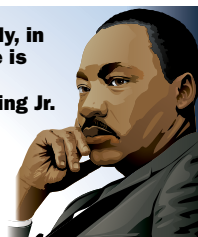


"We must use time creatively, in the knowledge that the time is always ripe to do right."
— Dr. Martin Luther King Jr.



Mission of the Citrus County Chamber of Commerce

The Citrus County Chamber of Commerce is an organization of businesses unified in efforts to advance the economic growth of the region, promote the interests of the business community, provide key leadership on key commerce issues and preserve the county's quality of life.



Chamber Connection

915 N. Suncoast Blvd., Crystal River, FL 34429 · 352-795-3149 · 106 W. Main St., Inverness, FL 34450 · 352-726-2801

The Tax Man Cometh – before you know it!

According to USNews, the IRS will likely begin accepting electronic returns anywhere between Jan. 15 and Feb. 1, 2021.

This year, according to IRS.gov, there are some key items to consider involving credits, deductions, and refunds:

Recovery Rebate Credit/Economic Impact Payment. Taxpayers who received an Economic Impact Payment, should keep Notice 1444, Your Economic Impact Payment, with their 2020 tax records. They may be eligible to claim the Recovery Rebate Credit on their tax year 2020 federal income tax return if:

- They didn't receive an Economic Impact Payment, or their Economic Impact Payment was less than \$1,200 (\$2,400 if married filing jointly for 2019 or 2018), plus \$500 for each qualifying child they had in 2020.
- If a taxpayer didn't receive the full amount of the Economic

Impact Payment for which they were eligible, they may be able to claim the Recovery Rebate Credit when they file in 2021. Individuals do not need to complete information about the Recovery Rebate Credit on tax year 2020 Form 1040 or 1040-SR when filing in 2021, unless eligible to claim an additional credit amount.

Interest on refunds taxable. Taxpayers who received a federal tax refund in 2020 may have been paid interest. Refund interest payments are taxable and must be reported on federal income tax returns. In January 2021, the IRS will send Form 1099-INT to anyone who received interest totaling \$10 or more.

Charitable deduction changes. New this year, taxpayers who don't itemize deductions may take a charitable deduction of up to \$300 for cash contributions made in 2020 to qualifying organizations.

For more information, read Publication 526, Charitable Contributions.

Make it easy on yourself and turn to one of our Chamber members below who can help you be sure that your tax returns are done correctly and filed timely.

■ Bob Lane's Complete Accounting & Tax Service

400 Tompkins St
Inverness, FL 34450 4139
Bob Lane
(352) 344-2888

■ Bottom Line Bookkeeping & Tax Service

111 W Mainstreet. #203
Inverness, FL 34450
Dawn Robinson
(352) 637-1122

■ Carlson, Brian A., C.P.A., P.A.

1121 Sterling Rd
Inverness, FL 34450
Brian Carlson
(352) 637-0437

■ H & R Block

4005 N Lecanto Hwy
Beverly Hills, FL 34465
Terri Schwartz
(352) 527-4117

■ Liberty Tax Service

7887 W Gulf to Lake Hwy
Crystal River, FL 34429
Deb Hagerty Hecox
(352) 563-2777

■ Michelle's Accounting and Tax Services

2541 N. Reston Terrace
Hernando, FL 34442
Michelle Maidlow
(352) 746-1855

■ Oliver & Company, P.A.

1140 Sterling Rd.
Inverness, FL 34450
Karen Dzafic
(352) 746-1400

■ Price & Company, P.A.

7655 W Gulf to Lake Hwy
Crystal River, FL 34429
Charles E. Price
(352) 795-6118

■ Schlumberger Accounting Services, Inc.

6220 W. Corporate Oaks Dr.
Crystal River, FL 34429 8723
Robert Schlumberger
(352) 795-3691

■ Tamara Young EA, Tax & Accounting Service

916 N Suncoast Blvd
Crystal River, FL 34429
Tammy Young
(352) 795-2496

■ Wardlow & Cash, P.A.

450 S Pleasant Grove Rd
Inverness, FL 34453 5746
Rob Wardlow
(352) 726-8130

■ Wardlow & Cash, P.A.

