

# YOUR Natural Place To Do Business Just Got A Little More Fun

## Grow Your Business in Lake Forest: Intersection of Community, Technology, and Story-telling

5 great reasons to take advantage of this great new service AVAILABLE ONLY to Lake Forest businesses

In Lake Forest, we love our neighborhood businesses. Each one is extra special, each has a special story to tell, and each has something special to offer.

So let's begin our story by saying that behind every great Shop & Dine mobile app is You! Yes, You! are the hero, the champion and the supporter. Without YOU there would be no jobs, no favorite places to eat, no places to leave our pets when we go on vacation, and no places to drop off and clean that wrinkled suit that you need for your important business meeting tomorrow.

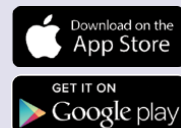
By now, it should be pretty clear, we need YOU to be in this story, so here are 5 great reasons why it's important for your business to be listed in the Shop & Dine Mobile App:

- 1. YOU are interesting.** Tell YOUR story through the web, mobile, in print, and at local events. You are where your customers are.
- 2. New customers are hard to reach.** Let us help you make YOUR customers part of YOUR story with our technology, tools, and Neighborhood Network of Businesses. Take advantage of the Shop & Dine Lake Forest program and its many loyal followers.
- 3. YOUR customer will remember you, if they know YOU.** With mobile phones being an important part of everyone's daily life, we put easy-to-use mobile technology at your fingertips, 24/7 that lets YOU connect and build loyal relationships with YOUR customers.
- 4. YOU are there, when YOUR customers are ready for YOU.** Timing is everything! You are always there for them on their mobile phones and computers in the "go to" City Business Directory. Via our exclusive Cty611 Business App, you can now connect with all businesses in Lake Forest and Foothill Ranch.
- 5. Price is PERFECT!** It's absolutely FREE to registered Lake Forest businesses.

Everyone loves a great story. Let us help bring YOU new customers and excite the ones YOU have to come back more often. Come join our exciting journey of fun, and discovery, and be part of taking Shop & Dine Lake Forest to the next level.

Tell YOUR story now  
Lake Forest/Cty611 Mobile Team

Contact Craig Sunada  
Chief Story Producer  
(909) 680-8418  
craig.sunada@cty611.com



See for yourself and join the hundreds of businesses that share their stories daily. Download the Shop & Dine Lake Forest app today!



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LAKE FOREST  
SPRING 2018

# In Business

The Natural Choice for Business

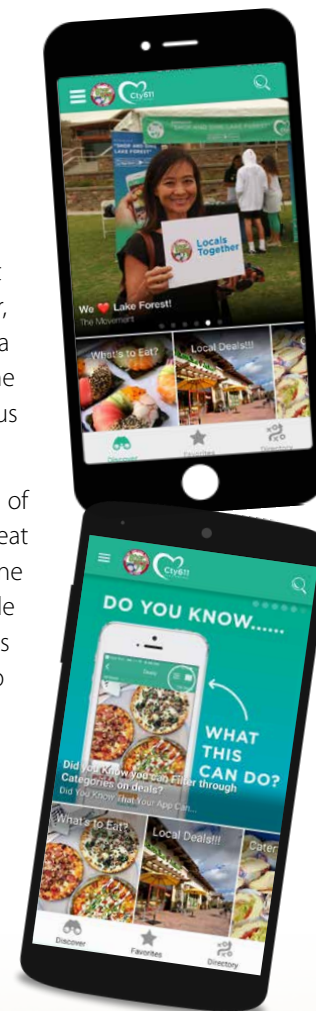


## Shop & Dine Lake Forest – Support Your Local Economy

The 2017 Shop & Dine Lake Forest Week was a great success, with amazing deals and coupons from participating Lake Forest businesses. This year marked the seventh annual Shop & Dine Lake Forest Week celebrating the diversity of Lake Forest businesses. More than 400 Lake Forest businesses participated in the 2017 Shop & Dine Lake Forest Week Coupon Booklet, that was mailed to approximately 31,000 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 Tito's Build Your Own Burrito Bar, Jimmy John's, and Peppino's Italian Restaurant, with Cittadina Trattoria & Pizzeria winning the "Best New Entry" award. In addition to the unforgettable food, these events featured top entertainment and fabulous prizes donated by the city's fantastic businesses.

Shop & Dine Lake Forest doesn't end after the weeklong celebration of local businesses - there's an app for that! Users now have access to great deals and discounts 24 hours a day, 7 days a week. Search "Shop and Dine Lake Forest" in your apple or google play store to download the free mobile app. 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](mailto:economicdevelopment@lakeforestca.gov).

