

# Project Updates:

## Lake Forest Sports Park and Recreation Center

The City is building a new 86-acre sports park and recreation center northwest of the El Toro Road and Portola Parkway intersection. The project will include a number of active and passive recreation amenities including new ball fields, soccer fields, basketball courts, playgrounds, and other amenities. The final design process has been completed, and construction is well under way with an anticipated opening in the fall of 2014.



## New Roads for Lake Forest

The City recently completed the Alton Parkway Gap Closure, thereby linking Foothill Ranch to Irvine and the I-5 Freeway, enhancing traffic flow on Bake Parkway and closing a critical gap to the regional arterial highway circulation system. The City also completed construction on the Rancho Parkway Gap Closure Project in October 2012. This new road is a four lane divided roadway that closes an existing gap between Portola Parkway and the current terminus of Rancho Parkway south of Lake Forest Drive. A raised landscaped median was constructed as part of this project, and the new roadway will function as the main entrance to the City's master planned sports park and recreation center.

Maintaining and improving the conditions of public roads is a major goal for the City of Lake Forest. This past year, the City repaved and slurry sealed a number of arterial and residential roadways. Portions of Rockfield Boulevard and Lake Forest Drive were repaved, and residential areas of Portola Hills and commercial areas in Foothill Ranch were repaired and slurry sealed.

Additionally, this past year, the City completed a two-part project that upgraded 63 Lake Forest traffic signals with new timing plans based on traffic volumes collected as part of a comprehensive study. Timing plans were created to synchronize the signals on Bake Parkway, Lake Forest Drive, Trabuco Road, and Portola Parkway. The City is advancing a second project along El Toro Road from Santa Margarita Parkway to I-5 which will extend into the cities of Laguna Woods, Laguna Hills, and Laguna Beach. This will provide a seamless transition for our citizens as they move through South Orange County.



Alton Parkway Looking East.



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# LAKE FOREST In Business

FALL/WINTER 2013

The Natural Choice for Business



## Shop & Dine Lake Forest Week Celebrates Local Business with Huge Savings!

The 2013 Shop & Dine Lake Forest Week was a citywide success! Over 320 Lake Forest businesses provided amazing deals and coupons this past September. All deals were mailed to the entire community and advertised through radio commercials, street banners at major shopping centers, and print advertisements.

Shoppers and diners were out in full force supporting old and new favorite shopping and dining destinations! Over 2,700 people came out to support the Adventure Begins Kick-off event at The Orchard shopping center and the Taste of Lake Forest at the Foothill Ranch Towne Centre Food Festival. The community events featured entertainment, delicious cuisine, and prizes donated by Lake Forest businesses including the "Discover Lake Forest in a Year" prize basket containing 52 gift cards to Lake Forest restaurants and shops!

Even though Shop & Dine Lake Forest Week is over, hold on to your coupon booklet. Many of the deals extend through the end of the year or don't expire at all! By shopping and dining in Lake Forest, we're keeping our dollars in the community. In addition to supporting and creating local jobs, we're generating sales tax dollars, which fund City services such as public safety, recreational programs and activities, and improvements in Lake Forest neighborhoods. With your support, we're building a strong community and celebrating the diversity of businesses in Lake Forest.



## Broker's Corner: Elite Orange County Companies Choose Lake Forest – Business Activity Increases in Lake Forest in 2013

By Andrew Morrow, CBRE, Inc.

Overall, commercial real estate activity in Orange County increased in 2013, carrying momentum from recovery in 2012 across all market segments: Industrial, Office and Retail. Investment activity slowed in 2013 compared to 2012 but the market expects strong activity in the fourth quarter in 2014. We continue to see encouraging signs of stabilization and demand from local entrepreneurial companies and large corporations and investors in Orange County, specifically in Lake Forest.

DYNACAST, Segue Corporation, Hampton Products, Guthy Renker Fulfillment Services, Sanmina-SCI Corp, Panasonic, Alcon Research, Apria Healthcare, AC&A, BH North America, Intertek, ProTab Laboratories and Ellison Educational Equipment all completed lease renewals, new leases and expanded in Lake Forest in 2012 and 2013. By relocating to or keeping and expanding their businesses in Lake Forest, this elite group of Orange County companies illustrate how the business friendly environment, dynamic work force and quality and affordable real estate found in Lake Forest allow their businesses to grow and flourish.

