

LAKE FOREST ECONOMIC DEVELOPMENT



Economic Development e-Newsletter

April 2024

Upcoming Events

LAKE FOREST
Chamber of Commerce

Coffee Chat with the Chamber

Every 1st and 3rd Wednesday of the Month

APRIL 3, 2024 & APRIL 17, 2024
8:00 AM TO 9:15 AM

MAMÓN
26676 Portola Parkway #D
Lake Forest, CA 92630

Members & Prospective Members: \$15
Registration includes coffee and breakfast item

Register at lakeforestCAchamber.com

Coffee Chat with the Chamber

April 3rd and 17th, 2024 | 8:00 AM - 9:15 AM
Mamón | 26676 Portola Pkwy #D Lake Forest CA 92630

Join the Chamber of Commerce at their Breakfast Networking event, happening every 1st and 3rd Wednesday of the month. It's the perfect chance to connect with fellow business owners, expand your network, and boost your business's visibility. Don't miss out!

To register, [click here](#).

LAKE FOREST
Chamber of Commerce

MEET YOUR CONGRESSWOMAN YOUNG KIM

Congresswoman Young Kim is proud to represent California's 40th District in the U.S. House of Representatives:

- Aliso Viejo
- Anaheim
- Brea
- Chino Hills
- Corona
- Lake Forest
- Laguna Hills
- Laguna Woods
- Mission Viejo
- Orange
- RSM
- Tustin
- Villa Park
- Yorba Linda

THANK YOU TO OUR
PRESENTING SPONSOR:

ORANGE COUNTY REALTORS®
Association of Professionals

COX

Thursday
April 4th, 2024

11:30 AM to 1:00 PM

Register at
lakeforestCAchamber.com

Cox Communications
27422 Portola Parkway

Free for LFCC Members
\$20 for Guests

Food & Refreshments
Provided

Meet your Congresswoman Young Kim

April 4th, 2024 | 11:30 - 1:00 PM | Cox Communications
27422 Portola Pkwy. Lake Forest, CA 92630

The Lake Forest Chamber of Commerce is hosting their new event, Meet Your Congresswoman Young Kim, on April 4th from 11:30 to 1:00 PM. Presented by the Orange County Realtors, you will be introduced to a local legislator, where she will inform attendees about her position. Space is limited.

To register, [click here](#).

Yoga Six Ribbon Cutting



**Grand Opening
Ribbon Cutting**

YOGASIX

**FRIDAY, APRIL 5TH
11:00 AM**

26761 PORTOLA PKWY STE. 2K
FOOTHILL RANCH, CA 92610

LAKE FOREST
COMMUNITY CHAMBER OF COMMERCE

Register at lakeforestCAchamber.com

April 5th, 2024 | 11:00 - 12:00 PM | Yoga Six
26761 Portola Pkwy. Ste. 2K Foothill Ranch, CA 92610

Join the City and Lake Forest Chamber of Commerce as we celebrate the Grand Opening of Yoga Six here in Lake Forest on April 5th. By connecting you to a practice that is energizing, empowering, and fun, Yoga Six will deliver life-enhancing benefits through their six core classes.

To register, [click here](#).



LAKE FOREST COMMUNITY CHAMBER OF COMMERCE

EAGLE COMMUNITY CREDIT UNION
www.eaglecu.org

LAKE FOREST COMMUNITY CHAMBER OF COMMERCE

Lake Forest's Signature Business Expo

**Marketing
Tool Kit
Workshop**

Friday, April 12, 2024
9:30 AM to 2:00 PM
Lake Forest Civic Center
100 Civic Center Dr, Lake Forest

This event doesn't cost, it pays!

lakeforestCAchamber.com

Receive Tangible Tools for Success:

- Professional Headshot
- Business Coaching
- Social Media Consultation
- Elevator Pitch Video
- Networking

SCORE | Orange County

SBDC | SBA | takata | Professional Photography | GUBMAN COACHING

GrowthSource

You Must Register to Attend & Fill Out the Form Sent to your Email
Space is Limited - All above items are not guaranteed for every single attendee

