

# Clearly Zephyrhills

ZEDC Steering Committee

## Greater Zephyrhills Chamber Board Committee Liaison

Skip Skairus, Center State Bank

## City of Zephyrhills

Steve Spina, City Manager  
Todd VandeBerg, Planning Director  
Gail Hamilton, CRA Director

## Greater Zephyrhills Chamber of Commerce

Melonie Monson, Executive Director

## Main Street Zephyrhills, Inc.

Amanda Clark, Executive Director

## Pasco Economic Development Council

Tom Ryan, Economic Development Manager

## Zephyrhills Municipal Airport

Nathan Coleman, Airport Manager

## ZEDC Advisory Council

### Skip Skairus, Chair

CenterState Bank

### Randy Surber, Vice Chair

Florida Hospital Zephyrhills

### John Scott, Steering Comm. Chair

Gulf Coast Financial Strategies

### Tim Pierson

CenterState Bank

### Kevin Bahr

Bahr's Propane Gas & A/C

### Craig Cornelison

Cornelison Engineering & Design

### Paul Correia

Sun State Aluminum

### Bob Hatfield

Office of US Representative Gus Bilirakis

### Alex Hulburt

Dewberry

### John Kinsman

Martin Electric

### Tim Linville

E-Z Clean Car Wash

### Brent Nye

Nye Commercial Advisors

### Mike Prillman

Berkshire-Hathaway Florida Properties

### Melanie Kendrick & Kristen Hughes

Pasco County Planning

### Jacqueline Waters, Will Adams

Nestle Waters America/ Zephyrhills Natural Spring Water

### Dr. Randall Stovall

PHSC Provost Emeritus

### Dr. Lisa Richardson

PHSC Provost

### Margie Burnham

PHSC Asst. Dean STEM

### Tom Vanater

Nabers Jewelers, Retired

April 19, 2017

Mayor Gene Whitfield and Council President Alan Knight  
Zephyrhills City Council  
City of Zephyrhills  
5335 8<sup>th</sup> Street  
Zephyrhills, FL 33542

Subject: ZEDC Update FY16/17

Dear Mayor Whitfield, President and Council Members,

On behalf of the Zephyrhills Economic Development Coalition (ZEDC) I would like to present our yearly update to City Council on April 24, 2017 during regular council meeting.

The ZEDC's strength lies in its partnership between city and local leaders in business, government, education, and economic development who share a common goal to create a sustainable and vibrant business and economic climate in Zephyrhills.

We are confident that this effort is changing the way we do business in Zephyrhills.

Current projects:

- Accelerated Site Certification for 440-acre parcel near Airport
- Continued effort to keep Aviation in the forefront, business development, retention & expansion, training & education
- Co-Starters Class partnered with PEDC/Smart Start
- New Medical BizWalks
- Marketing "Clearly Zephyrhills" via Web, Print, Social Media
- "Business Concierge" housed in the Chamber
- Support of City, CRA and Main Street

Thank you for your continued support and service to the community I look forward to expanding on these topics and answering any questions you have for the ZEDC.

Sincerely,  
*Melonie Monson*  
Executive Director

[www.ClearlyZephyrhills.com](http://www.ClearlyZephyrhills.com)

# Zephyrhills Chamber of Commerce Budget and Progress Report 2016-17

ECONOMIC DEVELOPMENT SERVICES CONTRACT (APRIL 1, 2016 THRU MARCH 31, 2017)

**NOTES**

STAFF: Salary, Wages and Employer Liabilities for: Director, Marketing and Admin Support  
 DIRECT COSTS: Professional Development Training, Trade Show Attendance, EDO Resource Partner Dues and Fees  
 INDIRECT COSTS: Office Supplies and Equipment, Software, Hardware, Utilities, Building & Office Space Maintenance  
 BLUE: Indicates services, training or programs implemented outside of those designated in contract

