



# Chamber Connection

915 N. Suncoast Blvd., Crystal River, FL 34429 · 352-795-3149 · 203 E. Dampier St., Inverness, FL 34450 · 352-726-2801



## Bombarded with Berries!

Celebrating a VERY BERRY BIRTHDAY this year, the Floral City Strawberry Festival turns 35! Join us on March 5th & 6th in beautiful Floral Park, Floral City, for berries and pageants and pies (OH MY)! Ok, maybe more shortcake than pie, but that's even better!

This annual event is a salute to our local agriculture with fresh strawberries hand-picked right around the corner from the festival at Ferris Groves. Luscious strawberry shortcakes will be available for your nosing pleasure, along with flats and half-flats of whole fresh berries that you can take home with you as a sweet souvenir of your day to make your own delectable treats.

Not sure what to do with them all? Check out our Berry Bakery on our website at [www.GoStrawberryFest.com](http://www.GoStrawberryFest.com).

Saturday morning, the festival opens with the posting of Colors, the Pledge of Allegiance and our National Anthem. Live music will also fill the main stage all weekend with a full performance lineup!

Saturday will kick off with music from crowd favorite, Southern Express Band from 10 A.M. – 1 P.M., followed by headliner Xhale from 2 P.M. – 5 P.M. Sunday's lineup includes Lonesome Ride from 10 A.M. – 12 P.M. with headliner Rick Lynn closing out this year's festival from 1 P.M. – 4 P.M.

Sticking to its very berry American roots, the annual pie-eating contests and prince and princess pageants will be back as well! Ooh and ahh on Saturday morning as poised young ladies and gents take the stage in their favorite strawberry-themed attire for a chance to earn a crown and become the next Strawberry Princes & Princesses.

Or maybe getting messy is more your style? Then sign up to compete in the strawberry pie-eating contests for your shot at bragging rights until next year! Competitions will be held both Saturday and Sunday with registration that day at the festival.

Back again this year is Pickin' & Grinnin'! These two farmers are "outstanding in their field" presenting a mix of toe-tappin' barn-dance music and knee-slappin' farm jokes. It's family-friendly farm fun for everyone!

We are also excited to welcome back the oldest traveling trailer club in America, the Tin Can Tourists! First organized



in 1919 at Desoto Park in Tampa, this 100-year-old club is comprised of many unique, vintage campers, along with some new styles as well! Stroll through their strawberry "campground" and see them on display!

Round out your festival adventures by strolling the park and browsing close to 200 art and craft vendors; indulging in a cold beer, glass of wine or hard seltzer at the beer garden near the main stage; enjoying the gastronomic pleasures offered by the many food vendors; or enjoying laughs and smiles with the young ones as they "play themselves silly" in the kids' area.

Floral City Strawberry Festival hours are 9 a.m. to 5 p.m. on Saturday, and 9 a.m. to 4 p.m. on Sunday. Entrance fee is \$5.00 for adults, children 12 and under are free. Park free at the Citrus County Auditorium and take a shuttle to the festival location. Floral Park is located at 9530 S. Parkside Ave., Floral City, FL 34426

For complete information on the Floral City Strawberry Festival, visit [www.GoStrawberryFest.com](http://www.GoStrawberryFest.com). On Facebook, search for "Floral City Strawberry Festival."

### RECENT RIBBON CUTTING

The Chamber is growing every week. We welcome our new members and thank all of them for joining the Chamber. We encourage the community to support their businesses.

#### Mary Kay Cosmetics — Sheila Millaway



Welcome to the Chamber, Mary Kay Cosmetics - Sheila Millaway! 352-566-0066. 2057 SE Joan Rollins Ave, Crystal River, Fl, 34429. <https://www.marykay.com/SMillaway>

### February Chamber Bootcamp Breakfast! Leverage integrated digital marketing to grow your business

Join host Horsefly Group, a strategic advertising and marketing firm, for Bootcamp Breakfast on February 16th from 7:30am – 10am at Tuscany on the Meadows – Quality Inn. Take an intense dive into the mysterious alphabet soup of digital (PPC, SEO, SEM, SMM) and how to tie digital to local to regional marketing to learn how it can grow your business.

