Zephyrhills Economic Development Coalition
Stakeholder Advisory
Meeting Agenda

Wednesday September 14, 2022
8:00 AM – 9:30 AM
CITY HALL COUNCIL CHAMBERS – 5335 8th Street

Clearly Zephyrhills

Agenda

8:00 AM – 8:05 AM	**Call to Order – Randy Stovall, Chairman** Introductions: Roll call
8:05 AM – 8:45 AM	**ZEDC Business Agenda Advancements:** **Kevin Weiss: North Star Place Branding & Marketing**
8:45 AM – 9:00 AM	**2022 ZEDC Project: Melonie Monson** Retail Marketing Report- progress Summit Reminder & Invite
9:00 AM - 9:25 AM	**ZEDC Steering Committee Updates** City of Zephyrhills – Billy Poe/Todd VandeBerg Zephyrhills Airport – Nathan Coleman CRA – Gail Hamilton Main Street Zephyrhills – Erin Beasley Pasco EDC – Tom Ryan Chamber of Commerce – Melonie Monson
9:25 AM – 9:30 AM	**Other Business and Announcements**

NEXT ZEDC MEETING: December 14, 2022, 8-9:30am – SouthState Bank Boardroom

Zephyrhills Economic Development

Economic Development
Charting a New Course.



To achieve meaningful economic development the Greater Zephyrhills Chamber of Commerce administers the Zephyrhills Economic Development Coalition (ZEDC) a strategic partnership of the Chamber of Commerce, the City of Zephyrhills, Main Street Zephyrhills and Pasco Economic Development Council.

ZEDC seeks to align strategies and streamline resources of local and county-wide partners in economic development. The City of Zephyrhills supports this effort with grants to the chamber which provides partner expertise, knowledge, professional staff and volunteer resources to carry out programs specific to the mission of the ZEDC.

While the city's very location -- in the middle of an impressive framework of highways, rail lines, a major sea port and several airports -- makes it a desirable area to grow a business, the city also has passed ordinances meant to entice new businesses and industries with attractive incentives. The city boasts highly competitive prices for real property, previously-approved development parks and public facilities that meet the needs of the business community.

By creating an economic development fund, the city is in position to pay all or part of a business' impact fees; pay the impact fees and defer reimbursement for a maximum of three years, as well as paying the carrying charges associated with new construction. The city council may also issue revenue bonds to finance projects, assign city staff to work with business leaders on their projects and reimburse companies for job training.

Zephyrhills is Open for Business and the Chamber of Commerce invites businesses seeking to relocate, expand, or promote their business to contact the Chamber of Commerce Business & Visitors Concierge desk.

Clearly

Zephyrhills Business

iMap 3.0 TRIP PLANNER

The Greater Zephyrhills Chamber of Commerce



EAST PASCO CHAMBER FOUNDATION

East Pasco Chamber Foundation

The East Pasco Chamber Foundation (EPCF) is one of the newest assets of the Greater Zephyrhills Chamber of Commerce serving the diverse needs of our community. In October 2021 the EPCF filed as a 501(c) (3) non-profit public charity organization. The Foundation serves to support worthwhile community and education betterment initiatives.

The EPCF Foundation was established to fund programming focusing on business education, new business development, talent development, leadership pipelines and workforce development.

iMap 3.0 TRIP PLANNER

AOL - News, Politics, Sports, Mai | AOL Mail (14161) | Retail Report final 2022.pdf | clearly zephyrhills - Search | Clearly Zephyrhills

