

LAKE FOREST ECONOMIC DEVELOPMENT



Economic Development e-Newsletter

October 2024

Upcoming Events

Coffee Chat with the Chamber

2nd and 4th Wednesday of the Month
OCTOBER 9, 2024 & OCTOBER 23, 2024
8:00 AM TO 9:15 AM

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

PARIS BAGUETTE
BAKERY CAFE

23621 El Toro Rd Suite B,
Lake Forest, CA 92630

Members & Prospective Members: \$15 OR \$20 at the door!
Registration includes coffee and breakfast item
Register at lakeforestCAchamber.com

Coffee Chat with the Chamber

October 9th and 23rd, 2024 | 8:00 AM - 9:15 AM |
Paris Baguette | 23621 El Toro Rd. Suite B 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 business's visibility. Don't miss out!

To register, [click here](#).

Grand Opening

Ribbon Cutting

BOYS & GIRLS CLUB
OF LAGUNA BEACH

Also serving Saddleback Valley

FRIDAY, OCTOBER 11TH
1:00 PM

24551 RAYMOND WAY
LAKE FOREST, CA 92630

LAKE FOREST
Chamber of Commerce

Register at lakeforestCAchamber.com

Boys & Girls Club Ribbon Cutting

October 11th, 2024 | 1:00 - 2:00 PM | Boys & Girls Club of
Laguna Beach - Lake Forest Branch | 24551 Raymond Way
Lake Forest, CA 92630

Join the City and Lake Forest Chamber of Commerce as we celebrate the Grand Opening of the Boys & Girls Club of Laguna Beach here in Lake Forest on October 11th. The Boys & Girls Club of Laguna Beach seeks to empower local youth through enriching activities so that they can all reach their fullest potential.

To register, [click here](#).

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

Loans, Grants and Other Funding Options for Women-Owned Businesses

October 8th | 1:00 - 2:00 PM EDT | Webinar

Join SCORE for an empowering webinar dedicated to supporting and guiding women entrepreneurs on their journey to securing funding for their businesses.



Whether you're just starting out or scaling your business, this webinar will help you understand the different funding options available to women entrepreneurs, how to pitch your business vision effectively and how to overcome gender biases and create a supportive network.

In this webinar, you'll learn:

- Understanding the different funding pathways
- Building a Compelling Funding Pitch
- Overcoming Gender-Specific Challenges

To register, [click here](#).

How to Craft a Compelling Sales Message for Your Business

October 22nd | 1:00 -2:00 PM EDT | Webinar

Struggling to communicate your business in a way that resonates with potential customers?

Whether you're a small business owner or just beginning your entrepreneurial journey, developing a compelling sales message to engage prospects and gain customers is essential for business growth.

In this webinar, SCORE's expert presenter will show you how to craft a clear, persuasive sales message that gets prospects excited to speak with you and helps you gain new customers. From identifying your target market to telling your story, you will learn actionable strategies to improve your communication with potential customers and grow sales.

To register, [click here](#).

OC Workforce Solutions Multi-Industry Hiring Event (South OC)



October 23rd | 10:00 AM - 1:00 PM | OC Workforce Solutions Center - South | 28202 Cabot Rd. Suite 100 Laguna Niguel, CA 92677

You are invited to attend the OC Workforce Solutions Multi-Industry Hiring Event with free registration, participation, and parking! Walk-ins are welcome!

Participating employers* include: Capistrano Unified School District, Child Care Careers, New York Life Insurance Company, PDS Health, Precision Hospitality, and the US Postal Service.

Tips for Success:

- Dress professionally

- Bring multiple copies of your resume
- Be enthusiastic and ready to connect with hiring managers

Need Help Preparing? Check out their Career Fair Preparation for Job Seekers Guide: <https://bit.ly/OCWFS-CareerFairGuide>

For questions, contact the Orange County Workforce Solutions Center at (866) 500-6587 or email info@ocworkforcesolutions.com. We look forward to seeing you there!

*Participating employers are subject to change.

To register, [click here](#).



Social Media Strategies to Engage Your Customers

October 24th | 12:00 - 1:00 PM | Webinar

Discover the social media strategies that will have your customers engaged!

Join the SBDC, SBA, California Office of the Small Business Advocate, and the Rancho Santiago Community College District to learn about Facebook/Instagram Ads and more. Discover the basics of Facebook Ads and the difference between a traffic campaign and a conversion. Learn how to build your brand and convert your followers into paying customers.

