

OPINION

Proposed plastics ban in Irvine would kill small businesses like mine



Irvine Mayor Farrah Khan hosts a group of local mayors outside City Hall on Monday, November 15, 2021 for a press conference about how the Infrastructure Investment and Jobs Act will have a positive impact on communities. (Photo by Mindy Schauer, Orange County Register/SCNG)



By **MARLA BOROKOFF**

PUBLISHED: November 27, 2023 at 2:20 p.m. | UPDATED: November 27.



CYBER
MONDAY

**ONLY \$3 FOR 1
YEAR**

Don't miss out on this
sale!

SAVE NOW

The City of Irvine’s proposed ban on plastics would mean the immediate closure of our business, Balloonzilla, which has provided balloons that have been the source of joy for countless of the community’s most cherished celebrations over the past 13 years. We urge the city to reconsider this ban to show its commitment to protecting small businesses like ours instead of forcing them out of Irvine.

Balloonzilla is a women and family-owned business that has been a beloved part of Irvine’s community since 2004. Starting as a small garage-based operation, we quickly outgrew our space and expanded into a business with over 25 employees, surpassing \$1 million in revenue in 2018. As a testament to our success, we received the “Trendsetter of the Year” award from the Association of Bridal Consultants, the most significant distinction in the event industry. While the pandemic temporarily forced us to close down, we used the opportunity to retool and weathered the storm.

In September 2021, the city of Irvine presented us with a Certificate of Appreciation, and we were honored to be the Business Spotlight for that month. In addition, as an active Greater Irvine Chamber of Commerce member, we have consistently participated in events as balloon providers and attendees.

Our relationship with the city goes beyond certificates and plaques; over the years, we have provided balloons for many of the city’s own events. The same city that is proposing to shut us down. If this plastics ban were to pass, we would be forced to close because the only thing we sell is balloons and we would have no legal way to run our business in Irvine.

We would pack up and take our business to Tustin, but not only would that be very expensive, but it is something we would never want to do. For over 13 years, we have been Irvine’s primary balloon provider, and it has been our pleasure to serve the schools, businesses, and religious organizations in our home city. Moreover, a ban on balloons would not impact the need for balloons in Irvine. People would just go buy balloons in Tustin or Newport and, by doing so, take



CYBER
MONDAY

**ONLY \$3 FOR 1
YEAR**

Don't miss out on this
sale!

SAVE NOW

In addition to killing a small business and leaving our employees jobless, Irvine’s ban on plastics would have a ripple effect on the local economy. Our closure would impact our helium vendor, balloon supplier, mechanic, landlord, and many others in our network. The interconnectedness of local businesses is a delicate balance, and disrupting one element can have cascading effects.

If the city forces us to close, people will also likely take their business to less sustainable stores. We use only 100% biodegradable latex balloons and have won contests for adhering to the California Balloon Law. It is our intention to keep our bargain with the government and the Earth and do what we can to limit our footprint.

While we acknowledge the importance of environmental responsibility, we are already taking steps to minimize our impact, using sustainable materials and adhering to regulations. We continuously adapt our offerings, favoring latex and exploring eco-friendly alternatives.

Balloons are not merely commodities; they symbolize joy, celebration, and the best moments of our lives.

From weddings to baby showers, confirmations to graduations, balloons are vital in commemorating life’s milestones. The unintended consequences of making balloons illegal to sell in Irvine could disrupt the fabric of our community and the spirit of celebration that makes Irvine such a great place to live and do business. And It’s not just balloons that would be impacted by this ordinance; it’s restaurants, dry cleaners, grocery stores, gas stations, food trucks, and fruit carts. In essence, this ban would impact almost every single business in Irvine, and we urge the city to consider the broader implications of this decision.

Marla Borokoff is the owner of Balloonzilla.

The Opinionist

Get out of your bubble with daily links to informed commentary on local, state and national issues.

CYBER
MONDAY

**ONLY \$3 FOR 1
YEAR**
Don't miss out on this
sale!

SAVE NOW



[Privacy Policy](#), and to receive emails from The Orange County Register.



Master the Steps to Grow Your Career as a CFO

Advice from a CFO on How to Craft Your Playbook for Success. Download Your Guide Today.

Oracle NetSuite | Sponsored

Learn more

How Long Does \$1 Million Last After 60?

For those with a \$500k+ portfolio, download The Definitive Guide to Retirement Income to learn ways to grow your wealth and generate income from your ...

Fisher Investments | Sponsored

Learn More

Here Are 23 Of The Coolest Gifts For Black Friday 2023

23 Hottest Cool Gifts For Black Friday 2023 You'll Regret Not Getting Before They Sell Out

Best Tech Trend | Sponsored

Learn More

Save big on mobile

Don't miss the Xfinity Mobile Black Friday Sale, now through December 5th.

Xfinity | Sponsored

Learn more

Oh my Bob!

Gifts from the heart for the home. Get the values you deserve without the holiday hassle - Oh my Bob!

Bob's Discount Furniture | Sponsored

Shop now



CYBER MONDAY

ONLY \$3 FOR 1 YEAR

Don't miss out on this sale!

SAVE NOW

How long will your portfolio last in retirement? For those with a \$500k portfolio, get this guide and ongoing insights.

