



**Tamara
Fleischhaker**

VP of Business
Advocacy &
Partner Services

Business Advocacy

Plan and Implement an Inter-City Visit (Quest): The Quest: Asheville trip will be September 7-9. Working on agenda items and reaching out to pre-registered attendees and prospects to confirm participation.

Attend at least 1 hearing or workshop a month: Attended the Local Mitigation Strategy Working Group meeting.

Survey partners twice annually on issues: None for July

Host 2 workshops on local issues: No workshops for July

Working on the U.S. Chamber Accreditation application. Due December 31st.



Joe Reichel

Director of
Business
Advocacy

Business Advocacy

Avg exCEptional mornings attendance of 275: 313

Host 2 opportunities for elected officials to address the local business community: None in July

Develop and publish an election guide for candidate & issues: Eliminated guides and produced a broadcast forum with candidates on key issues for the business community in August - Forums scheduled for Aug 10 & 12

Attend four local government meetings per month: 4

Advocate for CEP partners: Two - There were one connection with the City and one with the County

Notes: Working on launch of *Healthiest You* Affinity program, participating in inaugural meeting of the Housing Finance Authority of Marion County's Housing Task Force, facilitating Manufacturing Roundtable with Congresswoman Kat Cammack, completed the update of CEP's Emergency Response & Recovery Plan



Brett Barnes

VP of
Job Creation

Business Attraction

Continuing project management work on several RFI's from last month. Completed and delivered several more new RFI's in July. City airport property is extremely hot right now. Spending several hours a week at new terminal.

Site visit with an international manufacturer on 7/6 Providing follow up info. Several follow up calls. CEO will visit Ocala in August with his family and stay at WEC. Project Diamond.

Multiple national developers, and one local developer, putting up several million square feet of spec.

Demolition continues on the former Mark III properties to make room for GTT's new phase I facility. Construction should begin in a month or so.

Multiple end user projects in the pipeline. From Aerospace, food and beverage, cannabis, etc. Working on a press release and ribbon cutting date for their new facility at the Dunnellon Airport. Great project and people. Advanced mfg. and is served by Duke Energy.



Erin Jones

Director of
Healthcare
Development

Healthcare Development

Clinical Trials with AIM and 2 local companies nearing end of contract negotiations to being in our area. HC Council Intro allowed to retain in the market vs. going to outside area. □

Project Proposal awaiting funding feedback. Project Armor, Secured approval from Scottish company for desire to have first US location be in Ocala.

Project Pasafino- securing funds for trials. Awaiting county funding if approved to assist. End result should be a new facility for R&D once the drug makes full FDA approval after trials

Proposal for HC Incubator given. Still looking for additional funding sources, may have a interest.

Reaching out to Medical Manufacturing companies that may want a 2nd location or new foothold in Florida area.

Activity is insane to say the least. Bart Rowland and Bryce Morrison are stepping up in a big way to take some off my plate. Continuing to make calls and connections with the commercial air service target. Making progress. Creating marketing materials.





Ryan Lilly
VP of
Business
Creation

2nd Stage Businesses

Clients: Met with 17 clients in the month of July- client activity remains steady.

Shows: Now targeting National Fire Industry Trade Show in August 2021 and smaller, regional tradeshows as they come back online.

Prospects: One new second stage prospect in the month of July.

Site Visits: There was one site visit of a second stage company in July.

Locations: There were no new locations in July.



**Jessica
McCallum**
Director of
Business Creation

Power Plant Incubator

Total occupancy at the Power Plant Incubator campus - 81%

1 Million Cups - Started back meetings in person at PPBI with an average in person attendance of 20 people and 13 online watching. New coffee sponsor is Buzz N Grind / Symmetry coffee and crepes.

Total jobs created by PPBI (current and graduates): 700

Resident programming - Planned for August

Newest Residents - How Did We Serve You? and OcalaNow (1 Million cups Ocala Presenter)



**Cherrietta
Prince**
Director of
Impact

Impact

Thomas Stephens Construction Company was featured on The IMPACT Review, sponsored by Duke Energy. Tom recently graduated from IMPACT FastTrac® IV and is active in the Construction Initiative (supported by Ausley Construction).

