

Project Updates:



Rendering of the future Lake Forest Civic Center

Civic Center

The City of Lake Forest is creating a new Civic Center, which will serve as the City's "100-Year Home". The Civic Center will feature public facilities that address several community needs including: a Community Center, Senior Center, Council Chambers/Performing Arts Venue, and Community Policing Center/Emergency Operations Center. It will be located on a 12-acre site in the vicinity of Commercentre Drive and Indian Ocean Drive, alongside the future Serrano Summit housing development.

The City Council approved the schematic design in September 2016, which visualizes the building floor plans, elevations, and three-dimensional renderings. Grading will take place in the coming months, with construction of the campus buildings anticipated to commence starting fall 2017. The completed Civic Center is slated for spring 2019. For more information on the Civic Center and to track its progress, visit lakeforestca.gov/civiccenter.



Encanto Model Home

Housing Developments

Housing development continues to progress throughout Lake Forest. Encanto, a new development on the corner of Alton Parkway and Commercentre Drive, will consist of 52 single-family homes ranging in size between 1,943 square feet and 2,454 square feet. The new community will feature three floor plans with two- and three-story configurations. Model homes are now open.

Toll Brothers new "Parkside" development features three single-family communities: Arlington, Madison, and Lexington. Each community will offer several large floor plans, with homes ranging in size from 2,500 square feet up to 3,700 square feet. In total, 195 homes will be constructed. The new development is located on Rancho Parkway South and Portola Parkway, directly across from the Lake Forest Sports Park and Recreation Center. Model homes opened to the public in March 2017.



Parkside Model Homes



City of Lake Forest
25550 Commercentre Drive
Lake Forest, CA 92630

PRSR STD
U.S. POSTAGE
PAID
PERMIT NO. 104
LAKE FOREST, CA

LAKE FOREST In Business

SPRING 2017

The Natural Choice for Business



2017 Shop & Dine Lake Forest Week – Marks 7th Anniversary!

The 2017 Shop & Dine Lake Forest Week is anticipated to be a great success with amazing deals and coupons from participating Lake Forest businesses. This year marks the seventh annual Shop & Dine Lake Forest Week celebrating the diversity of Lake Forest businesses. Business participation continues to grow each year. More than 400 Lake Forest businesses participated in the 2016 Shop & Dine Lake Forest Week Coupon Booklet, which was mailed to approximately 31,000 Lake Forest addresses this past October. 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 Dickey's Barbecue Pit, Peppino's Italian Restaurant, and Centro Collective, with Inka Mama's winning the "Best New Entry" award. In addition to the unforgettable food, these events featured top entertainment and fabulous prizes donated by the city's fantastic businesses.

The 2017 Shop & Dine Lake Forest Week promises more family fun, amazing deals, and the ability to access deals through the City's upcoming Shop & Dine Lake Forest app. All week, shoppers and diners will use their coupon booklets or app to find great deals and new favorite Lake Forest businesses! Businesses interested in signing up for the 2017 Shop & Dine Lake Forest Week should email economicdevelopment@lakeforestca.gov.

Through shopping and dining in Lake Forest, we are keeping our dollars within 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!



2016 Taste of Lake Forest Winners

See More on Page 5

FIRST PLACE:

Dickey's Barbecue



SECOND PLACE:

Peppino's Italian Family Restaurants



THIRD PLACE:

Centro Collective



BEST NEW ENTRY:

Inka Mama's



"Expedited Business Assistance Meetings" Company Expansions and Relocations in Lake Forest:

Lake Forest continues to be "the natural choice for business," as several top companies expanded or relocated their operations in Lake Forest this past year. Cox Communications completed its relocation to Lake Forest in 2016. Cox now occupies two buildings totaling more than 200,000 square feet and brought more than 200 jobs to the local community. Kawasaki Motors Corporation U.S.A. also relocated its Southern California operations to a 200,000 square foot building in the Foothill Ranch community of Lake Forest in summer 2016. Kawasaki's operations contribute approximately 300 jobs to the local workforce. Image Options, a longstanding Lake Forest company, expanded its operations to a 103,000 square foot building in Lake Forest; retaining more than 100 employees in the city.

"Frankly, the ease and efficiency of working with the City of Lake Forest far surpassed our expectations. Planning a 103,000 sq/ft state-of-the-art facility such as Image Options required many disciplines and services to work in a highly coordinated manner, for which we are very grateful to the City's Expedited Business Assistance Program."
— Tim Bennett, CEO of Image Options

Companies interested in expanding or relocating in Lake Forest can participate in the City's Expedited Business Assistance Program. This program streamlines a company's project by assisting companies with navigating the plan check and building permit review process. For more information on how the City can assist your business or to schedule a meeting, please contact Economic Development at economicdevelopment@lakeforestca.gov.



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

at a glance

Shop & Dine Lake Forest Week . . .	1	Taste Winners	4
City Manager's Message	2	Project Updates	5
City News	2	Business Assistance	6
Company Profiles	3		

City Manager's Message:

Lake Forest, The Natural Choice for Business



It has been my privilege to serve the community of Lake Forest for the past 17 years. As Interim City Manager, I am honored to have the opportunity to lead the organization and continue the City's exceptional quality of services, programs, and events.

As we venture into 2017, it's important to reflect on the many highlights and accomplishments of the past year. Most notably, the City celebrated its 25th anniversary, more than 160 businesses opened in the city, and several prominent companies relocated their Orange County operations to Lake Forest.

