

LAKE FOREST ECONOMIC DEVELOPMENT



Economic Development e-Newsletter

May 2024

Upcoming Events

LAKE FOREST
Chamber of Commerce

Coffee Chat with the Chamber

Every 1st and 3rd Wednesday of the Month
MAY 1, 2024 & MAY 15, 2024
8:00 AM TO 9:15 AM

Arrive at 7:45 AM to check-in before the meeting!

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

May 15th, 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](#).

WEDNESDAY
MAY 8
5:30 PM

Party of 5 Mixer

on the patio!

OPPORTUNITY DRAWINGS!

MISSION VIEJO NADADORES FACILITY,
27474 CASTA DEL SOL, MISSION VIEJO, CA 92692

MEMBERS: FREE
PROSPECTIVE MEMBERS: \$40

REGISTER HERE

50 PAYPROTEC
O'Connell WEST COAST
EAGLE CREDIT UNION
CRSA EDISON
moulton rigall water district

Party of 5 Mixer

May 8, 2024 | 5:30 - 8:00 PM | Mission Viejo Nadadores Facility | 27474 Casta Del Sol Mission Viejo, CA 92692

The Lake Forest Chamber of Commerce is holding the second of their Party of Five Mixer series on Wednesday, May 8th from 5:30 - 8:00 p.m. Join for an evening of networking and collaboration, where participants can connect with professionals from hundreds of different industries, exchange ideas, and forge valuable connections.

To register, [click here](#).

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

Lunch and Learn: I Need Capital for My Business

May 8th | 12: 00 - 1:00 AM | Webinar

Looking to secure funding for your small business? Join the SBDC and get started with the knowledge and tools to navigate the funding landscape.

In this four-part series, each session tackles a crucial aspect of securing capital. The SBDC will cover subject like understanding and preparing for capital, form and documents needed for a successful loan package, equity capital, and a chance to hear directly from the underwriters.



Be ready to bring your questions and the SBDC will provide the insights you need to fuel your business growth.

To register, [click here](#).



Loan Readiness: Preparing for a Business Loan

May 15th | 9:00 -11:00 AM | Carnegie Cultural Center | 123 D Street, Upland CA 91786

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 covered will include understanding the essentials, assessing credit ratings, unveiling the five Cs of credit, guiding effective disclosure, and resources from the SBDC.

To register, [click here](#).

Payroll 101 for Business Owners

May 21st | 9:00 -11:00 AM | Rancho Cucamonga Chamber of Commerce | 9500 Cleveland Avenue, #110, Rancho Cucamonga, CA 91730

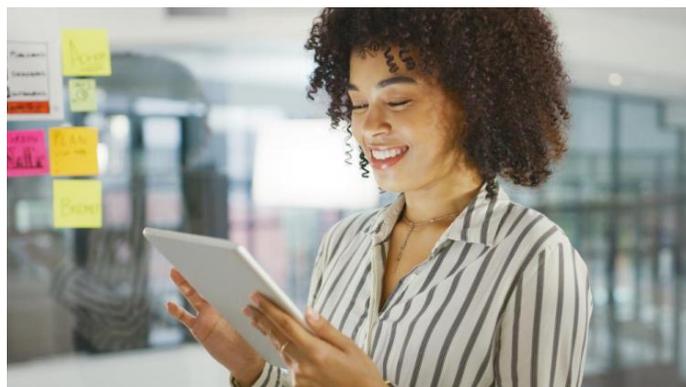
Understanding payroll is vital for business owners in order to ensure compliance, maintain accurate financial records, meet employee expectations, and protect the business from potential legal and financial risks. Join the SBDC for this workshop to expand your knowledge and gain guidance on managing payroll effectively.

The SBDC will cover key topics such as introduction to payroll managements, payroll processing systems,

taxes and compliance, and audits and reporting.



To register, [click here](#).



How to Create a Marketing Plan for Your Small Business

May 30th | 1:00 -2:30 EST PM |
Webinar

Are you overwhelmed by all the marketing choices for your business? Not sure how or where to spend your time and money?

It sounds like you need a marketing plan! Without a plan in place, you could potentially waste thousands of dollars and hundreds of hours trying to grow your business.

In SCORE's webinar, professional marketing coach and expert Patty Ross will help you create a marketing plan, define your brand, determine your audience and find where to advertise to get a positive return on investment.

A well-executed marketing plan will help you define business aspects, set goals, identify target audience, craft a Unique Selling Proposition, measure efforts, establish brand identity, and determine necessary tools.

To register, [click here](#).

