



Clearly Zephyrhills



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...

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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 commercial 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 & ACTIVITIES

- 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)

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, board game cafe, 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.



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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.

