

## SOUTHWEST LAKE FOREST NEIGHBORHOOD IMPROVEMENT PROJECT



In an ongoing effort to assess and meet the needs of residents and businesses, the City of Lake Forest conducts a satisfaction survey every two years. The 2021 survey, published in March 2021, categorized the City into four geographic areas. Of note, residents in Area 2 (Southwest Lake Forest) were less likely than their counterparts to rank their quality of life as excellent, in addition to citing problems related to parking, traffic, and noise among other concerns.

To further investigate the concerns of residents in Area 2, staff and the City's consultants conducted a community assessment of the area. Staff mailed a letter in English and Spanish to all addresses within the subject neighborhood. The letter informed stakeholders of the project's mission, underscored the importance of receiving neighborhood feedback, and included information on the three ways stakeholders could participate (online survey, door-to-door canvassing, or via the community pop-up event).

- **Two comprehensive community surveys were utilized:**  
One focused on residents and the other on business experiences. Both surveys explored an array of topics from public safety to communications. In total, the City received 12 surveys – 8 from residents and 4 from businesses.
- **Community interviews included door-to-door canvassing with a team of bilingual staff:**  
The team visited all residential and business stakeholders within the subject neighborhood. In total, 50 stakeholder interviews were conducted (31 resident, and 19 businesses interviews).
- **The pop-up event was hosted in the parkway between Cavanaugh Road and Packer Place:**  
The event welcomed representatives from the City of Lake Forest, Saddleback Church, Orange County Fire Authority, and Orange County Sheriff's Department. Approximately 40 residents visited the community pop-up and 21 residents provided comments.

Results of the community assessment were shared with the City's executive team and City Council. To date, staff has incorporated many of the recommendations received during the assessment process, and will continue to implement remedies to concerns raised in survey responses.



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# In Business

The Natural Choice for Business

# 2022



## STRATEGIC ECONOMIC INVESTMENT PROJECT

On February 15, 2022, the City Council approved the Strategic Economic Investment Project ("SEIP"). The SEIP assigns \$8,303,350 in economic support funds to three business types: restaurants, hotels, and other impacted industries. The City Council's intent in approving the SEIP is to help local business offset the economic damage caused by COVID-19 and related disruptions. The budget assignments for each business category and described below.

### EIP Spending Summary – Economic Support

Restaurant Recovery & Assistance	\$3,803,350	30%
Hotel Recovery & Assistance	\$2,500,000	20%
Other Impacted Industries	\$2,000,000	15%
<b>TOTAL</b>	<b>\$8,303,350</b>	<b>65%</b>

Over the next several months, the City will work to develop programs that provide economic support to businesses in each of the three categories. On June 21, 2022, the City Council approved a contract with a consultant to help the City develop programs that match the genuine needs of Lake Forest businesses. After the completion of a thorough outreach process to the business community, the consultant will propose economic support programs to the City Council for consideration.

For regular updates on SEIP, subscribe to the Lake Forest Economic Development monthly newsletter or follow us on social media by visiting [lakeforestbusiness.com](http://lakeforestbusiness.com).

## SORTING OUT FOOD WASTE LAWS

If your business handles food, you've probably heard the alphabet soup of laws regarding food waste: AB 1826, AB 827, SB 1383. It can leave the average person scratching their head, wondering what it all means for their business.

Here's a short guide to help sort it all out:

- AB 1826** **Mandatory Commercial Organics Recycling**  
Requires businesses and multi-family properties to separate food scraps and landscape waste from trash and recycle these materials.
- AB 827** **Mandatory Organics Recycling Bins**  
Requires food generating establishments where customers consume food on premises and bus their own tables, to provide separate food scraps, recyclables, and trash containers in front-of-house.
- SB 1383** **Mandatory Food Waste Reduction**  
Commercial and multi-family properties are required to set up a food scrap program, similar to AB 1826. In addition, large edible food generators are required to donate edible food to food recovery organizations.



You may set up a food scrap recycling program by contacting the City's waste hauler, CR&R, at [LakeForest-Recycles@crrmail.com](mailto:LakeForest-Recycles@crrmail.com). CR&R can assist with implementation and training. Food scrap recycling containers are offered at half the cost of trash service, so you may be able to comply with state law at no additional cost!

For more information, visit the city's website at [lakeforestca.gov/904/Commercial-Services](http://lakeforestca.gov/904/Commercial-Services).



## CONGRATULATIONS TO THE 2021 BEST OF ORANGE COUNTY LAKE FOREST WINNERS



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## CITY MANAGER'S MESSAGE

### Lake Forest, The Natural Choice for Business

The City of Lake Forest is a business-friendly city and paves the way for unique businesses, both commercial and home-based, to join the business community. In a challenging year brought upon us by the COVID-19 pandemic, the relationship between the City and Lake Forest businesses became increasingly valuable as we worked together to maximize opportunities for business assistance and reinforcement. As we move into the later half of 2022, the City remains committed to serving local businesses by providing business support and marketing services, administering resources from the City and local partners, and fostering dialogue among the Lake Forest business community.

The City continues to be a prime location for new businesses and developments. Construction of homes at Serrano Summit, near the Lake Forest Civic Center, is nearly complete. All model home complexes, the recreation center, and neighborhood parks are open to the public, and residents have moved into the early phases of each neighborhood. The City is excited to move forward with other developments, such as The Meadows Residential Community, a 541-unit single family neighborhood and The Mountain View Affordable Housing Community, a 71-unit apartment complex located in Southwest Lake Forest. Each development will bring new residents to the City and support Lake Forest businesses by growing its consumer base.

