

# ACTION



June 2021 to May 2022



# LARCS A YEAR IN Review

Over the past 12 months, LARCS again pivoted with the return to in-person events. Celebrate Ladera in September 2021 was the first significant event held since the state-mandated restrictions forced the cancellations of large-crowd events. Residents and community partners shared their enthusiasm that the community was returning to its sense of normalcy. The lifestyle programming, including events, recreation programming, and activities, shaped that sense of normalcy. Residents continued to rely on LaderaLife.com and Ladera Happenings email to stay abreast of news and updates. Residents have never appreciated the lifestyle aspect of their community more than they do now.

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## THE COMMUNITY

From the design of its neighborhoods and villages to planning events, programs, and activities, Ladera Ranch is a special place designed to encourage interaction and foster a strong sense of community. Where neighbors meet in the cul-de-sacs for evening conversations and where exclusive events offer unique experiences and memories to last a lifetime.

Since Ladera Ranch is a community and not a city, residents rely on Ladera Ranch Community Services to create the lifestyle programming that is a significant part of the Ladera lifestyle that many enjoy and other communities strive to emulate. Developers from all over the world continue to tour our unique master-planned community.

### LARCS FUNDS LIFESTYLE LEGACY GRANT

In April 2022, the LARCS Board of Directors announced that it would make history by funding the installment of lifestyle-related amenities that residents will enjoy for many years. Following a strong year of home sales in 2021, which is how LARCS is funded, and considering funds that went unused due to state-mandated cancellation of large events in 2020-21, the LARCS Board thought about what it could do to give back to the community following a challenging year for many residents. LARCS committed a one-time investment of up to \$500,000, which will fund the installation of a second 9-hole Disc Golf course along the Yukon Riley Trail, four Pickleball Courts, and a basketball half-court at Avendale Village Clubhouse. Other amenity projects remain under consideration, which will be determined by the LARCS/LARMAC joint task force based on the remaining budget. The joint task force is comprised of four LARCS and three LARMAC board members.

### THE ROLE OF LADERA RANCH COMMUNITY SERVICES (LARCS)

LARCS is an independent community services organization (CSO) that builds a strong social fabric by encouraging neighborhood interaction through technology, programs, activities, and the spirit of volunteerism. LARCS promotes communications among neighbors, organizations, alliances, and businesses through LaderaLife.com and publications to keep residents informed.

Ladera Ranch Community Services (LARCS) is an independent 501(c)(4) nonprofit public benefit corporation with an independently elected governing Board of Directors.

As an unincorporated community, LARCS is similar to a municipality's community services. The department provides the following services to the community:

- Community Events
- Recreation Programs
- Roots and Wings Magazine
- Neighborhood Block Parties
- Reimbursement Program
- LaderaLife.com
- LARCS Scholarship Program
- Teen Leadership Council
- New Homeowner Welcome Receptions
- Event Planning Committee
- Technology Advisory Committee
- Buy a Brick, Leave a Legend
- Ranch Hands Volunteer Program



LARCS is funded primarily through a Community Enhancement Fee paid at the sale or resale of any home in Ladera Ranch.

First-time sales	Resales
1/8% of the purchase price	1/4% of the purchase price



# LARCS LEADERSHIP & STAFF

FOSTERING A SPIRIT OF VOLUNTEERISM, NURTURING A LEGACY OF SERVICE TO COMMUNITY

## BOARD OF DIRECTORS



## LARCS COMMITTEES



Provides insights, strategies and ideas that promote greater use of LaderaLife.com - Ladera Ranch's community website.

Members:

Emre Celik, Bob Daly, Robert Lozano, April Sather, Johnny Devecka, and Jason Walsh



Provides ideas and recommendations to the LARCS Board of Directors that will ensure cost-effective and quality community events that promote a unique community spirit for the residents.

Members:

Alison Duff, Jill Lau, Christine Reves, Stephanie Stein, Jim Finken, Anthony Guiso, Harpreet Kaur, Georgetown Shrake, Lea Prokopowicz, and Sienna Thornburg



Provides opportunities for teens to come together for leadership development and community outreach.

