



# Chamber Connection

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

## Floral City Strawberry Festival March 6th & 7th

**Y**ou know spring is just around the corner when the 34th Annual Floral City Strawberry Festival comes to town! Get ready to come out to one of Citrus County's prettiest parks on March 6th and 7th for fun (and strawberries), food (and strawberries), entertainment (and strawberries), Prince & Princess Pageants and Pie-Eating Contests (and strawberries), arts (and strawberries), crafts (and strawberries), kids' activities galore, and you guessed it! STRAWBERRIES!

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 prepared by the Citrus County Agricultural Alliance and the Cattlemen's Association 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!

Sticking to its very berry American roots, the annual pie-eating contests and princess pageants will be back as well with the addition of the new Strawberry Prince Pageants! 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 a chance to win some cold, hard gift cards! Competitions will be held both Saturday and Sunday.

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!

Another new addition this year is Tiny the Tanker! With 27 years in family entertainment, Tiny the Tanker is a tiny electric fire truck with a personality all his own. His sweet childlike voice melts the hearts of both young and old as he roves slowly throughout events greeting and engaging guests along the way. Whether he is singing happy birthday, giving directions, playing fun music or reminding guests to wash their hands, Tiny always gets a big smile or kind wave in return.

Round your festival

### CALLING ALL PRINCES & PRINCESSES!

Saturday, March 6th on the Main Stage, Floral Park

- Little Miss Strawberry — Ages 4 to 6 | 9 a.m. to 9:30 a.m.
- Miss Strawberry — Ages 7 to 12 | 9:30 a.m. to 10 a.m.

Entry is \$10. Register by deadline date of March 1st  
To enter, visit <https://tinyurl.com/y4jokvdl>.

Winners receive a Trophy, Sash & Tiara. Goody bags for all participants! This special pageant is designed to be fun for the whole family and to help children build self-esteem. It is not a highly competitive event. CDC Guidelines will be followed to ensure the safety of all participants.

adventures out by strolling the park and browsing close to 200 art and craft vendors, indulging in a cold beer or glass of wine 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 guests 13 and older. 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."

\*\*The Chamber is moving forward following CDC guidelines and taking all precautions necessary to ensure the safety of our attendees, vendors, staff, and volunteers.

### 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.

**Camp N' Water Outdoor Resort**

**352-628-2000**

**JV Southern Real Estate**

**352-419-4486**



Welcome to the Chamber, Camp N' Water Outdoor Resort! 11465 W Priest Lane, Homosassa 352.628.2000. Enjoy your stay at one of their camping sites or efficiency rental units, which are available by the Day, Week, or Month. They are a fully equipped campground and only a short drive from major and local attractions.



Welcome to the Chamber, JV Southern Real Estate! 508 West Main Street, Inverness. JV Southern Real Estate, LLC is a team of local real estate experts ready to help you sell your home. They are committed to quick sales, professional behavior, and unmatched personal service that will ensure you understand and feel at ease throughout the entire home selling process.

**Wisteria Boutique Shop**

**352-789-9596**



Welcome to the Chamber, Wisteria Boutique Shop located at 2408 N Heritage Oaks Path in Heritage Hills Plaza, Citrus Hills! Wisteria Boutique is a women's boutique that specializes in beautiful clothing, unique gifts, jewelry, designer footwear, and accessories. Their jewelry contains beautiful handmade pieces by local artists. You can also find a great selection of bead making kits in Wisteria. They offer bead making classes for both beginners and advanced beaders.

**Lakeside Grill**

**352-419-4560**



Welcome to the Chamber, Lake Side Grill of Inverness! 4543 East Windmill Dr. Lakeside Grill of Inverness is an upscale neighborhood Bar and Grill with full liquor, private banquet area available, and also family friendly.

### CORPORATE COLLEGE

## Unconscious Bias: Science Behind Our Lightning-Quick Judgements

Friday, Feb 5, 2:30 - 4:30 pm via Zoom

Tuesday, Feb 16, 8:30 - 10:30 am via Zoom

For personal safety, the caveman had to make instant decisions: Is the other like me or not like me? Is it relationship or run? Fight or flight?

While such quick judgments aren't required today, we still have deep assumptions that can manifest in behavior. Even if you don't think you



**Rebecca Martin**  
Webinar Host.

hold certain biases, your unconscious can be in the driver's seat.

Attend this workshop to explore and understand your reflexive preferences through assessment tools and peer discussions.

Individual workshop fee is \$29. Register and pay online at: [CF.edu/CorporateCollege](http://CF.edu/CorporateCollege) or call 352-873-5855. No refunds will be granted five (5) business days prior to each workshop.



## 'Chamber Report' on WYKE

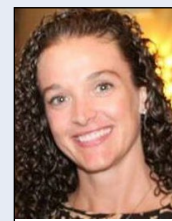
Watch the weekly Chamber Report show on WYKE-TV to stay informed on Chamber events, issues, and member spotlights. Chamber Report is broadcast on Tuesdays, Saturdays, and Sundays at 5:00 p.m. on Spectrum Channel 16 or through LiveStream ([www.livestream.com/watch](http://www.livestream.com/watch) and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

This week, host Jade White, Chamber Public Relations & Communication Coordinator, talks with April Royal of Resort Furniture Liquidators about their decision to move their location into the Times Square Plaza in Inverness, as well as their new addition on RJ's Furniture Living which include name brand items at down home prices. April also gives an update on the Phil Royal Legacy, what 2020 looked like for the foundation, and ways our community can help. Also joining Jade, is Citrus County Blessings Executive Director, Christina Reed, to discuss work Blessings has been doing throughout the pandemic and the importance of their programs.

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



**April Royal**



**Christina Reed**

## 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.

