

LAKE FOREST ECONOMIC DEVELOPMENT



Economic Development e-Newsletter

June 2025

Upcoming Events

COFFEE CHAT WITH LFCC:
BREWING UP BUSINESS OVER
COFFEE & CONVERSATION

May 14th & 28th
8:00AM-9:15AM

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

2ND & 4TH
WEDNESDAY OF
THE MONTH

25722 Commercentre Dr.
Lake Forest, CA 92630

Members & Prospective Members:
\$15 (pre-registered) OR \$20 at the Door

Registration includes coffee & breakfast item

Register at www.lakeforestCAchamber.com

Coffee Chats with LFCC

June 10th and June 24th 2025 | 4:00 - 8:00 PM |
Taste | 25722 Commercentre Dr.
Lake Forest, CA 92630

Join the Chamber of Commerce at their Breakfast Networking event, held 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 businesses' visibility. Don't miss out!

To register, [click here](http://www.lakeforestCAchamber.com).

Save the Date

Concert in
the Park

Saturday, June 28

Be sure to stop by our
beer garden while
you're there!

Summer Concert in the Park

June 28th 2025 | 4:00 - 8:00 PM |
Lake Forest Sports Park | 28000 Rancho Parkway Lake Forest, CA
92630

Join the Chamber of Commerce for the first Summer Concert in the Park Event of the year. The event will be hosted at the Lake Forest Sports Park and will feature live music and a beer garden!

To register, [click here](http://www.lakeforestCAchamber.com).

Taste of Lake Forest

August 15th 2025 | 4:00 - 7:30 PM |
Heritage Hill Historical Park | 25151 Serrano Road Lake Forest, CA
92630



The City of Lake Forest and the Lake Forest Chamber of Commerce present the Taste of Lake Forest on Friday, August 15th, at Heritage Hill Historical Park from 4:00 p.m. to 7:30 p.m.

The event will feature samples from a variety of Lake Forest vendors, sponsor booths, live music by The Trip, and a beer and wine garden. The event has limited availability and is restricted to individuals aged 18 and older.

To register, [click here](#).

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

Digital Marketing and AI Mastery: A 4-week Revenue Growth Program

June 3rd- June 24th | 4:30 PM -6:00 PM | Webinar

Join our 4-week program designed to help small businesses boost revenue by 10% through digital marketing strategies, AI tools, and hands on projects. By the end, you'll walk away with a personalized marketing plan, stronger competitive insights, and actionable tactics to grow your business online. Complete all session and earn a one year ChatGPT subscription grant.



Program Breakdown:

Week 1: Building a Strong Marketing Plan

Week 2: Leveraging Analytics for Business Growth

Week 3: Enhancing Competitiveness in the market

Week 4: Revenue Growth Strategies for Small Businesses

To register, [click here](#).



Marketing on a Tight Budget. Spend Less, Grow More

June 10th | 10:00 AM -12:00 PM |
Entrepreneurial Resource Center-
Temecula

A well-structured marketing funnel is the secret to turning prospects into loyal customers-without breaking the bank. In this session, you'll learn how to design a high-converting funnel that captures

attention and drives real results all while keeping costs low.

What you will learn:

- Crafting an Irresistible Offer- Create compelling offers that directly address your audience's needs and inspire action
- Developing a Lead Capture System-Build an efficient system to collect valuable leads and maximize conversions
- Driving Traffic to Your Land Pages- Leverage organic and paid traffic strategies to attract qualified visitors to your funnel.

To register, [click here](#).

Master Social Media: A Guide for All Levels

June 17th | 10:00 AM -12:00 PM | Rancho Cucamonga Chamber of Commerce

Unlock the full potential of social media with this in person workshop designed to help you navigate the digital landscape with confidence. Whether you're new to social media or looking to enhance your existing strategy, this session covers everything you will need to know to succeed in today's fast-paced, online world.



What you will learn:

- Explore the unique features of major social media platforms
- Master the art of compelling content creation
- Discover proven strategies to engage your audience
- Learn to measure your success through analytics
- Learn best practices and etiquette to build authentic connections and maintain a positive online presence

To register, [click here](#).



Mastering Cross-Border Payments: A Guide for Small Businesses

June 25th | 12:00 - 1:00 PM|

Webinar

Managing international payments can be a challenge, particularly for small businesses. This webinar provides a step-by-step guide to

simplifying the process while reducing costs and risks.

Key Takeaways:

- Overview of international payment methods: wire transfers, letters of credit, and online payment gateways
- Managing foreign exchange risks: hedging, forward contracts, and spot rates
- Tools and platforms for low-cost, efficient cross-border payments
- Understanding and negotiating payment terms with overseas partners

To register, [click here](#).