Members:

Aditya Narayanan, Aleena Ali, Alex Bryan, Aneri Narayan, Apoorvi Singh, Arjun Narayanan, Brooklyn Whitcomb, Carson De Filippo, Dylan Fingerish, Emily Larson, Emma Megerian, Fae Nguyen, Gabriella Bensadoun, Izzy Searle, Megan Zimmerman, Naomi Nguyen, Noel Mardikian, Rachel Warner, Rayyan Ali, Sandhya Ganesan, Sarina Ali, Shaurya Sharma, Shirin Dunker, Sophie Picariello, and Vikram Ganesan

## LARCS STAFF

ASHLEY BLAIR | Community Services Director  
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TAMARA BUSH | CSO Special Projects Coordinator  
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# COMMUNICATIONS



@LADERALIFE



@LADERARANCH

## SOCIAL MEDIA

Our number one communication platform is our social channels. Social Media is how we connect with our residents and future residents in real-time. We use our pages to get the word out if there's an immediate closure or scheduled maintenance. Our following count is at 4.6k for Facebook and 1.6k for Instagram.



The official newsletter for the community remained an meaningful way for residents to stay informed weekly. Over 9,250 residents receive Ladera Happenings with access to the most current announcements, events and programs from LARCS and LARMAC. The email features article "briefs" that point residents back to LaderaLife.com for more detailed information or the background on various articles.

## LADERA LIFE

LaderaLife.com is the official website for community news and updates. Residents can view LaderaLife for events, official announcements, project updates, and reserve amenities such as tennis courts and clubhouses.



315,541  
Sessions



881,140  
Pageviews



2:08  
Average  
Duration



2.79  
Pages  
Per Session

## ROOTS AND WINGS

Ladera's official print magazine is always well received by residents who appreciate this high-impact, high-quality publication. The quarterly issues featured photos submitted by residents during photos contests. They featured exciting new projects such as the Covenant Hills Clubhouse Renovation and the next phase of the Your HOA at Work Playground Replacement project. Other leading communities recognize Roots and Wings Magazine as the platinum standard in community publications.







2021-2022

# EVENTS



SPRING CELEBRATION



MIRACLE ON MERCANTILE



HARVEST FESTIVAL



TEEN AMAZING RACE



MOTHER'S DAY MASTERPIECES



NEW HOMEOWNERS RECEPTION



PAWS IN THE PARK



GASTRO GARAGE

EVENT	ATTENDEES
Scavenger Hunt Ladera Landmarks	30
Amazing Race Teen Challenge (2)	21 Teams
Agents of Discovery	400
Virtual Freedom Run*	151
Patriotic Parade	750
Sea to Shining Sea Drive Thru	248 Cars
Summer Concert Series (3)	14,000
Gardening Workshop: Plant Herbs	22
Movie in the Park	500
Teen Pool Party	75
James Ransom 5k*	437
Celebrate Ladera	8000
Dine-In Movie	120
Teen Movie Night & Haunted Maze	150
Harvest Festival	4000
Ladies Night Out: Chunky Knit Blankets (2)	50
Veterans Day*	800
Thanksgiving Tablescape Workshop	30
Letters to Santa	252
Santa Visits	150
Miracle on Mercantile Way	1000
Menorah Lighting*	150
Drive-Thru Live Nativity	200 Cars
Roses and Rosé	25
Gastro Garage	130
Teen Snowball Event	45
Community Garage Sale	416 Homes
Go Green Ladera	895
New Homeowners Welcome Reception	31
Spring Celebration	5000
Mother's Day Masterpieces	49
Most Photogenic Pet Contest	51

## COMMUNITY OUTREACH PROJECTS

1st LAR Toy Drive	200 Toys
Care Packages	30 Donors
Goodwill Donation Sites (2)*	1200 Donors

## COMMUNITY PROGRAMS & NEIGHBORHOOD ACTIVITIES

Most Patriotic Home Decorating Contest	17 homes
Halloween Home Decorating Contest	31 homes
Covenant Hills Open House	200
Holiday Decorating Contest	38 homes
Blood Drives (12)	456

\*Community Partnership Event TOTAL: 37,949

# RANCH HANDS VOLUNTEERS

The Ranch Hands are residents of the community that volunteer and work alongside the LARCS team to help support the many significant community events and activities. The Ranch Hands assist with event setup, cleanup, and interacting with the residents during the event. You will see them throughout the community helping with LARCS-operated or sponsored events. Volunteering at the events and activities put on by LARCS and supported by Ranch Hands volunteers is just one way to be involved in your community and make a difference in your hometown.

**VOLUNTEERS: 273**

**VOLUNTEER HOURS: 1,066**



Celebrate Ladera, was a hometown celebration. Residents gathered together Labor Day weekend, enjoyed various choices of food, desserts, games, concerts and fireworks.







# LARCS SCHOLARSHIPS

Congratulations to the 2022 LARCS Teen Scholarship and Saddleback College Scholarship Award recipients. These programs recognize the efforts of outstanding local students who will grow to be our future leaders. This year, LARCS awarded \$15,000 to exemplary teens anonymously selected based on overall academic performance and service to their community.