https://www.clearlyzephyrhills.com

Clearly Zephyrhills

COVID-19 Resources

ZEDC NEWS HISTORY PUBLICATIONS RESOURCES EDUCATION



The Greater Zephyrhills Chamber of Commerce

City of Zephyrhills

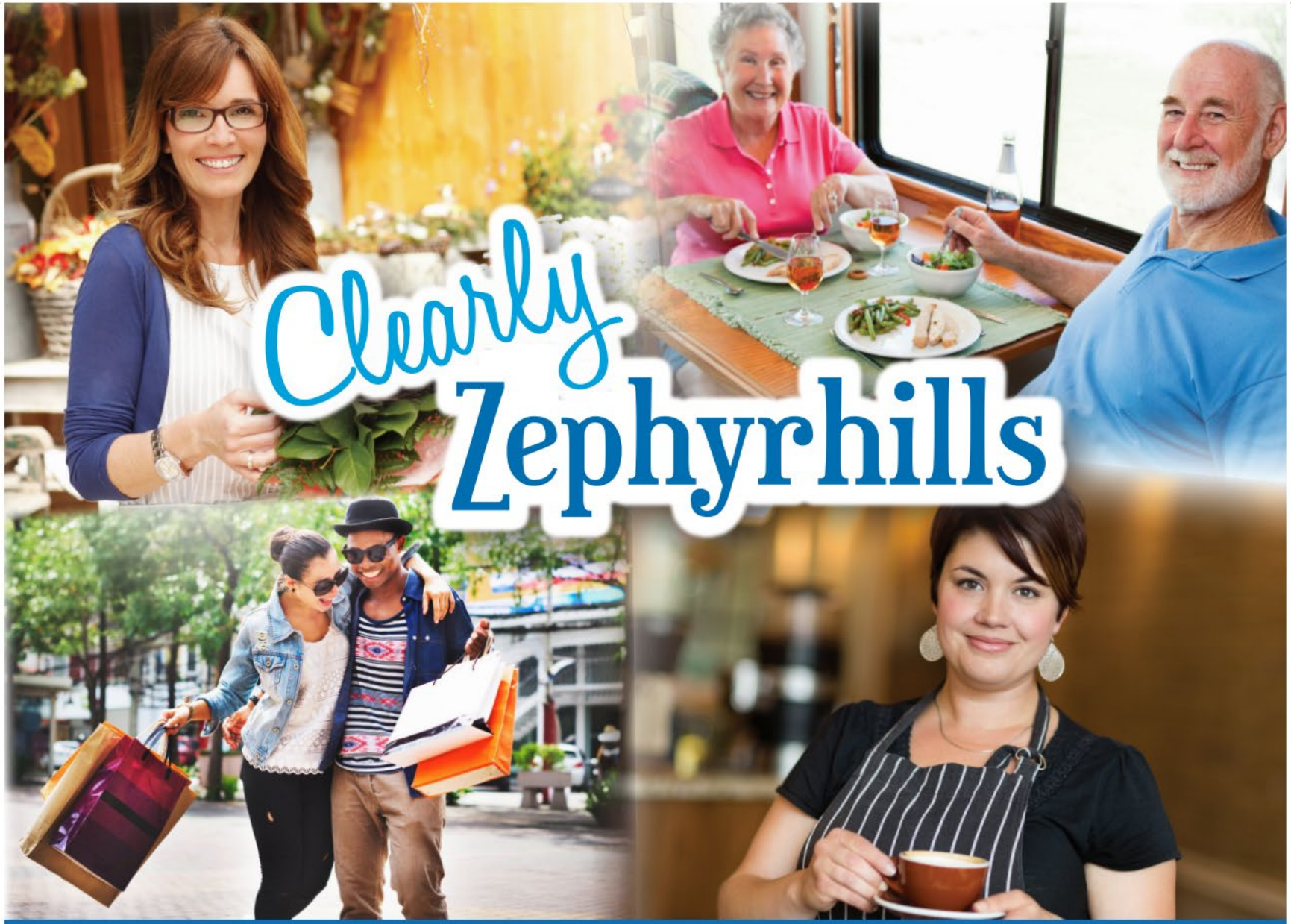
Main Street Zephyrhills

Pasco Economic Development Council

Zephyrhills Municipal Airport

64°F Sunny

9:06 AM 10/7/2022


Clearly
Zephyrhills
RETAIL MARKET REPORT

Press Esc to exit full screen

ZEPHYRHILLS IS RIPE FOR RETAIL

The City of Zephyrhills, located just north of the I-4 Super Region and Tampa Bay, is an oasis of opportunity for retailers looking for growth corridor locations and a small vibrant community. Zephyrhills is a thriving town built around pure water, healthcare, light manufacturing, recreation, and family-friendly living.



Since 1930, Zephyrhills has been know as the go-to-place for Snowbirds but that is quickly expanding. While other Florida cities capture their share of visitors during the winter, Zephyrhills recognized early-on the economic opportunity that Snowbirds represented and began to market the City to winter residents. As a result, the population of Zephyrhills and the surround area swells every year from 55,000 permanent residents to 88,000 from November to April. In 2020 Zephyrhills became the largest municipality in Pasco County and the demographics have correspondingly changed.

With our own all-weather modern municpal airport and connections to interstates I-75 and I-4, access to our community is excellent. With the new expansion of State Road 56 and future expansion of US 301 along with a newly expanded runway at our airport, the available trade area has greatly increased.



Zephyrhills is home to *Zephyrhills® Brand Natural Spring Water* and headquarters to one of the fastest growing companies in America, *Professional Hair Labs*.

If you are a retailer looking for your next store location, the choice is...

Clearly Zephyrhills

DEMOGRAPHICS

POPULATION	15 MIN. DRIVE TIME
2022	100,561
2021	87,501

HOUSEHOLDS	15 MIN. DRIVE TIME
2022	39,436
2021	32,797

HOUSING	15 MIN. DRIVE TIME
Total Dwellings	49,836
Owner-Occupied	63.3%
Renter-Occupied	17.6%
Seasonal/Vacant	19.1%

HOUSEHOLDINCOME	2019	2022
< $15K	12.6%	12.2%
$15-$35K	29.1%	24.3%
$35-$50K	15.9%	14.3%
$50-$100K	30.5%	29.6%
> $100K	11.9%	19.6%

SALES TAX %	
Florida	6%
County	1%
City	0%

Source:JobsEQ 2022

Press Esc to exit full screen

TOP RETAIL OPPORTUNITIES

An analysis of Gale Cengage data shows many flourishing markets in the Zephyrhills trade area including the segments below.

