



City of Lake Forest
100 Civic center Dr.
Lake Forest, CA 92630

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NEW CIVIC CENTER CAMPUS

The new Lake Forest Civic Center Campus features 12.5 acres of facilities to accommodate multiple community uses including public services, entertainment, and community events. The City's "100-Year Home" is the culmination of a process to improve community facilities and amenities that began in 2003. Since beginning construction in 2017, the project has reached many milestones including the approval and execution of 22 construction contracts, the pouring of cement for the Performing Arts Center and the Civic Center in August 2018, and the placement of the last steel beam in January 2019. This past December, the City officially moved to its new home and the first City Council meeting in the new Council Chambers was held on December 17.

The new Civic Center Campus features a new Community Center, Senior Clubhouse, and Council Chambers/Performing Arts Center that will be available for Lake Forest residents, businesses, and neighbors to utilize throughout the year. The City will host a public Grand Opening Open House on January 11. Keep an eye on the City's social media channels for more details. With opportunities to rent facilities for meetings, events, and performances hosting up to 200 people; the Civic Center offers businesses and the community state-of-the-art facilities to plan events, organize conferences, host meetings, and experience performances.

Find out more and learn how to reserve these new spaces at lakeforestca.gov/978/Facility-Rentals



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2019 SHOP AND DINE PLATINUM SPONSORS

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BISHOPS CUTS/COLOR

At Bishops Cuts/Color Lake Forest, a co-ed barbershop, we believe that different is good, different should be celebrated, and we can be different together. We are here to empower you to be whoever you want to be.

judgment free. We take pride in our craft and go out of our way to be decent human beings." - Lea and Scott, Owners.

Visit bishops.co/locations/lake-forest for more information.



ESSENTIA WATER

Essentia water produces ionized alkaline water to provide optimum hydration levels. This past Shop and Dine Month 2019, they provided the community event with water and a photobooth.

Visit essentiawater.com for more information.

In an effort to provide workforce and business development opportunities to existing business owners, entrepreneurs, and aspiring business professionals in South Orange County, the City of Lake Forest, in partnership with SCORE and neighboring South County cities, created the South Orange County Entrepreneurs Academy. The program is a multi-city and non-profit partnership to match existing programs with regional business needs

Participating cities host these events to increase the visibility and accessibility of these programs while SCORE provides high quality content and speakers for workshop seminars such as Social Media Marketing, Tax Preparation, Human Resources, Management and many more. The City and other neighboring cities value the opportunities that small businesses and entrepreneurship provide for each community. They bring options to our citizens, encourage local commerce, and grow the local economy.

For this reason, we have made small business owners' access to mentorship, education, and training tools a complimentary service in our programming. Earlier this year, the South OC Entrepreneurs Academy was recognized by the American Planners Association (APA) with an Award of Merit for municipal "Best Practices". During the first year of the program, the Academy featured 13 sessions with nearly 400 program attendees.

To learn more about the Academy, visit: lakeforestbusiness.com/southocentrepreneursacademy.

PARTICIPATING CITIES:

- Laguna Hills
- Mission Viejo
- Laguna Niguel
- Rancho Santa Margarita
- Lake Forest
- San Clemente



CITY MANAGER'S MESSAGE

LAKE FOREST, THE NATURAL CHOICE FOR BUSINESS

2019 was a year of much progress and development in the City of Lake Forest. The most exciting achievement of 2019 was the City's move to the new Civic Center Campus. We are excited for all the new activities, opportunities, and amenities our new "100-Year-Home" will offer Lake Forest residents and businesses.

The City continues to be a prime location for new businesses and developments. In addition to the homes under construction near the new Civic Center on Serrano Summit, new businesses such as the Tesla service center and dealership, Pet Wants, Bishops Cuts/Color, At Home, Sprouts and many more opened their doors over the past year. From large retail shops to small neighborhood businesses, Lake Forest continues to be the natural choice and destination for new business establishments and expansions.

With improvements to existing shopping centers such as Heritage Hill Plaza and the ongoing improvements at the Hunter Court Shopping Center, the City continues to retain and attract high quality businesses and restaurants. The construction of three new hotels is well underway and will provide visitors and business travelers with additional options when staying in Lake Forest. Town Place Suites by Marriott, Springhill Suites by Marriott, and Homewood Suites/Hampton Inn will add 422 new rooms to the choices the City's hotels will offer.

In 2017, the City of Lake Forest began its General Plan Update process. We asked local residents and businesses through visioning workshops and a General Plan Advisory Committee what they believed the future of Lake Forest would look like. These contributions were heard and the City drafted a new General Plan to bring to the City Council. As the City completes and adopts its General Plan Update, Lake Forest 2040, we hope to continue to engage local business interests and partners in learning about and sharing our vision for Lake Forest's next 20 years and beyond.

