

SANTA FE SPRINGS BUSINESS

Official publication of the Santa Fe Springs Chamber of Commerce / www.sfschamber.com / Vol. 38, No. 6 / November-December 2025

Santa Fe Springs Chamber of Commerce
and First Pacific Bank present

ECONOMIC OUTLOOK *Breakfast* 2026

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**THURSDAY
JANUARY 22, 2026**
7:30AM - 9:30AM

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Location:
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• Non-Member: \$110
• Table of 8: \$650

Registration includes
breakfast with
Q & A session

Dr. Chris Thornberg
Beacon Economics

Contact Us! (562) 944-1616 register at sfschamber.com

Insights for Economic Outlook 2026 Coming in January; Register Now!

As we approach the start of a new year, businesses and individuals alike are eager to understand the economic landscape for 2026. To shed light on these crucial developments, **Dr. Christopher Thornberg**, a renowned economist and founding partner of Beacon Economics, will be the keynote speaker at an exclusive event on **Thursday, January 22, 2026** at the **DoubleTree by Hilton** in Norwalk, CA.

The event will be held at **13111 Sycamore Drive, Norwalk, CA 90650** from **7:30 to 9:30 a.m.** and promises to provide attendees with an in-depth analysis of the economic outlook for 2026. Dr. Thornberg, known for his contrarian and data-driven approach, will discuss key trends that could shape the year ahead, including inflation, interest rates, employment, global trade, and consumer spending.

Why Attend?

In today's rapidly changing global economy, understanding where the markets are heading is crucial for making informed decisions, whether you're a business leader, investor, or concerned citizen.

About Dr. Christopher Thornberg

Dr. Thornberg is a recognized expert in economic forecasting, regional economics, labor markets, and real estate. As the founding partner of Beacon Economics and an expert witness, Dr. Thornberg has advised numerous businesses, government entities, and nonprofits on economic issues. His expertise is frequently sought after by the media, making him a trusted voice in understanding economic shifts.

Whether you're looking to make strategic business decisions or want to gain a better understanding of the 2026 economic outlook, this event is a must-attend.

How to Register

Seats for this highly anticipated event are limited, so we encourage early registration. To secure your spot and be part of this insightful discussion with Dr. Thornberg, please visit sfschamber.com or call (562) 944-1616.

Businesses Captured Down the Red Carpet at the 2025 SFS Chamber Business Expo!

On Wednesday, September 17, the SFS Chamber of Commerce hosted its much-anticipated annual Business Expo at Heritage Park. This vibrant event has become a cornerstone in the local business calendar.

The 2025 Expo 'Businesses in the Spotlight' continues to provide a platform for local companies to showcase their products and services. With exhibitors from a wide range of industries, the event

catered to a diverse audience, reflecting the dynamic business landscape of the SFS region.

Visitors were able to engage with business owners directly, discover innovative products, and learn more about services that support the growth of local enterprises.

The Expo also offered a space for businesses to network with one another, potentially sparking new partnerships, friendships, collaborations, and ideas that could drive future economic success in the region.

Beyond business, the Expo celebrated the spirit of the community through its lively food and dessert court, where local eateries and vendors served up tasty samplings. This area not only added a vibrant social element to the event but also highlighted the role restaurants play in the local economy.

The food court was a hit with attendees and showcased the culinary creativity within the community. From restaurants that included Azar Event Center & Catering, Chick-fil-A, California Grill, Mr. Rosewood Family Restaurant, Pikey's Pizza, and Tepeyac Restaurant & Tequila Sports Bar.

The dessert court offered sweet drinks and treats from Bubblina's Baked Goods,



Mayor Pro Tem Joe Angel Zamora, SFS Chamber CEO John Wilson, Chamber President Mark Gutierrez, Mayor Bill Rounds, Councilmembers Annette Rodriguez and John Mora

La Michoacana de Tocumba Artisan Ice Cream, and Starbucks!

We thank the Water Replenishment District of Southern California for donating the thirst-quenching cold water for all to enjoy throughout the day and for all other generous donations.

The day was picture perfect with all who helped make this event a huge success, from the exhibitors, participants and volunteers to the SFS Chamber Ambassadors and staff.