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



### 2017 Taste of Lake Forest Winners

#### FIRST PLACE:

Tito's Build Your Own Burrito Bar



#### SECOND PLACE:

Jimmy John's



#### THIRD PLACE:

Peppino's Italian Family Restaurants



#### BEST NEW ENTRY:

Cittadina Trattoria & Pizzeria



## 10 Steps to Opening a Business in Lake Forest

There are fundamental steps that any business needs to follow to get started. Starting a business involves planning, making key financial decisions, and completing a series of legal activities. Don't know where to start? Take a look at the 10-Step Guide to Starting a Business in Lake Forest. Use this graphic to help you plan, prepare, and manage your business. Not all these steps will apply to all businesses, but working through them will give you a sense of what needs your attention and what you can check off. Once all the steps are checked off, consider joining the Lake Forest Chamber of Commerce and schedule your Ribbon Cutting Celebration!

Companies interested in joining the Lake Forest Chamber of Commerce can learn more about member benefits by visiting its website at [lakeforestchamber.com](http://lakeforestchamber.com) or contact them by email at: [info@lakeforestchamber.com](mailto:info@lakeforestchamber.com), or by phone (949) 583-9639.

## 10-Step Guide to Starting a Business in Lake Forest



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## City Manager's Message:

### Lake Forest, The Natural Choice for Business



2017 resulted in impressive growth and success in Lake Forest! Lake Forest continued to grow with significant progress made on new housing developments and the new Civic Center. The City also welcomed over 190 new businesses including Toshiba America Business

Solutions (TABS), Inc. TABS, a global leader in imaging and information workflow solutions and services, employs over 300 people in Lake Forest.

This past year we enhanced our business attraction efforts with the Lake Forest Economic Development Video, featuring Lake Forest companies sharing why they chose to locate in Lake Forest. The video promotes Lake Forest's amenities and the City's commitment to being the Natural Choice for Business. View the video online at: [lakeforestbusiness.com](http://lakeforestbusiness.com).

The City launched the Shop & Dine Lake Forest Mobile App. Created as an extension to Shop & Dine Lake Forest Week, the mobile app provides users with access to great deals and discounts 24 hours a day, 7 days a week. Business owners have the ability to change their deals daily, as well as post photos, videos, or other marketing content to garner new customers.

Construction of the Lake Forest Civic Center, the City's "100 year home," broke ground in May last year. The Civic Center will feature several community amenities including a Community Center, Senior Center, Council Chamber/Performing Arts Center, and more. In December, nearly 40 concrete trucks lined up to pour the first foundation at the Civic Center site.

The City will hold several business events in 2018, including the annual State of the City/Meet the Mayor which will be held on Wednesday, April 11, at Mercedes-Benz of Foothill Ranch. Other prominent seminars include: Secrets and Strategies to Business Success, Lake Forest Business Mixer, as well as several informative seminars.

Be sure to visit the Economic Development website at [lakeforestbusiness.com](http://lakeforestbusiness.com) for the latest information on upcoming business events and resources available to Lake Forest companies.

Wishing you a prosperous 2018.

— Debra D. Rose  
City Manager

## City News

### Businesses in the News:

- iBASeT Appoints Industry Veteran to Lead Global Sales Strategy
- Pura Naturals Launches Pura Clean Multi-Surface Cleaner and Degreaser
- PSSC Labs Announces Big Data Clusters with Certification for Apache Metron
- Kawasaki Receives an Innovative Working Design Award for its new Headquarters
- Fujitsu and Positek RFID L.P. Launch New Company to expand the market for Washable Technologies
- Oakley and VICIS Launch Advanced Eye Shield
- Tri Alpha Energy Achieves a Major Step Towards Nuclear Fusion Energy by temporarily generating plasma in World's Most Advanced Plasma Generator

### Recent Ribbon Cuttings:

- Planet Fitness – 26682 Portola Parkway
- Toshiba – 25530 Commercentre Drive
- Grocery Outlet – 22475 El Toro Road
- Dunkin' Donuts – 26722 Portola Parkway
- Baker Ranch Dental Spa & Implant Center – 26501 Rancho Parkway South
- Walmart – 26502 Towne Centre Drive
- Mathnasium Lake Forest – 22942 Ridge Route Drive Suite 104
- Eagle Community Credit Union – 24336 Rockfield Boulevard
- Saddleback Strength & Conditioning – 26923 Fuerte Drive
- Crunch Fitness – 23633 El Toro Road
- Minuteman Press – 22821 Lake Forest Drive Suite 107A
- IoanDepot – 26642 Towne Centre Drive
- Patch Coffee – 29100 Portola Parkway Suite A



