

**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



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



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JOIN TODAY!

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.



Zephyrhills Business



JOIN TODAY!



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.



Clearly Zephyrhills

[COVID-19 Resources](#)

ZEDC NEWS HISTORY PUBLICATIONS RESOURCES EDUCATION



Clearly
Zephyrhills
is the place to
LIVE



The Greater Zephyrhills
Chamber of Commerce



City of Zephyrhills



Main Street Zephyrhills



Pasco Economic
Development Council



Zephyrhills Municipal Airport



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 known 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 municipal 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%	
HOUSEHOLD INCOME		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

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	\$4,493	\$274.6
away from home	\$3,300	\$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 missing 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)

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