Fisher Investments | Sponsored

[Learn More](#)

Chrissy Metz's Photos After Her Weight Loss Are A Bit Too Much

Game of Glam | Sponsored

Taylor Swift's No Makeup Photo Confirms What We Knew All Along

Witty Reporter | Sponsored

Rob Gronkowski Chooses These Shoes As His Favorite

Shoes Much More Comfortable Than Traditional Dress Shoes. Italian Leather and Running Shoe Technology Providing First Class Comfor...

Wolf & Shepherd | Sponsored

[Learn More](#)



CYBER
MONDAY

**ONLY \$3 FOR 1
YEAR**

Don't miss out on this
sale!

SAVE NOW

Sponsored

How Christian Laettner Now Lives Is Heartbreaking!

Moneywise.com | Sponsored

Premium Wooden Jigsaw Puzzles - Closing Sale - 85% Off

Prices start at \$4.99. Can You Solve These Challenging Wooden Puzzles? Put Your Skills to the Test.

Craft Hub | Sponsored

Shop Now

How would you react if the US got attacked? Game simulates geopolitics

What if the US got attacked? Or what if every US state was independent? The game Conflict of Nations makes players simulate hundreds of scenarios ...

Conflictnations - Geopolitics Simulation | Sponsored

Play Now

Orange County restaurants shut down by health inspectors (Oct. 26-Nov. 2)

Orange County Register

All American Asphalt plant in Irvine shuts down

Orange County Register

Jason Kelce's Famous Wife Not Everyone Knows

Today's NYC | Sponsored

An entry-level press offering more than you expect

When evaluating products and services, the fine print is usually bad news



CYBER
MONDAY

ONLY \$3 FOR 1
YEAR

Don't miss out on this
sale!

SAVE NOW

Nearly 60, Pitt Confesses "She Was Always the One"

Nearly 60, Pitt Confesses "She Was Always the One"

Glam 1st | Sponsored

The Jet That Escorts Air Force One, Explained

This is something most never knew...

Livestly | Sponsored

Discounted Disneyland tickets for Southern California residents return for 2024

Orange County Register

After 49 years, Orange County investigators ID a presumed victim of serial killer Randy Kraft

Orange County Register

Jenna Bush Hager's Inheritance Makes The Headlines

Style Chambers | Sponsored

Build Your Legacy and a More Sustainable Future

Our Master's in Environment & Sustainability Management delivers business and science skills that help you make protecting the planet your career.

Georgetown University | Sponsored

[Learn More](#)

Dana Delany 67 Shows off Age-Defying Figure in New Photos



CYBER
MONDAY

ONLY \$3 FOR 1
YEAR

Don't miss out on this
sale!

SAVE NOW

Orange County Register

Asbestos from Tustin hangar fire triggers health warnings, closures

Orange County Register

Why Do Users Love Dataiku? Gartner Peer Insights™

Want to know what our customers have to say about using Dataiku? Check out our Gartner Peer Insights™ reviews to see for yourself!

Dataiku | Sponsored

[Read more](#)

Public Signs That Had Us Giggling the Whole Time

investing.com | Sponsored

Harry Potter Actress Stuns Fans With Grown-up Pics

Lawyers Favorite | Sponsored

Recreation and rejuvenation blend beautifully this winter in scenic West Virginia.

Cozy mountain towns and original Appalachian experiences make winter feel extra special in West Virginia. Come feel that sense of belonging.

West Virginia | Sponsored

[Plan your trip](#)

Baseball 1000 Piece Jigsaw Puzzle by MasterPieces

This MasterPieces MLB 1000pc 39" x 13" Panoramic Saturday Evening Post Baseball Puzzle features three of Norman Rockwell's iconic baseball pictures: ...

Puzzle Warehouse | Sponsored

[Buy now](#)

New Balance Women's 412v3 Black/Pink/Blue/Purple



ONLY \$3 FOR 1 YEAR

CYBER MONDAY

Don't miss out on this sale!

SAVE NOW

Orange County Register

Tustin hangar was largest surviving artifact of Marine aviation and a landmark for OC

Orange County Register

Move with Xfinity

Your new home deserves the best internet. The Xfinity 10G Network can power a house full of devices. Future-proof your new home with Xfinity.

Xfinity | Sponsored

[Learn more](#)

The Coolest Gift Everyone Is Crazy About In 2023

Shop Now Insider | Sponsored

[Shop Now](#)

If A Cat Bites Their Owner, Here's What It Really Means

Explored Planet | Sponsored

Trevor Lawrence's Is 23 & This Is His Wife

Tummy Tuck Hippo | Sponsored

Oprah's Boat Is A Floating City

This is the biggest boat on earth...

Livestly | Sponsored



CYBER
MONDAY

ONLY \$3 FOR 1
YEAR

Don't miss out on this
sale!

SAVE NOW



SPONSORED CONTENT

Unwrap the magic of Scotland this Christmas [↗](#)

By WeeBox



Introducing the WeeBox Scottish Christmas Gift Guide - the ultimate gift for a Scot-at-heart.

2023 > November > 27

CYBER
MONDAY

ONLY \$3 FOR 1
YEAR

Don't miss out on this
sale!

SAVE NOW