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. CR&R can assist with implementation and training. And, food scrap

RECYCLABLES	FOOD WASTE	LANDFILL
<ul style="list-style-type: none"> • Glass • Plastics (Numbers 1 through 7) • Metal • Empty Aerosol cans • Aluminum & Tin Cans • Aluminum Foil • Detergent Containers • Milk Containers • Cardboard (flattened) • Paper (Computer, White, Colored, Branded, Newspaper) 	<ul style="list-style-type: none"> • Fruits • Vegetables • Meat/Poultry • Dairy/Eggshells • Seafood/Shellfish • Bread/Grains/Pasta • Coffee Grinds • Food-Soiled Paper • Food Scraps/Leftovers 	<ul style="list-style-type: none"> • 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

HOUSEHOLD HAZARDOUS WASTE

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

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.

[Visit our Website](#)

Business Resources



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](#)



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](#)



SCORE, is the nation's largest network of volunteer, expert business mentors.

The organization is dedicated to helping small businesses grow and achieve their goals through the provision of a wide range of services.

Services include free or low-cost mentoring, webinars, online resources, workshops, roundtables, and other events.

[SCORE](#)

September Recap



Sana'a Cafe Ribbon Cutting

The City of Lake Forest and Lake Forest Chamber of Commerce celebrated the Grand Opening of Sana'a Cafe with a Ribbon Cutting Ceremony on Friday, September 6th. The event was coordinated by the Lake Forest Chamber of Commerce and certificates were presented to the business by the City, Chamber, and other elected officials.

Leading Ladies

The City of Lake Forest and the Lake Forest Chamber of Commerce hosted a women in business event, Leading Ladies, on Friday, September 13th at the Lake Forest Civic Center. This event included expo tables, keynote speakers, an awards ceremony, food, drinks, and more. Catering was provided by women-owned businesses Cuca's and A Little Something Sweet, whose managers were in attendance to receive awards. Presentations and speeches were also given by esteemed members of the Lake Forest community.



Property Manager Roundtable

On Wednesday, September 18, the City of Lake Forest hosted a Property Manager Roundtable at the Lake Forest Civic Center. This event included presentations by City staff as well as Ken Hira of Kosmont, a Q&A, and open-house. Kosmont is a consulting service provider that specializes in economic development and whose presentation discussed current retail market analysis efforts within the City of Lake Forest. In attendance were members of the City of Lake Forest from Planning, Code Enforcement, Public Works, and Police Services (including OC Sheriff representatives) to answer pertinent questions from the community. This event served as a chance for property managers to connect with the City of Lake Forest and Kosmont, as well as discuss experiences, challenges, and pose questions related to their unique position within the City landscape.



Dr. Lakani Dental Care Ribbon Cutting

The City of Lake Forest and Lake Forest Chamber of Commerce celebrated the Grand Opening of Dr. Lakani Dental Care with a Ribbon Cutting Ceremony on Friday, September 27th. The event was coordinated by the Lake Forest Chamber of Commerce and certificates were presented to the business by the City, Chamber, and other elected officials.



Business Spotlight



Empanada Man Pizzeria

20761 Lake Forest Dr. Suite A,
Lake Forest, CA 92630

**October 2024
BUSINESS SPOTLIGHT**



Empanada Man Pizzeria: A Blending of Love, Passion, and the Finest Flavors and Ingredients

For those hungry in Lake Forest and looking for a truly unique go-to lunch spot, look no further than Empanada Man. For starters, the full restaurant name is “Empanada Man Pizzeria” which, as the name suggests, exists as a perfect blending of cultures! Built from the ground up by Omar and Roxanna B. as a product of passion and love, Empanada Man Pizzeria offers a wide selection of delicious and unforgettable food that will send your tastebuds on a journey across the globe.

With extensive experience in both the restaurant and hospitality industries, Omar and Roxanna worked hard to go from dishwashers to the proud owners of their very own establishment. This experience allowed for the two of them to learn about what makes a restaurant successful as well as areas to improve. In fact, Omar and Roxanna are constantly innovating and finding new ways to keep Empanada Man Pizzeria fresh and memorable. They were even some of the first adopters of QR codes and virtual food delivery services (such as UberEats and ChowNow)!

As a testament to their willingness to learn, the owners of Empanada Man Pizzeria even attend the annual pizza expo in Las Vegas, to collaborate with their pizza-making peers. It is at this convention that Omar and Roxanna pick out the finest and highest-quality brands to work with and purchase from. All it takes is one bite to realize that Empanada Man Pizzeria prides itself upon superior ingredients and quality!





A quick glance at the menu will reveal to any curious customer that Omar and Roxanna curate the freshest ingredients to use in their cooking. With everything made to order and made by hand (even the lasagna!), any item on the menu is sure to leave a lasting impression. Even the salads are all created with the freshest vegetables; one will never see a plastic bag in the Empanada Man Pizzeria kitchen!