IMPACT FastTrac® IV graduated 15 entrepreneurs after 10 weeks of intensive training on small business operations and planning. This is the second 2021 class. FastTrac® is co-sponsored by Kauffman Foundation & a gold-standard in small business assistance.

Participated in a focus group with Kauffman Foundation FastTrac® affiliates throughout the country. More than 55 delegates from Alaska to all corners of the US exchanged ideas and best practices about delivering the entrepreneurship model to students.

Scheduled 11 site visits to Microenterprise Loan recipients' businesses and new IMPACT participants; and coordinated community meeting at MLK Center.

Coordinated technical assistance (TA) for City and County Microenterprise Loan Programs. Began to close-out the first round of County loans. Provided additional TA to assist with federal applications, business proposals, 1-2-1 planning and referrals.



2021



Technical Assistance: Eleven (11) TA meetings in month of July

Support CEP Team with Five (5) Ribbon Cuttings, BAH & ExCEptional Morning meetings. 4 successful in-person 1 Million Cups Ocala meetings as well.

FL Office of Financial Responsibility (OFR) - Participating in development of new Funding Ecosystem in Florida with Commissioner Weigel & Team, connected with Comm & CEP is hosting Legislative Roundtable 8/11 - First in the State to do so...

SPHERE - 2nd Healthcare Networking Event was another success! Starting HC Innovation Center planning & Partner Recruitment - Erin & Connected with local biotech executive & advocate for HC innovation space.

[illegible]



Bart Rowland

Director of
Job Creation

Business Retention

Retention visits: 21 Retention visits and added several expansion/relocation projects. Industrial activity at an all-time high.

Coordinated a CEP Staff visit to the Dollar Tree Distribution Center. 15 CEP Team Members learned about the world of logistics from the Site Manager and HR Manager.

Inside Industry Ocala scheduled for early August. This event is designed to help our manufacturers and logistics companies make new connections. Several new business relationships have formed in the past from this event.

Working 5 active existing industry expansion projects with a projected \$75+ MM in capital investment and more than 500 jobs created.

Project Maximum EIP approved: 50 new jobs, \$50,000 average wage, \$2MM capital investment.



Dean Blinkhorn

Director of
Talent

NextWorks

One-on-one meetings: Jennifer Fryns at CF, Cory Weaver with CareerSource, Mike Kelly with MTC, Mark Vianello with MCPS, Ben Whitehouse with MCPS, Kathy McDonald with FCAN, Lauren Debick of MCPS

Committee meetings: none

CTE meetings: HVAC meeting at MTC

NEXTworking: none

Educator engagements: CS Health Job Fair, Private School Leadership Quarterly Meeting (8), School Business Partners with PEFMC



Bryce Morrison

Director of

Live Life Here

LLH site had 3,173 Unique Visitors. Web visits are consistent with new target criteria.

19 LLH Requests came in this month. Slight decrease as new targeting improves.

Monitored Sites and Buildings on ZoomProspector. Made updates as necessary

Sent updated drone footage to several developers and brokers. Began creation of Industrial Website Pages.

Director of
Business
Development

Met with several developers with projects about the McGinley property. Continuous meetings with Matt Grow on all Airport Projects.



Tom James

Director of
Networking &
Partner Services

Networking & Executive Tier

Executive Tier Visits in July included: Cullison-Wright, HDG Hotels, Mid-Florida Agencies/Florida Blue, Biznct, Southern Waters Capital.

Executive Tier events: CEO Network Reception at La Cuisine welcomed 33 Partners - a great gathering, Sponsored by Campus USA!

Sponsorships: ***2022 Annual Luncheon: (Title Sponsor) Cox Business, Horse Farms Forever. ***NEXTworking: Signature Brands. ***Nov. EM: Mid-Florida Agencies/Florida Blue. ***Center for Innovation: Mid-Florida Agencies/Florida Blue.

Business After Hours: Showing off its brand news showroom, Burnyzz Speed Shop hosted one of the most exciting Business After Hours on record, with 355 CEP Partners in attendance. Join us in August at Florida Credit Union!

CEP 101 (Sponsored by Digital Savvy) was held with 11 CEP Partners in attendance.



