MEDICAL MARKET REPORT

Clearly Zephyrhills

... ABOUNDS WITH MEDICAL OPPORTUNITIES

The City of Zephyrhills, located just north of Tampa Bay and the I-4 Corridor, is clearly the right choice for health care companies targeting growth prospects in small, vibrant communities.

Zephyrhills is a flourishing city built around pure water, healthy living, recreation, and a family-friendly culture. Since 1930, Zephyrhills has been known as a go-to destination for seasonal residents. While other Florida cities capture their share of winter visitors, Zephyrhills was a pioneer in recognizing this economic opportunity. Each winter, the population of the Zephyrhills area swells from 57,000 permanent residents to 88,000.

Now the community is poised to take off as Florida resumes its growth arc and younger Tampa Bay commuters realize the convenience of a Zephyrhills location and the value of good schools.

An assessment of employment in Zephyrhills relative to other areas of Florida indicates that the community may be underserved by local companies in at least three health sectors. Specific opportunities include:

ZEPHYRHILLS EMPLOYMENT BY INDUSTRY RELATIVE TO FLORIDA

INDUSTRY SECTOR	LQ*
6215 - Medical/Diagnostic Labs	7.2
6214 - Outpatient Care	1.6
6231 - Skilled Nursing Facilities	2.32
6212 - Office of Dentists	1.3
6213 - Offices of Other Health	2.29
6221 - General Medical Hospitals	1.35
6216 - Home Health Care	1.46
6219 - Other Ambulatory Services	0.53
6211 - Offices of Physicians	5.2

*A Location Quotient (LQ) is a comparison of industry concentration in comparison with the nation. A LQ of 1.00 indicates that the local industry is the same as that of

- Outpatient Care
- Medical/Diagnostic Labs
- Skilled Nursing Facilities

A look at demographic and spending habits shows Zephyrhills consumers have the ability to support these underserved medical sectors.

2018 DEMOGRAPHIC SNAPSHOT

POPULATION	5 MILE RADIUS	FLORIDA
Total Population	**57,517**	**20,725,280**
Female Percentage	51.8%	51.1%
Male Percentage	48.2%	48.9%
Median Age	53.5	42.0
Number of Households	26,441	8,171,488
Population Growth (2014-2019)	6.7%	6.6%
HOUSEHOLDS		
Total Number of Households	26,441	8,171,488
One-Person Households	29.4%	27.3%
Two-Person Households	44.9%	35.7%
Three-Person Households	11.5%	15.5%
Four-Person Households	8.1%	12.1%
HOUSEHOLD INCOME		
Average Household Income	$ 54,320	$ 74,651
Median Household Income	38,198	51,709
Per Capita Income	24,692	29,728

Source: Demographics Now

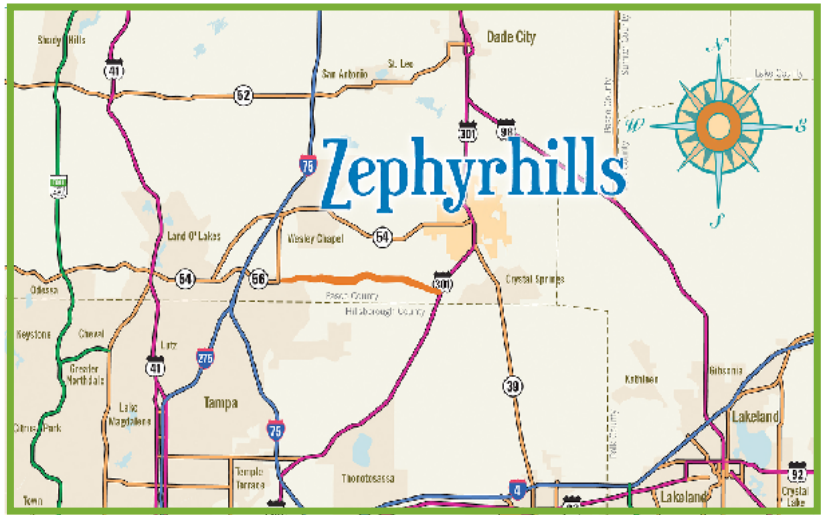
2018 CONSUMER HEALTH SPENDING PER CAPITA

	5 MILE RADIUS	FLORIDA
Total Average Health Care	**$ 3,679**	**$ 4,216**
Health Care Spending Detail		
Health Care Insurance	$ 2,598	$ 3,002
Medical Services	542	642
Medical Supplies	124	130
Health Care: Insurance		
Florida Blue	$ 590	$ 852
Commercial Health Insurance	298	410
Health Maintenance Plans	459	629
Medicare Payments	721	623
Medicare Supplements	232	218
Health Care: Services		
Dental Services	$ 193	$ 223
Eyecare Services	33	57
Other Medical Services	8	20
Physician Services	113	133
Health Care: Supplies & Equipment		
Health Care Equipment & Supplies	$ 128	$ 130
Pharmaceuticals	415	441
Eyeglasses & Contact Lenses	37	57

Source: Demographics Now

...IS READY FOR PROJECTS ALONG THE ZEPHYRHILLS MEDICAL CORRIDOR

Major Medical Facilities Medical Office Space Potential Sites



Space is available today in prime locations between two large medical campuses—AdventHealth Zephyrhills and Florida Medical Clinic's Multi-Specialty Campus—located off U.S. 301 just north of S.R. 54. Available sites would make ideal locations for needed outpatient services and medical/diagnostic labs.

EXISTING MEDICAL CAMPUSES	TOTAL SQ.FT
Florida Medical Clinic - Market Square	133,474
AdventHealth Zephyrhills	304,519

MEDICAL OFFICE SPACE	
Total Number of Buildings	66
Total Square Feet	360,769

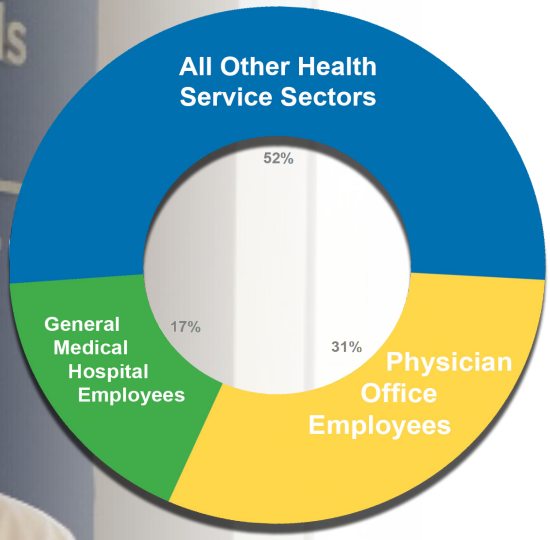
AVAILABILITY

Total Square Feet Available	28,393
Maximum Contiguous Square Feet Available	23,646
Minimum Square Feet Available	760
Average Square Feet Available	5,727
Average Asking Lease Rate/Sq. Ft.	$12.50
Vacancy Rate	7.9%

Source: Xcelligent, Pasco County Property Appraiser

Clearly Zephyrhills

... HAS A WORKFORCE READY TO MEET YOUR NEEDS!



Approximately 10,800 Pasco County health care workers live within a 25-minute commute of Zephyrhills.

In 2013, over 2,500 health service sector workers were employed by 226 businesses in Zephyrhills. Of those employees, nearly half were employed by physicians offices, while the remainder was split evenly between hospital employees and all other health service sectors.

Clearly Zephyrhills has a sizable labor supply ready to serve any new health care companies.

Clearly Zephyrhills

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