

LAGUNA NIGUEL

A REMARKABLE PLACE FOR BUSINESS!



Presented by





EVERYDAY, REMARKABLE

The name “Laguna Niguel” is derived from the Spanish word “Laguna,” which means lagoon, and the word “Nigueli,” which was the name of a Juaneno Indian village once located near Aliso Creek. In 1821, California became Mexican territory and many rancheros were formed in Southern California, including Rancho Niguel. During this period, Rancho Niguel was primarily used as a sheep ranch.

The first private landowner of the area was Juan Avila, a resident of San Juan Capistrano, who obtained land through a Mexican land grant in 1842. Juan Avila was also successful in re-establishing his title to the land after California became US territory in 1848 and remained the owner of “Rancho Niguel” until 1865. In 1895, the “Rancho Niguel” land became part of the Moulton Company, a company that would eventually control over 19,000 acres of local ranch land.

The genesis of today’s Laguna Niguel was the establishment of the Laguna Niguel Corporation in 1959 by Cabot, Cabot and Forbes, making it one of the first master planned communities in California. The firm of Victor Gruen and Associates was retained to develop a detailed community plan for the approximately 7,100-acre site. Land sales started to occur in 1961 in Monarch Bay and Laguna Terrace subdivisions. Avco Community Developer acquired the Laguna Niguel Plan in 1971 and initiated development as set forth in the original Master Plan.

During the early years of development in Laguna Niguel, the Laguna Niguel Homeowner Association, later to become the Laguna Niguel Community Council, served in an advisory capacity to the Orange County Board of Supervisors on land use issues. In 1986, Laguna Niguel residents, looking for local governance, took the first step toward cityhood by forming a Community Services District. Three years later, on November 7, 1989, 89% of the voters favored incorporation and on December 1, 1989, Laguna Niguel became the 29th city in Orange County.



“Laguna Niguel is a truly exceptional city! As we mark our 30th Anniversary throughout 2019, we are committed to honoring our past, celebrating our present, and planning our future. Laguna Niguel’s more than 67,000 residents and businesses enjoy two community parks, 23 neighborhood parks, three mini-parks, one dog park, 4 county parks, the Skate & Soccer Park plus 80 miles of scenic and nature trails, and some of the finest civic amenities anywhere. All this with zero debt, significant reserves, and a robust economic development platform. As we invest in our future, we invite you to come join us in celebrating all that is to come. The future is bright in Laguna Niguel!”
 -- Hon. John Mark Jennings,
 Current Laguna Niguel Mayor

“Laguna Niguel holds a very special place in my heart. Not only is it my home, it is the place where I raised my family and first ran for elective office. As its first Mayor, I am proud of our leaders who have followed and partnered with residents to advance our founding goals to make Laguna Niguel a City that provides an exemplary quality of life for the people it serves.”

– Patricia “Pat” Bates, California State Senator (2014-present). Founding Mayor of Laguna Niguel and City Councilmember (1989-1998).



1989

Laguna Niguel becomes the OC's 29th City

1994

Sea Country Senior Center opens

2000

The city's population is 61,891, according to the U.S. Census Bureau

1992

The Alicia Pkwy extension opens from Crown Valley Pkwy to I-5

1996

The 73, the San Joaquin Hills toll road, opens

2002

La Paz Sports Park & Laguna Niguel Metrolink Train Station opens



NEW TO LAGUNA NIGUEL

The Crown Valley Park Improvement Project Tier III includes a 30,000-square foot Crown Valley Community Center with staff offices and rooms available to rent by the public for special events. The three-story building will have a contemporary look and features a dedicated art room, fitness and dance room, collaborative tech room, multi-purpose room with a 300-person dining capacity and a catering kitchen, and multi-purpose classrooms.

The lower aquatics level features locker rooms with private changing areas and classrooms that open to the pool deck. The upper level will feature an outdoor rooftop patio overlooking the pool. The City began construction of the new Community Center on August 13, 2018, with the goal of completing the final phase of the project in early 2020.

Located adjacent to City Hall, the County of Orange owns 22 acres, one of the last remaining developable sites, which will soon become a walkable, mixed use development, creating a thriving city center for employment, shopping, events and entertainment. It is expected that an agreement between the County and a development team will be reached in Summer 2019.