Andrea Bailey

Director of
Business Services

Leadership & Education

Tuesday Talks > July 6 - Faithfully Guided -5 Pillars of Health (20 CEP partners). July 20 - Esmirna Notary - Fundamentals of Accounting (18 CEP partners)

Friday Talks > July 30 - 20 Leadership Lessons from 40 Years of Experience presnetd by Tom Gray, Founder "Its Your Business LLC" (12 CEP Partners)

Leadership Ocala Marion (LOM) > Accepting Applications for Class XXXV. Interviewing candidates on July 28-29

Leradership Ocala Marion Youth (LOMY) > Accepted 40 students for upcoming class

Young Professionals Ocala (YPO) > July 7 - WinePO at The Keep (5 Members) July 8 -Art Class at NOMA (8 Members)
Volunteer Night at Dignity Center (16 Members)



Jess Schultz

Partnership Sales

New Partner Sales: 10 New partners valued at \$27,600

Cold Calls to Potential Partners: 28

Upgrades:

| | | |
|------------------------------------|-------|--|
| Partners Relations Associate | Partn | |
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**Louisa
Barton**

Director of Equine
Engagement

Equine Engagement

Equine Meetings: Held an Equine Initiative Meeting, presented by Chairman's Circle partner Pyranha, Inc with 48 partners present. Our speaker was Gentle Carousel Mibnaitrue Therapy Horses, discussing their new reading program at the Downtown Market and their upcoming visit to the collapsed disaster Surfside Site to comfort first responders. Plus an introduction to local Paralympian Cayla Van Der Walt, who will be travelling to Tokyo to compete with her horse.

Equine 101: No 101 in July

Farm Visits: Tour of new Pyranha facility and building

CEP Equine Events - Attended and volunteered at the Florida Horse Park at a fundraiser equine event for a local Paralympian.

Equine Industry Promotion: Wrote On the Bit newsletter and Ocala Magazine story for the Everything Equine section, plus met with Karl Zawoy from Clearikon to assist him with launching and promoting his newer line of EPA approved equine and human products. Assisted the Florida Horse Park with an event to help an Ocala Paralympian travel to Tokyo to compete..



Rene Ibarra
VP of Finance
& Operations

Finance

Started to audit all staff files for compliance.

Complete 4 annual trainings(One per quarter) - Completed First Aid and CPR

Bi-monthly payroll was submitted on time for payroll dates.

Financials were completed on time!!!

All deposits and invoices were processed by the end of the week.



Kimberly Langley
Executive
Assistant

Finance

90 Day Past Due Outreach - 21

Check for All Reoccurring Invoices in Atlas For New Partners - July

Pull Renewal Report - Completed

Pay All Open Invoices - Completed

Ribbon Cutting Request per month - 4



Jim Pazda
Director of
First Impressions

First Impressions

Monthly Invoices & Statements sent out prior to the last day of the month.

13 New Partner entries and subsequent new partner packets for July within same week of receiving application and payment

21 Relocation guide packets sent within 48-72 hours of receipt via phone or email

54 Renewal packets were sent in July

70 Touchpoint mailed: 6 mo new partner(17), 10 mo new partner(17), 1 Mo dropped (35) and 6 Mo dropped (0)by 10th



OPEN

Director of
Communications

Communications



Kelly McAtee

Communications
Specialist

Communications

Weekly Buzz views: 4,951 (Facebook only)

Facebook/LinkedIn post reach: 33,431 Facebook (67% increase) 11,900 LinkedIn (3,288% increase)

Number of people who opened email blasts: 5,847

Website reach:

Instagram Insights: 5,517 accounts reached (92.6% increase) 13,467 Impressions (14.4% increase)



**Dawn
Bowman**

Director
Ocala Downtown
Market

ODM

Increase FaceBook Followers (50/mo): Currently 14,186 Facebook followers ODM (up 253)

Increase Market Vendors (2/mo): June 163 increase of 8

8 Pavillion Rentals for the year: 10 events in the first 6 months with 6 scheduled for future dates.

3 Self-generated ODM events: Line Dancing Class 4x month - 1 monthly Last Friday Food Truck Themed event with Vendors. 1 Party rental, 2 Community events

Provide 2 workshops a year: On hold