

Project Updates:

Housing Developments

Housing development in Baker Ranch has continued with new neighborhoods opening earlier this year. In February 2016, Shea Homes unveiled its model homes for the communities of Crestline and The Courts, with homes ranging in size from 1,700 square feet up to 2,000 square feet.

In May 2016, Toll Brothers opened model homes for the communities of Summit and Terraces. The homes range in size from 2,300 square feet up to 4,500 square feet.

Construction of The Oaks community at Portola Hills continues with model homes nearing completion and expected to open later this year. The Oaks will feature eight luxury model homes ranging in size from 2,700 square feet up to 5,200 square feet.



Progress on The Oaks model homes.



New model homes in Baker Ranch.



Construction continues at the new Baker Ranch Commercial Center.

Baker Ranch Commercial Center

The commercial center at Baker Ranch is currently under construction, with shops anticipated to open later this year. This center is located on the corner of Alton Parkway and Rancho Parkway South, and will ultimately feature 16,000 square feet of retail space. Confirmed businesses include a drive-thru Starbucks and The Goddard School for Early Childhood Development.



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LAKE FOREST SUMMER 2016 In Business

The Natural Choice for Business



"Expedited Business Assistance Meetings" Streamlining Business Locations and Expansions

As part of GROW (Growing and Retaining our Workforce) in Lake Forest, the City coordinates Expedited Business Assistance Meetings to assist businesses wishing to expand or locate in Lake Forest. The meetings are inter-departmental meetings with prospective or existing Lake Forest companies and/or their representing commercial broker at the onset of their location or expansion project. These meetings are free and include representatives from various City departments, including Planning and Building, Economic Development, and Public Works.

City staff meets with companies to discuss the plan check and building permit review process and other related development issues. Expedited Business Assistance Meetings streamline the permitting process, while fostering dialogue and relationships between the City of Lake Forest and its business community.

For more information on how the City can assist your business or to schedule a meeting, please contact Economic Development at economicdevelopment@lakeforestca.gov.



Shop & Dine Lake Forest App – There's an App for Here!

The City is enhancing the Shop & Dine Lake Forest program with the creation of a consumer app that is dedicated to Lake Forest businesses. Lake Forest residents and businesses will be able to Shop & Dine Lake Forest all yearlong with the "Lake Forest Today611" app.

Launching later this year, the consumer app will enable residents to discover Lake Forest businesses, products, and services. Users will be able to download the app for free on both Apple and Android smartphones and tablets. The app will feature a Lake Forest business directory, where users can search for business information, including store hours, phone numbers, and location, and view pictures of restaurant dishes, store photos, and more. Through the app, businesses will be able to feature special deals and coupon offers throughout the year to attract new customers and keep them coming back.

Participation in the app is completely free for Lake Forest businesses. Participating businesses have the option to enhance their business listing with additional marketing opportunities. For more information on the app and how to participate, please contact Economic Development at economicdevelopment@lakeforestca.gov. Stay tuned for the City's annual Shop & Dine Lake Forest Week, taking place fall 2016.



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at a glance

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City Manager's Message:

Lake Forest, The Natural Choice for Business



This year marks a significant milestone for Lake Forest as the City celebrates 25 years of cityhood! To commemorate this milestone, several community celebrations will be held, including a golf tournament,

family carnival, and a concert just to name a few. The City thanks its business community for its various contributions throughout the years to the Lake Forest economy and to ensuring 25 years of prosperity. For more information on the anniversary celebrations visit the City's website at lakeforestca.gov

As we look ahead, we are proud to say Lake Forest continues to grow and prosper. The State Department of Finance just released new population figures and Lake Forest is the fastest growing City in Orange County. We had a 3.7% population increase from 2015 to 2016 and now boast 83,910 residents.

Lake Forest also is flourishing with new housing developments, a premier 86-acre sports park and new commercial developments for our current and new residents. Opening this summer is the new commercial center in Baker Ranch located off Alton Parkway and Rancho Parkway South. Confirmed retailers include The Goddard School and Starbucks with more businesses on the way.

