



Clearly Zephyrhills

RETAIL BUSINESS REPORT

ZEPHYRHILLS IS RIPE FOR RETAIL

Zephyrhills: a name fondly derived from the warm breezes, or zephyrs, which blew across rolling hills. It has grown from its sleepy, small town beginnings to become a thriving destination for those looking to relocate. While it may be our sunny days and mild winters that attract seasonal visitors, what keeps them coming back season after season is our hometown community. Zephyrhills is an expanding residential community with a small-town ambiance, and is the fastest-growing municipality in Pasco County according to the 2020 U.S. Census.

Our desirable city continues to reach new heights with expanding enterprise and businesses seeking proximity close to Tampa’s surging metropolis, an area with easy access to supplies and products, economic diversity, and infrastructure. Zephyrhills is located on a major highway, U.S. Highway 301, with easy access to Interstate 75 and Interstate 4. East/West travel is a breeze with the addition of State Road 56 to take you easily to the center of Pasco County. The CSX Railroad runs through Zephyrhills, and the thriving Zephyrhills Municipal Airport has extended its runway and infrastructure to accommodate larger aircraft.



POPULATION	
2022	19,285
2020	17,194
BUSINESS TYPES WITHIN ZEPHYRHILLS	
AUTO	14.12%
CONSTRUCTION	3.75%
ENTERTAINMENT	0.58%
FOOD	23.92%
GENERAL	32.85%
HOME	5.48%
MANUFACTURING	4.03%
MEDICAL	7.49%
PERSONAL	2.88%
PRINT/PUBLISHING	0.86%
SERVICES	4.03%
Source :U.S CENSUS & INDEPENDANT SURVEY	



Zephyrhills embraces the very best aspects of community and commerce. Many factors contribute to our rising growth, and it is evident we are a community with a strong hometown heritage that welcomes opportunity and promotes involvement.

Visit Zephyrhills, a place with so many dimensions to discover!

Clearly
Zephyrhills

ZEPHYRHILLS RETAILERS

An independent survey was conducted by members of the Zephyrhills Economic Development Coalition (ZEDC) and found the information provided below.

RETAIL BUSINESSES IN 5 ZIPCODE AREA

BUSINESS TYPE	REVENUE (in M)	EMPLOY- EES (% of total)
AUTO/AUTO RELATED	\$132,063	14.12%
CONSTRUCTION	\$31,583	3.75%
ENTERTAINMENT	\$2,842	0.58%
FOOD	\$143,385	23.92%
GENERAL	\$188,265	32.85%
HOME	\$20,773	5.48%
MANUFACTURING	\$34,981	4.03%
MEDICAL	\$40,581	7.49%
PERSONAL	\$4,061	2.88%
PRINT/PUBLISHING	\$2,535	0.86%
SERVICES	\$16,682	4.03%
TOTAL	\$618,051	

BUSINESSES SPEAK OUT

The Greater Zephyrhills Chamber of Commerce asked local business owners for information about their store or shop. ZEDC members to help identify trends in employee recruitment, ease of working within the city, expansion plans and more.

One of the most positive pieces of feedback was in the area of employee recruitment. Most, if not all, were finding employees relatively easily, and once hired, were finding that people stayed. The majority of retail businesses in our survey area did not require special certifications and could receive specific training needed onsite.

One group of retailers found a way to work around employee shortages by sharing employees within all the locations in the area as opposed to only within each store. It is a model not found very often but works for them when employees are off for vacation, maternity leave, or when managers are off-site for training.

SURVEY SAYS...

YEARS OF OPERATION

> 21 YEARS	39.3%
< 21 YEARS	60.7%

PLANS TO EXPAND

YES	54.5%
NO	45.5%

OWN VS. RENT

OWN	52.4%
RENT	47.6%

AVERAGE SIZE OF FACILITY

Small (2500 ≥)	37%
Medium (2500 - 10000)	48.2%
Large (>10000)	14.8%

DOWNTOWN ZEPHYRHILLS

A collection of small local restaurants, retailers and professional service companies, adjacent to the Zephyrhills Historical District, create a quaint walkable shopping and dining experience. Recent growth has brought a place to shop for antiques, and unique one-of-a-kind items, as well as an award winning micro-brewery, family fun center, and local eateries.

