

# LAKE FOREST ECONOMIC DEVELOPMENT



## *Economic Development e-Newsletter*

November 2024

### Upcoming Events

**AMERICA'S SBDC**  
ORANGE COUNTY - INLAND EMPIRE

**SMALL BUSINESS GROWTH SUMMIT**  
Get ready to grow your business.

IN PARTNERSHIP WITH  
**Lake Forest**

Empower your business with the education, resources, and information to grow at the 2024 Small Business Growth Summit. Network with business owners, meet with local legislators, understand what it takes to access capital, and learn tactical tools to drive your business's revenue.

Explore nine sessions across three tracks — all designed to help you identify growth opportunities for your business.

**ACCESS TO CAPITAL**  
Meet lenders and understand how to access capital.

**DIGITAL MARKETING**  
Explore the latest marketing trends.

**RESOURCES FOR GROWTH**  
Learn about resources to grow your business and identify ways to generate new revenue streams.

**Thursday, November 7**  
9 a.m. – 1:30 p.m.  
Registration and Resource Fair: 8 – 9 a.m.

**Cost: \$45**  
Includes parking and lunch.

**Irvine Marriott**  
18000 Von Karman, Irvine, CA 92612

SCAN OR CLICK TO REGISTER

Receive free admission with code LakeForest.

Your community of business experts.

Cal State Fullerton | CALIFORNIA GOVERNMENT PARTNERSHIP | octane | OCIRCC | RIVERSIDE

ORANGE COUNTY INLAND EMPIRE SMALL BUSINESS DEVELOPMENT CENTER NETWORK | ocinlandbusiness.org | 800-616-7273

#### SBDC Small Business Growth Summit

November 7th, 2024 | 9:00 AM - 1:30 PM |  
Irvine Marriott | 18000 Von Karman Irvine CA 92612

The SBDC of Orange County and the Inland Empire will be hosting a Small Business Growth Summit on November 7th from 9 a.m. to 1:30 p.m. (following a resource fair at 8 a.m.) at the Irvine Marriott. Join for an invaluable opportunity to network, grow your business, and attend various sessions regarding digital marketing and more! Register today and receive free admission by using code "LakeForest"!

To register, [click here.](#)

#### Redshift Coffee Roasters Ribbon Cutting

November 8th, 2024 | 11:00 AM - 12:00 PM | Redshift Coffee Roasters | 22851 Lake Forest Dr. Lake Forest, CA 92630

Join the City and Lake Forest Chamber of Commerce as we celebrate the Grand Opening of Redshift Coffee Roasters in Lake Forest on November 8th. Redshift Coffee Roasters is a family owned and operated coffee spot built from a love and passion for quality and innovative drinks.

To register, [click here.](#)



*Grand Opening*  
**Ribbon Cutting**



**FRIDAY, NOVEMBER 8TH  
11:00 AM**

22851 LAKE FOREST DRIVE, SUITE B  
LAKE FOREST, CA 92630



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



**Coffee Chat with the Chamber**



2nd Wednesday of the Month  
**NOVEMBER 13, 2024**  
**8:00 AM TO 9:15 AM**

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



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](http://lakeforestCAchamber.com)



*Grand Opening*  
**Ribbon Cutting**



**FRIDAY, NOVEMBER 15TH  
11:00 AM**

27462 PORTOLA PARKWAY #200  
FOOTHILL RANCH, CA 92610



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

## Coffee Chat with the Chamber

November 13th, 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!

Please note that there will be no 4th Wednesday Coffee Chat this month, due to Thanksgiving.

To register, [click here](#).

## Gameday Men's Health Ribbon Cutting

November 15th, 2024 | 11:00 AM - 12:00 PM | Gameday Men's Health | 27462 Portola Pkwy. Suite #200 Foothill Ranch, CA 92610

Join the City and Lake Forest Chamber of Commerce as we celebrate the Grand Opening of Gameday Men's Health in Lake Forest on November 15th. Gameday Men's Health is a specialized clinic focused on men's wellbeing through the use of testosterone replacement therapy. Through dedicated staff and a trusted process, Gameday Men's Health provides quality care you can trust.

To register, [click here](#).