Three large R&D buildings on Enterprise Court, totaling 188,000 square feet, traded in investment sales in June and Applied Medical purchased over 100,000 square feet on Windrow last year. This activity from large users and investors helped solidify standing market availabilities and affirmed Lake Forest as an ideal market to invest in.

The Industrial markets continue to experience high demand, especially buildings under 20,000 square feet. Limited vacancy, which was recorded at 4.5% in Q3, has caused property values to increase by twenty to thirty percent this year as low interest rates fuel buyer demand. To a lesser extent, Lease rates on smaller product increased in 2013 by approximately ten percent and larger buildings are anticipated to follow suit. The office markets continue to push forward and improve slightly but at a much slower pace than industrial with vacancies resting at 10.2% in the third quarter, slightly under the Orange County average vacancy rate of 12.3%. Availability and vacancy remained steady overall with minimal absorption in the Office markets in Q3. However, the Orange County employment rate continues to improve. As of May 2013 the OC vacancy rate recorded at 5.5%, down from April's 5.7% and 7% a year ago, which continues to be one of the lowest unemployment rates in the state of California.

We are not yet back to pre-recession levels but the commercial real estate market gained significant ground in a short time period so far in 2013. Overall, I am very optimistic about 2014 and have faith in the real estate fundamentals in Lake Forest and Orange County.

Should you require assistance with your commercial real estate needs, please consider me a resource and trusted ally.



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## 2013 Taste of Lake Forest Winners – Read Interviews Inside!

FIRST PLACE:

### Peppino's Italian Family Restaurant

Family-owned and operated by Lake Forest resident Joe Moscattello. Peppino's will celebrate 30 Years in Lake Forest in April 2014  
23600 Rockfield Boulevard, Lake Forest, CA 92630  
26612 Towne Centre Drive, Foothill Ranch, CA 92610



SECOND PLACE:

### Tacos Ensenada

Owner Robert Maldonado started by selling tacos at a local meat market and now runs a successful restaurant with his wife.  
24601 Raymond Way #1, Lake Forest, CA 92630



THIRD PLACE:

### Cinnamon Productions

Owner Randy Farah opened the Foothill Ranch location in November 2012 and has three more locations in Orange County.  
45 Auto Center Drive, Foothill Ranch, CA 92610



## City Manager's Message:

### Lake Forest, The Natural Choice for Business



This year resulted in impressive growth and success in Lake Forest! The City welcomed over 180 new businesses. Additions to the business community included: Alcon, a global leader in eye care, with operations in 75 countries

and employing over 100 people in Lake Forest; and, Hobby Lobby, with over 550 stores across the nation, specializing in crafting and home décor products. Applied Medical, a global medical device company specializing in minimally invasive surgery, also commenced its expansion to Lake Forest and will occupy over 100,000 square feet on Windrow Drive in 2014.

The City sponsored the third annual Shop & Dine Lake Forest Week in September, resulting in amazing deals and discounts for the entire community. Over 320 Lake Forest businesses, 100 more than last year, participated in this weeklong celebration of local business. Back by popular demand, the Taste of Lake Forest wrapped up the week with delicious food samples from over 30 Lake Forest restaurants. Attendance doubled with over 2,000 community members that experienced firsthand the wonderful array of restaurants in Lake Forest. View the interviews with the winners of the 2013 Taste of Lake Forest, and read the Company Profiles to learn more regarding the Platinum sponsors whose generous contributions made the event a success. In total, 27 companies served as Platinum, Gold, Marketing, or Silver sponsors and proudly supported the event.

The City takes a proactive role in promoting business growth. This year, we held the first annual Business Mixer providing businesses with more networking opportunities; and, we sponsored the widely-attended Introduction to Government Contracting seminar providing attendees with an overview on how to compete for various government contracts. Check out the newly-created "Doing Business with the City webpage" at [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com) for an overview on how to get on the City's vendor list and complete for projects and services, and read the "City News" section to learn more regarding GROW (Growing and Retaining our Workforce) in Lake Forest.

I wish you a prosperous 2014.

— Robert C. Dunek  
City Manager

## 2013 Taste of Lake Forest Winners

See the complete interviews at [lakeforestbusiness.com](http://lakeforestbusiness.com)

### First Place: Peppino's Italian Family Restaurant

#### How did you learn to cook?

"I started working in restaurants when I was 14, but I really learned how to cook from my mother. My mom is a wonderful cook that is originally from Naples, Italy. I learned my mom's recipes and incorporated them into my menu at Peppino's. All the good stuff comes from Mamma!"



