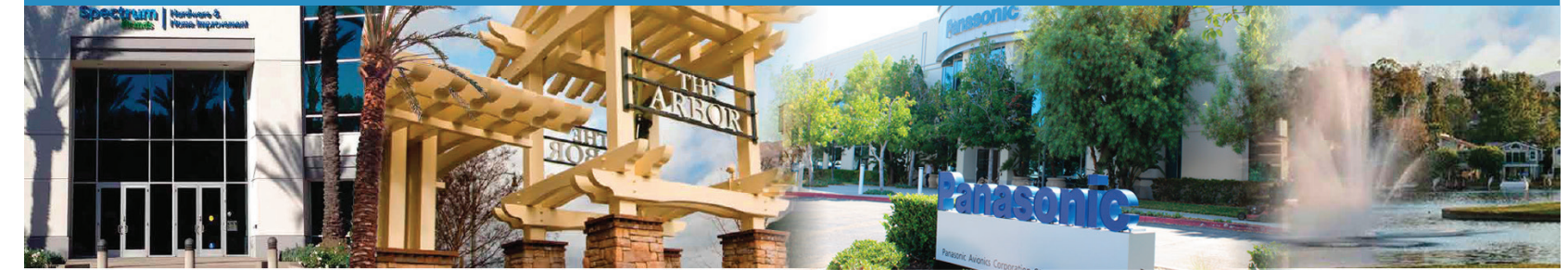
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Lake Forest, CA 92630

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# Lake Forest In Business

The Natural Choice for Business

SPRING  
2019



## SHOP & DINE LAKE FOREST – SUPPORT YOUR LOCAL ECONOMY

The 2018 Shop & Dine Lake Forest program extended its week-long celebration of Lake Forest-based businesses to a month-long celebration in September. This year marked the eighth annual Shop & Dine Lake Forest Program, celebrating the diversity of Lake Forest businesses. Over 300 Lake Forest businesses participated in the 2018 Shop & Dine Lake Forest Month Coupon Booklet, which was mailed to approximately 31,000 Lake Forest addresses. The Taste of Lake Forest featured more than 20 restaurants, and tasters were able to vote for their favorite Lake Forest eateries. The top restaurants were Tito's Build Your Own Burrito Bar (back-to-back 1st place winner), Mamón Hillside Eatery, and Lucille's Smokehouse BBQ. Urban Grill & Wine Bar won the "Best New Entry" award. In addition to the unforgettable food, these events featured top entertainment including motorcycle demos by Kawasaki and fabulous prizes donated by the City's fantastic businesses.

Shop & Dine Lake Forest doesn't end after the month long celebration of local businesses - there's an app for that! Users now have access to great deals and discounts 24 hours a day, 7 days a week. Search "Shop & Dine Lake Forest" in your Apple or Google Play store to download the free mobile app. Business owners can update and change their offer as frequently as they desire. Businesses interested in learning more about the mobile app should contact staff at: [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov).

Shopping and dining in Lake Forest keeps our dollars in the community. This supports and creates local jobs and generates sales tax dollars that fund City services such as public safety, recreation programs and events, and neighborhood improvements. Help support your local economy and Shop & Dine Lake Forest!

## THE SECRET TO BUSINESS IN LAKE FOREST IS REVEALED



## FREE MOBILE ADVERTISING FOR YOUR BUSINESS

You've seen the Shop & Dine Lake Forest banners along the street, promotions on social media, maybe you've even attended community events; but did you know that there are already over 250 participating local businesses on the city's official Shop & Dine mobile app?

As a registered Lake Forest business, you now have access to free mobile advertising that reaches thousands of local residents and consumers.

Local businesses are encouraged to take advantage of this free service to tell their unique stories and share with their neighbors all that they have to offer. Show the community who you really are and what you do best. The Shop & Dine Lake Forest app is designed to explore, discover, experience, and help your business grow, make a difference, and be successful.

For additional information and service requests, contact Dave Wong at [dave.wong@cty611.com](mailto:dave.wong@cty611.com).