As the event concluded, attendees left inspired and optimistic about the future of local commerce. The SFS Chamber of Commerce reaffirmed its commitment to supporting the business community through initiatives like the Expo, which provide invaluable resources, connections, and exposure for enterprises of all sizes.

Share Your Story

We are all experts at something. What is your something? Share that something with us at the chamber. Please consider telling us about your business and what you have to offer so we can share it. If you're looking to increase your business your storytelling is a good start. Telling your story effectively imparts a more human side to your business. Most sales people will admit it's the emotional side of the brain that drives purchasing, so storytelling gets your business where you want to be. Please contact the chamber office at (562) 944-1616 or email your story to mail@sfschamber.com. We look forward to hearing from you soon!

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PRESIDENT'S MESSAGE

By Mark Gutierrez, GILMAR Automotive Group

"If You Don't Drive Your Business,

You'll Be Driven Out of Business"

As we steer into a new year with the Santa Fe Springs Chamber of Commerce, I'm both honored and excited to serve as your president. Our theme—*"If you don't drive your business, you'll be driven out of business"*—is more than a catchy phrase. It's a reminder that success doesn't happen by chance. It happens when we take the wheel with purpose, strategy, and collaboration.

In today's fast-moving economy, it's easy to get caught in the day-to-day traffic of running a business. But thriving in business means being proactive, not reactive. It means planning your route, surrounding yourself with the right passengers, and keeping your eyes on the road ahead. The chamber is here to be that reliable GPS—guiding, connecting, and empowering our business community to reach new destinations of success.

The Santa Fe Springs Chamber of Commerce remains a powerful partner to our city. Together, we're building a stronger, more vibrant local economy by supporting businesses both large and small. Whether through workforce development, leadership programs, or networking opportunities, our goal is to create an environment where innovation and entrepreneurship can truly flourish.

This year, we will continue to expand on what makes our chamber exceptional:

- **Connection**—strengthening business-to-business relationships through our Leads Groups, networking mixers, and community events.
- **Education**—providing workshops, resources, and real-world insights to help members sharpen their business skills and stay ahead of the curve.
- **Collaboration**—working hand in hand with the City of Santa Fe Springs and our dedicated members to create opportunities that drive long-term growth and success.

As your president, I invite every member to get behind the wheel—attend events, volunteer on committees, and invest time in relationships that fuel business growth. The more we engage, the stronger our collective engine becomes.

Let's continue building a stronger future together—one that keeps Santa Fe Springs not only in motion but accelerating toward lasting prosperity. Remember, if you don't drive your business, you'll be driven out of business. Let's take control of the wheel and drive success—together.



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Call 562-944-1616 or
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Save the Date: Tree Lighting

On behalf of the Santa Fe Springs Chamber of Commerce and our vibrant business community, we extend our sincere gratitude to everyone who joined us for the 2024 Tree Lighting Ceremony. Your presence and support helped make the evening a truly magical and memorable celebration of community spirit.

We are thrilled to announce that the 2025 Tree Lighting Ceremony will take place on Saturday, December 6. Please mark your calendars and plan to join the city once again as they come together to celebrate the season, support local businesses, and share in the joy of the holidays.

For more information regarding this event, please call the Department of Parks & Recreation at (562) 863-4896 or email them at recreation@santafesprings.gov. Together, we make Santa Fe Springs brighter than ever.



The AI Advantage: Smarter Marketing, Stronger Brands

The Santa Fe Springs Chamber of Commerce hosted an insightful Leads Group event on October 28 featuring John D. Reyes, national speaker and author of 21 StrataKeys. Reyes shared powerful ways businesses can use Artificial Intelligence to elevate marketing, improve customer experience, and save valuable time.

Attendees learned how to craft effective ChatGPT prompts, create engaging video content, and implement practical AI tools to strengthen their brand and gain a competitive edge. The session left members inspired with clear, actionable steps to boost productivity and stand out in today's marketplace.



