

LAKE FOREST ECONOMIC DEVELOPMENT



Economic Development e-Newsletter

January 2024

Upcoming Events

LAKE FOREST
Chamber of Commerce

Coffee Chat with the Chamber

Great Opportunity to Meet Other Business Owners!

MEMBERS & PROSPECTIVE MEMBERS: \$15
*REGISTRATION INCLUDES COFFEE AND BREAKFAST PASTRY

JANUARY 3, 2024
+
JANUARY 17, 2024

8:00 AM TO 9:15 AM
Check-in Begins at 7:45 AM

EVERY 1ST AND 3RD WEDNESDAY OF THE MONTH

Paris Baguette
23621 El Toro Road #B
Lake Forest, CA 92630

RSVP at lakeforestCAchamber.com

Coffee Chat with the Chamber

January 3rd and 17th, 2024 | 8:00 AM - 9:15 AM
Paris Baguette | 23621 El Toro Road #B Lake Forest, CA 92630

Join the Chamber of Commerce at their Breakfast Networking event, happening every 2nd and 4th 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](#).

Grand Opening
Ribbon Cutting

bubblypaws

FRIDAY, JANUARY 5TH
11:00 AM

22421 EL TORO ROAD STE. F
LAKE FOREST, CA 92630

LAKE FOREST
Chamber of Commerce

Register at lakeforestCAchamber.com

Bubbly Paws Ribbon Cutting

January 5th, 2024 | 11:00 AM - 12:00 PM | Bubbly Paws
22421 El Toro Road Ste. F Lake Forest, CA 92630

Join the City and Lake Forest Chamber of Commerce in welcoming Bubbly Paws to Lake Forest. Bubbly Paws will be celebrating their Grand Opening with a Ribbon Cutting on Friday, January 5th, from 11:00 am to 12:00 pm. Join the City and Chamber as we welcome this elevated self-service dog wash to Lake Forest.

To register, [click here](#).



The DEN Ribbon Cutting

January 12th, 2024 | 1:00 PM - 2:00 PM | The DEN
21072 Bake Parkway Suite 100 Lake Forest, CA 92630

We're thrilled to announce the Grand Opening Ribbon Cutting of The DEN on Friday, January 12th from 1:00 pm to 2:00 pm. Join the City and Lake Forest Chamber of Commerce as we celebrate this special milestone with The DEN, an elite-level dance training center.

To register, [click here](#).



New Business Reception

January 24th, 2024 | 6:00 - 7:30 PM | Lake Forest Civic Center 100 Civic Center Drive Lake Forest, CA 92630

The City and Lake Forest Chamber of Commerce invite you to kick off 2024 by attending the New Business Reception. Aimed at new businesses, This is an opportunity to learn about the business resources and information the City and Chamber provide, as well as a chance for networking.

To register, [click here](#).

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



The Corporate Transparency Act - What Small Businesses Need To Know

January 10th | 1:00 - 2:00 PM EST | Webinar

Whether you're navigating the startup phase or managing an established business, understanding the implications of the Corporate Transparency Act (CTA) in 2024 is essential.

Join SCORE at their informative webinar to explore the key provisions of the CTA, its purpose, and how it may impact your business. They'll guide you through compliance requirements and reporting procedures, ensuring you are well-prepared and meet all deadlines.

You'll gain insights into the scope of the Corporate Transparency Act, identifying entities that must comply, and deciphering the specifics of information to be reported. SCORE will cover the 'what, how, and when' of reporting, help you prepare for compliance, and discuss penalties for non-compliance. Stay ahead of the curve, understand the impact on small businesses, and position your enterprise for success in this evolving regulatory landscape.

To register, [click here](#).

Developing an All-Star Team

January 17th | 9:00 - 11:00 AM |
12625 Frederick St, Moreno Valley
CA 92553

Optimize your business's performance through strategic team development in this SBDC webinar. A strong team is fundamental to efficiency, collaboration, and achieving exceptional results. Join this session for practical insights into enhancing your team's capabilities.



In this session, you will delve into key topics such as utilizing individual skill sets, nurturing team strengths, providing targeted training for identified opportunities, and building a company culture that fuels collective success. Elevate your understanding of team dynamics and discover actionable insights to empower your business with a high-performing and cohesive team.

To register, [click here](#).



2024 Hottest Business Ideas, Trends & Markets

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

Discover the potential awaiting America's small businesses in 2024 in this SCORE webinar. This year promises robust opportunities for growth, but staying ahead requires staying informed. To thrive in the evolving landscape, it's crucial to stay attuned to the latest business trends,

innovative startup concepts, and shifting consumer behaviors.

Delve into the realms of AI and automation through SBDC's exclusive workshop designed to provide you with a distinct advantage through modern marketing techniques.