PROJECT: ZEDC MANAGEMENT APRIL 1, 2016 - MARCH 31, 2017	EXPENDITURES			DELIVERABLE	MOMENTUM TOWARD GOAL			COMMENTS
	TOTAL	STAFF	INDIRECT		IN-PROGRESS	COMPLETED	EXCEEDED	
<b>BUDGET:</b>	\$15,000	\$12,000	\$1,000	STAKEHOLDERS ADVISORY	✓			Regular Meeting, Development of 2017 Objectives Actively in Progress Active Projects: Medical BizWalk, Site Readiness, Website Design PHSC, Nestle Water, Dewberry, EPAR President Meet with CW; Bi-Annual Report submitted Meeting 90% of 54-point requirements Press Releases, Personal Contacts, Printed and Digital Pubs 20 Key Business Leaders Engaged on Advisory Co-Starters Class: ACCE Proven Strategies; Website Training; Program Survey Webinars
<b>ACTUAL:</b>	\$15,231	\$11,967	\$1,082	STEERING COMMITTEE	✓			
				RECRUIT 3 KEY ECON DEVT PARTNERS	✓			
				SUBMIT PROGRESS REPORTS TO CITY MANAGER	✓			
				MEET 30% US CHAMBER ACCREDITATION	✓			
				INCREASE AWARENESS AND RECOGNITION	✓			
				CULTIVATE RELATIONS / BUILD STAKEHOLDERS ADVISORY	✓			
				LEADERSHIP DEVELOPMENT & TRAINING	✓			
					✓			
					✓			
<b>PROJECT: MARKETING &amp; PROMOTION APRIL 1, 2016 - MARCH 31, 2017</b>	<b>TOTAL</b>	<b>STAFF</b>	<b>INDIRECT</b>		<b>IN-PROGRESS</b>	<b>COMPLETED</b>	<b>EXCEEDED</b>	<b>COMMENTS</b>
<b>BUDGET:</b>	\$15,000	\$12,000	\$1,000	CLEARLY ZEPHYRHILLS MARKETING PLAN	✓			Clearly Zephyrhills Campaign through Web, Social Media, Print Inquiries/Consultations: 10   Active Projects: 2   Completed Projects: 1 ZephyrhillsChamber.org Business Tab; ClearlyZephyrhills.com, Clearly Zephyrhills Facebook TKM; 301 Trail; Community Venue; County Commissioner Forum; Candidate Forum Community Guide; Clearly Us; Business Concierge
<b>ACTUAL:</b>	\$15,330	\$11,967	\$1,181	PROVIDE BUSINESS CONCERGE SERVICES	✓			
				OFFER DIGITAL & SOCIAL MEDIA PLATFORMS	✓			
				DEVELOP & ISSUE PRESS RELEASES	✓			
				DEVELOPED & PUBLISHED IN-HOUSE PUBLICATION	✓			
<b>PROJECT: RESEARCH / BRE APRIL 1, 2016 - MARCH 31, 2017</b>	<b>TOTAL</b>	<b>STAFF</b>	<b>INDIRECT</b>		<b>IN-PROGRESS</b>	<b>COMPLETED</b>	<b>EXCEEDED</b>	<b>COMMENTS</b>
<b>BUDGET:</b>	\$10,000	\$8,000	\$750	COLLECT BUSINESS CLIMATE DATA AND STATS	✓			Business Pulse Survey Ongoing MedicalBusiness Walks Identified; Explored Scope and Structure "Soft" Campaigns; Shop Small; Downtown Promotions, New Business Promotions
<b>ACTUAL:</b>	\$9,888	\$7,978	\$456	CONDUCT BUSINESS RETENTION & EXPANSION SURVEY	✓			
				IDENTIFY & ESTABLISH ONE NEW BRE PROGRAM	✓			
				CONDUCT BUSINESS CAMPAIGNS	✓			
<b>PROJECT: OUTREACH AND ADVOCACY APRIL 1, 2016 - MARCH 31, 2017</b>	<b>TOTAL</b>	<b>STAFF</b>	<b>INDIRECT</b>		<b>IN-PROGRESS</b>	<b>COMPLETED</b>	<b>EXCEEDED</b>	<b>COMMENTS</b>
<b>BUDGET:</b>	\$10,000	\$8,000	\$750	PHSC AVIATION SUPPORT	✓			Facilitation of Key Public-Private Partnership Meetings, Business Development, Training & Ed. Conducted 2 Forums (Commissioner Forum, Candidates Forum) Total: 125 Attended Between elected officials, government, ZMA, and for Local Business (8)
<b>ACTUAL:</b>	\$9,582	\$7,978	\$150	CONDUCT LEGISLATIVE FORUMS (PUBLIC)	✓			
				FACILITATED NUMEROUS PRIVATE MEETINGS	✓			
					✓			
<b>PROJECT: ECONOMIC DEVELOPMENT SERVICES</b>	<b>TOTAL</b>	<b>STAFF</b>	<b>INDIRECT</b>		<b>IN-PROGRESS</b>	<b>COMPLETED</b>	<b>EXCEEDED</b>	<b>COMMENTS</b>
<b>BUDGET TOTAL:</b>	\$50,000	\$40,000	\$3,500					
<b>ACTUAL:</b>	\$50,031	\$39,890	\$2,869					
<b>DEFICIT:</b>								Deficit, Absorbed by Chamber in General Operations Budget

**-\$31**