

Business Buzz

Columbia County's Economic Development Newsletter!

July 2026

America's 250th Birthday Celebration!!



On Saturday, July 4th, from 5pm-10pm the Columbia County Fairgrounds will host an amazing celebration of our Country's 250th birthday. Live music, food, hot air balloons, family fun and fireworks will be on display for all to enjoy. Come celebrate and stay for the night of lights.



Community at Work

Christian Service Center

For over 40 years, The Christian Service Center has been providing the residents of Columbia County with food, clothing, household items, medications and some partial help with utility bills. Their resale gift shop helps support their efforts in providing food by helping to stock their pantry. Special events are held throughout the year to further their efforts and support ongoing services. The Center also works with local churches of all denominations. This partnership ensures that residents in Columbia County receive services no matter where they reside.

Assistance is always welcomed in the form of donations. To learn more about how you can help check out the following link.
<https://www.cscfcc.org/needs-list>

Thank you Christian Service Center for all you do.



Another Way

Another Way is a compassionate, community-focused organization dedicated to supporting survivors of domestic violence, sexual assault, and other forms of trauma. They provide a safe haven, crisis intervention, counseling, advocacy, and essential resources that help individuals rebuild their lives with dignity and strength. Rooted in empathy and empowerment, Another Way plays a vital role in creating a safer, more hopeful future for families across the region.

Another Way operates a 55-bed emergency shelter in Columbia County and a 35-bed facility in Levy County. Locations are not disclosed and staff is employed 24 hours a day 365 days a year. Food and clothing are provided as well as basic needs. Shelter advocates help with finding employment, education, legal and financial assistance.

Thank you Another Way for all you do.



Business is Slow, Now What?

Manning a business would be so much easier if you were consistently booming. However, that is not the case. When foot traffic slows, this is the time to put on your thinking cap and find ways to drive the consumer back to your door. Here are some tips:

Increase your visibility

- Post consistently on social media
- Collaborate with other small business
- Refresh your website or listings

Immediate Actions

- Reach out to past customers (check in)
- Create a limited-time offer
- Add a small upsell or add-on to your product

Improve Your Business Internally

- Audit your customer experience
- Streamline operations
- Review pricing strategy

Innovate and Expand

- Introduce a new product or service (start small)
- Test a new marketing channel
- Create Educational Content (tutorials, guides)

Remember, slow business isn't a failure, it is a time to regroup and figure out the next steps. And if all else fails, contact your local Economic Development Specialist for help.



Business Lessons from Viral Brands

Why do some brands explode online while others barely spark? Viral brands aren't just lucky — they follow patterns that any business can learn from.

They simplify the message

- Viral brands communicate one clear idea people can repeat easily. Think "Stanley Cup = the tumbler everyone wants."

They lean into community

- Viral moments often start with superfans, not the brand itself. Build a tribe, not just an audience.

They embrace personality

- The brands that pop online feel human — quirky, bold, or unapologetically themselves.

They move fast

- Viral brands jump on trends early, test quickly, and aren't afraid to pivot.

They make sharing irresistible

- Whether it's a clever slogan, a surprising product, or a relatable meme, viral brands design content people want to pass along.

What Was Florida's Part in the American Revolution?

- Florida became British territory in 1763, after Spain traded it for Havana. This meant that Florida was loyal to Britain.
- Florida's location made it a hub for storing British troops, weapons and supplies. This also meant that Florida had control over the Gulf Coast and lower Mississippi (West Florida).
- St. Augustine became a refugee center for Loyalists seeking protection under British rule.
- Florida was a target for multiple American invasions.

Did you know?

Lake City was a key railroad hub

In the late 1800s, Lake City's rail lines connected Florida's interior to coastal ports. This helped to shape the state's early economic growth.

Lake City Business Spotlight

Staying Cool with Sip Faced

Sip Faced is excited to announce the launch of local delivery service throughout Lake City and surrounding areas. Founded right here in Columbia County, Sip Faced is a handcrafted, all-natural, dye-free specialty beverage business built on a simple belief — that what goes into your cup matters. From whole-ingredient lemonades and mocktails to farm-grown microgreen drinks crafted in-house, every order is made with intention and delivered with care. Whether you're ordering for yourself or bringing something special to your team through our new Workplace Partner Program, Sip Faced is now just a click or a call away. To place an order or learn more, reach out at sipfacedco@gmail.com or call 386-365-5262.





WE DELIVER TO YOUR BUSINESS!

Sip Faced brings fresh, handcrafted drinks right to your office.

**HANDCRAFTED
DRINKS**

**MADE WITH
QUALITY INGREDIENTS**

**DELIVERED
TO YOU**

**PERFECT FOR TEAMS,
MEETINGS & EVENTS**

SCAN TO CHECK OUT
THE MENU!



WE MAKE IT EASY!

We will work with the Point of Contact for scheduled days and hours that work best for your business.

★ **HOW IT WORKS:**

- ✓ You relax, we deliver
- ✓ Fresh drinks your team will love
- ✓ Simple, stress-free & convenient

**STAY TUNED!**

We'll follow up with delivery dates, time windows, and ordering details for your area.

VISIT WWW.SIPFACED.COM FOR MORE INFO!

 **@SIPFACED**

4th of July Celebrations

If you're not quite sold on the family cookout or where to go, here are some local ideas:

- Independence Day Celebration at the Fairgrounds starting at 5pm
- The Woods-Red White and Blue Pickleball, splash park, music, food and fun 12pm until
- American Legion Post 57 celebration starting at 12pm
- July 4th Celebration Moose Lodge (Members and Qualified Guests)
- American Legion Post 423 from 11am to 3pm