## teen scholarships



**ADITYA "ADI" NARAYAN**  
San Juan Hills High School  
Texas Christian University



**AERI NARAYAN**  
San Juan Hills High School  
University of Southern California



**ISABELLA "IZZY" SEARLE**  
San Juan Hills High School  
Brigham Young University



**RAYYAN ALI**  
San Juan Hills High School  
University of Washington



**SANDYHA GANESAN**  
San Juan Hills High School  
University of California Berkley



**SHIRIN DUNKER**  
San Juan Hills High School  
University of California Los Angeles



## SADDLEBACK COLLEGE SCHOLARSHIP RECIPIENT



**JADEN CLARK**  
Nursing



# LARCS CLUBS, GROUPS, AND PROGRAMS

## LARCS CLUBS

- Chinese Joy Luck Club
- Chinese Table Games
- Ladera Ranch Poker Club
- Mama Love Dance

## COMMUNITY GROUPS

- AYSO Ladera Ranch
- Boy Scout Troop 787
- Boy Scout Troop 2020
- Capo Girls Softball
- Cub Scout Troop 689
- Girl Scouts of Ladera Ranch
- Ladera Football League
- Ladera Ranch Acres of Love Chapter
- Ladera Ranch Civic Council
- Ladera Ranch Little League
- Ladera Rancho Chamber of Commerce
- South OC Youth Rugby
- YMCA Adventure Guides
- Lion's Heart

## RECREATIONAL PROGRAMS

**BABYSITTERS TRAINING, CPR AND FIRST AID**  
Class prepares teens for emergencies when caring for children of all ages.

**BASICS OF SKATEBOARDING**  
A detailed introduction to skateboarding.

**CPR/AED/FIRST AID CERTIFICATION**  
Class covers CPR, choking relief and use of an Automated External Defibrillator for adults, children and infants.

**EVOLUTION SWIM**  
Helps students transition from being aquatic naive to being accomplished swimmers.

**GATORS SWIM CLUB**  
A year-round competitive conditioning swim program.

**GUITAR AND UKULELE**  
Teaches chords, strums and songs.

**INTRO TO GATORS**  
Helps students master the four major swim strokes.

**MUSIC TOGETHER**  
Provides rich musical experiences through songs, rhymes, movements and instrumental jam sessions.

**SKYHAWKS**  
Sports development program for preschool age children.

**STROLLER STRIDES**  
A fitness program that moms can do with their babies.

**TODDLER STORY TIME YOGA**  
Age appropriate yoga exercises for toddlers.

**TEEN MINDFULNESS YOGA**  
Teen yoga class builds self-esteem and health while developing their own skills of mindfulness.

**YMCA**  
Classes crafted for the active older adult to improve one's sense of balance, core, strength and mobility.

**YOUNG EINSTEINS: STEM LAB**  
Young scientists learn about science, technology, engineering and math during a hands on class.

**LADERA RANCH TENNIS**  
Lessons for all ages and abilities. Helps students develop the strokes of the game with an emphasis on the technique and consistency.





