



Jessica Michel

Director of Incubators

Power Plant Incubator

Professional Development: Attended Oppurtunity Zone Workshop by Florida Commerce

Business Networking: Attended CF advisory Meeting

Community Outreach Speaking Engagements: None for April

PPBI & IMPACT Incubator: 2 Office available at PPBI from cleaning out storage room, 2 offices available at Impact Business Incubator

Social Media: In April, our digital presence showed steady community growth across all social media platforms. Both LinkedIn and Instagram maintained consistent upward trends, with LinkedIn reaching a new milestone of 251 followers and Instagram growing by nearly 3% month-over-month.



Freddie Morris

Director of Entrepreneurship Services

2nd Stage Businesses

Professional Development: 1) Attended Florida Commerce's Opportunity Zone Workshop

Business Networking: Attended ambassador social at Midtown Station | Presented at Fast Trac for this current cohort

Business Educational Sessions: Hosted Entrepreneur in Residence (EIR) Series for the month of April

Conducted the 12th Annual Youth Business Plan Competition at the College of Central FL

Hosted Osceola Middle School on a tour of the Power Plant Incubator & gave a presentation about what we offer to the community (35 students)



Velasquez Alvarez

Director of IMPACT Entrepreneur Services

Impact Initiative

Professional Development: I attended the Tuesday Talks: Smarter, Faster, Better-In life ad Commercial Real Estate of CEP Ocala.

Business Networking: 1) I attended the GOAA's Construction & Engineering Industry Day 2026 in Orlando, Florida. 2) I attended the Vendor Engagement & Partnership Summit Meeting form the Marion County administration. 3) Business After Hours DR Horton.

Business Educational Sessions: 1) I facilitated 4 sessions of the "FAST TRAC" in person workshops program dedicated to helping business owners to develop their business. 2) I facilitated the "Hablemos de Negocios" in person workshops program dedicated to helping hispanic community business owners to develop their business.

Training agenda and speakers for the "Hablemos De Negocios"- Fast Trac and Impact Procurement Academy initiatives were structured for the year 2026.

1) I supported in the operation of the exCEPTIONal Mornings Breakfast, 2) I supported in the assembly and operation of 1MC.



Erin Jones

VP, Economic
Development

Healthcare Development

Project Acivity continues forward. Project Tower announced- HCA Expansion tower creating 80+ new healthcare positions.

Attended the Industrial Asset Management Council Spring Conference in Little Rock, AR. Great Connections, came away with new opportunities for expansion and a relocation.

Project Colonel- Averitt Express having ground breaking. Creating 60 new jobs with a Capital Investment of \$30M. Great Project success for the community.

Hosted the Florida Commerce Opportunity Zone 2.0 workshop in Ocala at the Power Plant Incubator ahead of the May 1st submission deadline. With the City and County representatives and community members.

Meeting with key brokers, site selectors and project leads on current projects and pipeline. We had 0 RFT's for the state.



**Open
Position**

Director of
Business
Development

Business Development

LLH had 138 Visit this month. Numbers pulled 12/18/25 , plus historically low in December.

We had

I did not attend any trade shows this month.

Several consultant updates related to various on-going projects.

Updated Sites & Buildings as necessary.



Beth McCall

Director Of
Advocacy &
Talent
Development



VP, Business
Creation

Talent Development & Advocacy

Government Meetings or Workshops: 3/5 - MCPS Safe Schools Committee / 3/9 & 3/10 MCPS Strategic Plan Committee

Host Quarterly Workshops / Round tables on Business Issues / Meet One-on-One with school and business leaders:

Construction Academy Meetings: MCBIA meeting cancelled

Classrooms to Careers: 3/11 - Meeting with CF Vintage Farm Staff for Equine/Ag Day / 3/12 - Meeting with Cardinal Glass & Pella Windows / 3/23 CCPI meeting

NEXTworking (Students): 3/10 - BHS Senior Capstone presentations (7 students career focused presentations)

NEXTworking (Industry):

Business Creation

Service 25 Mide Town Business Owners: 2 Business consultations-Northern Nexus- 3 Year Projection, Process and Procedures. Ocala Insurance Group- 3 Year Projection- Reviewing Business Plan.