Explore key topics such as discovering hidden AI gems, mastering the art of automation, and achieving a competitive edge that sets you apart in the market. This workshop aims to equip you with the knowledge and skills essential for navigating the evolving landscape of contemporary business.

To register, [click here](#).

California Shop Small (6-Part Series)

January 30th | 9:00 - 11:00 AM | 330 N D St 5th
Floor San Bernardino, CA 92408

Join the SBDC for a comprehensive program focused on bringing your business online, expanding customer reach, and increasing sales at local, regional, and national levels. Upon program completion, business owners will secure access to an exclusive California-branded eCommerce platform, offering a dedicated space for selling their products.



Participants will benefit from a complimentary six-month subscription to sell online, accompanied by

To register, [click here](#).

Keep Informed

City Approves Phase 5 Buy-One-Get-One Community Gift Cards

If you're a Lake Forest business, then sign up for the City's Buy-One-Get-One Community Gift Card program today at no cost to you!

The Community Gift Card Program is designed to help restaurants, hospitality businesses, and other local businesses rebound from the COVID-19 pandemic.



Residents can buy a card for \$50 or \$100 online and receive a second digital card of equal value. The cards can then be used at participating Lake Forest restaurants and local businesses.

Just like in previous rounds, residents can buy a maximum of three cards, with a maximum spending limit of \$400 in any single transaction.

There are several reasons a Lake Forest business would want to participate, including:

- Drive more business into your store.
- Keep customers spending local.
- Cards can ONLY be used at participating merchants.
- No special technology or administration required to participate (Must accept Mastercard and be able to key in the transaction like a phone order).
- No back-office administration. Funds are automatically paid to you, via your usual Mastercard processor.
- There is no fee to participate.

If you're a Lake Forest business that wants to register to participate in the program, follow these five simple steps:

1. **SIGN UP** by activating the sample card we will send to you via email or email tcampbell@hdlcompanies.com for assistance
2. **RUN THE "ACTIVATION CARD"** as a digital Mastercard on your POS to join
3. **ADVERTISE** the Community Gift Card by putting a link on your website to let customers know you are a participating merchant.
4. **REDEEM GIFT CARDS** as customers come in with a Community Gift Card on their phone (or printer).
5. **GET PAID** as usual by your Mastercard bank. Mastercard will authorize the purchases

To sign up as a business or buy a gift card, visit www.lakeforestca.gov/GiftCard

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



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.

SCORE



Business Watch is a free crime prevention program that enlists the active participation of business owners in cooperation with law enforcement to prevent crime in their community.

By cooperating with each other and the police, people can help fight crime in their community in the most effective way - before it begins!

Business
Watch



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

October Recap

Business Appreciation Luncheon

The City of Lake Forest hosted a Business Appreciation Luncheon on Wednesday, December 13th, at the Lake Forest Community Center. The signature event recognized the business community's valuable contributions to the Lake Forest workforce and economy. Participants included executive and senior management from top employers and fast-growing companies. This year's event featured catering from local Lake Forest vendors and a talk by Keynote Speaker Pierre-André Senizergues, Founder and Chief Executive Officer with Sole Technology.



Business Spotlight



The Shabby Vintage

20331 Lake Forest Dr. C12
Lake Forest, Ca. 92630

January 2024
BUSINESS SPOTLIGHT



The Shabby Vintage: Crafting Timeless Stories in Every Piece

In the heart of Lake Forest, The Shabby Vintage, owned by the creative force Jennifer, beckons vintage enthusiasts into a world where every piece tells a story. With a lifetime love for thrifting and a penchant for unique finds, Jennifer has transformed her passion into a thriving business that caters to diverse styles and brings a touch of nostalgia to every home.

Jennifer's love affair with vintage began at the age of three when her grandmother gifted her a vintage sewing box. Currently residing in a 1935 home in Trabuco Canyon called the Oak Tree Cottage for the past 10 years, she has developed a



deep appreciation for the history and charm of bygone eras. Following in her mother's footsteps, Jennifer's creative spirit flourished through interior decorating, art classes, and freelance work.

Emerging from its humble origins in a 1964 vintage trailer, The Shabby Vintage has evolved into a reputable commercial and showroom space, establishing itself as a prominent presence at flea sales and vintage markets across the state. The showroom, available by appointment only, serves as a canvas reflecting the meticulous attention to detail and artistic flair of its owner. Born out of a genuine passion for thrifting, The Shabby Vintage now boasts a diverse collection that caters to various styles, from rustic farmhouse to shabby elegance, with each item handpicked to tell a unique tale.

The Shabby Vintage, in its sixth year in Lake Forest, is not just a commercial space but a haven for those seeking distinctive pieces. The Shabby Vintage showroom is more than a display of items; it's a canvas where Jennifer weaves themes and constantly moves pieces to cater to different tastes. Her strategic location in Lake Forest, with its great drive-by visibility, invites passersby to explore the treasures within.