“The County of Orange looks forward to working with the City, development team, and community in bringing a vibrant downtown environment to Laguna Niguel. Together, we can build exciting experiences for Laguna Niguel residents and provide economic benefits to the City,” said Lisa Bartlett, Chairwoman of the Orange County Board of Supervisors.



SAFEST CITY

The Laguna Niguel City Council continues to support enforcement efforts by adding traffic enforcement motorcycles and vehicles and deputies have stepped up traffic enforcement.

On October 4, 2018, SafeWise released their list of the 50 Safest California Cities of 2018 and we are proud to announce that Laguna Niguel was ranked as the 14th safest city among all cities in California. This honor is attributed to the City's hard working law enforcement and its attentive, alert and involved community.

Laguna Niguel Police Services offers businesses the opportunity to become part of Business Watch - a crime prevention program that enlists the active participation of citizens in cooperation with law enforcement to reduce commercial crime in their community.



BEST FOR BUSINESS

There is no business license needed and the City works closely with many of the shopping center property owners as well as the Laguna Niguel Chamber of Commerce to ensure that any regulatory challenges that face our local businesses are addressed quickly.

Laguna Niguel is a business-friendly community always striving to streamline its approval, permit and inspection processes with some of the fastest turn-around times in the County. We are always looking for new ways to make the process simpler for you to get your doors open sooner.

Recently, our City was named as one of the best places in the United States to start a small business. We are ranked 33rd in the nation, 4th in the state of California, and highest in Southern California!

2007

The city establishes a Military Support Committee

2012

The city's first city manager, Tim Casey, retires after 22 years of service

2018

Construction on Crown Valley Park Improvement Project begins

2011

Doors open to the new City Hall

2014

The Sea Country Senior and Community Center celebrates 20th anniversary

2019

Laguna Niguel gears up to celebrate 30th Anniversary on December 1

ROLLING OUT THE RED CARPET



CONCIERGE SERVICES

The City of Laguna Niguel is committed to cutting through the red tape and rolling out the red carpet.

Laguna Niguel has concurrent processing by its planning and building permit staff so there is no need to wait for one permit before applying for another. City staff can provide business owners with important demographic information including population, average income, and other statistics that are helpful to business owners looking to set up shop in Laguna Niguel.

Whether you are a longtime residential contractor or embarking on a DIY project, our experienced staff is standing by to help you create the house of your dreams. Our City staff is the friendliest in the county! Our goal is to get to "Yes" as quickly as possible for you as we there is no Business License Fee.

The City wants a thriving business community and will work collaboratively with Laguna Niguel restaurants, shops, offices, and retailers to ensure a smooth process, so you can focus on growing your business.

LAGUNA NIGUEL BY THE NUMBERS

Total Population
65,377



Median Age
44.7

Unemployment Rate
3.66%



Some College or Higher
79.0%

Average Household Size
2.6



Homeownership Rate
70.5%

Median Household Income
\$99,206



Average Salary Per Job (2017)
\$55,296

Potential Retail Sales
4.6 Billion



Retail Trade Area
Pop. 370,000



BRING YOUR BUSINESS TO LAGUNA NIGUEL

The Community Development Department guides and facilitates development in the City. This is accomplished in a spirit of creativity and with a commitment to provide the highest standard of development to preserve the health, safety, general welfare and quality of life for all people who live, work and visit Laguna Niguel.

You may contact Laguna Niguel's Community Development Director Jonathan Orduna via email JOrduna@cityoflagunaniguel.org or by phone at (949) 362 - 4357. For more information, visit www.cityoflagunaniguel.org.



LAGUNA NIGUEL

HONORING OUR PAST. CELEBRATING OUR PRESENT. PLANNING OUR FUTURE.

Laguna Niguel is a 14.72 square mile planned community in South Orange County. Existing and planned use of Laguna Niguel's 9,456 acres includes 3,549 acres residential, 276 acres commercial, 223 acres mixed uses, 222 acres public/institutional facilities and 3,650 acres designated to parks and open space. Home to numerous award-winning schools, 23 neighborhood parks, 4 county parks, 3 mini-parks, 2 community parks, a Skate and Soccer Park, a dog park, and 80 miles of scenic trails, Laguna Niguel is the perfect place to start a business and raise a family.

www.cityoflagunaniguel.org



CONGRATULATIONS TO THE CITY OF LAGUNA NIGUEL ON THEIR 30 YEAR ANNIVERSARY



CONSTRUCTION



HUMAN RESOURCES



MAINTENANCE

At MCE Corporation, we understand the unique relationships between the owner/client, user and service provider. Our employees are courteous, prompt and reliable. To provide great customer service, we have to be consistent and reliable in everything that we do. Great customer service is something that is earned through our dedication to your project and the trust you will have in MCE. We understand that great customer service means doing the right thing when no one is looking.



