

# LAKE FOREST ECONOMIC DEVELOPMENT



## *Economic Development e-Newsletter*

February 2025

### Upcoming Events



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

*Grand Opening*  
**RIBBON CUTTING**

  
Powered by  
RE/MAX

**FRIDAY, FEBRUARY 7TH  
11:00 AM**

**5299 ALTON PARKWAY  
IRVINE, CA 92604**

Rockmond Group: A Luxury Boutique  
Brokerage Delivering Unmatched Excellence,  
Expertise, and Elegance in Every Transaction

#### Rockmond Group Ribbon Cutting

February 7th, 2025 | 11:00 AM | 5299 Alton Parkway  
Irvine, CA 92604

Join the Chamber of Commerce and City of Lake Forest as they celebrate the grand opening of the Rockmond Group with a ribbon cutting ceremony! The Rockmond Group is a luxury boutique brokerage delivering excellence, expertise, and elegance in every transaction.

To register, [click here](#).

#### Coffee Chat with the Chamber

February 12th and 26th 2025 | 8:00 AM - 9:15 AM |  
Mamon | 26676 Portola Parkway #D  
Foothill Ranch, CA 92610

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](#).

**START YOUR DAY WITH THE LAKE FOREST CHAMBER COFFEE CHAT**

**January 8th & 22nd, 2025**  
8:00AM-9:15AM

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

**MAMÓN** 2ND & 4TH WEDNESDAY OF THE MONTH

26676 Portola Pkwy # D  
Foothill Ranch, CA 92610

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

\*Registration includes coffee & breakfast item\*

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

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*Anniversary*  
**RIBBON CUTTING**

**MAMÓN**

**FRIDAY, FEBRUARY 14TH**  
11:00 AM

**26676 PORTOLA PARKWAY**  
**FOOTHILL RANCH, CA 92610**

We would like to invite YOU to join us for a special 7 Year Anniversary Ribbon Cutting Ceremony to celebrate another year of serving delicious food!

## Mamón Anniversary Ribbon Cutting

February 14th, 2025 | 11:00 AM |  
Mamón | 26676 Portola Parkway #D  
Foothill Ranch, CA 92610

Join the Chamber of Commerce and City of Lake Forest as they celebrate Mamón's 7th Anniversary with a Ribbon Cutting Ceremony to celebrate another year of serving delicious food to the Lake Forest community.

To register, [click here](#).

**ATTENTION JOB SEEKERS!**

THE COUNTY OF ORANGE, IN PARTNERSHIP WITH THIRD DISTRICT SUPERVISOR DONALD P. WAGNER, THE CITY OF LAKE FOREST, AND LAKE FOREST CHAMBER OF COMMERCE, INVITE YOU TO ATTEND THE

**CAREER FAIR**

**FEBRUARY 20, 2025 • 10 AM - 1 PM**  
**LAKE FOREST COMMUNITY CENTER**  
100 Civic Center Dr., Lake Forest

Looking for quality employment?

- Connect with top businesses
- Submit resumes directly
- Interview on the spot
- Streamline the job hunt

Free registration and parking.

Register by scanning the QR code or visit [bit.ly/2025CareerFairLF](http://bit.ly/2025CareerFairLF)

QUESTIONS? Contact (866) 500-6587 or [info@ocworkforcesolutions.com](mailto:info@ocworkforcesolutions.com)

@ocworkforce @orangecountyworkforce @ocworkforce @oc\_workforce

Community Services | WORKFORCE SOLUTIONS | americanjobcenter

This WCA Title I (federally assisted program or activity) is an equal opportunity employment program. Auxiliary aids and services are available upon request to individuals with disabilities. If you need special assistance to participate in this program, please call (866) 500-6587. TDD/TTY users, please call the California Relay Service at (800) 735-2922 or 711. Please call 48 hours in advance to allow reasonable arrangements to be made to ensure accessibility to this program.

## Career Fair

February 20th, 2025 | 10:00 AM - 1:00 PM |  
Civic Center | 100 Civic Center Dr.  
Lake Forest, CA 92630

The City of Lake Forest, in partnership with Third District Supervisor Donald P. Wagner, OC Workforce Solutions and the Lake Forest Chamber of Commerce, is hosting a Career Fair.

Job Seekers and Employers are encouraged to register and gain an opportunity for resume reviews, in person interviews, and connecting with top businesses and talent!

To register, [click here](#).

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

## Beauty Boss (English and Vietnamese)

February 6th | 10:00 AM - 12:00 PM PST | Webinar

The purpose of this program is to help you explore options toward starting and owning your own beauty business. The webinar is being hosted in partnership with The Salon Spot Beauty Rentals and will be

presented in both English and Vietnamese.

