

Project Updates:

Housing Update

Lake Forest is enhancing its array of quality housing, with several new communities that are currently under construction. Baker Ranch has entered into another phase of home development, with additional neighborhoods currently for sale. Construction of the Alton Parkway pedestrian bridge was recently installed and will be completed in the coming months. Baker Ranch now features the Barker Ranch Dog Park, which is the first-ever dog park added to the City's park inventory. The commercial center in Baker Ranch, on the corner of Alton Parkway and Rancho Parkway South, is currently under construction, and will feature approximately 25,000 square feet of retail space.

Portola Center, located near the existing Portola Hills neighborhood, is currently in grading stages, with "The Oaks" model homes in construction in the Northwest Planning Area of the subdivision. Once completed, Portola Center will feature up to 930 homes, a 5-acre community park, various neighborhood parks, and a mixed-use site.



New Alton Parkway Pedestrian Bridge

Lake Forest Gateway Plaza

The Lake Forest Gateway Plaza, located on the corner of Lake Forest Drive and Rockfield Boulevard, is in the process of a complete remodel. The new revitalized center will offer 90,873 square feet of retail space, with excellent traffic and visibility from major arterials and the I-5 freeway. New tenants include Starbucks, IHOP, Which Wich Sandwich Shop, Pizza Studio, Dickey's Barbecue Pit, and Nekter Juice Bar.



New Shops at the Lake Forest Gateway Plaza



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

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LAKE FOREST In Business SPRING 2016

The Natural Choice for Business



Shop & Dine Lake Forest – Support Your Local Economy

The 2015 Shop & Dine Lake Forest Week was once again a great success with amazing deals and coupons from participating Lake Forest businesses. This marked the fifth anniversary of Shop & Dine Lake Forest Week, which has continued to grow year after year. More than 400 Lake Forest businesses participated with a special offer in the Shop & Dine Lake Forest Week Coupon Booklet, which was mailed to over 30,000 Lake Forest addresses this past October.

The City is enhancing the Shop & Dine Lake Forest program with the creation of a consumer mobile application, dedicated to Lake Forest businesses. Very soon, you will be able to Shop & Dine Lake Forest all yearlong with the "Lake Forest Today611" mobile application. The application will be available for download on smartphones and tablets. The application will feature coupon offers and promotional deals from participating Lake Forest businesses. Throughout the year, users will also be able to search for Lake Forest business information, including store hours, phone numbers, and location.

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



2015 Taste of Lake Forest Winner

See More on Page 4

FIRST PLACE:

Peppino's Italian Family Restaurants

23600 Rockfield Boulevard
Lake Forest, CA 92630
(949) 951-2611

26612 Towne Centre Drive
Foothill Ranch, CA 92610
(949) 951-1210

www.peppinosonline.com



Broker's Corner: Long Term Owners Continue to Invest in Lake Forest Real Estate

By Allison Scheider and Carol Trapani, CBRE

More than ever, employers are recognizing the importance of a well-balanced work environment, which seeks to improve its employees' quality of life in the workplace. Several Lake Forest commercial property owners are reinvesting in their workspaces; updating building exteriors, enhancing lobbies and building entrances, and adding outdoor common areas that feature a variety of new amenities. Working in the office leasing arena, we have the benefit of seeing these investments firsthand.



The Campus-South County

Menlo Equities is just one of the many real estate owners investing in its properties. Menlo recently bought The Campus-South County, located on Towne Centre Drive. Met Life, the previous owner, had begun a capital improvement campaign with the introduction of a cutting edge conferencing facility to accommodate over 100 people; a fun and relaxing tenant lounge; and a beautiful outdoor business, relaxation, and event space. Menlo has taken the capital improvements to the next level, investing an additional \$1 million dollars to re-paint the buildings, update the exterior building entrances, introduce brand new lobbies, and enhance landscaping.

Cornerstone Advisors has also exemplified its commitment to providing exceptional office environments with capital improvements to Pacific Vista and Foothill Plaza. At Pacific Vista on Commercentre Drive, home to companies such as loanDepot, US Real Estate Services, Interval International, and Stonegate Mortgage, Cornerstone has introduced a beautiful new outdoor area complete with a bocce ball court, seating areas, and even an outdoor TV! The new fitness facility featuring showers and locker rooms has also been a wonderful on-site amenity for tenants to enjoy.