How to Network at a Contracting Conference

June 18th | 6:00 - 7:00 PM | Webinar

Ready to build powerful partnerships and land valuable contracts? Don't miss this dynamic webinar designed to help you master the art of matchmaking events. Whether you're a veteran contractor or just getting started, you'll gain practical strategies to show up prepared, confident, and ready to impress



What You'll Learn:

- Crafting a winning pitch
- Smart research and effective networking
- Key documentation and timely follow-ups
- How to stand out and make an impact

To register, [click here](#).

Keep Informed

New Commercial and Multi-Family Bins and Carts

Starting March through June 2025, CR&R will be rolling out new color-coded containers for businesses and multi-family properties to help streamline recycling efforts. The new container colors are in compliance with Senate Bill 1383, helping to standardize the separation of your landfill, recyclable, and organic materials. Your current containers will be exchanged with the new solid color containers, pictured on the right.

CR&R will exchange your existing containers on-site, ensuring a hassle-free transition. This change aims to improve waste sorting and participation in responsible waste disposal.

In addition, CR&R will be utilizing new trucks equipped with technological advancements. The new trucks are enhanced with collision avoidance, leak detection, and fire suppression to ensure safety for the drivers as well as our community.

New Agreement, New Containers

LANDFILL <ul style="list-style-type: none">BonesBroken GlassCandy WrappersCeramicsChip BagsCoffee Pods/K CupsHangersMirrorsMixed Products (i.e. Plastic/Metal Combination)Non-Numbered PlasticsPalm FrondsPet Waste/LitterPlastic FilmPlates, Cups, Towels, and NapkinsPolystyrene		 <p>The waste from your black landfill container cannot be recycled or repurposed. This waste is transported to an Orange County landfill.</p>
RECYCLING <ul style="list-style-type: none">Aluminum FoilAluminum & Tin CansCardboard (flattened)Detergent ContainersEmpty Aerosol CansGlassMagazines & Junk MailMetalMilk ContainersPaper (Computer, White, Colored, Shredded, Newspaper)Plastics (Numbers 1 through 7) <p><i>Plastic bags are not recyclable. These items should be placed in the landfill cart.</i></p>		 <p>The recyclables from your blue container are processed at CR&R's Material Recovery Facility (MRF). The recyclables are separated utilizing a process of manual and mechanical sorting.</p>
ORGANICS <p>From The Kitchen</p> <ul style="list-style-type: none">Bread/Grains/PastaCoffee GrindsDairy/EggshellsFats, Oils and GreaseFood Scraps/LeftoversFood-Soiled NapkinsBBQ-Certified Compostable FoodwareFruitsMeat/PoultrySeafood/ShellfishVegetables <p>From The Yard</p> <ul style="list-style-type: none">FlowersGrassLeavesPruningsWeeds		 <p>The food waste and yard waste from your green organics container are taken to one of CR&R's approved compost facilities. At this facility, materials undergo decomposition, ultimately being transformed into nutrient rich compost.</p>

Hazardous waste is NOT to be disposed of in any of the carts.

For more information about the new solid waste agreement and Senate Bill 1383, visit the City website at www.lakeforestca.gov/en/trashandrecycling

Visit our Website

Business Resources



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

OC Workforce Solutions provides job seekers, employers, and youth with convenient access to a full range of reliable, responsive solutions.



With a team of more than 100 business owners and industry experts, the Orange County Inland Empire Small Business Development Center Network is the consulting firm you need for your business.

From planning and marketing to lease negotiations and government contracting, the SBDC can offer your business the support it needs.



California's Manufacturing Network (CMTC) aims to efficiently serve small and medium-sized manufacturers (SMMs) statewide. This Network delivers services that address the regional challenges driven by a diverse manufacturing community.

The Network is a collaboration of 23 partners focused on serving SMMs in rural and urban areas statewide.

May Recap



Social Media Workshop

On Wednesday, May 14th, the City of Lake Forest and Lake Forest Chamber of Commerce hosted a Social Media Workshop in partnership with the SBDC on the topic, "AI + Your Business". The event included a presentation on incorporating AI, a demonstration to illustrate the effectiveness of AI platforms and a question-and-answer portion to provide information to local business owners!

Business Spotlight



Brio Brio Bakery & Cafe

22681 Lake Forest Dr. Lake Forest, CA
92630

June 2025
BUSINESS SPOTLIGHT

Brio Brio
Bakery & Café

Brio Brio Bakery & Cafe

The aroma of freshly baked brioche greets you before you even step through the doors of Brio Brio Bakery & Cafe. And if you happen to stop by during a weekend morning rush, don't be surprised to find a line out the door—Lake

Forest locals know there's something special baking inside.

