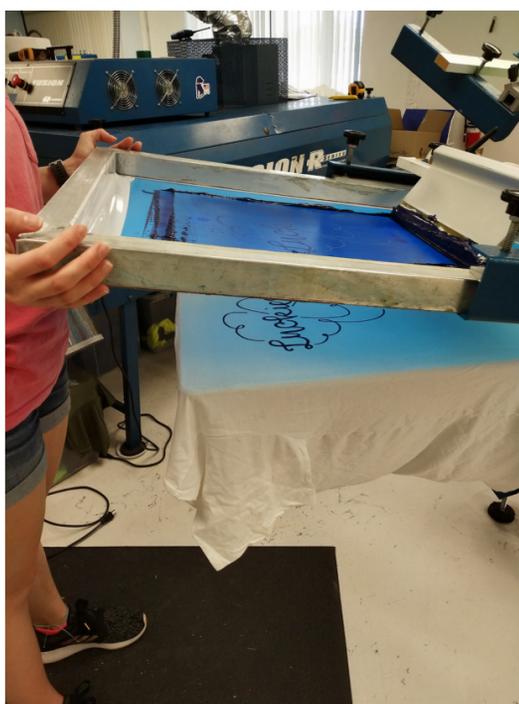




# Chamber Connection

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

## 'Pandemic Support Team' here to help



Jim and Elaine Briley are the owners of Chamber member Shipyard Dog in Crystal River. The local business specializes in embroidery, laser engraving and screen printing.

### SHOWING OUR LOCAL BUSINESSES WE ARE ON THEIR SIDE!

Jim and Elaine Briley are the proud owners of Chamber member Shipyard Dog in Crystal River. Shipyard Dog is a family business operated by Jim, Elaine and two of their adult children specializing in embroidery, laser engraving, promotional products and screen printing serving a wide range of customers across the East Coast. The family recently opened a one-of-a-kind gift shop for locals and visitors alike at their new location (the formerly vacant property on U.S 19, immediately north of Cody's). The family has worked hard since taking ownership to breathe life back into the property.

Like so many other businesses, the onset of the Coronavirus pandemic hit Shipyard Dog's small business hard, taking their average 3-week work backlog to virtually zero overnight. Planned orders from their mainstay clients - other small businesses bars, restaurants and breweries - as well as larger clients ceased immediately, in addition to the cancellation of several festivals the business was booked to participate in. Aside from a few orders to support hospital workers in NE Florida, their work dried up.

In an effort to stay busy, and simultaneously to seek ways to support other small businesses, Shipyard Dog focused

on creating a T-shirt fundraising campaign specific to each participating business and contacted the Chamber of Commerce to help bring solidarity across Citrus County.

Shipyard Dog then created a web-site [taproomtshirts.com](http://taproomtshirts.com), where each fundraising business has their own webpage, shares photos and links back to their business, and the online sales of their T-shirts integrates into Shipyard Dog's order fulfillment process where the shirts are printed and mailed within 14-days of the end of a campaign.

"Unlike other T-shirt fundraisers we have seen, with generic designs promoting the campaign sponsors, we focus 100% on the business for their fanbase. Each company has their own t-shirt design with their logo and no one else's. The online purchaser of the shirt becomes a member of that company's Pandemic Support Team. The T-shirt has a small common PST logo on the back.

"We are not vague about the amount of money going to the business, with terms like "net proceeds", or requiring them to buy additional T-shirts from us to pretend 100% of the proceeds are going to them. Our program is simple, and we want every business of Citrus County to participate. \$10 from every T-shirt sold online goes directly to that business. The shirts run \$25 to \$27

based on size, and free shipping is included for the lower 48 states."

Jim said the only request Shipyard Dog has of any business participating, is that they cover the difference between the number of shirts sold and a minimum order of 20, in the case of a shortfall.

"There is no cash outlay for any business to participate; we handle every aspect of the transaction from creating the mockups, maintaining their webpage, covering the transaction fees, ordering and printing the shirts, to shipping the shirts directly to purchaser within 14-day of the end of a fundraising campaign. The role of the business is to bring awareness to their patrons and fanbase that they are participating in a campaign and ask their fans, and the community, to help them by purchasing a t-shirt. All businesses in Citrus County show solidarity by participating, and if they do not "need" the money, they are welcome to donate it to a charity or a cause of their choosing. We will even indicate this on their webpage if they would like us to."

The goal, of the Citrus County Chamber of Commerce and Shipyard Dog, is that every business in Citrus County participates in this effort. "Now is the time to 'Come Together' as a community and county, to raise each other up and

show solidarity. 'Come Together' is our tag line and theme for our gift shop demonstrating manatees congregating, tourism and community. We believe this theme is very apt in our time of crisis. I have personally reached out to several businesses to request their involvement, and I hope they participate because the more businesses that are on the website, the greater the awareness and visibility as a whole to help businesses in need."

To purchase your limited-edition T-shirt of your favorite business(es), visit [taproomtshirts.com](http://taproomtshirts.com) from your smart phone or computer. If you do not have a favorite and want to help a lesser-known business meet the 20-shirt minimum, select the "Random" T-shirt on the site. Orders for this shirt will be applied to businesses who have not met their minimum order and you will receive a shirt from that company as the fundraising orders are fulfilled.

"The process is simple - log onto the site, select a business and order a T-shirt. \$10 from every sale goes to that business. Everyone who buys a shirt becomes a member of that company's Pandemic Support Team. Every shirt printed is the same color and has the same back, demonstrating solidarity within our community. Buy a T-shirt and wear your support."



## Honoring our Community Pillars

Take a break from the worries, the work, your kids' work, and the stress we are all inevitably feeling right now and breathe. This is an opportunity for reflection and an opportunity to focus on the GOOD we have here in our community. Many businesses and individuals spend countless hours and work hard, most often unnoticed, dedicating themselves to bettering our community. Our 2020 Pillar Award nomination forms are open and ready for your input. Fill out online at [//CitrusCountyChamber.com/Pillar-Awards](http://CitrusCountyChamber.com/Pillar-Awards).

### RECENT RIBBON CUTTINGS

While all ribbon cuttings and Chamber events have been postponed through April, we celebrate our recent ribbon cuttings that occurred before Physical Distancing went into effect. We encourage you to support our businesses in any way possible during this difficult time.

#### U.S. Army Inverness Military Recruiting Office



Welcome, U.S. Army Inverness Military Recruiting Office! We are the U.S. Army recruiters for all of Citrus County. Ready to take the next step? Reach out and we'll help you get there. The next step for eligible recruits who want to find out more is to sit down with a recruiter. Recruiters are the most qualified people to help you find out if the Army is right for you. 2607 E. Gulf to Lake Hwy Suite B, Inverness. Call 352-341-3291.



### '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's program features Chamber member Dr. Bob Goethe, of Dr. Bob's Compassion Clinic. Dr. Bob talks with Josh about the history and science of medical cannabis and its role in modern medicine today.

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



Dr. Bob Goethe

### 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.