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Santa Fe Springs Crime Statistics Year-to-date Comparison of Part I Crimes January through August

Crimes reported	2024	2025	-/+	%
Total	1027	856	-171	-17 %
Homicide	0	0	0	0 %
Rape	7	4	-3	-43 %
Robbery	54	26	-28	-52 %
Aggravated Assault	52	55	3	6 %
Residential Burglary	10	11	1	10 %
Commercial Burglary	197	144	-53	-27 %
All Thefts	707	616	-91	-13 %
Shoplifting	97	74	-23	-24 %
Burglary/Theft from Vehicle	218	175	-43	-20 %
Other theft	194	235	41	21 %
Grand Theft Auto	192	124	-68	-35 %
Arson	6	8	2	33 %



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September Networking at Noon Serves Up Flavor and Connections

Chamber Board Member Debbie Wade, Ambassador Steven Rosas, and Cassandra Cbeung



The Santa Fe Springs Chamber's Networking at Noon event on Thursday, September 18 brought together an impressive crowd of business professionals for an afternoon of connection, conversation, and culinary delight at the Sonoma Grill inside the DoubleTree by Hilton Hotel in Norwalk.

Guests filled the elegant dining space, enjoying a warm welcome from the Sonoma Grill team and an assortment of signature menu samplers that showcased the restaurant's creative flair. Adding to the fun was a colorful lineup of mocktails, each crafted to perfection and providing a refreshing twist to the mid-day gathering.

The atmosphere buzzed with energy as members and guests mingled, shared ideas, and exchanged business cards over bites and laughter. From first-time attendees to long-standing Chamber supporters, everyone left with new connections and renewed enthusiasm for growing their businesses within the community.



Attendees listen attentively as Holiday Inn Director of Sales & Marketing Jianna McWhorter explains upcoming events at the hotel.

October Networking at Noon Brings Flavor with a Twist to 12Sixty Modern Pub & Kitchen

The Santa Fe Springs Chamber's Networking at Noon on Thursday, October 16, was a lively midday affair hosted at 12Sixty Modern Pub & Kitchen inside the Holiday Inn in La Mirada. Chamber members and guests filled the stylish venue to enjoy an afternoon of good food, laughter, and connections—with a fun twist.

Attendees were treated to delicious new menu samplings that showcased 12Sixty's creative culinary flair, along with refreshing mocktails that kept the conversations flowing. Between bites and sips, guests joined in on roundtable networking questions that added a playful spin—this time revealing everyone's quirky hidden skill. From juggling to karaoke, the answers sparked plenty of laughs and broke the ice in true Chamber style.

A lively raffle wrapped up the afternoon, with lucky winners heading home with prizes and everyone leaving with smiles, business cards, and new friends.

With its upbeat atmosphere, creative networking, and irresistible bites, this event proved once again that the Santa Fe Springs Chamber knows how to mix business with fun—one mocktail at a time.

RIBBON CUTTING AND GRAND OPENING CELEBRATION



Ribbon Cutting Celebration: E3 Contractors Joins the Santa Fe Springs Business Community

The Santa Fe Springs Chamber of Commerce proudly welcomed E3 Contractors to the business community with an exciting ribbon cutting celebration on Wednesday, October 29. Surrounded by family, friends, staff, and fellow chamber members, owner Erik Reyes officially cut the ribbon, marking a major milestone for his growing company.

Guests gathered to congratulate Erik and his team on their accomplishments and to celebrate the company's continued success. The atmosphere was filled with enthusiasm and pride as community members applauded this new chapter for E3 Contractors.

The chamber extends its warmest congratulations to Erik Reyes, his dedicated team, and everyone who made the event memorable. We look forward to seeing E3 Contractors continue to build strong partnerships and contribute to the thriving business community here in Santa Fe Springs.

E3 Contractors, 12015 Slauson Ave., Suite F, Santa Fe Springs, CA 90670

Networking @ Noon
11:30am-1:00pm

SFS Chamber members and non-members getting together for a business-to-business networking lunch.

20 NOV	World Burgers 8330 Painter Ave. #B Whittier, 90602	
17 DEC	Tamales & Margaritas at Betty Wilson Center 11641 Florence Ave. Santa Fe Springs, 90670	
15 JAN	Zapien's Salsa Grill 6702 Rosemead Blvd. Pico Rivera, 90660	

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Santa Fe Springs: A City on the Rise for Business Innovation and Growth

By John Wilson, CEO,
Santa Fe Springs
Chamber of Commerce



At the recent regional investment lunch, Santa Fe Springs Mayor William K. Rounds introduced City Manager Rene Bobadilla who delivered more than a civic update—it was a bold declaration of Santa Fe Springs' commitment to economic vitality, innovation, and business-friendly policies. As the CEO of the Chamber of Commerce, I am proud to witness and support the transformative vision laid out by our city's leadership.