CITY OF LAKE FOREST  
ECONOMIC DEVELOPMENT  
25550 COMMERCENTRE DRIVE, SUITE 100  
LAKE FOREST, CA 92630  
PHONE (949) 461-3567 FAX (949) 461-3577  
[WWW.LAKEFORESTBUSINESS.COM](http://WWW.LAKEFORESTBUSINESS.COM)

## AT A GLANCE

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## 2018 Taste of Lake Forest Winners



FIRST PLACE:  
TITO'S  
Build Your Own Burrito Bar  
(back-to-back)



SECOND PLACE:  
MAMÓN  
Hillside Eatery



THIRD PLACE:  
LUCILLE'S  
Smoke House BBQ



BEST NEW ENTRY:  
URBAN GRILL  
& Wine Bar



## CITY MANAGER'S MESSAGE

### LAKE FOREST, THE NATURAL CHOICE FOR BUSINESS

2018 was an exciting year for Lake Forest, filled with new neighborhoods, construction of the Civic Center, hotels and businesses, and paying off the last of the City's debt. LandSea Homes at IronRidge held the grand opening of The Ridge, a recreation center featuring a resort-style beach entry pool, spa and splash pad, an expansive event lawn, and multiple playgrounds. The master-planned community off Glen Ranch Road will consist of six distinct neighborhoods, the City's 31st park, second dog park, and community center.

Construction of the Lake Forest Civic Center, the City's "100 Year Home," is underway. The Civic Center campus will feature several community amenities, including a Community Center, Senior Center, Council Chamber/Performing Arts Center. City Council unanimously approved 22 construction contracts for the Civic Center and, in August, construction crews began pouring concrete pads for the Performing Arts Center and the Community Center. In January, City officials watched as the last piece of steel was hoisted into place. The Civic Center is scheduled to open this Fall.

Visitors and business travelers to Lake Forest will soon have access to an even wider selection of hotels and suites that offer something for everybody. Three hotels are under construction, adding over 240,000 sq. ft. and 422 rooms to the City's hotel inventory. The new hotels are near Lake Forest Drive and Rockfield Boulevard. In addition to three new hotels, the City also is welcoming three new employers: Hoag Health, At Home, and Sprouts. Hoag Health Center and At Home, a national home decor and furnishings store, are coming to the Foothill Ranch Towne Centre. Sprouts, a full-service, 29,000 sq. ft. grocery store featuring natural and organic products, will open in the Hunter Court Shopping Center off El Toro Road and Rockfield Boulevard.

In December, the City officially became debt-free. Lake Forest was already just one of eight cities in the California Public Retirement System (CalPERS) with no pension liabilities. By paying off its last \$7 million bond, Lake Forest became the largest CalPERS City in the state with zero debt. December was the earliest the City could retire its only outstanding bonds, which paid for the extension of Alton Parkway.

Be sure to visit the Economic Development website at [lakeforestbusiness.com](http://lakeforestbusiness.com) for the latest information on upcoming business events and resources available for Lake Forest companies.

WISHING YOU A PROSPEROUS 2019.

*Debra Rose*  
– City Manager

## CITY NEWS

### BUSINESSES IN THE NEWS:

- **Fujitsu** Launches New Developments in Biometric Customer Authentication
- **iBASEt** Listed as a Notable Vendor in Gartner Report, Establishes European Headquarters in France, Introduces 'Cloud Ready' Digital manufacturing Solution
- **Compete** Sends Over 100 Athletes to College Sports Programs
- **Toshiba** Recycles Record Amount of E-Waste, Oversees Print Needs for UFC®
- **Cox Communications** Showcases Senior Smart Home
- **Ytel Tech** Session Showcases the Future of User Experience
- **TC Prop Salon** Celebrates Two Years of Success
- **Eagle Community Credit Union** Presents \$16,000 in Scholarships
- **Baker Ranch Community** to Host Inaugural 5K Run/Walk
- **SeneGence** Launches New Hair Care
- **Cryptozoic, Viz Media, & Quidd** Announces Partnership to Create Digital Collectibles

