

Business Buzz

April 2026

Partnerships and Progress

HOW PARTNERSHIPS HELP YOUR BUSINESS

A business partnership helps your business by giving you capabilities, resources, and opportunities you can't easily create alone. The short version: a good partner multiplies your strengths and reduces your weaknesses.

Partnerships can help in the following ways:

1. Expand your reach - Partners give you access to new customers, markets, and networks you wouldn't reach on your own.
2. Share resources and reduce costs - You can share tools, technology, staff, marketing budgets, or physical space. This lowers risk and increases efficiency.
3. Add skills you don't have - A partner can bring expertise—technical, financial, creative, operational—that fills gaps in your business.
4. Increase credibility - Being associated with a trusted partner boosts your reputation and makes customers more confident in you.



5. Innovate faster - Two companies brainstorming together often create better products, services, or solutions than either could alone.
6. Improve problem-solving - Partners bring different perspectives, helping you avoid blind spots and make smarter decisions.
7. Share risk - Launching something new is less scary when the cost, responsibility, and risk are shared.

THE IMPORTANCE OF BUSINESS DEMOGRAPHICS

1. They show who is participating in the economy
Business demographics reveal characteristics of business owners—such as gender, race/ethnicity, age, and industry.
2. They help businesses understand their customers.
Businesses use demographic insights to make smarter marketing and product decisions.
3. They strengthen business planning.
4. They guide government and economic policy.

Organizations like the U.S. Census Bureau collect business demographic data to:

- Track economic health
- Understand business ownership trends
- Inform funding, grants, and regulatory decisions

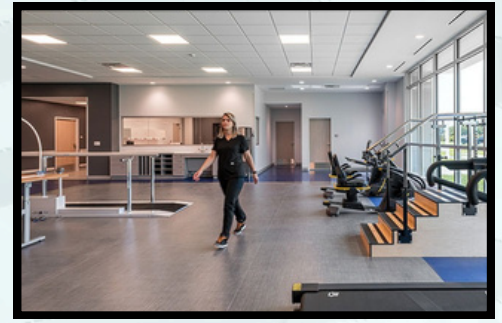
5. They reveal opportunities and gaps.
Entrepreneurs and investors use this information to spot opportunities early.

What's That Over There?

228 NW Centurion Ct. - Chicken Salad Chick
355 NW Lake Jeffrey Rd - Commercial Equipment Repair
643 NE Davis Ave - Sweetwater at Lake City (Apartments)
880 SW Sisters Welcome Rd. Ste 129 - North Florida Golf Cart Repair

Business Highlight

ClearSky Rehabilitation Hospital of Lake City



Name of Business: ClearSky Rehabilitation Hospital of Lake City

How it Started and how long in business:

ClearSky Lake City is a part of ClearSky Health, a premier rehabilitation provider that owns and operates 15 medical rehabilitation hospitals throughout the United States. The 36-bed hospital opened in Fall 2025 and will treat about 650 people annually who are living with disabling injuries or illnesses like strokes, brain injuries, hip fractures, spinal injuries, Parkinson's disease, multiple sclerosis, and other medically-complex conditions.

What is your product? Healthcare Services – Specialized Rehabilitation

Website: www.ClearSkyHealth.com/LakeCity

Contact Info: Leslie Skeen - lskeen@clearskyhealth.com

Hiring - Yes

ClearSky Lake City provides specialized rehabilitative care to individuals living with disabling injuries or illnesses. A physician-led interdisciplinary healthcare team provides each patient with a customized treatment plan that includes 24/7 rehabilitative nursing care and a minimum of 15 hours a week of physical, occupational, and/or speech therapy. The hospital features all private rooms, a rehabilitative gym with specialized equipment, a therapeutic courtyard, a dining room with a dedicated chef, and an activities of daily living space to emulate home conditions. The goal of treatment is to help patients regain independence and return home to the activities that they enjoy.

Get Your Business in Front of Visiting Athletes & Families

With tournaments and sporting events happening throughout the year, Columbia County continues to welcome thousands of visiting athletes, coaches, and families to our community.

Local businesses have an opportunity to get ahead of the crowd and connect with these visitors through several dedicated pages on the Columbia County Sports Commission website. These pages help visiting teams and spectators quickly find places to eat, shop, and explore while they are in town.

If you would like your business featured or would like to learn more about participating, please contact Chris Coleman, Sports Sales Rep for the Columbia County Sports Commission at (386)719-1453 or ccoleman@columbiacountyfla.com



Chris Coleman, Sports Sales Rep.

Our Community Cares

The Our Community Cares Coalition is hosting a Youth Leadership Week from April 24-30, 2026. This tri-county event welcomes youth and families to participate in cycling, canoeing, hiking, and other activities. The goal of the event is to promote drug and alcohol free spaces for the community. There will also be a grand reveal of an art mural that the organization has been working on since October. For more information, click on the QR codes to the right.