Joe Moscattiello, Owner

#### Why did you decide to locate in Lake Forest?

"I have lived in Lake Forest since moving here from New York at age 18. I opened Peppino's on Rockfield Boulevard when I was 21 years old with the financial support from my parents who contributed half their life savings and a lot of faith. The Lake Forest community welcomed us with open arms and continues to support us. Many of my customers are 2nd or 3rd generation customers. It's great to have the children of my original customers now be our loyal customers. I'm humbled and honored to be in Lake Forest."

### Second Place: Tacos Ensenada

#### What year did you start your restaurant?

"Tacos Ensenada was started in 1992. I took over the business in 2001, and today I run the business with my wife."



Robert Maldonado, Owner

#### What impact did participating in the Taste of Lake Forest have on your restaurant?

"I'm so happy to have been a part of the Taste of Lake Forest. I have already had several new customers come to the restaurant that have told me they heard about Tacos Ensenada while they were at the Taste of Lake Forest."

### Third Place: Cinnamon Productions

#### What year did you start Cinnamon Productions?

"My wife and I started Cinnamon Productions in 1987 in Seal Beach, California. In 2002, we relocated the bakery café to Rancho Santa Margarita and have since opened three more locations in Ladera Ranch, San Clemente and most recently Foothill Ranch in November 2012."



Randy Farah, Owner

#### What exciting things are happening at Cinnamon Productions?

"We've been expanding our technology-base with our Facebook page. We now have a loyalty rewards program through Spot On, and you can order from our menu online. We're also getting ready to roll out a gluten free menu pretty soon, and we're expanding the catering menu, nearly doubling the size."

## Company Profiles: 2013 Shop & Dine Lake Forest Week Platinum Sponsors

The City of Lake Forest extends its gratitude to the 2013 Shop and Dine Lake Forest Week Platinum Sponsors for their generous contributions and support of the event. Here is a look at the Platinum Sponsors that made the 2013 Shop & Dine Lake Forest Week a success!

### Irvine Subaru

- 23663 Rockfield Blvd, Lake Forest, CA 92630
- As of April 2013, the Irvine Subaru car dealership has been in business for 28 years.

*We decided to sponsor to help people become aware that Irvine Subaru is located in the city of Lake Forest and that part of the sales tax we collect goes back to support services for the Lake Forest community.*

— Irvine Subaru



### Kaiser Permanente Foothill Ranch Medical Offices

- 26882 Towne Centre Drive, Foothill Ranch, CA 92610
- Opened on February 14, 2013. This single-story, 36,000 square-foot building is the 22nd Kaiser Permanente medical office in Orange County.

*We decided to sponsor Shop & Dine Lake Forest Week because as healthcare providers, we believe that in order to provide the best care for the community; we should be involved in the community.*

— Lake Forest Pediatric Dentistry



### Lake Forest Pediatric Dentistry

- 23321 El Toro Road Suite C, Lake Forest, CA 92630
- Operated by Dr. Keith Tam & Dr. Andrew Chang.

*We decided to sponsor Shop & Dine Lake Forest Week because as healthcare providers, we believe that in order to provide the best care for the community; we should be involved in the community.*

— Lake Forest Pediatric Dentistry



### Mercedes Benz of Foothill Ranch

- 81 Auto Center Drive, Foothill Ranch, CA 92610.
- A locally owned and operated family company that boasts a 45,000-square-foot, state-of-the-art dealership showcasing nine acres of new and pre-owned vehicles.

*We decided to sponsor because we saw an opportunity to be prominent in the City of Lake Forest.*

— The Coffee Bean & Tea Leaf



### The Coffee Bean & Tea Leaf

- 23647 El Toro Road, Suite E, Lake Forest, CA 92630
- Born and brewed in Southern California since 1963, The Coffee Bean & Tea Leaf is the oldest and largest privately held specialty coffee and tea retailer in the US.

*We decided to sponsor because we saw an opportunity to be prominent in the City of Lake Forest.*

— The Coffee Bean & Tea Leaf



### The Orchard

- Shopping Center on El Toro Road and Rockfield in Lake Forest, CA 92630
- Features more than 40 businesses including restaurants, retailers, home & beauty stores, and a Ralph's grocery store.
- Proud host of the 2013 Shop & Dine Lake Forest Week "The Adventure Begins" Kick-off event.