## 8th Annual Elf Yourself 5K

November 23rd, 2024 | 9:00 AM | Gameday Men's Health | 27462 Portola Pkwy. Suite #200 Foothill Ranch, CA 92610

Step into the holiday spirit at the Lake Forest Chamber of Commerce 8th Annual FUN RUN 5K on November 23th, 2024, at the picturesque Lake Forest Sports Park. This is a fun family event open to all ages, groups are encouraged!





# ELF YOURSELF

**5K**

SATURDAY NOVEMBER 23, 2024  
5K RACE STARTS AT 9AM  
LAKE FOREST SPORTS PARK  
28000 RANCHO PARKWAY

REGISTER ON  
RUNSIGNUP.COM















BENEFITS LOCAL CHAMBER NONPROFITS  
KIDS ZONE: SANTA, CRAFTS, & GAMES  
VENDOR VILLAGE: FOOD/DRINK SAMPLES, RAFFLES,  
PODIUM AWARDS, SWAG, PET COSTUME CONTEST, & MORE!

@ELFYOURSELF5K

CONTACT US: (949) 583-9639 | info@lakeforestCAchamber.com

Run with an Elf Yourself twist, enjoy a fun-filled Vendor Village, take a stroll through Candy Cane Lane, and let your pets shine in the Pet Costume Contest. Every step benefits local chamber nonprofits!

To register, [click here.](#)

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

## Time Management Strategies for Small Business Owners

November 12th | 1:00 - 2:00 PM EST | Webinar

Whether you're a seasoned small business owner or just beginning your entrepreneurial journey, it's important to know how to effectively manage your time in your business.



In this webinar, our expert presenter will teach you the importance of time management in your business, a foundational process to save time and how to manage your time as a part-time entrepreneur and full-time business owner.

In this webinar, you'll learn:

- How to incorporate time management tools and techniques into your routine
- How to determine what you should delegate
- How to effectively set up your calendar
- How to manage your daily and weekly schedule

To register, [click here..](#)

## Year-End Tax Preparation for Your Business

November 14th | 1:00 -2:00 PM EST | Webinar

Now that we're in the final quarter of the year, it's time to prepare your year-end taxes and learn what action you can take to positively impact your tax bill. Whether you're working with a CPA or managing your own taxes, understanding the current tax landscape will empower you to make decisions that can positively impact your tax bill.



In this webinar, we will discuss the evolving tax law landscape, identify the tax breaks that apply to you, and learn how to secure them before it's too late. Live attendees will receive the slide deck and a link to the webinar recording.

To register, [click here](#).

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## **SBA Loan Opportunities for Minority-Owned Businesses - Programs, Benefits, and Eligibility**

November 21st | 1:00 -2:00 PM EST | Webinar

Are you a minority business owner looking for the right financial tools to take your business to the next level?



Join us for an in-depth webinar covering the various SBA loan programs designed to support minority-owned businesses in expanding, improving cash flow or investing in new opportunities. In this webinar, our presenter will explain the different types of loans, how to apply for SBA loans and what lenders expect from applicants so you can confidently navigate the SBA loan application process and make informed decisions.

Learning Objectives:

- Understand how SBA loans can support business growth
- Learn about the different SBA loan programs available
- Discover what loan proceeds can be used for
- Review the eligibility criteria for SBA loans
- Gain insights into loan structure and lender expectations

To register, [click here](#).



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## **How to Build Your Personal Brand on a Budget**

November 26th | 12:00 - 1:00 PM EST | Webinar

In today's competitive market, a strong personal brand can set you apart and help drive your business forward. By learning to leverage self-promotion and establish a brand foundation, you'll see the real impact of personal branding on business growth.

Join our expert presenter, Ramon Ray, as we cover the elements of personal branding and how to build an authentic, effective brand that resonates with your audience. By the end of this session, you'll be equipped with actionable steps to elevate your personal brand without breaking the bank.

To register, [click here](#).

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## **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.

**RECYCLABLES**

- 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, 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 Filter
- 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

## 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).

Visit our Website

## Business Resources



California's Manufacturing Network (CMT) 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.

CMT



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

## October Recap



### Discount Mattress Lady Ribbon Cutting

The City of Lake Forest and Lake Forest Chamber of Commerce celebrated the Grand Opening of Discount Mattress Lady with a Ribbon Cutting Ceremony on Friday, October 4. 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.

### Boys & Girls Club of Laguna Beach Ribbon Cutting

The City of Lake Forest and Lake Forest Chamber of Commerce celebrated the Grand Opening of the Boys & Girls Club of Laguna Beach in Lake Forest with a Ribbon Cutting Ceremony on Friday, October 11. 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.