In the last year, the City has welcomed businesses of all sorts. The Lake Forest Economic Development Division and Lake Forest Chamber of Commerce celebrated grand openings and anniversary ribbon cutting celebrations with a variety of businesses: Graze Box, Dream Dinners, Pure Ride Cycles, Forest Multispecialty Walk-In Clinic, Advance Auto Parts, Marque Urgent Care, Freedom Village, and Seven Falls Spa.

The Economic Development Division is also revamping its website. The website offers information for businesses in Lake Forest, as well as business prospects considering opening up or expanding into the City. On the website, visitors can research available commercial space, review key demographics, obtain access to business resources, and learn about our community partners. The updates will showcase a new design and improved accessibility of the site's most popular features. The website will go live in October 2022.

On February 15, 2022, the City Council approved the Strategic Economic Investment Project ("SEIP"). The SEIP dedicates approximately \$8.3 million in grant funds for Lake Forest businesses that experienced negative economic impacts brought upon by the COVID-19 pandemic. The City recently hired a consultant to develop programs for affected businesses by Summer 2022. More information on SEIP is on the front page of this newsletter.

Be sure to visit the Economic Development website: [lakeforestbusiness.com](http://lakeforestbusiness.com), for the latest information on the SEIP, upcoming business events, and available resources from the City and its community partners.

Wishing you a prosperous 2022.

*Debra Rose*  
– City Manager

## CITY NEWS

### BUSINESSES IN THE NEWS:

- **Toshiba** reveals the new e-STUDIO 409S multifunction printer
- **Cox** introduces new feature that allows people with disabilities to control their TV with their eyes
- **Westamerica Communications** improves their product safety by utilizing antimicrobial coatings for their printed products
- **GS Draft System** is now the exclusive authorized dealer of QuickTap, the high-speed, high-volume portable beer dispensing system
- **Del Taco** launches 'Del Yeah' loyalty program
- **MatterHackers** wins contract with U.S. military worth \$5 million
- **Liquidmetal** forms strategic partnership with MacB Enterprise
- **Etnies** launches new collection of RAD footwear and apparel
- **Umma's K-BBQ** opens new Hawaiian-influenced Korean BBQ restaurant
- **Serrano** opens up new animal and bird hospital

### RECENT RIBBON CUTTINGS:

- **Graze Box** – 22762 Aspan St Ste 208
- **Dream Dinners** – 22369 El Toro Rd
- **Pure Ride Cycles** – 24844 Muirlands Blvd
- **Forest Multispecialty Walk-In Clinic** – 23653 El Toro Rd Ste. B
- **Advance Auto Parts** – 22671 Lake Forest Dr.
- **Marque Urgent Care** – 21771 Lake Forest Dr. Ste 109
- **Freedom Village** – 23442 El Toro Rd.
- **Seven Falls Spa** – 21751 Lake Forest Dr. Ste. 107

## LAKE FOREST COMPANY SPOTLIGHT

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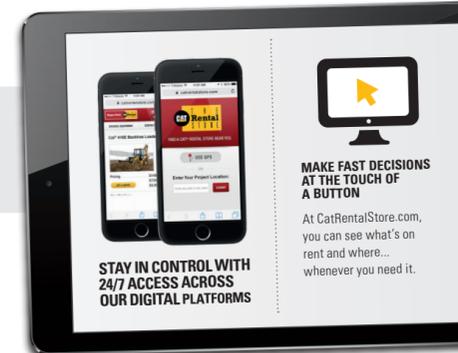
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## RENTING THE CIVIC CENTER



Envisioned as a focal point for residents, business representatives, and other members of the Lake Forest community, the Lake Forest Civic Center opened in December 2019. The four-building campus, known as the City's 100-year home, consists of a Community Center, Senior Center, Performing Arts Center/City Council Chamber, and City Hall. Throughout most of 2020 and parts of 2021, many campus facilities were closed during the Coronavirus pandemic. However, City Hall always remained open. The closures remained consistent with mandates brought down by the State of California and County of Orange. Once the restrictions were lifted, the City was pleased to fully reopen the Civic Center and welcome the public. Since the reopening, Economic Development staff organized numerous events for our business community. In the past year, the Civic Center hosted a business mixer, new business reception, social media seminar, and more.

In the last year, Lake Forest businesses have enjoyed the amenities offered by the Civic Center. Members of the business community have taken advantage of meeting rooms available for the public to rent. These spaces range in size and amenities appropriate for all types of meetings, with rooms starting at a capacity

of 10 personnel up to 32 personnel. In addition to meeting rooms, the Community Center has a banquet hall used for seminars, conferences, holiday parties, ceremonies, and even weddings. The banquet hall can fit up to four hundred and may be subdivided into three smaller spaces for events expecting less attendees. The meeting rooms and banquet hall feature state-of-the-art audio and visual equipment, with conference call and laptop connection capabilities, LCD or projector displays, ceiling speakers, and wireless internet availability. For events that include catering, a large kitchen is available that allows caterers to serve all day or multi-day events. Find out more and reserve a space by calling (949) 461-3451 or go to [lakeforestca.gov/978/facility-rentals](http://lakeforestca.gov/978/facility-rentals).

To date, the Community Center hosted over 160 events for Lake Forest businesses, residents, and members of the surrounding community. The Lake Forest Economic Development team will continue to host seminars, conferences, and mixers at the Civic Center to promote networking, education, and team building for our Lake Forest business community. If you would like your business to receive notification of these events, please submit a business registration form at [lakeforestbusiness.com](http://lakeforestbusiness.com).