9030 W Fort Island Trail, Ste 11C
Crystal River, FL 34429
J. Paul Cash
(352) 795-3212

■ Wells Business Solutions LLC

107 N Apopka Ave
Inverness, FL 34450
Tabitha Wells
(352) 423-4290

Chamber Luncheon Focuses on Prosperity, Reading Levels



Florida President/CEO Inducts Citrus County Chamber 2021 Executive Board of Directors (Pictured L-R: Rob Wardlow, Treasurer; Tabitha Wells, 2021 Chair; Harold Waker, Immediate Past Chair; Lindsay Platz, 2022 Chair-Elect; Mark Wilson, Florida Chamber President/CEO. Not Pictured: Kelley Paul, Secretary.)

The Chamber was pleased to welcome Florida Chamber President/CEO, Mark Wilson, as their key note speaker for its recent luncheon on Friday, January 8th, at the Plantation on Crystal River.

Wilson's discussion focused on the Florida Chamber's Prosperity Initiative, which is geared toward reducing childhood poverty in Florida by 2030 by half, and ensuring that 100% of all third-graders in the state are reading at or above grade level. He presented

data specific to Citrus County drilled down to the local zip code level, with a challenge to businesses to use the data to develop our own pathways toward prosperity for all children.

For a downloadable version of the presentation shown at the luncheon, please visit <https://www.citruscounty.com/diversitycommittee.html>

Thank you to our luncheon co-sponsors The Realtors Association of Citrus County and Rebecca Bays with LassiterWare.

Chamber Member News!

■ **NatureCoaster.com** offers businesses and organizations a free platform to advertise upcoming events as well as a free platform for businesses to include themselves in the NatureCoaster Business Directory. Visit www.NatureCoaster.com for more information.

■ **JAM-Just Amuse Me** — Family Karaoke every Friday night at 7 PM. Crystal River Mall.

■ **MLK Unity Walk & Presentation** — January 18, 2021. Walk to begin promptly at 8:45 AM at the Valerie Theatre in Inverness followed by a presentation at 9 AM led by Bishop Douglas Alexander.

■ **The MLK Jr Alliance Inc.** presents

Martin Luther King Jr. Extravaganza 21 — January 18, 2021, Copeland Park, 850 N.E. 3rd St, Crystal River. Drive-Thru Food Giveaway with We Care Food Pantry 10 AM to noon and Drive Thru COVID-19 testing with the Citrus County Department of Health 1 PM to 4 PM.

■ **Advanced Family Hearing Aid Center** is collecting donations for the Mission of Citrus Family Resource Center. The current needs are tents, sleeping bags, and blankets. Cash donations are always welcome. Donations are being collected through January 31st at Advanced Family Hearing in Crystal River and Dunnellon. Masks are required. 352-795-1775.

Congratulations January New Image Award Winner!



The Chamber would like to congratulate the January New Image Award winner, Bayfront Health ER Citrus Hills and thank them for their investment in our community!

CALLING ALL VENDORS!!!

The Chamber is very excited for a VERY busy March! The Floral City Strawberry Festival is scheduled for March 6th & 7th, followed by the new dates for the Florida Manatee Festival, March 27th & 28th!

Vendor applications are now open for both festivals!

For the Floral City Strawberry Festival



visit www.GoStrawberryFest.com.
For the Florida Manatee Festival visit www.GoManateeFest.com

RECENT RIBBON CUTTINGS

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.

Papa Willie's Bar & Grill 352-746-1770



Welcome, Papa Willie's Bar & Grill located at 4105 N Lecanto Hwy, Beverly Hills (same plaza as Pinch A Penny). Call to place your order for great home-style cooking! Also, daily lunch & dinner specials! Serving chicken wings, calamari, oysters, peel and eat shrimp, pizza, pasta, burgers, and more!

'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 and search for "WYKE TV 47").

This week, host Jade White, Chamber Public Relations & Communication Coordinator, talks with long time Chamber members Juli Kelley, owner of Hometown Citrus, and James Holder, Sales Manager of Hometown Citrus, about the history of their magazine, formerly Hometown Values, and the decision to re-brand amidst the pandemic. Jade also talks with Citrus Sports and Apparel owner, Will Wilson, about his longstanding business in Citrus County, what they have been up to this past year, and their new scholarship foundation.

Juli Kelley

James Holder

Will Wilson

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.