The City continues its commitment to being "The Natural Choice for Business" with more than 100 businesses opening or relocating to Lake Forest in the last year. Kawasaki Motors Corporation continues to make tenant improvements on its 200,000 square foot facility in Foothill Ranch, and is expected to move in later this year.

In the first part of 2016, the City hosted several events, including a Lake Forest Job Fair, Secrets & Strategies to Business Success Expo, the annual Lake Forest Business Mixer, and a Commercial Broker/Property Manager Roundtable. These events provide businesses with an opportunity to network and form strategic partnerships with one another. Stay tuned for more events occurring in fall 2016 including our annual Shop & Dine Lake Forest Week.

Wishing you continued success.

— Robert C. Dunek
City Manager



Cox Communications

- 27121 Towne Centre Drive & 20 Icon
- (949) 546-2020
- www.cox.com
- Relocated headquarters to Lake Forest



Company Profile: Cox Communications: Your Friend in the Digital Age

Headquartered in Lake Forest, Cox Communications is a broadband communications and entertainment company, providing advanced digital video, Internet, telephone home security, and home automation services over its own nationwide IP network. Cox Communications is among the largest broadband communications companies in the country and serves more than 6 million residences and businesses in 18 states. In addition to its impressive breadth of communications services, Cox Communications takes great pride in being a family-owned company that still embraces creating a work environment where employees are treated like family.

Cox Enterprises was founded in Dayton, Ohio, in 1898 by former schoolteacher and news reporter James M. Cox. At the age of 28, Cox purchased the Dayton Evening News (now the Dayton Daily News). His success with the newspaper led him into public service. He subsequently became Ohio's first three-term governor and the 1920 Democratic nominee for president of the United States. After losing the election to Warren Harding, Gov. Cox focused his attention on growing his media business.

In 1935, Gov. Cox started Dayton's first radio station, WHIO, just as radio was gaining widespread popularity. In 1939, Cox acquired The Atlanta Journal newspaper and WSB. Cox's innovation continued in 1948 when WSB-TV in Atlanta became the South's first television station; WHIO-TV in Dayton began broadcasting later that year.

Following his death in 1957, his son, James Cox, Jr., assumed leadership of the company and continued its expansion. During his tenure, Cox Enterprises became one of the first major players in the cable television industry.

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Business Tips: 5 Ways to Protect Your Business with Human Resources

by Brian Lau, Territory Manager, Heartland Payment Systems

You've poured your heart and soul into growing your business. Now you need to protect your investment from potential catastrophic employment lawsuits. Here are 5 basic ways to protect your company with sound human resources (HR) practices.

- 1. Mandatory Anti-Discrimination and Sexual Harassment Training (AB 1825)** – Employers must ensure that their workforce is adequately trained regarding workplace discrimination, harassment and retaliation, and that policies forbidding such conduct are strictly enforced.
- 2. Ask a Pro** – Get answers to situational questions about important legal compliance and personnel issues from a certified HR expert, *NOT* Google. Strategic Human Resources Management Certified Professionals provide you with guidance when employee issues arise and help you stay in compliance with the latest employment-related laws, regulations and court decisions.
- 3. Document, Document, Document** – These are the 3 rules to HR. Tracking certifications, licenses, employee acknowledgements, and even employee education are proactive practices to avoid audits. Make sure you have the ability to generate reports for training requirements to avoid costly fines as well.
- 4. Understand Affordable Care Act Reporting** - Determine if you are an applicable large employer required to provide employee health insurance

coverage. A basic report can calculate the total number of Full Time Employees (FTEs) over a given period, and list employees' total paid and unpaid hours (including work, sick, personal and vacation) and average hours per week.

- 5. Lock Down Your Time & Attendance** – To save time and eliminate errors, a solid Time-Clock solution should be fully integrated with your payroll solution. Geo-Sensing, biometrics, adaptive scheduling, and multi-clock connectivity are all features that will save you countless hours of manual input and coordination. Employee labor is among the highest contributor to business overhead. Tightening up the ship will keep your money from floating away.

Simply having these HR measures in place will deter unwanted employment lawsuits. Remember that even with as little as 5 employees, sound human resources practices should be an important component of your business.