(Re) Imagine Gall Boulevard is a city initiative to create a great street destination for family night or entertaining out of town guests. The goal is to design a framework for business that includes design, and architectural standards, as well as pedestrian and transportation enhancements. Examples of this design concept can be seen as new businesses have opened on the 301 corridor.



Clearly Zephyrhills

CONTACT:

Greater Zephyrhills Chamber of Commerce
38550 Fifth Ave., Zephyrhills 33542
Phone: 813-782-1913
CEO@zephyrhillschamber.org
www.zephyrhillschamber.org

UPTOWN ZEPHYRHILLS

ZEPHYR COMMONS

A mixed use, multi-parcel retail and office development situated on 60+ acres. 335,000 s.f. retail, 50,000 s.f. office space and out-parcels are available.

- A** **Phase I** was built in March 2009 and consists of 106,000 s.f., anchored by a Publix Supermarket, Planet Fitness, and Pet Supermarket. Phase I is 100% leased.
- B** **Parcel Three** is a freestanding, multi-tenant building on the northwest corner of the center. The retail building has 8,500 s.f. and is situated on 1 acre. Tenants include Mattress Firm, Jersey Mike's, and Tropical Smoothie. A secondary out parcel is available for construction.
- C** **Phase II** is a proposed mixed-use, multifamily development featuring 250 upscale apartments on 13+ acres.

LOWES HOME IMPROVEMENT CENTER

- D** 141,000 s.f., freestanding, single user retail building on 15 acres. Nearby retailers include Ruby Tuesday and Microtel.

TOWNVIEW SQUARE

- E** Community center situated on 18 acres, built in 1990 and renovated in 2003. The center consists of 170,000 s.f. retail space anchored by Rural King, Save-A-Lot Foods, TJ Maxx, and Ross Dress for Less. A smaller retail building is situated on the south edge of the property with Panera Bread and T-Mobile as primary tenants. Rental spaces range in size from 1,400 - 5,600 s.f.

- Available
- Under Construction

35,500 Average Daily Trips

NORTH TOWNE CENTER

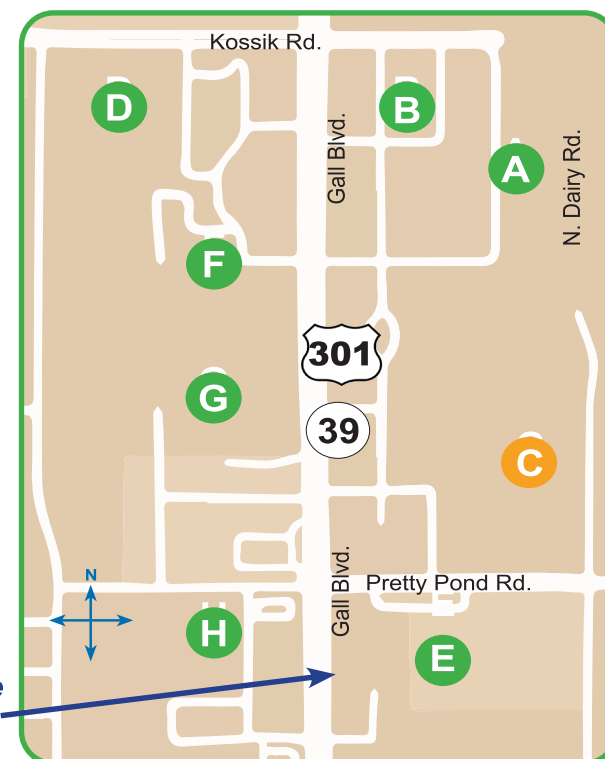
- F** Retail strip center consisting of 16,000 s.f. situated on 4 acres. Tenants include Beef O'Brady's, the Hungry Greek, and Teddy Bear Learning Center.

ZEPHYRHILLS WALMART SUPERCENTER

- G** 176,000 s.f., freestanding, single-user retail building on 24 acres. Nearby retailers include Dollar Tree, Amscot, Chili's Restaurant and Murphy Oil.

MERCHANTS SQUARE

- H** Community center consisting of 149,000 s.f. of retail space on 23 acres. Tenants include Bealls Department Store, Tractor Supply and Hobby Lobby. 1,600 - 2,000 s.f. retail units are available for lease.



RETAIL BUSINESS REPORT