925.803.4111 | mce-corp.com



Happy Birthday Laguna Niguel!

MCE Corporation has been providing contracted services to California municipalities for 36 years. We are very proud and excited about one of our newest partner City's; Laguna Niguel!

We started providing services under our streets maintenance contract with the City on July 1st, 2018. MCE's goal under this contract is simple; protect and enhance the assets we are responsible to maintain. While the goal is simple, a beautiful city like Laguna Niguel presents many challenges. Our crew, lead by our foreman Francisco Ferrer, is dedicated to meeting the challenge. Francisco came to MCE with many years of experience in Laguna Niguel. His familiarity with the City and the City staff has aided us tremendously in getting off to a good start.



MCE's corporate headquarters are in Concord, which is located in the East Bay Area. Our southern California operations are supported through our Upland yard and office, although we do have a yard in Laguna Niguel, dedicated to that contract and our crew there. Manny Pavloudakis is MCE's southern California area manager and he provides daily support assisting the crew both administratively and operationally.

In addition to the support from Manny, MCE's President & CEO, Jeff Core, and Senior Vice President, Steve Loweree, are both very hand's on and make frequent visits to southern California.

For more information about services MCE provides, please contact Manny Pavloudakis at (909) 973-7162.

CAR OF THE YEAR.
DRIVE OF A LIFETIME.
THE GENESIS G70



Start with a standard 2.0L turbocharged GDI 4-cylinder engine that delivers 252 hp, and an available 3.3L twin-turbo GDI V6 365-hp engine that does 0-60 in a breathtaking 4.5 seconds! Add the dramatic wide stance, aggressive crosshatched grille and innovative owner benefits like Genesis Service Valet², and it's easy to see why the Genesis G70 was named MotorTrend's 2019 Car of the Year.[®]



