



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.

Promotional information provided by the Citrus County Chamber of Commerce.

# Chamber Connection

915 N. Suncoast Blvd., Crystal River · 352-795-3149 · 212 W. Main St., Inverness · 352-726-2801

## Strawberry Festival THIS WEEKEND!

### Let the Sweet Traditions Continue!

Calling all berry lovers and festival fans, the wait is over! The 39th Annual Floral City Strawberry Festival is here TODAY and continues tomorrow in beautiful Floral Park in Floral City. Presented by Coast to Coast Heating & Air and produced by the Citrus County Chamber of Commerce, this beloved Citrus County tradition is serving up a sweet mix of music, memories, and good old fashioned family fun.

Fresh, locally grown strawberries from Ferris Groves are arriving by the truckload and being transformed into our famous strawberry shortcakes, piled high and topped with REAL whipped cream. Flats and half flats of berries will also be available all weekend long for those who want to take home a taste of the festival!

Saturday kicks off with Opening Ceremonies at 9:00 a.m., followed at 9:15 a.m. by the beloved Little Miss Strawberry Princess and Miss Strawberry Princess Pageants. These cherished competitions give young participants the opportunity to build confidence, strengthen



public speaking skills, and shine in front of a supportive hometown crowd.

The Duke Energy Main Stage will be filled with live entertainment throughout the weekend, featuring Rekindled Bits of Grass, The Rick Lynn Band, Money for Nothin', and The Honey Badgers. Bring a friend, grab some shortcake, and enjoy the show under the oak trees.

One of the biggest crowd favorites returning this year is

the World Famous Undefeated National Champion Professional Soccer Dog Team, the Soccer Collies. Beginning at 9:45 a.m. each day, these talented pups take on festival guests in interactive soccer challenges once an hour. It is high energy, family friendly, included with admission, and always draws a crowd.

Feeling competitive? The Strawberry Pie Eating



Contests take place at 1 p.m. on both days. Sign up beginning at 10 a.m. at the Chamber Information Tent near the shortcakes. There is no cost to enter, but spots are limited and the bragging rights last all year.

History lovers can also take advantage of complimentary shuttle service on Saturday to Downtown Floral City to tour the Historic Duval Metz House, the oldest documented home still standing in Citrus County. Open Saturday only from 10 a.m. to 2 p.m., the home offers a meaningful glimpse into the area's heritage and adds another layer to the festival experience.

Families with children will find plenty to keep little ones busy throughout the day. The

Kids Zone features several free opportunities for hands-on fun and interactive activities, including the Citrus Libraries StoryWalk, character appearances from The Star Wars Guys, face painting, and Citrus County Fire Rescue's Fire Safety House on Saturday. There is room to explore, laugh, and simply enjoy time together outdoors.

With hundreds of arts and craft vendors, a lively kids' area, festival food favorites, and hospitality spaces near the stage, there is something around every corner at Floral Park.

Festival hours are Saturday 9 a.m. to 5 p.m. and Sunday 9 a.m. to 4 p.m. Admission is just \$5 for adults, and children 12 and under are free. Free parking and continuous shuttle service from the Citrus County Auditorium make getting here easy.

The strawberries are sweet. The music is playing. The gates are open. Come make memories at the 39th Annual Floral City Strawberry Festival.

For complete schedules and details, visit [www.GoStrawberryFest.com](http://www.GoStrawberryFest.com) or search Floral City Strawberry Festival on Facebook.



## Thank You, Sponsors!



[www.GoStrawberryFest.com](http://www.GoStrawberryFest.com)

March 7th & 8th, 2026

## UPCOMING CHAMBER EVENTS

- 03/06 – 03/22 CCBA Citrus Showcase of Homes; [www.CitrusCountyShowcaseofHomes.com](http://www.CitrusCountyShowcaseofHomes.com)
- 03/07-03/08 Floral City Strawberry Festival, Floral Park, Floral City; parking at the Citrus County Auditorium
- 03/13 March Chamber Luncheon; 11:30am – 1:00pm; Citrus Hills Golf & Country Club, Sponsor: Seven Rivers Christian School, Speaker: Mark Wilson, Florida Chamber President/CEO
- 03/19 March Chamber Mixer, 5:00pm – 7:00pm; Realtors Association Citrus County, Sponsored by: Suncoast Business Masters



### March Chamber Mixer: Community Connections Take Center Stage

Step right up and join the Citrus County Chamber of Commerce for its March Chamber Mixer, an engaging evening focused on connection, conversation, and community. Taking place Thursday, March 19, from 5:00 PM

to 7:00 PM at the Realtors Association of Citrus County in Lecanto, this carnival-themed mixer is co-hosted by Suncoast Business Masters. The event will feature a Suncoast Business Masters Member Expo with interactive exhibitor

tables, games, refreshments, and prizes and more.

The event will be held at the Realtors Association of Citrus County, located at 714 S Scarborough Avenue in Lecanto.

Chamber members are invited.

## March Chamber Luncheon: Florida Chamber President Mark Wilson to Share Statewide Economic Outlook

The Citrus County Chamber of Commerce will welcome Florida Chamber of Commerce President and CEO Mark Wilson as the featured speaker at its March Chamber Luncheon on Friday, March 13, from 11:30 a.m. to 1:00 p.m. at Citrus Hills Golf & Country Club. The event will bring together business and community leaders for an insightful discussion on Florida's economic future.

Wilson will guide attendees through the Florida Scorecard, a comprehensive look at the economic and quality of life indicators shaping communities across the state. His presentation will highlight where Florida and Citrus County currently stand on key benchmarks and what the data reveals about the region's

momentum and opportunities ahead, while also providing a forward-looking preview of the Florida Chamber's legislative agenda and the priorities expected to influence job creation, business growth, workforce development, and long-term competitiveness across Florida.

Networking begins at 11:30 a.m., followed by the program at noon. The event is sponsored by Seven Rivers Christian School.

Advanced reservations are required. Admission is \$30 for Chamber members and \$35 for nonmembers.

For more information or to register, visit [CitrusCountyChamber.com](http://CitrusCountyChamber.com).



### MARCH LUNCHEON

MARCH 13TH, 2026  
11:30AM - 1:00PM

Citrus Hills Golf & Country Club

FLORIDA CHAMBER PRESIDENT/CEO

MARK WILSON

Sponsored By:  
Seven Rivers Christian School



## Chamber Legacy Members



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 by emailing [Corrine@CitrusCountyChamber.com](mailto:Corrine@CitrusCountyChamber.com).