*We decided to sponsor to support our community and maybe reach out to some new customers who were unaware of our existence, since we generally don't advertise.*

— Renwes Sales



### Renwes Sales

- 25741 Commercentre Drive, Lake Forest, CA 92630
- Renwes Sales is celebrating over 20 years in Lake Forest.
- It specializes in competitively priced built-in appliances and carries virtually all major brands.

*We decided to sponsor to support our community and maybe reach out to some new customers who were unaware of our existence, since we generally don't advertise.*

— Renwes Sales



## Business Tips: Brand Reinforcement in Ever Changing Media Markets

by Mary Visconte, Owner, Spectrum Specialties & Awards President – Lake Forest Chamber of Commerce

Think pop-up ads on the internet, commercials during your favorite show, billboards- we just "drive by" these forms of untargeted marketing. Advertising using these mediums is fleeting. To combat the sudden shift towards ad avoidance, advertisers must explore alternative marketing methods and turn to the power of promotional products for results.

### TIPS TO REINFORCE YOUR BRAND EFFECTIVELY

- 1. Create a Marketing Plan for Your Business and Evaluate Your Plan Each Year** – An effective marketing plan should incorporate the 4 P's of marketing: product, placement, price, & promotion. The promotion component is the brand reinforcement, the key to a successful plan & strategy.
- 2. Come to Your "Senses" About the Promotional Product Difference** – Promotional products are a sensory medium. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can smell, taste, see, hear and touch. Unlike traditional media that interrupts, promotional products engage. Particularly, they are the only advertising medium that has the ability to engage one or more of the five senses.
- 3. Maximize the Effectiveness of Promotional Products Using the Following Steps:**
  - a. Identify Your Goals & Objectives for Brand Reinforcement
  - b. Enlist The Expertise of a Promotional Products Consultant
  - c. Plan Your Campaign
  - d. Evaluate Your Campaign Results

Stay fresh with your brand, image, and reinforcement by continuously remaining in front of your customers.

## City News

### Coming Soon!

#### GROW in Lake Forest Helps Companies Attract and Retain Employees

- GROW (Growing and Retaining our Workforce) in Lake Forest is a job retention and promotion program aimed at assisting Lake Forest companies with their hiring needs. The program is currently being developed in partnership with the Workforce Investment Board. As part of GROW in Lake Forest, companies should e-mail available employment opportunities to [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov) to be added to the Job Postings Section found at [http://www.lakeforestbusiness.com/whylakeforest/employment\\_opportunities](http://www.lakeforestbusiness.com/whylakeforest/employment_opportunities)

### Businesses in the News

Read more at [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com)

- Quantum Awarded Record \$9.3 million Production Contract
- Nihon Kohden America Brings Fresh Perspective to Patient Monitoring, Challenges Healthcare Providers to Think Differently
- AVST Transforms the Mobile Worker Experience
- Kwikset Reveals Kevo, a Smartphone-Activated Door Lock
- loanDepot and Optimal Outsource voted as Two of OC's "Best Places to Work"
- Quandis, Inc. and Empanada Man Pizzeria Celebrate 10 years in Lake Forest

Lake Forest companies are encouraged to submit philanthropic efforts, notable recognitions, and celebrations to [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov)

### Check Out What's New!

#### Business Spotlight

- The City offers a monthly "Business Spotlight" where we interview a Lake Forest business and feature it in our monthly eNewsletter and on our Economic Development website.
- If your business would like to be featured, e-mail [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov). Check out [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com) to view interviews with Square's Deli – October spotlight, and Empanada Man Pizzeria – November spotlight.

### 2013 Grand Opening Celebrations

- Ace Montessori – 24602 Raymond Way
- Alcon – 20521 Lake Forest Drive
- Artemis Defense Institute – 11 Spectrum Pointe Drive
- Cuca's Mexican Food – 26676 Portola Pkwy
- Heritage Montessori-29000 Portola Parkway
- Hobby Lobby – 26732 Portola Pkwy
- Jon Paulo Salon – New Ownership- 26741 Portola Pkwy
- Kaiser Permanente – 26882 Towne Centre Drive
- Kumon Math & Reading Center of Foothill Ranch – 26741 Portola Parkway
- MN8 Salon- 26741 Rancho Pkwy
- Slater's 50/50 – 24356 Swartz Drive
- Uptown Cheapskate – 24366 Rockfield Blvd