Held at the Historic Clarke Estate, the event brought together city officials, business leaders, and community stakeholders to unveil the Business Growth and Attraction Program, a comprehensive initiative designed to position Santa Fe Springs as a premier destination for industrial and commercial investment.

Among the most exciting developments are nearly two dozen new business incentives, including:

- Low-interest loans for capital expenditures and buildouts,

- Sales tax rebates to ease operational costs,
- Lease rent subsidies and corporate relocation support,
- Fast-tracked plan reviews, reducing approval times by up to 50%,
- Enhanced Infrastructure Financing District (EIFD) options for long-term development.

These tools are not just theoretical—they're actionable solutions aimed at helping businesses grow, relocate, and thrive in our city. Whether you're a startup seeking your first commercial space or a multinational corporation planning expansion, Santa Fe Springs is ready to partner with you.

Bobadilla also introduced plans for a vibrant new downtown district, featuring mixed-use housing, retail, office space, hospitality venues, and public gathering areas. This initiative will not only enhance the quality of life for residents and workers but also create a dynamic environment for commerce and community engagement.

Another highlight was the announcement of the "BIG 4" partnership, a strategic alliance between Santa Fe Springs, Commerce, Industry, and Vernon. Together, these cities represent a mere 0.69% of LA County's footprint but house over 24% of its indus-

trial square footage—a testament to their collective economic power.

Santa Fe Springs is not just keeping pace with regional growth—it's setting the standard. The city's proactive approach to development, infrastructure, and business support reflects a deep understanding of what companies need to succeed in today's competitive landscape.

The luncheon also featured a virtual keynote address by Linda Sanchez, U.S. representative for California's 38th Congressional District, who emphasized the importance of Santa Fe Springs' local leadership in strengthening California's business climate and concluded with remarks from Senator Bob Archuleta, who represents California Senate District 32.

As the chamber of commerce, we are committed to supporting these initiatives and ensuring our members are informed, engaged, and empowered to take advantage of the opportunities ahead. We encourage all businesses—current and prospective—to explore what Santa Fe Springs has to offer.

The future is bright, and it's being built right here in Santa Fe Springs.

California Businesses Applaud AB-476: A New Weapon Against Metal Theft

California businesses and municipalities are celebrating the passage of Assembly Bill 476 (AB-476), a bipartisan measure signed into law by Governor Gavin Newsom on October 13, aimed at curbing the rampant theft of nonferrous metals such as copper wire, aluminum, and brass.

The legislation, authored by Assemblymember Mark González, introduces stricter regulations for junk dealers and recyclers, enhancing recordkeeping and verification requirements to

deter illegal transactions and protect critical infrastructure.

Metal theft has plagued California for years, with incidents ranging from stolen streetlight wiring to the disappearance of fire hydrants and water meters. These crimes have disrupted public services, endangered communities, and imposed steep financial burdens on businesses and local governments.

In Los Angeles alone, over 170 streetlights go dark each month due

to theft, while a single copper wire heist at the Sixth Street Bridge resulted in \$2.5 million in repair costs.

AB-476 strengthens existing laws by requiring junk dealers and recyclers to collect and retain detailed records of each transaction, including the time, amount paid, and employee handling the sale; verify the seller's identity with a valid ID and signed ownership documentation; obtain proof of lawful possession or ownership of nonferrous metals; and refuse

purchases from individuals under 18 years of age.

These measures aim to close loopholes that previously allowed stolen materials to enter the recycling stream undetected.

For businesses, especially those in construction, utilities, and telecommunications, AB-476 offers several key advantages, including reduced losses, improved safety, operational continuity, and lower insurance premiums.



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Expo emcee Rudy Hernandez, RMH Dance, and Ambassador Laura Guerrero



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2025 Relay for Life Santa Fe Springs



The 2025 Relay for Life Santa Fe Springs was a huge success with the City of Santa Fe Springs assistance coming on board to team up and support the event! Their fundraising this year brought their overall total to \$2.9 million since 2003!

The purpose of the event is to provide supporting programs, patient services and research for the American Cancer Society. 34 teams and over 4,000 participants attended to help the fight against cancer by walking laps on the track at Little Lake Park. 100 cancer survivors and their caregivers were our guests of honor and were treated to brunch sponsored by Smart & Final, Transtech and IBE.