### RECENT RIBBON CUTTINGS:

- **Planet Fitness** – 26682 Portola Parkway
- **Gold & Blue Veterinary Wellness** – 20780 Lake Forest Drive
- **Top Notch Fitness** – 23788 Mercury Road
- **Board and Brush** – 25432 Trabuco Road
- **786 Wireless** – 26761 Portola Parkway
- **Ytel** – 94 Icon
- **Landsea Homes** – 28310 Glenn Ranch Road
- **HV Pharmacy** – 22641 Lake Forest Drive
- **McDonald's** – 26692 Portola Parkway
- **F45 Training** – 27835 Santa Margarita Parkway
- **iTAN Sun Spray Spa** – 23628 El Toro Road, Suite 4c



## COMPANY PROFILE



Spectrum Specialties & Awards  
**SS&A**  
Spectrum-Specialties.com  
Apparel • Promos • Events

### SPECTRUM SPECIALTIES & AWARDS: BRANDING IS OUR BUSINESS!

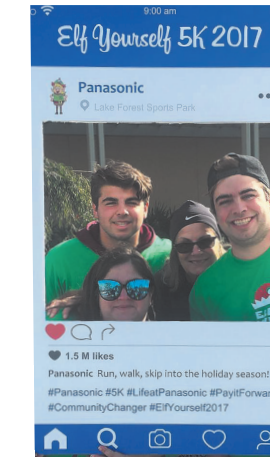
Whether you want to attract visitors to your exhibition booth, impress new customers, reward your top performers, or incentivize sales, promotional products and branded apparel deliver exceptional results. SS&A offers a selection of great value advertising specialties without compromising on price and service.

We are here to help. So, if you need any assistance choosing the perfect promotional item for your marketing campaign, please do not hesitate to contact us.

We have three generations of family working at SS&A. We also are the home of the Lake Forest Chamber of Commerce.

### WHAT MAKES US STAND OUT:

- Target marketing
- Branding & Brand reinforcement
- Artworks services & design are FREE with all orders
- Fulfillment services- We can store, pick, pack, & ship for you!
- Stunning Showroom with samples on display



### LET US HELP YOU, CREATE A LASTING IMPRESSION!

26239 ENTERPRISE COURT | LAKE FOREST, CA 92630 | 949-770-1133  
SPECTRUM-SPECIALTIES.COM

## PROJECT UPDATES

### CIVIC CENTER UPDATE – NEW MILESTONES

Progress at the Civic Center continues as the City reaches new milestones in the construction of the City's "100 Year Home". In April, the City Council approved 22 contracts that represent the bulk of the work to finish construction of the Civic Center. In August, construction crews began pouring concrete pads for the Performing Arts and Community Centers.

The Civic Center will feature public facilities that address several community needs including a Community Center,

Senior Center, Council Chambers/Performing Arts Venue, rentable meeting space, and City Hall. It will be on a 12-acre site in the vicinity of Commercentre Drive and Civic Center Drive, alongside the future Serrano Summit housing development. The Civic Center is expected to open in the Fall of this year.

For more information on the Civic Center, and to track its progress, visit: [lakeforestca.gov/civiccenter](http://lakeforestca.gov/civiccenter).



Rendering of the future Lake Forest Civic Center

### NEW BUSINESSES

Supporting the creation of new local businesses or providing technical assistance to new businesses is an important function of a local economic development program. Among the many businesses that chose to make Lake Forest home in the past year are Hoag Health Center, At Home décor and furnishings, and Sprouts Farmer's Market.



### NEW HOTELS

Visitors and business travelers to Lake Forest have access to a wide selection of hotels and suites. Whether you're on a business trip, a relaxing getaway, or a family outing, there are countless amenities and competitive prices in Lake Forest. The Lake Forest Hotel Guide, which showcases the various amenities of our current hotels, can be viewed online at: [lakeforestbusiness.com/hotels](http://lakeforestbusiness.com/hotels)