That “something special” begins with Naoko and her husband, Ryuji, the co-owners of Brio Brio. Originally from Japan, the couple moved to New York in 2013. Shortly after settling in, Naoko found herself missing the kind of bakeries she grew up with—places known for their exceptional quality, attention to detail, and use of natural ingredients. Inspired by that gap, she began experimenting at home. When she first baked brioche bread, her husband was blown away. That one loaf sparked a passion, and in 2020, despite the challenges of the pandemic, Brio Brio Bakery & Cafe officially opened its doors.



Choosing Lake Forest as the home for Brio Brio was the result of thoughtful consideration and persistence. As newcomers to the U.S., Naoko and her husband encountered the typical challenges of securing a commercial lease, especially as small business owners just starting out. Lake Forest stood out not only for its accessibility and affordability, but also for its ideal location—right between Irvine, where they had initially searched, and Mission Viejo, where they were living. They also saw potential in the city’s growing residential community and believed it was the right place to introduce a bakery focused on high-quality, handmade goods.

What truly sets Brio Brio apart is their commitment to quality and authenticity. Every item on the menu is made in-house using thoughtfully selected ingredients like organic produce, cage-free eggs, European butter, and premium matcha imported from Japan—hallmarks of the high standards behind everything they serve. The care that goes into each product, from their signature brioche to their sandwiches and pastries, is evident in every bite. Naoko

and her team believe that using the best ingredients and thoughtful preparation is what makes their food stand out, and their growing customer base clearly agrees.



While the food at Brio Brio speaks for itself, Naoko and café manager Mao agree that the true heart of the business is their staff. Every team member embodies the Japanese spirit of kindness and hospitality, creating a warm and welcoming experience for every customer who walks through the door.

In addition to their popular brioche, the menu features a delicious mix of Japanese, French, American, and fusion flavors. You'll also find freshly prepared sandwiches and expertly crafted matcha drinks, each item made with care and intention. The bakery continues to grow thanks to word-of-mouth, loyal customers, and an unwavering standard of excellence.



Brio Brio Bakery & Cafe is more than a place to grab a pastry—it's a celebration of quality, culture, and community. Whether you're stopping in for a cup of matcha or discovering a new favorite brioche, you'll be welcomed like family.

To celebrate their loyal community, Brio Brio is offering a free drink with purchase to any customer who shows proof of this newsletter spotlight for the next month. Stay tuned to their website and social media for information on celebrations planned this summer in honor of their upcoming fifth anniversary.

Check out their socials below!:



Business in the News

Utility Spin-Off Buys Foothill Ranch Industrial for \$51M

FOOTHILL RANCH —

A Houston-based company recently paid \$51 million for a 102,299-square-foot distribution building in Foothill Ranch, near Oakley's headquarters. The property, located at 20 Icon, was sold by Los Angeles-based Rexford Industrial Realty Inc. to Lake Forest Reliability Project LLC for \$497.32 per square foot. This makes it one of the most expensive industrial deals in Orange County for 2025.

The two-level building, built in 1999 and renovated in 2015, sits on 2.81 acres. Rexford Industrial had acquired it in 2016 and earned \$1.7 million annually from the property. Lake Forest Reliability Project LLC, potentially linked to Engie Resources, a company focused on energy transition, purchased the building. Documents show both entities share the same Houston address, but it's unclear if they are directly connected.



Rexford Industrial reported the sale in its Q1 2025 results, noting an expected return of 13.3% on the transaction without financing. The company, which has a large industrial portfolio in Southern California, continues to make significant property sales, including a \$42.5 million deal in Carson.

Courtesy of Orange County Business Journal

[Read More](#)

Newport Beach Firm Scoops Lake Forest Business Park

LAKE FOREST —

Newport Beach-based Buchanan Street Partners has acquired the Spectrum Center Business Park in Lake Forest, marking the latest addition to their Orange County portfolio. The 16-building, 227,757-square-foot industrial park, located at 20902-21098 Bake Pkwy, was purchased from a Los Angeles-based fund manager. The nearly 17-acre property is strategically located near major highways, making it appealing to businesses and part of a growing residential community in South Orange County.



Buchanan Street Partners sees the business park's location as a key factor in its appeal, as South Orange County continues to see increasing demand for well-located, infill industrial properties, particularly in areas with expanding housing developments. The business park is 80% leased, offering a mix of small-bay industrial spaces.

Courtesy of Orange County Business Journal

[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](#)

Lake Forest Chamber of Commerce



The Lake Forest Chamber of Commerce began its service to the business community in 2010. Since its founding, the Lake Forest Chamber of Commerce has been committed to promoting and supporting its member businesses and the surrounding community. The chamber strives to bring information and resources to the business community in order to build visibility and sustainability!

Connect with the Chamber of Commerce on their socials below:



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 Lake Forest
Economic Development



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www.lakeforestbusiness.com

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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



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

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