2021 CONSUMER EXPENDITURES (0-10 MILES)

TOP TEN CATAGORIES	Per Household	Total Million
Transportation	$12,820	$783.4
Shelter	$11,800	$721.0
Food: at home away from home	$4,493 $3,300	$274.6 $201.7
Alcoholic Beverages	$552	$3.4
Healthcare	$5,828	$356.1
Utilities, Fuels, and Public Services	$4,564	$278.9
Household Furnishings	$1,947	$119.0
Entertainment (includes pets)	$1,798	$109.9
Household Operations	$1,668	$101.9
Apparel and Services	$1,266	$77.3
Gifts	$1,256	$76.8
Total Consumer Expenditures	**$ 51,292**	**$2.8 Billion**

ZEPHYRHILLS SHOPPERS SPEAK OUT

The Greater Zephyrhills Chamber of Commerce asked residents for help in identifying stores, shops, and restaurants they would like to have in the City which are missiong from the commerical landscape.

The survey was conducted in June 2022 and results are detailed to the right. A 2017 survey determined Chick-fil-A as the most wanted brand with Starbucks coming in third. Zephyrhills is excited to say both businesses have located in the heart of our city.

The survey was a joint initiative of the Greater Zephyrhills Chamber of Commerce, Main Street Zephyrhills, and the City of Zephyrhills.

MOST WANTED BRANDS

	BRAND	TYPE
1.	Target	Retail
2.	Aldi's	Grocery
3.	Trader Joe's	Grocery
4.	Olive Garden	Restaurant Chain
5.	Steak & Shake	Food/Beverage
6.	Sam's Club	Grocery/Retail
7.	Old Navy	Clothing
8.	Marshalls	Clothing
9.	Best Buy	Electronics
10.	HomeGoods	Retail Store

MOST WANTED RETAIL & ACTIVITES

39% Department Stores
(Target, Home Goods, Kohls, Marshall's Best Buy)
37% Speciality Grocery
(Aldi's, Trader Joes, Whole Foods, Sam's Club)
24% Recreation
(mini golf, pool, family fun center)



RETAIL MARKET REPORT

Press Esc to exit full screen

TOP RETAIL OPPORTUNITIES

An analysis of Gale Cengage data shows many flourishing markets in the Zephyrhills trade area including the segments below.

2021 CONSUMER EXPENDITURES (0-10 MILES)

TOP TEN CATAGORIES	Per Household	Total Million
Transportation	$12,820	$783.4
Shelter	$11,800	$721.0
Food: at home away from home	$4,493 $3,300	$274.6 $201.7
Alcoholic Beverages	$552	$3.4
Healthcare	$5,828	$356.1
Utilities, Fuels, and Public Services	$4,564	$278.9
Household Furnishings	$1,947	$119.0
Entertainment (includes pets)	$1,798	$109.9
Household Operations	$1,668	$101.9
Apparel and Services	$1,266	$77.3
Gifts	$1,256	$76.8
Total Consumer Expenditures	**$ 51,292**	**$2.8 Billion**

ZEPHYRHILLS SHOPPERS SPEAK OUT

The Greater Zephyrhills Chamber of Commerce asked residents for help in identifying stores, shops, and restaurants they would like to have in the City which are missiong from the commerical landscape.

The survey was conducted in June 2022 and results are detailed to the right. A 2017 survey determined Chick-fil-A as the most wanted brand with Starbucks coming in third. Zephyrhills is excited to say both businesses have located in the heart of our city.

The survey was a joint initiative of the Greater Zephyrhills Chamber of Commerce, Main Street Zephyrhills, and the City of Zephyrhills.

MOST WANTED BRANDS

	BRAND	TYPE
1.	Target	Retail
2.	Aldi's	Grocery
3.	Trader Joe's	Grocery
4.	Olive Garden	Restaurant Chain
5.	Steak & Shake	Food/Beverage
6.	Sam's Club	Grocery/Retail
7.	Old Navy	Clothing
8.	Marshalls	Clothing
9.	Best Buy	Electronics
10.	HomeGoods	Retail Store

MOST WANTED RETAIL & ACTIVITES

39% Department Stores
(Target, Home Goods, Kohls, Marshall's Best Buy)
37% Speciality Grocery
(Aldi's, Trader Joes, Whole Foods, Sam's Club)
24% Recreation
(mini golf, pool, family fun center)



RETAIL MARKET REPORT