

# LAKE FOREST ECONOMIC DEVELOPMENT



## *Economic Development e-Newsletter*

*August 2024*

### Upcoming Events

**LAKE FOREST**  
Chamber of Commerce

**Coffee Chat with the Chamber**

**SUMMER SCHEDULE:**

**JULY 17  
AUGUST 7  
AUGUST 14**

**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 OR \$20 at the door!**  
\*Registration includes coffee and breakfast item\*  
Register at [lakeforestCAchamber.com](http://lakeforestCAchamber.com)

#### **Coffee Chat with the Chamber**

August 7th and 14th, 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, held 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](#).

*Grand Opening*

**Ribbon Cutting**

**MATHNASIUM**  
The Math Learning Center

**FRIDAY, AUGUST 16TH  
1:00 PM**

22369 EL TORO RD  
LAKE FOREST, CA 92630

**LAKE FOREST**  
Chamber of Commerce

Register at [lakeforestCAchamber.com](http://lakeforestCAchamber.com)

#### **Mathnasium Ribbon Cutting**

August 16th, 2024 | 1:00 - 2:00 PM | Mathnasium | 22369 El Toro Road. Lake Forest, CA 92630

Join the City and Lake Forest Chamber of Commerce as we celebrate the Grand Opening of Mathnasium here in Lake Forest on August 16th. Mathnasium is transforming math learning with personalized tutoring, engaging methods, and expert tutors.

To register, [click here](#).



## Summer Concert in the Park

August 24th, 2024 | 5:30 PM - 8:00 PM | Lake Forest Sports Park | 28000 Rancho Parkway Lake Forest, CA 92630

Join the Chamber of Commerce at the City's Summer Concert in the Park event. There will be live music from Who's Zeppelin, a The Who Experience Tribute Band and a car show. The Lake Forest Chamber of Commerce will be hosting the Beer and Wine Garden. Join for a fun night of music and drinks

To register, [click here](#).



## L-Chambers Tri-Mixer

August 28th, 2024 | 4:30 - 6:30 PM | Joe's Italian Restaurant | 25672 Crown Valley Pkwy. Ste. G1, Lake Forest, CA 92694

Join the Lake Forest, Laguna Hill, and Ladera Rancho Chambers of Commerce for a night of networking, delicious food, and drinks at Joe's Italian Kitchen

To register, [click here](#).



## Morena's Mexican Cuisine Ribbon Cutting

August 30th, 2024 | 1:00 - 2:00 PM | Morena's Mexican Cuisine | 22651 Lake Forest Dr. Lake Forest, CA 92630

Join the City and Lake Forest Chamber of Commerce as we celebrate the Grand Opening of Morena's Mexican Cuisine here in Lake Forest on August 30th. Morena's Mexican Cuisine offers authentic Mexican food made with the freshest ingredients, never using pre-made sauces, mixes, or frozen ingredients in their food.

To register, [click here](#).

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

## Social Media Marketing for Small Businesses - Basics and Latest Trends

August 8th | 1:00 PM - 2:30 PM EST | Webinar

Social media can be a powerful tool for small business owners to market their products and services directly to their customers.

However, social media can also be overwhelming.



In this webinar hosted by SCORE, marketing expert Patty Ross will teach you the basics every business owner should know about social media marketing and the latest trends you should follow.

Participants will learn to create a content calendar, select the best platforms, find optimal posting times, and identify content types that drive engagement. The session will also cover effective social media advertising options.

To register, [click here](#).



### **Loan Readiness: Preparing for a Business Loan**

August 20th | 10:00 AM - 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 include understanding the essentials of credit, assessing credit ratings, unveiling the five Cs of credit, guiding effective disclosure, and exploring resources from the SBDC.

To register, [click here](#).

### **Take Advantage of Export/Import Opportunities with Latin America**

August 21st | 12:00 - PM | Webinar

U.S. exporters enjoy easier access to markets in Latin America, including Chile, Colombia, and Mexico, thanks to existing trade deals. At the same time, U.S. importers benefit from cost savings on goods from the region, creating a seamless cross-border trade environment.

If you're a small business looking to expand globally, consider

starting with nearby countries where trade barriers have been significantly reduced. This is your opportunity to learn how to overcome trade obstacles, enhance your competitiveness, and gain preferential access to key Latin American markets. Join the SBDC and explore the opportunities available in different countries and discover how to capitalize on them.

To register, [click here](#).



## **How to Optimize Your Google Business Profile to Boost Your Online Presence**

August 22nd | 1:00 -2:00 PM EST | Webinar

Ensure your business appears on Google Search and Maps and boost your online visibility by leveraging Google My Business, now known as Google Business Profile.

In this webinar, SCORE's expert presenter will guide you on building and managing your Google Business Profile to enhance visibility and accuracy on Google Search and Maps, helping you attract customers locally and beyond.

You'll learn the basics of Google Business Profile, receive step-by-step guidance on creating and verifying your profile, discover how to establish a profile without a physical location, and find out how to optimize and manage your business information to remain relevant.