During the program, you will accelerate your path toward launching your business as you identify if entrepreneurship is a good fit for you, learn what it takes to start your business, and more. We will also cover in detail:

- Setting up and launching your business
- Obtaining your licenses and permits
- Leveraging market research
- Putting together your business plan
- Identifying and targeting new customers
- Understanding financial projections and aligning them with your goals
- Standing out in a crowded market
- Understanding leases and contracts

To register, [click here](#).



### **Transform Your Small Business Marketing with Innovative Strategies**

February 12th | 10:00 -11:30 AM | Webinar

Join this dynamic webinar designed to help small businesses enhance their marketing strategies and drive revenue growth. Tailored to address the unique challenges small businesses face today, this session will guide you in constructing an effective

marketing strategy.

The webinar will include information on:

- Crafting a Revenue-Driven Marketing Strategy
- Diving Deep into Customer Segmentation
- Optimizing Marketing Channels for Sales Impact
- Measuring Marketing Success
- Leveraging Generative AI for Enhanced Marketing

To register, [click here](#).

### **SBDC Level Up**

February 19th | 3:00 - 6:00 PM PST |

Webinar

Level Up is a program developed to assist small business owners in identifying when they are ready to expand and drive their businesses to the next level. Various approaches to growth will be identified and analyzed, including new revenue streams, entering new market segments and expanding customer base; expanding the team; acquiring new technology; adding strategic partners; opening new locations, and mergers and acquisitions.



Business owners will work on putting together their path towards controlled-risk growth as they evaluate and develop their metrics, benchmarks, teams, financials, and strategies to reach the next level of growth.

Key topics covered include:

- Are you ready to grow? What does growth mean to you?
- What are the key drivers of growth in your business?
- How do you build a strategic plan that matches your vision?
- How do you conduct market research to validate your vision?
- How do you establish KPIs to ensure you achieve your vision?

To register, [click here](#).



## SBDC Small Business Clinic

February 26th | 5:00 -8:00 PM | 17967  
Bushard Street Fountain Valley, CA 92708

The SBDC will be hosting a Small Business Clinic, a program designed to bring assistance and support to small business owners in the Orange County community.

During the program, business owners will get the opportunity to meet with an SBDC consultant at no cost for a 30-minute one-on-one session to answer their immediate needs pertaining to marketing, operations, or financial assessment. All participants will also be aligned with a primary consultant for follow-up assistance to received continuous, no-cost support in an effort to help them grow and expand their businesses.

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).

**How To Recycle: What Goes Where**

RECYCLABLES	FOOD WASTE	LANDFILL
<ul style="list-style-type: none"><li>• Glass (Numbers 1 through 7)</li><li>• Plastics</li><li>• Metal</li><li>• Empty Aerosol cans</li><li>• Aluminum &amp; Tin Cans</li><li>• Aluminum Foil</li><li>• Detergent Containers</li><li>• Milk Containers</li><li>• Cardboard (flattened)</li><li>• Paper (Computer, White, Colored, Branded, Newspaper)</li></ul>	<ul style="list-style-type: none"><li>• Fruits</li><li>• Vegetables</li><li>• Meat/Poultry</li><li>• Dairy/Eggshells</li><li>• Seafood/Shellfish</li><li>• Bread/Grains/Pasta</li><li>• Coffee Grinds</li><li>• Food-Soiled Paper</li><li>• Food Scraps/Leftovers</li></ul>	<ul style="list-style-type: none"><li>• Mixed Products (i.e. Plastic/Metal Combination)</li><li>• Styrofoam</li><li>• Plates, Cups, Towels, and Napkins</li><li>• Non-Numbered plastics</li><li>• Candy Wrapper</li><li>• Chip Bag</li><li>• Plastic Film</li><li>• Pet waste/litter</li><li>• Mirrors</li><li>• Palm fronds</li></ul>

**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 Includes:  
• 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**



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.



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.

The OCIE SBDC offers confidential one-on-one expert business consulting. From planning and marketing to lease negotiations and government contracting, the SBDC can offer your business the support it needs.



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.

Score

SBDC

OC Workforce

## **January Recap**



### **A Curl's Best Friend Ribbon Cutting**

The City of Lake Forest and Lake Forest Chamber of Commerce celebrated the Grand Opening of A Curl's Best Friend with a ribbon cutting ceremony on Friday, January 10th. 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.

## New Business Reception

The City of Lake Forest and Lake Forest Chamber of Commerce hosted its annual New Business Reception on January 22nd in the Civic Center. The reception gave new businesses in Lake Forest an opportunity to explore resources for success, learn about different resource partners and gain information on Chamber membership benefits.