Signature Business Expo

April 12th, 2024 | 9:30 - 2:00 PM | Lake Forest Civic Center | 100 Civic Center Dr. Lake Forest, CA 92630

Don't miss the City's Signature Business Expo & Marketing Toolkit Workshop cohosted by the Lake Forest Chamber of Commerce on April 12th, 9:30 AM - 2:00 PM at the Lake Forest Civic Center. Unlock growth with free one-on-one coaching, social media tips, professional headshots, and more. Secure your spot today.

To register, [click here](#).



**Grand Opening
Ribbon Cutting**

Fetch!
Pet Care
OC CENTRAL

**FRIDAY, APRIL 19TH
11:00 AM**

PET WANTS OC SOUTH
21731 LAKE FOREST DR #101
LAKE FOREST, CA 92630

LAKE FOREST
COMMUNITY CHAMBER OF COMMERCE

Register at lakeforestCAchamber.com

Fetch! Pet Care Ribbon Cutting

April 19th, 2024 | 11:00 - 12:00 PM | Pet Wants OC South
21731 Lake Forest Dr. #101 Lake Forest, CA 92630

Join the City and Lake Forest Chamber of Commerce as we celebrate the Grand Opening of Fetch! Pet Care OC Central on April 19th from 11 to 12 PM. Fetch! Pet Care OC Central makes it as easy as possible for you to schedule and receive pet care with the ideal sitter for you and your pet.

To register, [click here](#).

The following events are hosted by the City's resource partners.

Navigating Franchise Ownership: A Beginner's Guide

April 10th | 10:00 - 11:00 AM | Webinar

Embark on your journey to franchise ownership with SBDC's exclusive 60-minute webinar tailored for beginners, where they demystify ownership intricacies using real-world examples for easier comprehension.

The agenda covers a comprehensive range of topics, from understanding the fundamentals of franchising to evaluating opportunities, preparing financially, and identifying the right fit for your skills and interests.



Explore franchise selection factors, successful franchisee traits, and operational insights, followed by key takeaways, encouragement, and an interactive Q&A session. Don't miss out on this opportunity to unlock the door to franchise ownership success.

To register, [click here](#).



Summer Hiring - Compliance Considerations and Tips for Success

April 18th | 1:00 - 2:00 PM EST | Webinar

Experiencing an increase in demand during the summer can be exciting for small business owners, but finding the right hire to meet that demand can be challenging.

In this webinar hosted by SCORE, you'll dive into the fundamentals of hiring a seasonal worker and the strategies you can use to hire the right employee fast while staying compliant with regulations. From posting job listings to on-the-job training, they'll cover everything you need to know about the hiring process.

Learning objectives include job posting strategies, new hire paperwork essentials, wage determination factors, employee classifications, and training considerations.

To register, [click here](#).

Maximizing Customer Reach and Revenue

April 18th | 4:00 - 5:30 PM | Webinar

Unlock the secrets to expanding your customer reach and boosting revenue in this dynamic workshop hosted by the SBDC, tailored for business owners and entrepreneurs.

In today's competitive marketplace, effectively reaching and engaging customers is key to driving business growth and increasing revenue. Join the SBDC and delve into proven strategies and tactics to maximize your customer reach and revenue potential.



Key topics include understanding your target audience, leveraging digital marketing channels, enhancing

customer experience, maximizing retention, and analyzing results for optimization.

To register, [click here](#).



Loan Readiness: Preparing for a Business Loan

April 23rd | 10:00 - 12:00 PM |
Webinar

Are you ready to take your business to the next level with a successful loan application?

Join the SBDC for an essential workshop designed to demystify the process and equip you with the knowledge and tools needed to navigate the complexities of preparing for a business loan application.

Key topics cover understanding the essentials and assessing credit ratings, unveiling the Five Cs of Credit, guiding effective disclosure, and utilizing resources from the SBDC.