Keep Informed

Sign Up for Taste of Lake Forest and receive \$500

The City of Lake Forest and Lake Forest Chamber of Commerce proudly present the return of the Taste of Lake Forest! As an added bonus, **all participating vendors will receive \$500**. To join as a vendor, [click here](#) for the application form with all the details.

Mark your calendars for Friday, June 21, 2024, from 4:30 PM to 8:00 PM at the stunning Heritage Hill Historical Park. Prepare for an evening filled with delectable cuisine, live music courtesy of 90s Rockshow, and a delightful beer & wine garden!

This eagerly anticipated event is co-hosted by the City and Lake Forest Chamber of Commerce, generously sponsored by Third District Supervisor and Chairman of the Board of Supervisors Don Wagner, along with OC Parks. Don't miss out on this unforgettable celebration of food, music, and community!

Tickets are \$40! Reserve your spot

TASTE OF LAKE FOREST IS BACK!

June 21, 2024 | 4:30 - 8:00 p.m. | Heritage Hill Historical Park

25151 Serrano Road Lake Forest, CA 92630 | \$40 Admission | 18+ Event



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 ...



MAMÓN



CUCA'S mexican food

To see other vendors that will be participating or to buy tickets, visit: www.tasteoff.com

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.

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.

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.

SBDC

GO-Biz

OC Workforce

April Recap



Signature Business Expo

The City of Lake Forest and the Lake Forest Chamber of Commerce hosted the annual Signature Business Expo event on Friday, April 12th, at the Lake Forest Civic Center from 9:30 a.m. to 2:00 p.m. The event provided a Marketing Tool Kit Workshop, which included one-on-one business coaching, social media consultations, networking opportunities, and more.

Fetch! Pet Care OC Central Ribbon Cutting

On Friday, April 19th, Mayor Pro Tem Scott Voigts and staff attended Fetch! Pet Care OC Central's Grand Opening and Ribbon Cutting. Located inside Pet Wants, 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. With services like dog walking, pet sitting, "almost" overnight care, and a pet taxi, Fetch! Pet Care is your premier pet care service in Orange County and Lake Forest.



Sonesta Simply Suites Ribbon Cutting

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

[Text Link](#)

Business Spotlight



Yoga Six

26761 Portola Pkwy, Suite 2K,
Foothill Ranch, CA 92610

May 2024
BUSINESS SPOTLIGHT



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

Yoga Six isn't your typical yoga studio—it's a franchise that prioritizes accessibility and inclusivity, welcoming everyone regardless of their yoga experience level. Offering a variety of classes, from beginner-friendly sessions to more challenging options for advanced yogis, Yoga Six ensures there's something for everyone on their mat.



At the heart of their offerings are the six core classes, each designed to cater to different preferences and needs. From the rejuvenating Y6 Restore to the dynamic Y6 Power, there's a class to suit every mood and fitness goal. And for those seeking a unique blend of yoga and strength training, the TRX class provides a full-body workout unlike any other, engaging muscles in ways traditional yoga might not.

Yoga Six Lake Forest represents the latest endeavor for these owners. While they own three other existing Yoga Six, this Lake Forest location is the first they have built from the ground up, born out of a passion for yoga's transformative benefits. With a background in business and owner Chris's personal experience with yoga aiding in injury recovery, their journey into the yoga world is fueled by a desire to share its healing power with others.

What sets Yoga Six apart is its commitment to community and support. From workshops exploring sound baths to private lessons with dedicated trainers, they go above and beyond to foster a sense of belonging among their students. Yoga Six prioritizes physical health in other ways as well, like water! With a FloWater refill station, they offer the safest and best-tasting drinking water on Earth, free of contaminants, toxins, viruses and bacteria. With Kelsi, their dedicated general manager, leading the charge, the studio thrives as a hub for wellness and connection.

But what truly stands out about Yoga Six is its accessibility. By offering a discounted first class and maintaining a welcoming atmosphere, they break

down barriers to entry, making yoga approachable for all. Supported by frequent meetings and guidance from the corporate office, the team at Yoga Six Lake Forest is dedicated to empowering their community to find strength, balance, and peace on and off the mat.

Whether you're a seasoned yogi or stepping onto the mat for the first time, Yoga Six invites you to join their vibrant community and discover the transformative power of yoga.



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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Lake Forest
Economic Development



@lakeforestbusiness



www.lakeforestbusiness.com

Website Home

Business
Registration

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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



City of Lake Forest | 100 Civic Center Drive, Lake Forest, CA 92630

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