GENESIS

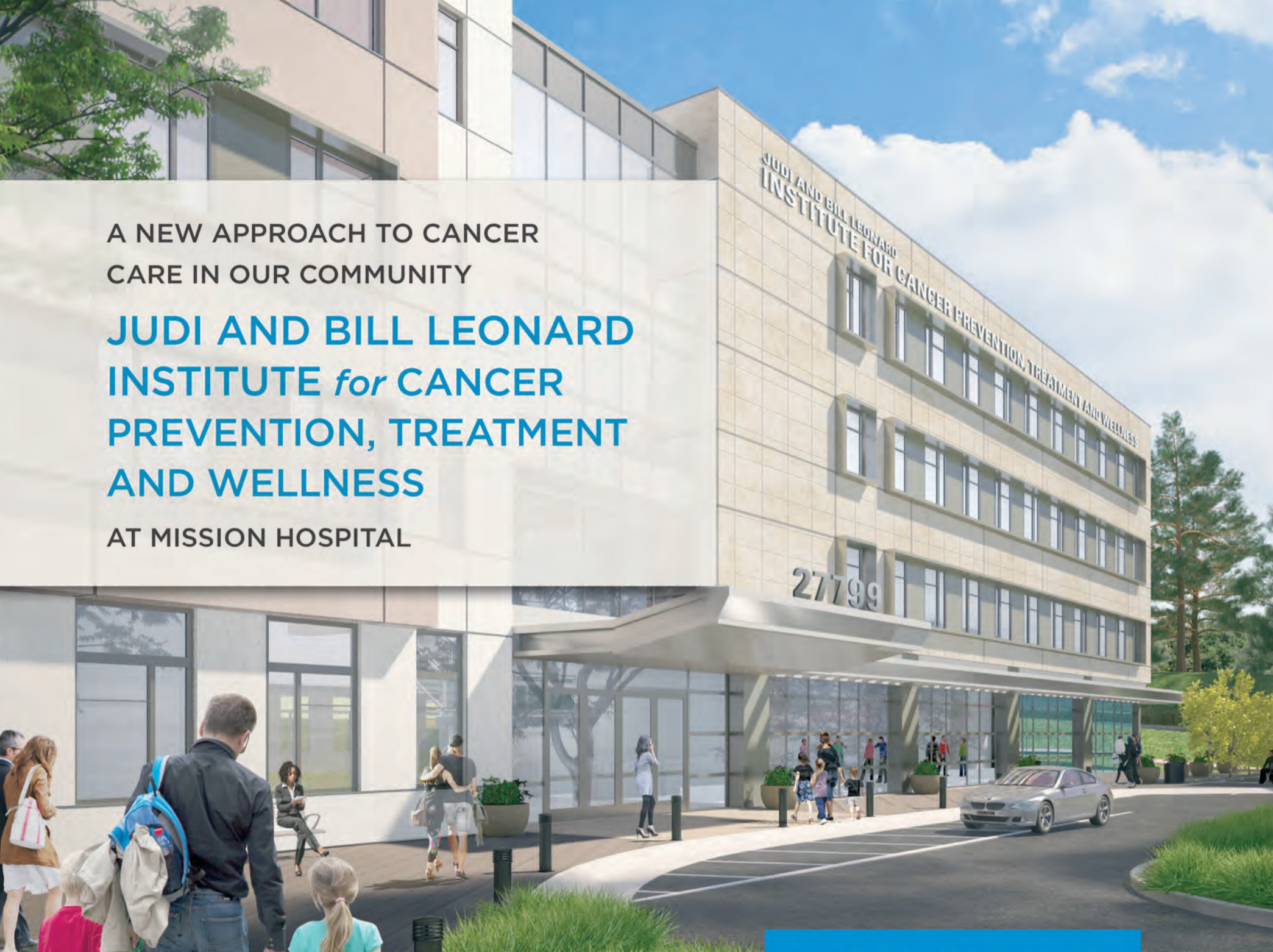
Genesis of Laguna Niguel
28432 Camino Capistrano, Laguna Niguel, CA 92677
949-485-3700
www.lagunaniguelgenesis.com

¹The 2019 Genesis G70 3.3T Sport RWD accelerates from 0-60 mph in 4.5 seconds. Launch Control must be activated. Actual results may vary depending on options, driving conditions, driving habits and your vehicle's condition. ²Genesis Service Valet is available for original purchaser of the vehicle from Authorized Genesis Dealers during the All-Your-Service scheduled maintenance period which includes scheduled maintenance and normal wear, parts replacement or warranty repairs to your vehicle for 3 years or 36,000 miles, whichever comes first. Coverage area varies by dealer. Charges and fees may apply. Contact your Authorized Genesis Dealership Service Advocate for details.

A NEW APPROACH TO CANCER
CARE IN OUR COMMUNITY

JUDI AND BILL LEONARD INSTITUTE *for* CANCER PREVENTION, TREATMENT AND WELLNESS

AT MISSION HOSPITAL



Better outcomes through precision medicine and personalized care.SM

The Leonard Cancer Institute will provide the latest cancer treatments right here in our community, ensuring South Orange County residents local access to specialized cancer care, not previously available.

Our program will include multi-disciplinary treatments, personalized to each patient's specific tumor, cancer type and genetics, based on the latest research and evidence, defined by excellence, dignity and a sacred embrace.

The Leonard Cancer Institute at Mission Hospital is slated to be finished this fall. #missionpossible

MISSION HOSPITAL — Laguna Beach and Mission Viejo

31872 Coast Hwy.
Laguna Beach, CA 92651
(949) 499-1311

27700 Medical Center Rd.
Mission Viejo, CA 92691
(949) 364-1400

Mission4Health.com

**HAPPY 30TH ANNIVERSARY,
LAGUNA NIGUEL!**

Mission Hospital is proud
to serve the residents of
South Orange County.

St. Joseph Health 
Mission Hospital



Barry Arbuckle, PHD
President & CEO of MemorialCare

Looking for Value in Health Care? Look to MemorialCare.

If you want to lower your employee health care costs while keeping your work force healthy, there are three compelling reasons to look to MemorialCare. Using a value-based approach, we are partnering with employers, health plans and providers to offer more cost-effective, high-quality health care through accountable care organizations (ACOs). What exactly does that look like?