## Lake Forest Animal Clinic Ribbon Cutting

The City of Lake Forest and Lake Forest Chamber of Commerce celebrated Lake Forest Animal Clinic's new facility with a ribbon cutting ceremony on January 24th. 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



# Redshift Coffee Roasters

22851 Lake Forest Dr.  
Lake Forest, CA 92630

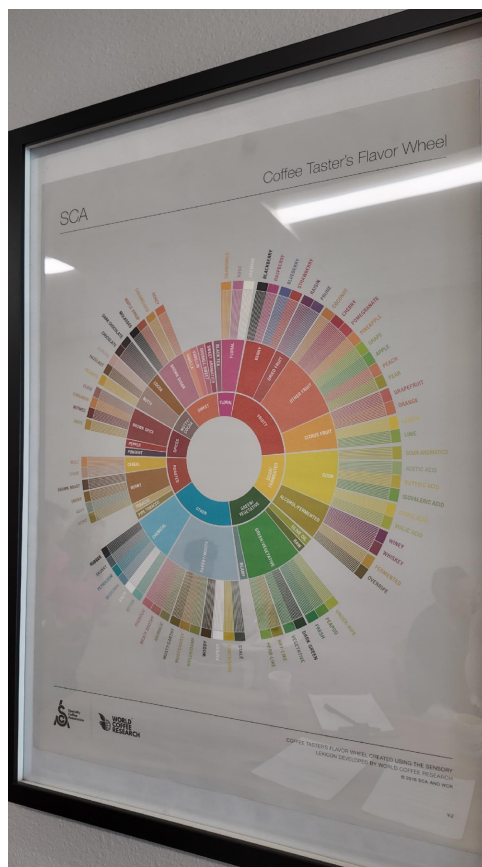
## February 2025 BUSINESS SPOTLIGHT



### Redshift Coffee Roasters: Where Coffee is More than a Drink; It's an Art Form

"It's about connecting people". That's what Lisa, one of the owners of the newly established Redshift Coffee Roasters, had to say about how her business has already begun impacting the local community. Originally hailing from Russia, Lisa, her husband Denis, and her brother Vitaly came to Lake Forest with a dream and a burning passion for the love of coffee. To them, coffee is much more than a drink that everyday people rely on; it's an art form.

This unique foundation has allowed Redshift Coffee Roasters to provide Lake Forest with masterfully crafted drinks that serve as a testament to just how multicultural the area has become. By taking a look at their expansive menu, one is met with choices such as Raf coffee, a sweet and creamy drink popular in Russia, out-of-the-box drinks including a chocolate tonic, various seasonal beverages, and even delicious pastries! These options are all homemade, with imported coffee beans intentionally chosen for their specialized flavor profiles. In fact, Redshift owner Lisa even explained the 'circle of coffee' picture framed in their café as symbolizing how there exist no bad flavors of coffee, just flavors that are different. To her, coffee is akin to wine, with many factors contributing to the subtle notes that are present in the final brews.





Another standout feature of Redshift Coffee Roasters is their service. If it was not clear from all the specialized machinery that the workers at Redshift take coffee seriously, the baristas are always happy to showcase their knowledge to their customers. Lisa explained that, with the incredible number of different coffee flavors and styles, oftentimes a new customer may not know what their preferred coffee is. The baristas at Redshift are thus more than willing to help customers find a drink they love, making it stress-free to explore different roasts or drinks in their innovative menu.

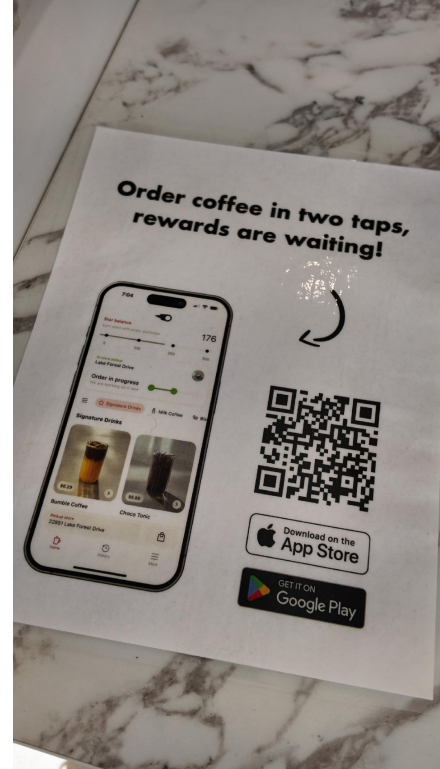
As a result, the welcoming atmosphere of Redshift Coffee Roasters truly creates a space where people from all over can be united by the connecting power and love of coffee. Those who are brand new to the coffee world can feel at ease, experiencing the best flavors and tastes that coffee has to offer from a smiling and expert lineup of staff. In fact, the Redshift owners even pride themselves on their capable team. Lisa believes that without her husband Denis, “there wouldn’t be a Redshift at all”. As the “heart of Redshift”, Denis’s “passion and skill are what makes [Redshift’s] coffee so special”. Thanks to Denis, customers at Redshift can feel the importance of supporting a family-owned business by being treated as part of the Redshift family themselves.