To register, [click here](#).

Keep Informed

Taste of Lake Forest Returns

The City of Lake Forest and Lake Forest Chamber of Commerce present...

The return of the Taste of Lake Forest! Join us on Friday, June 21, 2024, from 4:30 PM - 8:00 PM at the beautiful Heritage Hill Historical Park for an unforgettable evening filled with delicious cuisine, live music by 90s Rockshow, and a delightful beer & wine garden!

The Taste of Lake Forest is cohosted by the City and Lake Forest Chamber of Commerce and sponsored by Third District Supervisor and Chairman of Board Supervisors Don Wagner and OC Parks.

A promotional poster for the 'Taste of Lake Forest' event. The top section has the text 'TASTE OF LAKE FOREST IS BACK!' in large, bold, yellow letters. Below that, it says 'June 21, 2024 | 4:30 - 8:00 p.m. | Heritage Hill Historical Park' and '25151 Serrano Road Lake Forest, CA 92630 | \$40 Admission | 18+ Event'. The middle section features a collage of images: a plate of colorful appetizers, a stage with a live band performing under colorful lights, and a close-up of a drink. The bottom section has the text 'Join us for a night out with a beer & wine garden, live music brought to you by 90s Rockshow, and samples of cuisine from a variety of Lake Forest vendors including ...'. Below this text are logos for 'LA CASITA BLVERA', 'MAMÓN', 'LBRAN', and 'CUCU'S mexican food'. At the very bottom, it says 'To see other vendors that will be participating or to buy tickets, visit: www.tasteoff.com'.

Tickets are \$40! Reserve your spot now before they're gone! Limited availability. (Ages 18+ only)

Explore a diverse range of culinary delights from Lake Forest's finest vendors! Participating restaurants will be announced daily, so stay tuned!

For more details and to secure your tickets, visit TasteofLF.com today!

Don't miss out on this epic culinary adventure! See you there!

For more information, [click here](#).

City Approves Catalytic Converter Theft Deterrent Programs

The City is accepting applications from local automotive service businesses to participate in the City's

Catalytic Converter Painting, Etching, and Shield Programs.

The Council unanimously approved two programs to help residents protect their vehicles from catalytic converter theft. Once fully implemented, residents will be able to have their catalytic converters painted and etched for free or receive a \$250 rebate towards the purchase and installation of a theft deterrent metal plate.

The anti-theft devices are targeted for thefts nationwide because they contain precious metals that fetch a high recycling value. In 2021, about 10 catalytic converters were reported stolen in Lake Forest each month. Under the program, residents can take their high-target vehicle to a pre-approved shop to have their vehicle identification number etched on the converter for free. Business will then receive \$125 per vehicle that receive painting and etching service.



The etching deters thieves because law enforcement can link a stolen converter back to the owner. Residents will also have the option of purchasing and having a local shop install a metal theft deterrent shield over their catalytic converter. Residents that opt for the shield program will receive a \$250 rebate on their purchase, so long as the shield is installed by a participating local business.

The Council, which already approved an ordinance requiring anyone in possession of catalytic converter to prove they acquired it legally, approved a \$59,000 budget for the anti-theft programs.

Visit bit.ly/LFcatalyticprogram for more information on how your local business can participate in the catalytic converter theft prevention programs.

Business Resources



America's Small Business Development Center (SBDC) is the most comprehensive small business assistance network in the United States.

Small Business owners and aspiring entrepreneurs can go to their local SBDC for business consulting, training, and online courses at no cost.

SBDC



The State of California Governor's Office of Business and Economic Development (GO-Biz) serves as the State's leader for job growth, economic development, and business assistance efforts.

They offer no-cost consultation for incentive identification, site selection, regulatory or permitting compliance assistance, foreign direct investment, and export assistance.

GO-Biz



OC Workforce Solutions is focused on connecting community members and businesses to the services and resources they need to thrive.

They provide job seekers, employers, and youth with convenient access to a full range of reliable, responsive solutions and export assistance.