About Value-Based Care

Value-based health care leverages analytics to improve your employees' care. Claims data can help identify patients with chronic conditions in order to connect them with primary and specialty care to better manage their condition. Providers in value-based plans are incentivized to manage the total cost of your employees' care, collaborate with health plans to constantly lower costs, and improve quality. Everyone wins--your employees get better care, and your overall health care expenditure is reduced.

Experience That Delivers

MemorialCare participates in more value-based plans than any other health system in our area. The MemorialCare Health Alliance with Boeing is the first PPO, "Direct-To-Employer" arrangement in California and we have delivered excellent results. MemorialCare has also successfully partnered with Aetna in a PPO accountable care plan and Anthem, along with six other health systems - Cedars-Sinai, PIH Health, Huntington Hospital, UCLA Health, Good Samaritan Hospital, and Torrance Memorial Medical Center to create Vivity, a high-value HMO product providing access to exceptional health care throughout Los Angeles and Orange County. Today, more than 270,000 patients participate in our value-based networks with easy access to many locations providing both acute and ambulatory care.

Quality That Counts

MemorialCare Medical Group (MCMG) was ranked Number One and Greater Newport Physicians (GNP), Number Two, in Orange County in the 2018 Patient Assessment Survey, which measures overall patient satisfaction with medical groups*. In CMS' Five-Star Quality Measures rankings, GNP has been awarded 4.5 Stars and MCMG earned 4 stars. Both groups have been recognized by the Integrated Healthcare Association as among the top groups in the state for quality-of-care, patient experience, and use of information technology. Our Orange County hospitals, Orange Coast Medical Center and Saddleback Medical Center, scored Number One and Number Two in the Orange County Register's "Best of Orange County" for 2018.

Convenience That Matters

Busy families need convenient health care that's close to work and home. It's important they have access to a continuum of care: primary, urgent, imaging, surgical, dialysis, pediatrics, and the full range of specialty services. MemorialCare's service area spans from the South Bay to South Orange County, with more than 200 locations across Orange and Los Angeles counties. MemorialCare's network includes four leading medical centers, 350 primary care physicians, 2,000 specialists, 34 freestanding imaging centers and 9 surgical centers. All these sites focus on keeping your employees healthy and your health care costs in check (see table). Using a shared electronic medical record system, providers at different locations can see the entire picture of a patient's health.

Depending on a patient's condition, some procedures and services simply must be delivered in a hospital environment. In order to support acute care needs, the cost of hospital-based outpatient care is naturally higher. However, many other health care services can and should be offered in the ambulatory setting. Without the high overhead of acute care, community-based ambulatory centers can offer a lower price point. At MemorialCare, our network of imaging, surgical and dialysis centers complement our highly-advanced, hospital-based centers to offer your employees, depending on preference or clinical need, exceptional services in a lower cost setting.

At MemorialCare, we are transparent with employers about our performance in quality, service and cost measures. We take accountability for delivering better health care outcomes.

Sharing Health Care Savings with Employers and Consumers

Potential Healthcare Savings at Ambulatory vs. Acute Care Sites	
Imaging	Up to 350% price difference in non-hospital licensed sites.
Surgical	Up to 250% price difference in non-hospital licensed sites.

If you are looking for a higher-quality, more cost-effective health care network, look to MemorialCare. Our track record and experience in providing value-based care to Orange County employers is second to none. Visit memorialcare.org or call Cathy Capaldi, Senior Vice President, Business Development at 714-377-2960 or Christopher Arias, Director, Business Development at 714-377-2942 to learn more about convenient, accessible, value-based health care.

*The Patient Assessment Survey is a non-profit, multi-stakeholder initiative to accurately measure patient experience. In operation for 17 years, feedback is gathered annually from over 40,000 patients across California. Results are made available to the public through the Office of the Patient Advocate Medical Group - Commercial Report Card.



What's best for Orange County is What's best for you.



Doing what's best for you is our entire reason for being. It's what motivates us to constantly innovate our procedures, improve our services, and deliver a patient experience that encompasses your physical, emotional, and financial health. And because we're a comprehensive system, no matter where you live in Orange County, you'll find a close, convenient location with everything you need to be your best, most healthy self.