At its Foothill Plaza property on Portola Parkway, Cornerstone is continuing the vision of the previous owner, CBRE Global Investors, with a brand new look in the common area lobbies, elevators, and staircases. The new outdoor space, complete with a beautiful water feature, BBQ area, wood decks, and a variety of seating options, has proven a fantastic venue for corporate events, tenant parties, and an outdoor workspace.

We invite you to explore the exceptional opportunities within Lake Forest for your company to continue to grow and succeed. The significant capital being invested in properties is creating enhanced work environments that are attractive to business owners, from a value perspective, and highly desirable to employees' daily experiences. Please contact us for additional information. We look forward to working with you!

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at a glance

Shop & Dine Lake Forest	1	Taste Winner Profile	4
City Manager's Message	2	Business Tips	4
City News	2	Project Updates	5
Company Profiles	3	Broker's Corner	6

City Manager's Message:

Lake Forest, The Natural Choice for Business



In 2015, the City welcomed over 100 new businesses, which added to the already impressive array of companies in Lake Forest! Applied Medical opened its brand new facility in April 2015, bringing 100 new jobs to

Lake Forest. Relocating its headquarters in 2016, Kawasaki Motors Corporation signed a 15-year lease on a 200,000 square foot facility in Foothill Ranch.

Several housing developments are well underway. Baker Ranch has entered into a new phase of home development and the commercial center in Baker Ranch, located at the corner of Alton Parkway and Rancho Parkway South, is currently under construction. Portola Center, at Glenn Ranch Road and Saddleback Ranch Road, is in the grading process, with eight model homes currently under construction in the Northwest Planning Area of the subdivision.

The City also celebrated the opening of its first dog park, Barker Ranch, in November 2015. Located at 25600 Baffin Bay Drive, the 21,000 square foot dog park features separate play areas for large and small dogs, artificial turf, and dog water stations.

There are several exciting projects and events occurring in the City of Lake Forest in 2016 including new business seminars, a Lake Forest Job Fair, and the 10th annual Secrets & Strategies to Business Success on Friday, May 13, cosponsored with the Lake Forest Chamber of Commerce. The City also will host a Commercial Broker/Property Manager Roundtable and the annual Business Mixer where Lake Forest businesses can network with local companies and form strategic partnerships. The City will continue to expand GROW in Lake Forest, the City's business retention and expansion program, with enhanced employee hiring and training resources and will once again partner with the business community on the 2016 Shop & Dine Lake Forest Week.

Be sure to visit www.lakeforestbusiness.com for the latest information on upcoming events and business resources available for Lake Forest companies.

Wishing you a prosperous 2016.

— Robert C. Dunek
City Manager

City News

Upcoming Events:

- **Lake Forest Business Mixer**
Wednesday, May 4, 5:30 p.m. to 7 p.m.
Cox Communications, 27121 Towne Centre Drive
- **Secrets and Strategies to Business Success**
Friday, May 13, 8:30 a.m. to 1 p.m.
Lake Forest Sports Park & Recreation Center, 28000 Rancho Parkway
- **Commercial Broker/Property Manager Workshop**
Wednesday, May 18, 11:30 a.m. to 1 p.m.
Lake Forest Sports Park & Recreation Center, 28000 Rancho Parkway
- **Lake Forest Job Fair**
Friday, June 10, 9 a.m. to 12 p.m.
Lake Forest City Hall, 25550 Commercentre Drive, Suite 100

Businesses in the News:

Read more at www.lakeforestbusiness.com

- More than 30 Lake Forest businesses Honored on The Orange County Register's "Best of Orange County" List
- Kawasaki Motors Corp. Relocating U.S. Headquarters to Lake Forest in 2016
- R&D Medical Named A Fastest-Growing Private Company for Fifth Consecutive Year
- AVST Expands Global Service and Support Solutions
- Tri Alpha Energy Achieves Milestone in Viable Fusion Energy
- loanDepot Named as Best Workplace in Orange County
- Del Taco Expanding on East Coast
- Oakley Sponsors Monster Energy Supercross

Recent Grand Openings:

- See's Candies – 26746 Portola Parkway, Suite 4C
- Cox Communications – 27121 Towne Centre Drive
- H&R Block – 24602 Raymond Way, Suite 210
- Tropical Smoothie Café – 23841 El Toro Road
- The Rush Bar & Grill – 23532 El Toro Road
- Bowl of Heaven – 27472 Portola Parkway
- Once in a Lifetime – 24346 Muirlands Boulevard
- Modjeska Playhouse – 21084 Bake Parkway, Suite 104
- O'Reilly Auto Parts – 26741 Rancho Parkway

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

Company Profiles: 2015 Shop & Dine Lake Forest Week Diamond Sponsors

The City of Lake Forest extends its gratitude to the 2015 Shop & Dine Lake Forest Week Diamond Sponsors for their generous contributions and support of the event. Here is a look at the Diamonds Sponsors that helped make the 2015 Shop & Dine Lake Forest Week a huge success!



Irvine Subaru
23663 Rockfield Blvd.
Lake Forest
irvinesubaru.com
(888) 428-8964



- Family-owned Subaru dealership offers one of the largest Subaru inventories in Southern California
- Subaru celebrated its 30th Anniversary in 2015 with a newly remodeled showroom



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 showcasing nine acres of new and pre-owned vehicles



Stunning Smiles of Lake Forest

24432 Muirlands Blvd., Suite 123 Lake Forest
stunningsmilesoflakeforest.com
(949) 258-7433

- Family dental practice that treats patients of all ages
- Offers a wide variety of dental services including: dental cleaning and examinations, crowns and bridges, teeth whitening, emergency treatment, and more.

2015 Taste of Lake Forest Winner Profile:



Over 3,000 people attended the fourth annual Taste of Lake Forest held this past November. The Taste of Lake Forest featured a variety of cuisine from 24 Lake Forest restaurants, as well as live music and raffle prizes donated by Lake Forest businesses. This year's Taste of Lake Forest winner was Peppino's Italian Family Restaurant.

First Place Winner: Peppino's Italian Family Restaurant

- Food Style: Italian
- Fourth time participating in the Taste of Lake Forest
- This is Peppino's second time winning the Taste of Lake Forest. It won its first Taste of Lake Forest title in 2013.
- Peppino's has been serving Lake Forest residents for over 30 years.
- Owner, Joe Moscatiello, is a long-time Lake Forest resident.

Pictured: Peppino's Owner, Joe Moscatiello, with his mother. Joe learned how to cook from his mother and incorporated her recipes into his menu at Peppino's.

Business Tips: Accomplish More, by Doing Less!

by Steve Smith, President, GrowthSource Coaching

One of the greatest challenges for many business professionals is being able to handle the never ending list of tasks, to-dos, requests, and urgencies that arrive each week. Smart business operators embrace the value of delegating, in order to accomplish tasks without having the stress and fatigue of trying to do it all themselves.

If delegation is the solution to your world of overwhelm, here are the steps to doing it well and having more time to devote to more purposeful activities:

1. **Let go of the notion that no one can do it as well as you.** The fact is that you have people in your organization that would rise to the challenge and, with a little guidance, could probably do the task as well or better than you. In the spirit of developing your team, give them that chance.
2. **Understand what needs to be delegated.** Say no to the really small stuff and move on. Free up your time by handing over tasks you are not very good at or don't enjoy doing. These activities consume your time and drain your energy.
3. **Know your staff's capabilities.** Select the person who is best suited for the project, not the one with time to fill. This approach can result in a better outcome.
4. **Take the time to discuss expectations.** Explain the importance of the project and why you selected that employee to handle it. Convey your expectations and invite feedback.
5. **Establish check-ins during the project.** Provide your employee with authority to implement the task but establish check-in points to maintain oversight of the project and employee accountability.

Delegation is more 'art' than science and requires practice to become truly effective. With more of your staff handling the day to day, you will have more time to spend on things that are important to you, enabling your business to improve and allowing you to enjoy running your business.

To learn more regarding better business practices like delegation, contact Steve at (949) 951-9163 or steve.smith@growthsourcecoaching.com.



Steve Smith is a professional business and executive coach with over 30 years of experience in management, marketing, operations, and leadership development. As the President of GrowthSource Coaching, he works

individually with owners and executives to help them achieve top tier results. Steve shares his business building insights at speaking events and on his weekly radio program.