Looking closer at the menu will reveal five perfect pastas, pizzas, salads, sandwiches (including signature specialties such as milanesa, lomito, and choripan), and a wide variety of empanadas. These empanadas, the restaurant's namesake, offer a mouth-watering take on the Argentinian classic but with a Mexican twist. After all, no Empanada Man Pizzeria empanada would be the same without a dash of homemade salsas. And, of course, these empanadas are always oven-baked and never fried to ensure that the unforgettable flavors do not come at the cost of one's health.

Turning 22 years old this month, Empanada Man Pizzeria stands as a testament to Omar and Roxanna's dedication and expertise. So, take a trip to Empanada Man Pizzeria, where the high-quality, unique flavors, and worldly options will leave you wanting more, but the great deals will have you coming back for more!



Check out their socials!:



Business in the News

Staar Surgical Expands Footprint in Lake Forest

LAKE FOREST —

Staar Surgical is leasing 34,616 square feet of office space near its Lake Forest headquarters. The medical device maker in June signed a new lease for the first floor at 25510 Commercentre Drive, according to CoStar Group Inc. records.

The lease marks an expansion for Staar Surgical, whose current headquarters runs around 21,000 square feet. It adds to the company's growing local footprint, which includes a company-owned ophthalmology training facility that opened in 2022. The 1,500-square-foot EVO Experience Center trains surgeons on how to use its implantable eye lenses. The company is set to move into the new building in November. Staar Surgical, founded in 1982, originally relocated its headquarters from Monrovia to Lake Forest in 2019.



Q1 Results

Staar Surgical (Nasdaq: STAA) in May reported first-quarter revenue increased 5% to \$77.4 million, topping the estimated \$74.9 million. "In the first quarter, Staar continued to capture market share during a challenging macroeconomic environment for our surgeon customers and their patients," Chief Executive Tom Frinzi said in a statement.

Morgan Stanley analyst Patrick Wood on July 15 downgraded Staar Surgical to underweight from equal weight with a price target of \$37, down from \$50, projecting slower growth within the Chinese market, according to thefly.com. The company currently counts a \$1.9 billion valuation and estimates between \$335 million to \$340 million in revenue for the fiscal year. It's scheduled to report second-quarter results Aug. 7.

Courtesy of Yuika Yoshida of the Orange County Business Journal

Double R Ranch rustles up a tech hub to help residents succeed in transition from homelessness

Double R Ranch, a functioning horse and livestock ranch, provides shelter to individuals experiencing homelessness.

Orange County Rescue Mission's Double R Ranch in Silverado Canyon unveiled a new technology center, funded by a \$100,000 grant from the James M. Cox Foundation, on Tuesday, Aug. 13.



The Double R Ranch is a functioning horse and livestock ranch that offers the formerly homeless served by the faith-based rescue mission

“redemption and restoration” — where the Double R comes from — through vocational training and retreat programs. Along with job training and life skills education to achieve long-term employment, its residents have access to recreational facilities, including an indoor gym and horseback riding lessons.

Named the “Success Center,” the new technology room features 20 computers, a modern amenity in the rural setting essential for those experiencing homelessness to achieve financial stability, ranch officials said.

“We want to get (residents) on a path of career development, but we need vocational training, which needs certifications and proficiency tests. But that can't happen without the Success Center,” said Cathy Rich, Double R Ranch grant writer.

Chanelle Hawken, assistant vice president of Cox Communications, spoke to the company's long-time partnership with the Tustin-based Orange County Rescue Mission.

“We have been partners for over 25 years, so it's really awesome being able to make a bigger impact,” said Hawken. The foundation is named for the founder of parent company Cox Enterprises. “Being able to take classes or to visit a licensed clinical social worker online, the Success Center provides a great opportunity for people to get the skills to get a job and be self-sufficient.”

Double R Ranch was established in 2005 in San Diego County by the Orange County Rescue Mission, a Christian-based nonprofit that provides housing and services for individuals and families experiencing homelessness.



The ranch was moved to Silverado, converting a former monastery acquired by the rescue mission, and in September began housing its first eight individuals at the new location. Spanning 33 acres, it has since expanded to house 24 men. The ranch is undergoing further renovations to add 60,000 square feet of facilities and 141 beds to shelter women,

children, senior citizens, and other individuals experiencing homelessness by early 2025.

Louie Perez is one of the original eight men who moved into the Double R Ranch last year.

“(It is important) to have the beauty of nature and modern technology combined, so that some person, like myself, can develop,” Perez said at the opening ceremony Tuesday.

Perez, who calls the ranch “grandma’s house,” said while he loves the location tucked away in Silverado Canyon, he doesn’t plan to stay indefinitely.

“Trust me, I’ve thought about it. Who would want to leave this place?” he said. “But it is a place to set a good foundation.”

Courtesy of Victoria Le of the Orange County Register

[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.

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