For a referral to a top physician, visit [memorialcare.org](https://www.memorialcare.org) or call **1.800.MEMORIAL**.





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ANY SIGNATURE SERVICE*

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Laguna Niguel, CA 92677

949-340-3559

shop9@hngrooming.com

hammerandnailsgrooming.com

*Offer valid for 1st time clients only at the Laguna Niguel shop.
Prime Franchise Opportunities Available.



HAMMER & NAILS

Grooming Shop for Guys, OC's First Men's Nail Salon

Hammer & Nails | Grooming Shop for Guys was founded in 2013 in L.A. After a featured spot the popular TV show "Shark Tank", the concept of a Male-centric salon providing premium Hand & Foot care (MANicures/Pedicures) for men along with OC's finest comprehensive Men's grooming services including Haircuts, Beard-Trims and Straight-Razor Shaves all in our relaxed Man-Cave environment began to spread across the U.S.



Clients are also invited to enjoy their own TV and complimentary premium beverage while receiving their personalized service(s). Our newest Hammer & Nails, and first in Orange County, is located in the fashionable Ocean Ranch Village in Laguna Niguel/Dana Point. In addition to owning and operating this premium beachside community shop, Michael Shepherd is also the Area Representative for Hammer & Nails in Orange County and the South Bay. Contact Mike to discover more about Prime Franchise opportunities still available for this exciting new concept.

Hammer & Nails – Ocean Ranch is open 7-days a week located at: 32411 Golden Lantern, Unit H, Laguna Niguel, CA 92677, call (949) 340-3559, e-mail: Shop9@hngrooming.com, or visit: www.hammerandnailsgrooming.com

ORANGE COUNTY BUSINESS JOURNAL

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The Allen Family Puts Their Stamp of Excellence on "Genesis of Laguna Niguel"

The Allen Family Automotive Group's *Genesis of Laguna Niguel* is proud to be the area's exclusive showplace for the fast growing and luxurious line of Genesis vehicles.

The Allen family celebrates 72 years of family-owned success in an industry that doesn't often see this kind of longevity. Allen's Genesis point operates alongside Allen Cadillac, Allen GMC and Allen Hyundai. Each store continues the legacy of the Allen family in Orange County

"It's an honor for us to open these doors each day and turn on the lights of thriving businesses that were started by my grandfather 72 years ago," says General Manager Cliff Allen. Cliff is a third generation Allen, son of Dennis Allen and grandson of Founder Stanley Allen. Cliff's brothers Mitch and Scott and nephew Cameron also carry the family torch, lit more than seven decades ago by their founder Stanley.

"Stores all around us are often changing hands," continues Cliff. "Our stores are different. Here, it's family first. People always tell us they feel the difference when they are here. There is an air of loyalty and professionalism here. Our team is comprised of family and familiar faces, many of whom have been with us for 10, 20 or even 30 years or more. And now we are continuing that passion and loyalty in our Genesis store".

Allen also sees the same pattern with their customers. "Our customers follow the same trend. We have countless customers that we are serving third and



now fourth generations of their families. It feels like a reunion when they visit us for service or a new vehicle."

The Allen family's commitment to sustaining their legacy going forward is showcased in their new facilities, unveiled a few years ago. Beautiful state-of-the-industry automotive centerpieces all designed with the customer in mind. Bright, airy and roomy showrooms display multiple featured models. "I wish my Dad and Grandfather could see these new facilities," says Cliff. "To our family, they are more than just new dealerships. They will serve as the foundation for the future of this family business for generations to come."



The historical roots of this family-owned business started in Laguna Beach. Stanley Allen spent 25 years in Laguna Beach raising his family in South Orange County and getting to know the people in the community. His son, Dennis, joined the business and initiated a move to Laguna Niguel. Dennis' vision proved to be a good one, and shortly thereafter, Allen added GMC to its Oldsmobile and Cadillac product lines.

Community is also very important to the Allen family. "The backbone of our dealership is community involvement," says Cliff. He lists many schools, sports teams and community service organizations the family has supported over the past 69 years. These efforts haven't gone unnoticed. Allen has been named Laguna Niguel's "Outstanding Business of the Year" and adds this honor to many other accolades, including Orange County Business Journal's "Family-Owned Business of the Year".

BLACKWOOD REAL ESTATE

WALBERN INVESTMENTS

Inspiring Opportunity