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

## Company Profiles:

# FANUC

## FANUC America Corporation

### FANUC America Corporation - CNC, Robot & ROBOMACHINE

FANUC America offers the most complete range of industry-leading products and services for robotics, CNC systems, and factory automation solutions. FANUC is dedicated to increasing the competitiveness of North and South American manufacturers by creating opportunities to help maximize their efficiency, reliability, quality, and profitability. Whether its a small or large manufacturer, FANUC offers solutions that will meet its clients' specific needs. We recently sat down with Scott Melton of FANUC America Corporation to learn more about the business:

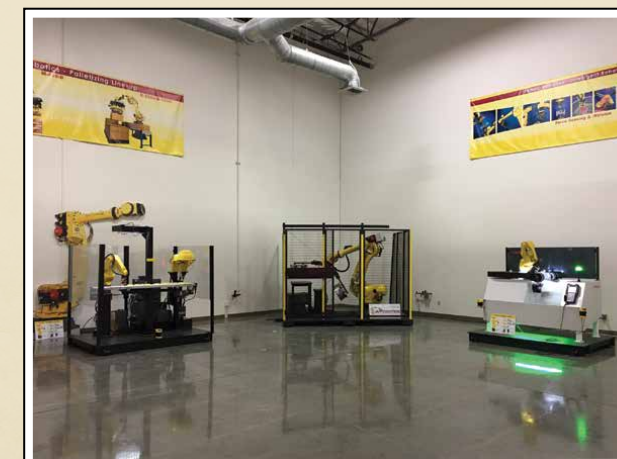
#### 1. What is the history/background of FANUC?

FANUC America started out West in 1989 in Tustin, California. FANUC moved into the Lake Forest Facility in the spring of 1997. Last year, FANUC America celebrated its 20 year anniversary in the City of Lake Forest. This facility serves clients in the western US with complete factory automation solutions.



#### 2. What services/products/programs do you provide?

FANUC provides factory automation solutions for clients in the western United States. Some of these services include: robotic automation, service, training, replacement parts, and technical expertise to implement robotic automation within an organization's manufacturing facility. Working within our integrator network, FANUC delivers world class turnkey manufacturing solutions.



#### 3. How many people does FANUC employ in Lake Forest?

FANUC America employs 17 staff members who work for the office in Lake Forest.

#### 4. What are FANUC's business goals for 2017?

Our goal is to help our clients be competitive in the global market by delivering the highest quality robots, systems, services, and support. FANUC wants all of its clients to compete in the global market place. We also are working with local educational institutions to train the next generation of engineers so they have high quality jobs.

Additional information can be found at [fanucamerica.com](http://fanucamerica.com).

## Project Updates:

### Civic Center Update – New Milestones

Progress at the Civic Center continues as the City reaches new milestones in the construction of the City's "100-year home." In December, the City celebrated the first cement pour at the Civic Center site. In January 2018, the City officially renamed Biscayne Bay to Serrano Summit and Indian Ocean to Civic Center Drive.

The Civic Center will feature public facilities that address several community needs including a Community Center, Senior Center, Council Chambers/Performing Arts Venue, and City Hall. It will be on a 12-acre site in the vicinity of Commercentre Drive and Civic Center Drive, alongside the future Serrano Summit housing development. The Civic Center is expected to open in mid-2019. For more information on the Civic Center, and to track its progress, visit [lakeforestca.gov/civiccenter](http://lakeforestca.gov/civiccenter).



Rendering of the future Lake Forest Civic Center.

## CITY OF LAKE FOREST CIVIC CENTER



Portola Center Model Home

## Housing Developments

Housing development continues to progress throughout Lake Forest. Portola Center, located at the intersection of Saddleback Ranch Road and Glenn Ranch Road, will include 930 homes including 613 single-family and 317 multi-family homes. The 195-acre site will feature 10,000 square feet of commercial space, a 5-acre public park fitted with playgrounds, picnic areas, and sports fields, new trails with exercise stations, three private neighborhood parks, and 44-plus acres of open space including a perimeter trail available to the public. Model homes are now open in the north, west, and south areas of the planned community.



Photo of Civic Center Site (Serrano Summit)

The Serrano Summit development is a subdivision of approximately 82 acres and includes future Civic Center Site and trail connections. In total, 608 homes will be constructed. The new development is located on Commercentre and Civic Center Drive, directly across from the future Civic Center. Grading is currently underway.