The businesses in Lake Forest are valuable partners in shaping our community. In January 2020, Hoag will open a new state-of-the-art and innovative Health Center in the Foothill Ranch Towne Centre. One of our key community partners, the Lake Forest Chamber of Commerce is celebrating its 10-year anniversary and will be hosting a celebration at our new Civic Center Campus.

Be sure to visit the Economic Development website at lakeforestbusiness.com for the latest information on upcoming business events and resources.

WISHING YOU A PROSPEROUS 2020.

Debra Rose
– City Manager

CITY NEWS

BUSINESSES IN THE NEWS:

- **Quantum** Fuel Systems Awarded, Substantial Hydrogen Tank Development Order
- **New Toshiba** A3 Multifunction Printer family Ideal for Small-to-Medium Businesses
- **Apria** Delivers Essential Oxygen Equipment to those Impacted by California Wildfires
- **Del Taco** Celebrates Riverdale & Fayetteville Openings With Free Tacos For A Year
- **Taiwanese** Woman is Finalist for Amazon's Top Entrepreneur Under 30 Award
- **Baldwin** Hardware Unlocks the Future of Luxury Technology
- **Tesla** Opens Service Center in Lake Forest
- **Kwikset** Marks 5th year Supporting Building Homes for Heroes
- **Toshiba** Again Wins Better Buys Innovative Product of the Year Honors
- **Cox** Communications Supports Local Schools with 23 Grants

RECENT RIBBON CUTTINGS:

- **12 South Recovery** – 23712 Birtcher Drive
- **Max Relax Spa** – 23646 Rockfield Boulevard
- **Lake Forest Animal Clinic** – 24301 Muirlands Boulevard
- **Teriyaki Madness** – 23647 El Toro Road
- **Maryam Pearose Pediatric Dentistry & Vaughan Maxillofacial Surgery** – 26730 Towne Centre Drive
- **Compete Sports Performance** – 26242 Dimension Drive
- **At Home** – 26532 Towne Centre Drive
- **Bishops Cuts/Color** – 21731 Lake Forest Drive
- **Pup Up Hooray** – 26834 Vista Terrace
- **Big Wok Mongolian BBQ** – 26771 Rancho Parkway
- **Pet Wants** – 21731 Lake Forest Drive
- **Nesh Design + Media**
- **La Casita Olvera** – 41 Auto Center Drive
- **Resource MFG** – 22831 Lake Forest Drive
- **Row House** – 41 Auto Center Drive
- **Sprouts** – 24332 Rockfield Boulevard
- **Sal's Pizzeria** – 26612 Towne Centre Drive
- **Lake Forest Grooming & Pet Spa** – 20025 Lake Forest Drive
- **Bright Family Acupuncture** – 22762 Aspan Street
- **Bosch e-Bikes** – 27211 Burbank
- **Sharkey's Cuts for Kids** – 24331 Muirlands Boulevard
- **Hard Core Fitness Studio** – 22821 Lake Forest Drive
- **Holiday Inn Express** – 20768 Lake Forest Drive
- **Majestic's Asian Eatery** – 21771 Lake Forest Drive

SHOP & DINE LAKE FOREST PRESENTING SPONSORS



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Visit hoag.org/foothill-ranch



SHOP & DINE LAKE FOREST SUPPORT YOUR LOCAL ECONOMY



Lake Forest held the 2019 Shop & Dine during the month of September. Over 300 Lake Forest businesses participated in the Coupon Booklet, and residents were able to enjoy local products, services, and resources offered in their community.

This year marked the ninth annual Shop & Dine Lake Forest Program, celebrating the diversity of Lake

Forest businesses. The 2019 Shop & Dine Lake Forest Month Coupon Booklet was mailed to approximately 32,000 Lake Forest addresses. 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 Sal's Pizzeria, La Casita Olvera, and Taqueria De Anda-Grill. Bowlista won the "Best New Entry" award. To top off the event, there were skateboard demonstrations by Etnies Skatepark of Lake Forest Staff, live dance performances by XD Dance Studios and Agape Dance Lab, and many exciting prizes donated by the City's generous businesses.

Missing the fun from Shop & Dine? It doesn't end there! Download the Shop & Dine App available in your Apple or Google Play store to stay up-to-date with great deals and discounts from your local businesses. Access one-of-a-kind cuisines and local artisanal products at your fingertips. Business owners can update and change their offer as frequently as they desire. Businesses interested in learning more about the mobile app should contact staff at: economicdevelopment@lakeforestca.gov.

Shopping and dining in Lake Forest doesn't only support your local economy, it also generates tax dollars that fund City services such as public safety, recreational programs and events, and neighborhood improvements. Enjoy the various amenities Lake Forest offers while improving your City, and Shop & Dine in Lake Forest!



2019 Taste of Lake Forest Winners



PIZZERIA

FIRST PLACE:
SAL'S PIZZERIA



SECOND PLACE:
LA CASITA OLVERA



THIRD PLACE:
TAQUERIA DE ANDA-GRILL



BEST NEW ENTRY:
BOWLISTA

