



FOR IMMEDIATE RELEASE

MICHI TACOS SELECTED AS CITY OF LAKE ELSINORE'S MARCH 2025 BUSINESS IN ACTION SPOTLIGHT



Lake Elsinore, CA – March 26, 2025 – The City of Lake Elsinore's Economic Development Department is excited to announce "Michi Tacos" as the City's March 2025 Business in Action Spotlight, a program that is a part of the Department's Building Better Businesses (B3) program in partnership with the Lake Elsinore Chamber of Commerce.

Michi Tacos, founded in May 2019 by Karol and German Herrera, began in a small carnicería in Lake Elsinore before moving to Lake Elsinore's Historic Downtown Main Street at 111 North Main Street during the pandemic. Known for their mouthwatering quesada birria tacos and inviting atmosphere, Michi Tacos has become a community favorite. They've earned numerous accolades, including Top local workplace of the year by HomeBase, Yelp's Top 15 birria taco spots, small business of the month by Assemblyman Bill Essayli's office, and recognition as "Best Restaurant" of the year by the Lake Elsinore Valley Chamber of Commerce. Expanding their footprint, they opened a second location at Diamond Stadium in 2022 and a third in Menifee, with plans to debut Quiero Brunch in Temecula soon.

The Herreras' dedication to community is evident in their partnerships with organizations like Habitat for Humanity, Oak Grove Center, the Boys and Girls Club and the Ronald McDonald House. Their initiatives include school backpack drives, Thanksgiving Turkey Drives, Meals from the Heart, Taco Tuesdays for kids, and their annual Michi Tacos' Christmas program, always bringing joy to families in need. Committed to quality food and a positive team culture, Michi Tacos has become a cherished local treasure and a symbol of resilience and giving in Lake Elsinore and beyond. Their commitment to the Lake Elsinore community and giving back is truly inspiring and there is no doubt why Michi Tacos was selected as this month's spotlight.

At the March 25th City Council meeting, Mayor Brian Tisdale thanked Michi Tacos for investing in the City of Lake Elsinore and making downtown Lake Elsinore great and for their commitment and contributions to the Lake Elsinore community and noted that the entire City Council recognizes them for their continuous community service going above and beyond each and every day. The owners of Michi Tacos, Mr. and Ms. Herrera, noted that they centered everything around people and that their food is locally sourced with fresh ingredients and thanked the City of Lake Elsinore and were so happy being welcomed by the community and can't wait to continue their growth. They love Lake Elsinore and making a big impact in their community and are so thankful for their team at Michi Tacos.

For more information about Michi Tacos, located at 111 N Main Street in Lake Elsinore, CA please visit www.michitacos.com. To view their Business in Action Spotlight video, please visit:

<https://lakeelsinorebusiness.com/business-resources/#business-in-action-spotlight>

The new "Businesses in Action Spotlight" program is a free business recognition initiative designed to showcase and celebrate the diverse range of local businesses and their significant contributions to the community and region.

The Businesses in Action Spotlight program will feature one local business each month that exemplifies excellence and commitment to enhancing the Lake Elsinore community. Each selected business will be honored for its efforts to go above and beyond in supporting and improving the area.

The selection process for the spotlight involves a monthly review by a committee, with nominations submitted by both businesses and community members. The chosen business will receive several forms of recognition, including:

- A brief presentation during a City Council meeting.
- Highlighting on the City's Economic Development website.
- A 30-second professional video production created by the Economic Development Department to be featured on the City's website and social media platforms and provided to the business for their promotional use.

This initiative is part of the Economic Development Department's B3 program (Building Better Businesses), which is in partnership with the Lake Elsinore Valley Chamber of Commerce. The Businesses in Action Spotlight Program highlights Lake Elsinore's business community's vibrancy and diversity, fosters local pride, and encourages business growth.



Nominations are encouraged to recognize businesses that contribute positively to the Lake Elsinore community. To submit a nomination or application, please visit www.DreamLE.org and click on "Business Resources."

For more information about the Businesses in Action Spotlight program or other business resources available in Lake Elsinore, please contact Gina Gonzalez, Director of Economic Development and Legislative Affairs, at ggonzalez@lake-elsinore.org or (951) 824-8926.