7:30 am – breakfast and networking begins

8-9 am – Bootcamp Part 1 covers the landscape of tools available in digital marketing, how and where to

apply them, and how they fit into an overall strategic marketing plan... including knowing what's working, and what needs changing. Q&A.

9-10 am – Bootcamp Part 2 delves into the synergies between digital efforts (and between digital/traditional) that can streamline efficiency and significantly leverage results. Q&A.

Pre-paid reservations are required. Members - \$10 / Non-Members - \$15. No Walk Ins will be accepted. Make reservations online at <https://tinyurl.com/FebruaryBootCampBreakfast>.

**Jim Blackshear Memorial Kickoff & Chamber Mixer**  
**3rd Annual Ball Drop**

Presented by **Bruce Kaufman Construction** Benefiting **BOYS & GIRLS CLUBS OF CITRUS COUNTY**

Ball Drop Tickets Are  
1 for \$20  
6 for \$100

**3 CASH PRIZE WINNERS!**  
\*need not be present to win

Refreshments Provided  
**FEBRUARY 17, 2022 FROM 5-7 PM**  
**1196 S. Lecanto Hwy, Lecanto FL, 34461**

### Upcoming Events

- 2/16 — February Chamber Bootcamp Breakfast! Leverage integrated digital marketing to grow your business; Sponsor: Horsefly Group; Tuscany on the Meadows, Quality Inn
- 2/17 — February Chamber Mixer hosted by the Citrus County Builders Association; Citrus County Building Alliance
- 2/25 — Pramerica Advisors, Financial Workshop, Chamber Welcome Center
- 3/5 - 3/6 — 35th Annual Floral City Strawberry Festival; Floral Park (Floral City)
- 3/11 — March Chamber Luncheon; Speaker: TBA; Sponsor: Nature Coast Ministries; Citrus Hills Golf & Country Club
- 3/25 — Comedy @ The Valerie; The Valerie Theatre - Inverness



### 'Chamber Report' on WYKE

Watch the weekly Chamber Report show on WYKE-TV to stay informed on Chamber events, issues, and member spotlights. Chamber Report is broadcast on Tuesdays, Saturdays, and Sundays at 5:00 p.m. on Spectrum Channel 16 or through LiveStream ([www.livestream.com/watch](http://www.livestream.com/watch)) and search for "WYKE TV 47".

This week, host Jade White, Chamber Public Relations & Communication Coordinator; talks with Robert Ross, Senior Staff Accountant with Dallaire & Associates, about items individuals and businesses should be looking for during tax season and, as well, all year long. They also discuss the benefits of utilizing a local accounting firm over online programs.

Chamber Report is your ticket to the many happenings in Citrus County!



Robert Ross  
[ross@dallairecpa.com](mailto:ross@dallairecpa.com)

**Chamber Legacy Partners**

The Chamber recognizes our Legacy Partners that have made a special investment in the Chamber to support the programs and mission of the Chamber. For information on becoming a Legacy Partner, please contact the Chamber at 352-795-3149.

RE/MAX REALTY ONE, CRYSTAL AUTOMOTIVE/MOTORCYCLE/TRACTOR, CITRUS COUNTY CHRONICLE, FREEDOM BOAT CLUB, BREATHMAS BRANGES - ET CAHLE HAY - TIMBER - TOPSOIL 352-341-0903, CM, INSIGHT CREDIT UNION, Ag-PRO, CITRUS MEMORIAL, BRAVERA HEALTH SEVEN RIVERS, LIFESOUTH Community Blood Centers, HOMETOWN, Advanced Disposa, CareerSource CITRUS / LEVY / MARION, Good Signs PAZZ