Teams fundraised with a variety of foods, handmade items and raffles during the day. The Relay culminated with Sam Kuhr who shared her breast cancer journey. Then they had an amazing Luminaria ceremony, last lap around the track and fireworks spelling out HOPE and CURE, honoring and remembering those touched by cancer.

The event is normally held the last Saturday of September each year. Please join them next year as the event grows and expands. Be a part of this yearly event by registering a team to walk or simply come to enjoy the festivities as we all work together as a community to fight cancer, one lap at a time and one dollar at a time!

For more information or to get involved go to www.relayfor-life.org/santafespringsca.



End of Summer Evening Mixer Brings Businesses Together at Pikey's Pizza

The Santa Fe Springs Chamber of Commerce wrapped up the season in style with its 2025 End of Summer Evening Mixer, held on September 23 at Pikey's Pizza in Whittier. The event brought together an energetic crowd of members, guests, and local business owners for an evening filled with great food, laughter, and meaningful connections.

The relaxed atmosphere set the stage for new introductions, valuable conversations,

and plenty of networking among chamber members. Attendees enjoyed Pikey's delicious signature pizzas and hospitality, creating a fun and lively setting to close out the summer season. A big shout-out to Pikey's Pizza for being such a fantastic host and community partner!

For more information about Pikey's Pizza, visit or stop by to enjoy their great food and welcoming atmosphere. Pikey's Pizza 11343 La Mirada Blvd., Whittier, CA 90604

Youth Enrichment Fund Mentor Program Shines at Golf N' Stuff

On Thursday, September 25, the Youth Enrichment Fund Mentor Program brought together students and mentors for a day of fun at Golf N' Stuff. Participants enjoyed a round of mini-golf, arcade games, and other activities to encourage communication and leadership skills in a relaxed, engaging setting.

The event provided a unique opportunity for mentors to connect with youth one-on-one, sharing guidance and encouragement while strengthening the bonds that support the program's mission.

Thanks to the generous support of the community, the Mentor Program continues to create meaningful experiences that empower young people to reach their full potential.



Mentor Priscilla Rodriguez poses with her mentee from Santa Fe High School.

2026 California and Federal Employment Posters



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If any of your company's workers are Spanish-speaking, you will need to order the Spanish version.

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2026 HR Quick Guide for California Employers (HR Handbook)

Includes color-coded easy reference sections. Required and recommended forms for California businesses available to download using a special URL provided in the book.

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Contains 20 copies of each of six pamphlets that employers must distribute to employees.

California Labor Law Digest 2026 Edition

This comprehensive, California-specific *Digest* puts answers to labor law questions right at your fingertips, updated with new case law and regulations.

Remote Employees Kit

For each employee who works remotely 100% of the time, this kit includes our all-in-one California and Federal Employment poster plus each of the six required pamphlets your employee must receive.

These products are produced by the [California Chamber of Commerce](http://www.calchamber.com), a publisher of top-quality human resource products and services with more than 125 years of experience helping California business do business.

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maricela@sfschamber.com**



Youth Enrichment Fund Mentor Program Explores Space and Science at Columbia Memorial Space Center

On Thursday, October 23, the Youth Enrichment Fund (YEF) Mentor Program took learning to new heights during its Cultural Event field trip to the Columbia Memorial Space Center in Downey. Mentors and mentees came together for an inspiring day of discovery, hands-on exploration, and connection. An inspiring day made possible through the generous support of the Latham Grant.

Participants toured the interactive exhibits at the Space Center, which celebrates the legacy of the Apollo space program and encourages curiosity about science, technology, engineering, and mathematics. Students and mentors experienced simulated space missions, explored robotics demonstrations, and learned about Southern California's historic role in aerospace innovation.

Following the tour, the group enjoyed lunch together, giving mentors and mentees a chance to reflect on what they had learned and share their favorite moments from the visit. Thanks to the Latham Grant, students had the opportunity to expand their horizons beyond the classroom and discover the wonder of exploration, teamwork, and innovation that the Space Center embodies.

Business Card Exchange Brings Energy to the Morning

The Santa Fe Springs Chamber kicked off September with a lively Business Card Exchange Breakfast hosted and sponsored by Springhill Suites by Marriott in Downey on Wednesday, September 3.

