

Market Overview by Location

ULC Largo - 400 W. Bay Drive, Largo, FL 33770

Metro Area	Tampa-St. Petersburg-Clearwater, FL
Candidates Open to Work	130
Market Competitiveness	Moderate

Analysis:

The Tampa Bay metro is a mid-cost Florida market with a growing wellness and fitness sector. Fitness General Manager roles in this area typically command salaries in the **\$65K-\$90K range**, depending on facility size and scope of responsibility. ULC's proposed range of **\$70K-\$95K** positions the company at or above market median, which should attract strong mid-to-senior level candidates. With 130 candidates currently open to work, the talent pool is the smallest of the three markets but still sufficient for a targeted search. Competition for talent comes primarily from large-box fitness chains, boutique wellness studios, and health system-affiliated fitness centers.