OC Workforce

February Recap



Soul Aloe Ribbon Cutting

The City of Lake Forest and Lake Forest Chamber of Commerce celebrated the grand opening of Soul Aloe with a Ribbon Cutting Ceremony on Friday, March 15th. The event was coordinated by the Lake Forest Chamber of Commerce and certificates were presented to the business by the City, Chamber, U.S. Representative Young Kim's Office, California State Assemblywoman Diane Dixon's Office, and the Office of Supervisor Don Wagner.

State of the City / Meet the Mayor

The City of Lake Forest and the Lake Forest Chamber of Commerce hosted the annual State of the City event on Thursday, March 21, at the Lake Forest Civic Center. The event included a cocktail hour and mixer, presentation of colours, buffet-style catering, raffle, and a presentation by Mayor Mark Tetterer.



Business Spotlight



Soul Aloe

24356 Swartz Drive #14
Lake Forest, CA 92630

April 2024
BUSINESS SPOTLIGHT



Discovering Inner Peace: The Path to Holistic Healing at Soul Aloe

Set against the serene backdrop of Lake Forest's natural beauty, Soul Aloe offers solace and support to those seeking to improve their spiritual well-being. Founded by Emily, a dedicated advocate for authenticity and personal growth, this woman and AAPI-owned establishment embodies compassion and guidance.

Emily's journey into the realm of spiritual wellness was sparked by a profound awakening in 2023, fueling her passion to share the transformative benefits of reiki energy healings, tarot readings, guided meditation, and personalized one-on-one coaching at Soul Aloe. With a steadfast commitment to honesty and vulnerability, Emily fosters a nurturing environment where clients can delve into their inner truths and embrace their innate wisdom.



Despite being new to the industry, Emily's journey began out of a need to serve her community. Starting by performing reiki on herself, she became more conscious about her everyday life, aiming to make spirituality more accessible by providing others with her services.

To her, "readings are like vitamins; they won't cure someone but will instead provide guidance and keep people on track towards a more satisfying life." Emily's philosophy centers on embracing positivity and recognizing the interconnectedness of our world, fostering a sense of unity and compassion.

Authenticity is at the heart of Soul Aloe's approach, ensuring genuine connections and meaningful experiences for all who seek guidance. Emily believes that even if honesty hurts, it can lead to a sense of relief and allows individuals to take a step back from the hustle

of daily life to rest. She advocates for others to speak their truth, emphasizing the importance of being true to oneself.



Furthermore, Emily draws from her experiences in corporate life to advocate for honesty and truthfulness, aiming to help others reach a point of being burden and tension-free. She believes that one's external environment reflects their internal environment, which is why the name Soul Aloe exists; "readings and mindfulness can soothe the soul, akin to how aloe soothes a sunburn."



At Soul Aloe, clients are encouraged to embrace their authenticity and explore their inner truths in a welcoming environment. With Emily's empathetic support, individuals can navigate their spiritual journey with confidence and clarity, making each session a step towards personal empowerment and holistic well-being.



Available Commercial Space

Are you a Lake Forest commercial broker or property manager and have office, industrial, or retail space to advertise?

Submit a request to [Economic Development staff](#) to feature your listing on our newsletter, social media, and website today!

[Read More](#)

Stay Up-To-Date



@lakeforestbusiness



Lake Forest
Economic Development



@lakeforestbusiness



www.lakeforestbusiness.com

Website Home

Business
Registration

Business
Resources

Marketing &
Events

Shop & Dine



City of Lake Forest Economic Development | (949) 461 - 3567
Monday through Thursday 8:00 a.m. - 6:00 p.m.
Friday 8:00 a.m. - 5:00 p.m.

Stay Connected

Contact Us



[Unsubscribe jvolzke@lakeforestca.gov](mailto:jvolzke@lakeforestca.gov)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent byjvolzke@lakeforestca.ccsend.compowered by



Try email marketing for free today!