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THE ZEST

CITY OF LEMON GROVE *NEWS*

THRIVING IN LEMON GROVE

Meet Joyce Moore, President of Thrive Lemon Grove. Born with a purpose to serve, Joyce understands the importance of maintaining a healthy community and that access to sustainable food sources is an obstacle worth facing head-on.

Community driven initiatives such as Thrive often save communities money, improve our quality of life, and prepare our children for civic engagement and leadership, drive economic growth, and strengthen the fabric of our community.

Thrive Lemon Grove, a 501 (c)(3) non-profit organization, arose out of what originally began as a community garden in 2015. Thrive has since expanded its services to incorporate a monthly food giveaway, which provides consistent access to quality foods impacting as many as 3600 Lemon Grove residents. Food giveaways play a central role in mitigating food insecurity tackling an important and often hidden problem.

Latest endeavor

Recently, Thrive Lemon Grove has partnered with Project New Village bringing The Peoples Produce Mobile Farmer's Truck to Lemon Grove every Thursday. The Mobile Farmers Market can be located at VFW 2082, 2885 Lemon Grove Avenue, Lemon Grove, CA from 4 p.m. to 6 p.m.

Learn more about Thrive here.
https://www.thrivelemongrove.com/

URBAN LEAGUE
Small Business

Small businesses are essential for economic growth and job creation, particularly in marginalized communities. With the right tools and support, entrepreneurs can create jobs, build wealth, and even revitalize their neighborhoods. Historically, African American communities have struggled to gain access to the same resources and opportunities as other groups.

In partnership with the City of Lemon Grove, The Urban League of San Diego County offers a unique Small Business Development program designed with the small business entrepreneur in mind. Coaching, resources, and networking opportunities drive success and create an atmosphere where some of the fastest growing new business owners are able to thrive.

About the Urban League

The Urban League of San Diego County (ULSDC), historically, is a civil rights and direct service 501(c)(3) non-profit organization, founded in 1953, and whose mission is to assist African Americans and other underserved people in San Diego County to achieve social and economic equality through advocacy, bridge building, program services, and research.

Find out more at the link below.
https://sdul.org/small-business-development/

CITY OF LEMON GROVE
3232 Main Street,
Lemon Grove, CA 91945
619.825.3200
www.lemongrove.ca.gov

Find us on these social networks!

Valentine's Day with Forever Blooms

Pictured: Lupita Alvarez, Owner at Forever Blooms

With Valentine's Day fast approaching, nothing compares to an expression of love prepared by Forever Blooms. Lupita Alvarez, a longtime florist in Lemon Grove, delivers passionate arrangements that have surpassed expectations for more than 11 years. Forever Blooms is the perfect boutique for everything from Valentine's day to sympathy and more.
"I love my customers. It is an honor to be able to create a special arrangement on their behalf for those that they care about most."

Q: What was the seed for this idea? How did Forever Blooms come about?
A: My father was a businessman. His drive for success inspired me to pursue my goal of becoming a florist and owning my own shop.

Q: What do you like most about operating a floral shop?
A: From start to finish, I love everything. But it's the community that keeps me going. Many have become family.

Q: What offerings would you recommend for Valentine's day?
A: Valentine's day is one of the most important days for the flower business. I recommend one of our large selections of Rose bears or a dozen romantic roses that come complete with a Galaxy Forever rose.

Q: Where can we learn more about Forever Blooms?
A: Visit our website at www.foreverbloomsca.com and instagram at 4everblooms619.

LEMON GROVE MERCHANTS:

Apply to participate in the Shop Local Lemon Grove program today!

https://app.yiftee.com/gift-card/city-of-lemon-grove/

Beware of CYBER ROMANCE

Being online exposes us to cyber criminals and others who commit identity theft, fraud, and harassment. Cyber threats require engagement from our community to create a safer online environment—from government and law enforcement to the private sector and, most importantly, members of the public.
Romance scams are becoming more prevalent. They occur when a criminal adopts a fake online identity to gain a victim's affection and trust. The scammer then uses the illusion of a romantic or close relationship to manipulate and/or steal from the victim

If someone you have recently met online asks for your bank account information to deposit money, they are most likely using your account to carry out other schemes such as theft and fraud.

LEMON GROVE CITY COUNCIL
Mayor Racquel Vasquez
Mayor Pro Tem George Gastil
Councilmember Alysson Snow
Councilmember Jennifer Mendoza
Councilmember Liana LeBaron

THE ZEST

Let us know what you think of *The Zest*!
Email us at **cityoflemongrove@lemongrove.ca.gov**

City Council meetings are the 1st and 3rd Tuesday of every month