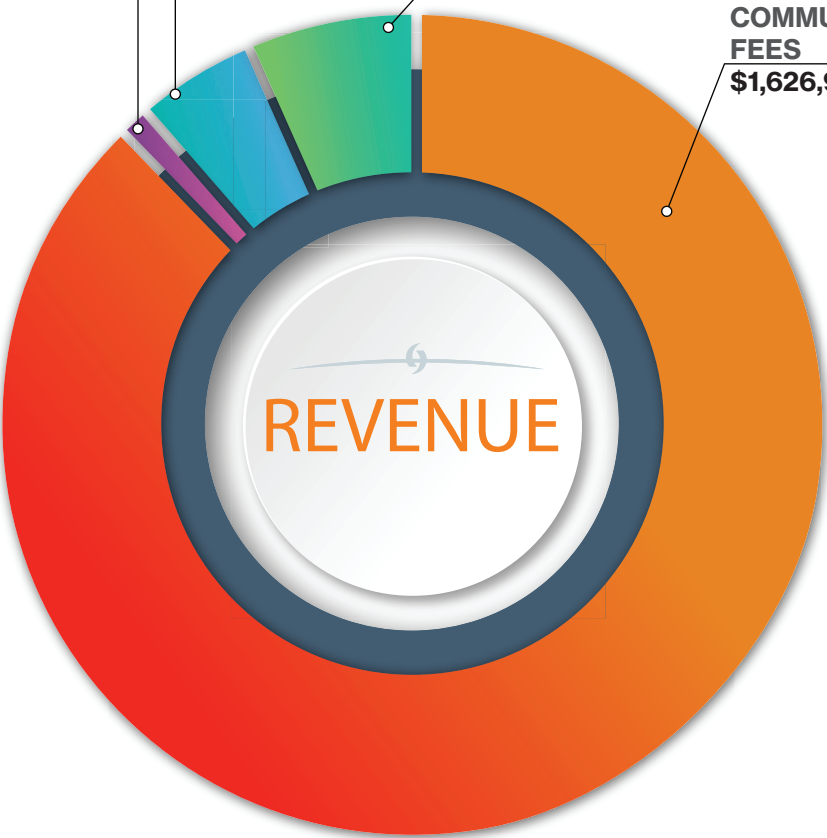


COMMUNITY PARTNERSHIP  
\$35,000

EVENTS/PROGRAMS  
\$71,787

RESERVE/INTEREST  
\$85,105

COMMUNITY ENHANCEMENT  
FEES  
\$1,626,977

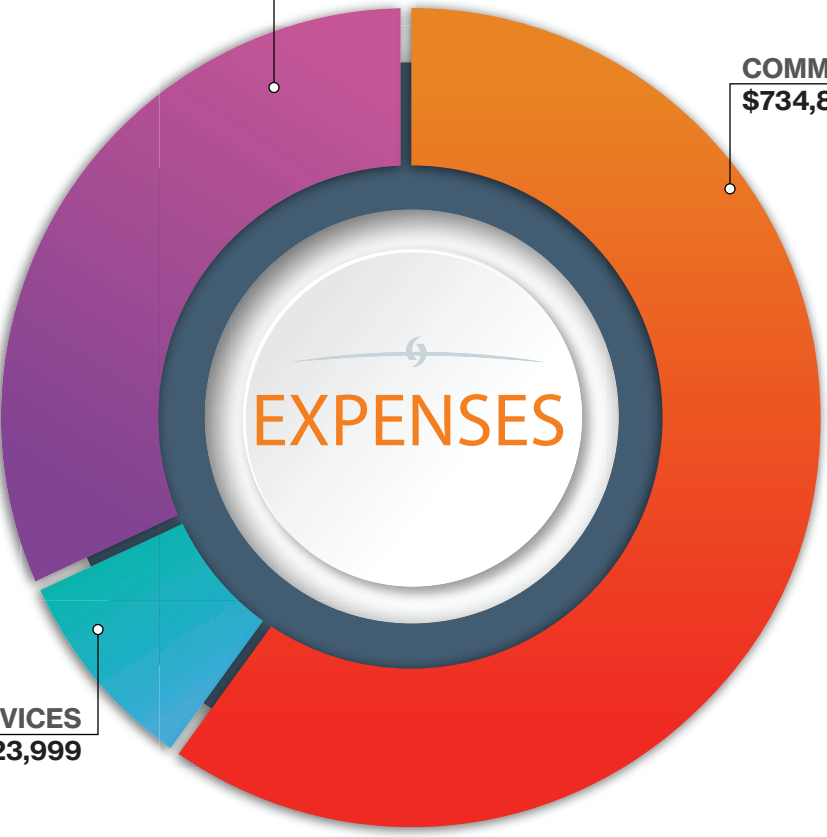


ADMINISTRATIVE OPERATIONS  
\$655,946

Office Supplies  
Print/Mail  
Taxes  
LARCS Van  
Customer Support  
Uniforms  
Bank Fees  
Staff

COMMUNITY SERVICES  
\$734,816

Events  
Programs  
Volunteers  
Roots & Wings  
Public Relations  
Community Outreach  
Membership/Training  
LaderaLife.com



PROFESSIONAL/MISC SERVICES  
\$123,999  
Insurance  
CPA  
Legal (attorney, licensing)  
Management

# COMMUNITY PARTNERS

Thank you to our Community Partners who are part of the Ladera family and community.  
Their presence and support at local events are appreciated.

## EMERALD



## PLATINUM



## GOLD



## SILVER



## BRONZE



## NON-PROFIT & CHARITY PARTNERS

FRIENDS OF THE LADERA RANCH LIBRARY • GOODWILL INDUSTRIES OF ORANGE COUNTY • JAMES HENRY RANSOM FOUNDATION  
LADERA RANCH CIVIC COUNCIL • LADERA RANCHO CHAMBER OF COMMERCE  
1ST LAR MARINE BATTALION • LADERA LEGS • AMERICAN RED CROSS



LARCS  
*Year*  
in REVIEW  
IN PICTURES