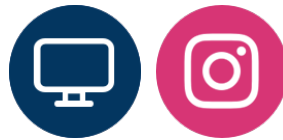
The owners welcome everyone to get in touch by visiting their social media accounts, which are full of exciting promotions, eye-catching masterpieces, and wonderful community events. These



even included a “Redshift Wrapped” post at the end of the year, summarizing just how much the café has already accomplished in its first year of opening! In addition, another post announced that to celebrate Vitaly’s upcoming birthday, Redshift will be hosting a 3K fun run on February 6th at 7:00 AM. All those who participate will be given an exclusive Birthday Cake Latte! Customers are also able to grab a sneak-peak at Redshift’s ever-changing menu by downloading their app. Expertly designed by Vitaly, this app allows customers to order ahead and read more about the different brews and menu options, including some backstory about the Redshift Coffee Roasters logo.



Become a part of the tight-knit and growing Redshift Coffee Roasters community by following their socials below!:



## **Business in the News**

### **Terry Moving & Storage Recognized as Top-Rated Business by Yelp in 2024**

LAKE FOREST —

Terry Moving & Storage has been honored with the prestigious "People Love Us on Yelp" distinctions. This distinction recognizes the highest-rated and best-reviewed businesses on Yelp. The accolade was accompanied by an official, "People Love Us on Yelp" certificate of authenticity, which symbolizes the company's outstanding commitment to customer service and community engagement.

For over 37 years, Terry Moving & Storage has supplied its customers with a full suite of affordable moving services. The company, a family-own business based out of Lake Forest, serves eleven western states in addition to the Orange County area. Founder Mark Terry expressed pride in his team, and expressed his business has always been about helping people start a new chapter in their lives with ease and confidence. Terry acknowledged that being recognized by Yelp as one of the highest-rated businesses is a testament to the incredible team at Terry Moving & Storage.



Jeremy Stoppelman, CEO and Founder of Yelp, shared his congratulations with the team at Terry Moving & Storage, stating, " Your business is universally loved in the community, vetted by the world's largest review platform, and is a shining example of how customer feedback fuels success. Your dedication inspires us to continue connecting people with great local businesses like yours."

For more information on Terry Moving & Storage, visit [terrymovingoc.com](http://terrymovingoc.com)

*Courtesy of Your Central Valley*

[Read More](#)

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### **A Curl's Best Friend Featured on the Cover of CURL Magazine**

Esteemed Lake Forest business, A Curl's Best Friend, which specializes in curly hair care was recently featured on the cover of CURL Magazine. The stylists at A Curl's Best Friend worked with Olympic Gold Medalist, Kaleigh Gilchrist, in honor of the recent Paris Olympics.



[Read More](#)

## Available Commercial Space

**FOR SALE**  
**\$1,395,000 | 2,889 SF**



26150 ENTERPRISE WAY, STE. 100  
LAKE FOREST, CA 92630

## Enterprise Tech Center

**Steve Ehrich**  
949.468.2328  
sehrich@naicapital.com  
CA DRE #01092019

**NAI**Capital  
COMMERCIAL REAL ESTATE SERVICES, WORLDWIDE



## EXECUTIVE SUMMARY

### Property Overview

Located in the thriving Lake Forest area this impressive property features a 2,889 flex condo offering an exceptional atmosphere for owner users and investors. Embodying contemporary design and functionality, this space provides a lucrative opportunity for business growth. With its strategic positioning and versatile layout, this property presents an enticing canvas for cultivating a productive, profitable business environment. Elevate your portfolio with this outstanding offering. With its convenient access to major roadways and a bustling business community, the area surrounding the property offers an enticing blend of urban conveniences and natural beauty for discerning investors.

### Location Overview

Enterprise Tech Center

### Property Highlights

- Two Story Highly Improved Flex Condo
- Corner Unit with Extensive Glass Line
- Double Man Doors for Rear Access to Warehouse Area
- Master Planned Business Park
- Excellent Access to the 241 Foothill Transportation Corridor
- Close Proximity to the 5, 405 and 133 Freeways
- Ample Parking
- Fire Sprinklered
- Attractive Owner User or Investment Opportunity

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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Events](#)

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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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