To learn more about sound HR practices, contact Brian Lau, Territory Manager, at (949) 829-2477 or brian.lau@e-hps.com.



Brian Lau is a professional business advisor with over 9 years of experience in HR and payroll, as well as Merchant Services. He is currently a Territory Manager with Heartland Payment Systems and works with business owners and managers to assess cost-saving measures and payment processing security.



Company Profile continued from page 2

Today, Cox Communications continues to adhere to its family roots with both its customers and employees. "Cox Communications values its local community and treats them like family; we give back through scholarships, non-profit grants, assisting disadvantaged communities with technology, and award recognition for conservation efforts," said Joe Camero, a Communications Specialist with the company.

The company recently led the industry by committing to deploy Gigabit Internet speeds to all residential customers. Gigabit service is available to homes in parts of Phoenix, Las Vegas, Omaha and Orange County, California, with additional markets to launch later this year and service planned for all markets by the end of 2016.

CEO Q&A

Nikita Ganatra is the Owner/Center Director for Kumon Math and Reading Center of Foothill Ranch. Nikita has several years of teaching experience in various traditional and alternative school settings throughout Orange and Los Angeles County. She earned her Master's in Education and Bachelor of Arts in Liberal Studies from California State University, Fullerton, and has multiple teaching credentials, as well.



How did you get involved in your industry?

Education is my passion and I believe it is key to a life of opportunity. I believe there are ages and stages which we need to be mindful of and provide our children with the educational opportunities that are right for them. Knowing the benefits of sustained practice and learning what Kumon offers, we decided to pursue the business venture. We are providing a service that allows students to improve their math and reading

skills and gives them an opportunity to accelerate beyond their grade level. Kumon was our way to equity – giving each of the kids in the community what they need.

What are some of your business goals for 2017?

We would like to continue our efforts to build awareness of the Kumon Method of Study within Lake Forest, surrounding cities, and specifically within schools. Since our opening in May 2013, we have served 181 students at our center. We look forward to continuing that success into 2017 by increasing our enrollment by at least 10% through our community outreach programs.

Why did you decide to locate/invest in Lake Forest?

We initially wanted to start our center in the city where we live in order to serve our community. However, it seemed all signs were pointing toward Lake Forest as retail locations near my home were quite limited and, serendipitously, we were able to secure a lease in Foothill Ranch within a few short weeks. The City is so business

friendly, which made it that much easier for us to move forward with our plans. We have had tremendous support from the city, local businesses, and the Lake Forest Chamber of Commerce.

Who is someone that has inspired you?

My parents are the source of my unwavering desire for improvement and commitment to education. They moved to the US with four kids and a few hundred dollars to their name. When they moved, it was simply for the betterment of their kids – through education. They worked 12-16 hour days in whatever opportunity they could find, with the limited resources they had, in a country they knew little about. Hard work never fazed them and even in tough times they managed to persevere. I am in total awe of their perseverance and dedication.

What is your favorite Lake Forest restaurant?

There are so many wonderful options in Lake Forest, but one we visit frequently is Thai Garden in Foothill Ranch. We have enjoyed many luncheons and staff Christmas dinners there for the past couple of years.

City News

Businesses in the News:

- Ytel Launches Message360° Application Program Interface
- Cryptozoic Entertainment Developing Ghostbusters II Board Game
- Goddard School Holds Pre-Enrollment Event for New Lake Forest Location
- Dynacast Installs Renewable Energy Batteries in Plant
- Tenex Health Receives FDA Approval for TX2 MicroTip Device
- Kwikset Wins Design Award from Chicago Athenaeum

Recent Ribbon Cuttings:

- Joe's Place at Peppino's – 23600 Rockfield Blvd.
- Skin Care by Candace – 22642 Lambert St., Ste. 401B
- Shaved Ice Ice Baby – 22641 Lake Forest Dr., B-5
- Denny's – 23515 El Toro Rd.
- Phenix Salon Suites – 23600 Rockfield Blvd., Ste. 3A
- NextHome Coastal – 22471 Aspan St., Ste. 110
- Pizza Studio – 23646 Rockfield Blvd., Ste. 605

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