### Aldi Ribbon Cutting

The City of Lake Forest and Lake Forest Chamber of Commerce celebrated the Grand Opening of ALDI with a Ribbon Cutting Ceremony on Friday, October 25. The event was coordinated by the business and certificates were presented to the business by the City, Chamber, and other elected officials.



### Law and Order: O.C.

On Tuesday, October 29, the City of Lake Forest and Lake Forest Chamber of Commerce cohosted the annual Law & Order O.C.: Legislative Luncheon. The event covered the topics of public safety,

retail theft, and border security in Orange County and included a panel comprised of Orange County District Attorney Todd Spitzer, Orange County Sheriff-Coroner Don Barnes, and Congresswoman Young Kim and was moderated by Assemblywoman Diane Dixon.



## **Business Spotlight**



# Hunky Dory Homestead

<https://hunkydoryhomestead.com/>

November 2024  
BUSINESS SPOTLIGHT



### **Hunky Dory Homestead: Bringing Healthy and Happy into Your Home**

Hunky Dory Homestead is a meal prep service operating here in the City of Lake Forest by founder Erin Link. Created to provide nutritious, homemade meals, the business grew from a need for accessible, wholesome food for a busy family. Erins's husband, a deputy for the Orange County Sheriff's Department in Lake Forest, often found himself without nutritious options during his long shifts. This inspired a venture that has expanded to serve the community, offering convenient, fresh meal choices that cater to busy schedules without sacrificing quality or health.

The menu is thoughtfully curated, featuring various flavors and cuisines ranging from pasta and stroganoff to enchiladas and pad thai. With fifteen different lunch and dinner options, five breakfast

choices, and five sourdough varieties—there's something to satisfy any craving. Each week, ingredients are sourced fresh from local providers on Saturdays, and by Sunday, dishes are carefully prepared, marinated, and packed for the following week's pickups and deliveries. The service covers surrounding areas like Lake Forest, Laguna Niguel, Laguna Hills, Rancho Santa Margarita, Rancho Mission Viejo, and San Juan Capistrano, ensuring that wholesome meals are easily accessible for families and professionals.



One of the standout features of Hunky Dory Homestead is the commitment to traditional cooking methods, including the use of cast iron cookware and a smoker, which brings a rich, authentic flavor to each dish. The meals are designed to be free from processed ingredients, focusing instead on fresh vegetables, high-quality meats, and wholesome grains. Every dish is cooked in batches to retain quality and flavor, giving customers the taste of a home-cooked meal with every bite.

Ordering from Hunky Dory Homestead is simple and structured to fit into a hectic lifestyle. Each week, the order window opens on Thursday morning and closes on Friday at 8 pm, allowing Erin to plan and prepare the meals carefully. Options are available in single servings or family-style portions, making it easy to find the right fit for any meal occasion. The menu also offers options to fit specific dietary needs, including low-carb and high-protein selections, and meals can be further customized with add-ons such as sauces or additional protein portions.

The commitment to quality does not end with the food itself. Recognizing the unique

demands on military members, veterans, and first responders, Hunky Dory Homestead provides a 15% discount for these vital members of society. This is a gesture of appreciation for the often-long hours, late nights, and packed schedules that make it challenging to find hearty options. Hunky Dory's meals offer a practical and satisfying solution, helping to avoid the need for quick, less-healthy alternatives. In addition to weekly meal preps, Erin is focused on increasing her homestead in Trabuco Canyon's self-sufficiency. Plans to develop the property will allow for more sustainable operations, enhancing Erin's ability to provide a steady supply of homegrown ingredients. Additionally, there is an interest in expanding the online store to include more handmade goods, from kitchen essentials to home items that reflect the homestead's values and lifestyle.





Hunky Dory Homestead has become a valuable part of the local community, helping individuals and families access fresh, nutritious meals with ease. With each meal prepared, the homestead combines traditional cooking methods, a commitment to quality, and an emphasis on wholesome ingredients, making it a go-to choice for those seeking the comfort of a home-cooked meal. Through meal prep and catering, Hunky Dory brings the best of homestead life to busy individuals who want nourishing, convenient food options.

**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*

[Read More](#)

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## **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](#)

## Stay Up-To-Date



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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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