To register, [click here](#).

## **Keep Informed**

### **Sorting Out Food Waste Laws**

If your business handles food, you've probably heard the alphabet soup of laws regarding food waste: AB 1826, AB 827, SB 1383. It can leave the average person scratching their head, wondering what it all means for their business.

Here's a short guide to help sort it all out:

#### **AB 1826 Mandatory Commercial Organics Recycling**

Requires businesses and multi-family properties to separate food scraps and landscape waste from trash.

## AB 827 Mandatory Organics Recycling Bins

Requires food-generating establishments where customers consume food on premise and bus their own tables, to provide separate food scraps, recyclables, and trash containers in front-of-house.

## SB 1383 Mandatory Food Waste Reduction

Commercial and multi-family properties are required to set up a food scrap program, similar to AB 1826. In addition, certain edible food generators are required to donate edible food to food recovery organizations.

You may set up a food scrap recycling program by contacting the City's waste hauler, CR&R, at [LakeForest-Recycles@crrmail.com](mailto:LakeForest-Recycles@crrmail.com). CR&R can assist with implementation and training. And, food scrap recycling containers are offered at half the cost of trash service, so you may be able to comply with state law at no additional cost!

For more information, visit the city's website at [www.lakeforestca.gov/en/trashandrecycling/commercial-services](http://www.lakeforestca.gov/en/trashandrecycling/commercial-services).

**RECYCLABLES**

- Glass
- Plastics (Numbers 1 through 7)
- Metal
- Empty Aerosol cans
- Aluminum & Tin Cans
- Aluminum Foil
- Delegated Containers
- Milk Containers
- Cardboard (flattened)
- Paper (Computer, White, Colored, Shredded, Newspaper)

**FOOD WASTE**

- Fruits
- Vegetables
- Meat/Poultry
- Dairy/Eggshells
- Seafood/Shellfish
- Bread/Grains/Pasta
- Coffee Grinds
- Food-Soiled Paper
- Food Scraps/Leftovers

**LANDFILL**

- Mixed Products (i.e. Plastic/Metal Combination)
- Styrofoam
- Plates, Cups, Towels, and Napkins
- Non-Numbered plastics
- Candy Wrapper
- Chip Bag
- Plastic Film
- Pet waste/Litter
- Mirrors
- Palm fronds

**DO NOT PLACE HAZARDOUS WASTE OR BATTERIES IN ANY OF YOUR WASTE CARTS**

Hazardous wastes are products that are flammable, corrosive, reactive or toxic. This includes batteries of all types. Please DO NOT dispose of hazardous waste in any CR&R containers.

Examples of Hazardous Waste include:

- Fluorescent light tubes
- Household batteries
- Latex or water based paint
- Non empty aerosol cans
- Thermostats
- High intensity discharge lamps

Customer Service: 800.826.9677 • [www.crrinc.com](http://www.crrinc.com)

## 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.

OC Workforce



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.

SBDC



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.

CMTC

## Business Spotlight



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# Crimson Coward

23706 El Toro Rd,  
Lake Forest, CA 92630

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August 2024  
BUSINESS SPOTLIGHT

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## Crimson Coward: A Fiery Taste of Nashville in Lake Forest



Crimson Coward has taken the Lake Forest dining scene by storm with its irresistible Nashville-style hot fried chicken! This family-owned restaurant specializes in bold flavors with a range of heat levels, catering to both spicy food lovers and those who prefer milder options.

Crimson Coward was born out of a desire to fill a gap in the Southern California market. During the pandemic, the owners noticed a lack of options for hot chicken in South Orange County and recognized a growing interest in this up-and-coming cuisine. Their commitment to quality is evident, as all chicken served is hormone-free, antibiotic-free, and halal, ensuring that they provide delicious and inclusive dining options for the community.

The restaurant's family-oriented atmosphere is a cornerstone of its identity. The owners are deeply rooted in the local community, choosing to establish their first location in Lake Forest for its friendly and supportive environment for small businesses. With over 30 years of experience in brick-and-mortar retail, their family brings a wealth of knowledge to the restaurant industry, even as they are relatively new to it.



In addition to their renowned fried chicken, Crimson Coward's menu features a diverse array of offerings, including chicken tenders, smash burgers, wings, fried pickles, and their signature sauces, including a house-made ranch and Crimson Sauce. All items are made to order, ensuring that each dish is fresh and flavorful. Catering services are also available, making it easy to enjoy their delicious food at events and gatherings.

Crimson Coward has succeeded in creating a warm and inviting atmosphere, characterized by striking red decor and vibrant murals that reflect their logo and brand identity. The restaurant encourages customers to connect with the owners and staff, creating a sense of community where patrons feel welcomed and valued.

For those looking for added convenience, Crimson Coward offers a user-friendly app for online ordering and a rewards program that allows customers to earn free drinks, tenders, and birthday treats. You can also find special promotions available through delivery services such as DoorDash, UberEats, and Fantuan.

Experience the delicious flavors of Nashville hot chicken in Lake Forest today.



# 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



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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



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

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