Lake Forest continued to grow and prosper in 2016, with significant progress made on new housing developments, continued low unemployment, and the creation and relocation of more than 160 businesses. Lake Forest was the fastest growing city in Orange County, with a population increase of nearly 4%; increasing the City's population to approximately 84,000 residents.

The City continues to be "The Natural Choice for Business" with several businesses expanding or relocating in Lake Forest over the past year. Notable expansions and relocations include Kawasaki Motors Corporation USA, Cox Communications, and Image Options. Read more on these company relocations on page 6.

Looking to the near future, many exciting projects are underway including the construction of the Lake Forest Civic Center, which will break ground in May 2017. The Civic Center will feature several community amenities including a Community Center, Senior Center, Council Chamber/Performing Arts Center, and more. Read more about the upcoming Civic Center in Project Updates on page 5.

The City will hold several business events in 2017, including the annual Secrets and Strategies to Business Success, Lake Forest Business Mixer, as well as several informative seminars. 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 companies.

Wishing you continued prosperity.

— Debra D. Rose
City Manager

City News

Upcoming Events:

- **Lake Forest Business Mixer**
Wednesday, June 7, 5:30 p.m. - 7:00 p.m.
Hilton Garden Inn
27082 Towne Centre Drive
Foothill Ranch, CA 92610

Businesses in the News:

- Kawasaki Signs Multi-Year Agreement with Citi Retail Services
- Oakley Official Eyewear and Goggle Brand of Big Bear Mountain Resort
- Del Taco Testing Mobile App
- Ytel Accepted Into Forbes Communications Council
- Trendzitions Celebrations 30 Years of Service
- Fujitsu Announces MRI Testing

Recent Ribbon Cuttings:

- Petlingo – 23600 Rockfield Boulevard, Suite. 2G
- The Performers Academy – 23721 Birtcher Drive
- The Pet Adoption Center – 24331 Muirlands Boulevard, Suites E & F
- Mountain Mike's Pizza – 22942 Ridge Route Drive
- McDonald's – 24511 Trabuco Road
- Oke Poke – 23646 Rockfield Boulevard
- Kawasaki Motors Corp. – 26972 Burbank
- MOD Pizza – 26722 Portola Parkway
- Lake Forest Modern Dental – 23642 Rockfield Boulevard
- Fresca's Mexican Grill – 22681 Lake Forest Drive
- Dunkin Donuts – 26722 Portola Parkway
- Dental Magic OC – 20025 Lake Forest Drive
- Burger Boss – 23642 Rockfield Boulevard
- Snow Heaven – 22367 El Toro Road

Lake Forest companies are encouraged to submit philanthropic efforts, notable recognitions, and celebrations to economicdevelopment@lakeforestca.gov

Company Profiles: 2016 Shop & Dine Lake Forest Week Diamond Sponsors

The City of Lake Forest extends its gratitude to the 2016 Shop & Dine Lake Forest Week Diamond Sponsors. This event would not have been possible without their generous contributions and support of the event. Here is a look at the Diamonds Sponsors that helped make the 2016 Shop & Dine Lake Forest Week a huge success!



Mercedes-Benz of Foothill Ranch

81 Auto Center Drive
Foothill Ranch
mbfoothill.com
(949) 273-4077

- Locally owned and operated Mercedes-Benz dealership
- Features a 45,000 square foot, state-of-the-art facility with a premium guest lounge, premier express services, children's area, and accessories boutique
- Offers hundreds of new and pre-owned Mercedes-Benz vehicles



The Goddard School for Early Childhood Development

20455 Alton Parkway
Lake Forest
goddardschool.com
(949) 393-1220

- Premier preschool that serves children from six weeks to six years old
- Offers a variety of full and half day programs for infants, toddlers, preschool, pre-k, kindergarten, and school age
- Features educational enrichment programs, including: baby sign language, yoga, music, and foreign languages

2016 Taste of Lake Forest Winner Profiles:

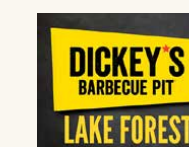
Held this past October, the fifth annual Taste of Lake Forest was attended by more than 3,000 people. The Taste of Lake Forest featured a variety of cuisine from 21 Lake Forest restaurants. Attendees voted for their favorite restaurants and awards were given to the first, second, and third place winners, along with a "Best New Entry" award to recognize an outstanding first-time participant.



FIRST PLACE WINNER:

Dickey's Barbecue Pit

- Food Style: Texas Barbecue
- First-time participant at the Taste of Lake Forest
- Located at the Lake Forest Gateway Center
- Brand new restaurant to the Lake Forest community – opened its doors in 2016



SECOND PLACE WINNER:

Peppino's Italian Family Restaurant

- Food Style: Italian
- Fifth time participating in the Taste of Lake Forest
- Features two locations in Lake Forest – one in the Lake Forest Gateway Center and one in the Foothill Ranch Towne Centre
- Peppino's has been serving Lake Forest residents for over 30 years.



THIRD PLACE WINNER:

Centro Collective

- Food Style: Mexican and Italian
- First time participant in the Taste of Lake Forest
- New restaurant – opened in 2017
- Features two side-by-side fast-casual restaurants: Centro Taqueria and Centro Pizzeria



BEST NEW ENTRY WINNER:

Inka Mama's

- Food Style: Peruvian
- First-time participant at the Taste of Lake Forest
- Four restaurants in Orange County, with the original location in Foothill Ranch
- Founded in 2001 by sisters, Angela Kisijara and Martha White