Members and guests gathered bright and early to enjoy a delicious breakfast, make new connections, and start the month on a high note.

The event buzzed with chamber board members, ambassadors, members and



Springhill Suites by Marriott Los Angeles-Downey is presented with a certificate of appreciation by Ambassador Chair Jerry Pinkston (right).

guests and friendly competition as attendees dove into networking games, roundtable questions, and a flurry of business card exchanges that kept the conversations flowing.

Guests not only walked away with new contacts but also a few lucky winners scored prizes from the morning raffle, adding an extra layer of excitement to the mix.

Springhill Suites by Marriott earned rave reviews for their hospitality and delicious spread, ensuring every guest left energized and inspired to take on the day. Consider your next stay or event at Springhill Suites in Downey.

Stay tuned for the next Business Card Exchange — where breakfast meets business and friendships begin!

Chamber Kicks Off October with Spooky Fun at Sunrise Business Card Exchange

The Santa Fe Springs Chamber started October with at their Business Card Exchange Sunrise Breakfast on Wednesday, October 1, held at Geezers. The morning combined networking, fun, and a touch of Halloween spirit, giving attendees a festive start to the month.

Guests enjoyed a hearty breakfast while diving into roundtable questions, sharing insights, and sparking conversations with fellow business leaders.

The icebreaker ball toss had everyone laughing as participants tossed and caught questions that revealed surprising facts about one another.

To keep the connections flowing, a networking game challenged attendees to meet three new people, ensuring no one left without fresh contacts.

The Halloween-themed décor and playful atmosphere added an extra layer of excitement, making the breakfast as enjoyable as it was productive.

By the end of the morning, attendees had swapped business cards, shared laughs, and made new connections—proving that a little fun and festivity go a long way in building business relationships. Join us for our upcoming event by visiting www.sfschamber.com.



Group photo with happy attendees who gather for a cheerful morning of meet and greet.

BUSINESS CARD EXCHANGE
Sunrise Breakfast

NOVEMBER 5
8:00AM - 9:30AM

SPONSORED BY:
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Location:
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- AI in the Workplace
- Staffing and Recruiting | Hiring Issues
- Workplace Violence
- Workers Comp Update
- Workplace Investigations
- Cal OSHA Updates
- Mental Health in the Workplace

Meetings are held on the second Tuesday of each month from 12:00pm - 1:00pm and includes a sponsored lunch. There is no cost for chamber members to attend and guests are invited to attend on a one-time basis.

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Fiestas de Octubre Estilo Jalisco

October 11-12, 2025 / Los Nietos Park

Santa Fe Springs came alive with the vibrant spirit of Jalisco during the Fiestas de Octubre Estilo Jalisco, a two-day cultural celebration that brought the heart of Mexico to Southern California.

The event featured live performances by Mariachi Premier, whose passionate renditions of classic Mexican songs had the crowd singing along with pride. Traditional ballet folklórico, regional bands, and surprise acts kept the energy high throughout the weekend.

Attendees enjoyed authentic Jalisco-style cuisine from vendors like Birriería Los Cacharritos and Los Reyes de Tacos Sabroso, along with refreshing drinks from Miche Fresca King. Artisan booths showcased handmade crafts, jewelry, and regional products brought directly from Jalisco.

Families flocked to the Kids' Zone, which featured games, arts and crafts, and a sugar skull decorating station. The event was designed to be inclusive and educational, celebrating Mexican heritage in a fun and engaging way for all ages.

Organized by AJUA Jalisco in partnership with the City of Santa Fe Springs, the festival was a heartfelt tribute to the traditions of Jalisco and the strong cultural ties between Mexico and California. Admission was free and the turnout reflected the community's enthusiasm and pride.



Santa Fe Springs Chamber of Commerce

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As Seen On: NBC, abc, CBS, FOX NEWS, USA Today, Forbes

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- 35 Years**
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REACH
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CHL Packaging
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Information featured each month in *Santa Fe Spring Business News*. We try to share information and programs provided by the chamber as we work hard to be Catalysts, Conveners and Champions and make a difference in our community. Make sure to sign up for our emails, if you haven’t done so already by contacting the Santa Fe Springs Chamber of Commerce at (562) 944-1616 or email us at mail@sfschamber.com.




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