Despite Jennifer balancing full-time commitments during the week, she has turned The Shabby Vintage into more than just a business; it's her passion. Jennifer delights in the personal interactions with customers, learning their stories, interests, and helping them find items that resonate with their homes. Her knack for cherishing the stories behind each piece creates a shopping experience that goes beyond transactions.

While Jennifer has achieved much, her journey has just begun. Beyond the showroom, where she

orchestrates vintage markets, weddings, and stagings, Jennifer shares both this passion and part of her warehouse with her good friend Kirsten Marumoto, who has traveled the United States bringing back nostalgic vintage from all corners of the country. They envision expanding further into new venues, photoshoots, and even hosting creative classes. Additionally, The Shabby Vintage hosts warehouse sales once a month, and will be participating in upcoming 2024 markets, including The Great Junk Hunt.



Step into the enchanting world where nostalgia seamlessly meets style. Explore The Shabby Vintage and uncover a curated collection that not only enhances your living space but also tells a story with every carefully chosen piece.

Shop The Shabby Vintage:

Etsy: [TheShabbyvintageOC](#)



Business in the News

20 years of thrills: Etnies Skatepark celebrates milestone anniversary



Back in 2003, on December 13, the collaboration between Lake Forest and Etnies, a leading skateboard

shoe and apparel company, resulted in the establishment of Etnies Skatepark as one of the largest in the nation, as highlighted by Jonathan Volzke, the spokesperson for Lake Forest.



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Over the course of the past 20 years, the skatepark has grown into a pivotal center for recreation, programming, and community events. Noteworthy is its acknowledgment by Transworld Skateboarding magazine as one of the globally recognized "top 10 ride before you die" skateboarding spots, as relayed by Volzke.

Beyond the skateboarding community, the park has left its mark in mainstream media, making appearances on popular television shows aired on Disney, Nickelodeon, and MTV, as well as being featured in the EA video game "Skate 2."

During the initial expansion phase from 2009 to 2011, the skatepark underwent significant changes, including the addition of a backyard-style swimming pool, cradle, X Games-style flow area, mini bowl, and new street obstacles. This expansion propelled the skatepark's size to an impressive 62,000 square feet, solidifying its position as one of the largest in the world, according to Volzke.

Looking ahead, additional improvements are in the pipeline, with plans to be formulated and incorporated into the city's budget following an outreach campaign scheduled for the upcoming year.



[Read More](#)

Revolutionizing Business Communications: smplsolutions Further Expands smpVoice Benefits

On December 8th, smplsolutions, marked a groundbreaking leap in business communication with the official launch of smpVoice—a revolutionary product designed to meet the dynamic needs of modern businesses. smplsolutions, a Lake Forest business with a rich history in data networking and voice communication technologies, is poised to reshape the business communication landscape.



Founded by IT industry veterans in 1996, smplsolutions has been a leading force in delivering excellence in data networking and voice communication technologies. Their comprehensive offerings include cyber security, computer networking, VoIP, backup, disaster recovery, Toshiba phone support, video surveillance, and internet aggregation services. The dedicated Tech Team, comprising IT, VoIP, and cyber experts, is ready to assist businesses with their expertise.

smpVoice introduces cutting-edge VoIP features and cost-effective services, projecting a professional image from any business location. With an impressive 99.999% uptime, it stands as a reliable, user-friendly, and easily manageable communication solution.

Operating on an a la carte pricing model, smplVoice empowers customers to decide where their investment is best placed. Integrated with cloud ACD (Automated Call Distribution), smplVoice ensures efficient handling of customer calls, whether from a small help desk or a large call center.

smplVoice excels in seamless integrations, enhancing productivity and profitability from CRM to Hospitality Suites and Toshiba On-Premise solutions. Ensuring uninterrupted communication, smplVoice keeps businesses connected, regardless of their location. The seamless integration with Microsoft Teams further enhances collaboration and productivity.

In a groundbreaking move, smplVoice now incorporates transcription with AI sentiment analysis, allowing businesses to leverage advanced AI in daily communications. Identifying sentiments as positive, negative, neutral, or mixed, based on context and word usage, smplVoice enhances communication clarity and record-keeping.

Johnathan F, President and Chief Compliance Officer at Crown Capital, expressed gratitude, stating, "smplsolutions has been our trusted technology partner since 2002, almost 20 years! We rely on you heavily for network security, phones, computers, Wi-Fi, and all our cabling, and you have always been there for us. For this, we say thank you."

"smplsolutions has been our trusted technology partner since 2002, almost 20 years!" - Johnathan F, President and Chief Compliance Officer at Crown Capital

[Read More](#)

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](#)

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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



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