Tom James

Director of
Executive
Engagement

Sponsorship & Executive Tier

Executive Partner Visits (175/yr): TPx Communications, Ameris Bank, Reveille Wealth Management, James Moore, Brije Custom Homes, HDG Legacy, North Central Florida Media Group, Straight Line Construction, Benmar Construction, Ferrentino & Sons, Columb Investment Management, Patriot Path Solutions, BCS Insulation, Seacoast Bank, Advanced Welding, Florida Credit Union, Angie Lewis State Farm, Empath Hospice, Bailey Building, Pyranha Animal Health, Grandview Clydesdales, Cone Distributing, HCA, J. McLaughlin., Marion County.

Executive Partner Events (10/yr): Executive Roundtable Lunch - March 24th with 69 guests.

Executive Tier Introductions: Grandview Clydesdales/Signature Brands, Kut Different/HDG Hotels, BCS Insulation/Ameris Bank, Brije Custom Homes/Reveille Wealth Management, Straight Line Construction/Patriot Path Solutions, Patriot Path Solutions/Cogent Bank, TPx Communications/Cogent Bank, Patriot Path Solutions/Ameris Bank, Nyra Consulting/Patriot Path Solutions, Brije Custom Homes/J. McLaughlin, BCS Insulation/Straightline Construction.

Sponsorships (\$260K/yr): JB Golf Carts (May BAH), DR Horton (April BAH), Ausley Construction (IMPACT/renewal), The Vines Hospital (Networking University/renewal).

Extra Partner Engagements: EM, BAH: Approximately 150



Andrea Bailey

Director of
Business Services

Leadership & Education

Tuesday Talks > March 3: Brand Consistency with Lauren Debick, Creative Springs (38 CEP partners)

Friday Talks > Quarterly Event - Next Friday Talks is May 15

Leadership Ocala Marion (LOM) > March 10: Environment and History: Ft. King, FWC Ocala and Silver Springs (36 students)

Leadership Ocala Marion Youth (LOMY) > March 9: Public Safety with MCSO (36 students)

exCEptional Mornings > March 18: Chick-fil-A Chairman Dan T. Cathy (335 CEP Partners)



Jess Schultz

VP, Partner
Engagement

Partnership Sales and
Engagement

CEP Ribbon Cuttings/Groundbreakings (10/mo): 15 ribbon cutting/groundbreaking events

Partner Meetings: 19 meetings - 3 Business, 2 premium , 5 Legacy, 2 Leadership, 2 Champion, 1 Chairman's, 3 Founder's Club

Engagement Events (150 attendees/mo): approximately 162 attendees at events - at Conexion Hispana, CEP Power Network, YBL, BBL, Vetworks, and Stiletto Networks meetings

BCEP BAH/BotR (300/mo): Belleview events BotR Mar 26 @ 95 and BBAH Feb 26 @ 220

Outreach Activity (100/mo): Apprx 65 outreach calls - prospective, new, and established partner check-ins;



Chris Blakenship

Director of Partner Relations

Partner Sales

New Partner Sales: 17 @ \$21,400 (13 Bus, 3 Prem, 1 Lead)

Cold Calls: 127 (15 to recently dropped partners)

New Partner Meetings: 27 (14 in person)

End of First Year Renewals: 15 @ \$14,700 (10 Bus, 1 Prem, 1 Leg, 1 Lead)

Partner Upgrades: 1 @ \$1200

TBD

Partner Sales

New Partner Sales:

Cold Calls:

New Partner Meetings:

End of First Year Renewals:



Matt Wilkerson

Director of Partner Success

Partner Engagement

Partner Visits (10/mo): 22 in-person visits (multiple " pop-ins " to introduce myself)

Partner Calls (30/mo): 30 in-depth calls---taking a different approach moving forward from month 4 on.

Partner Videos (8/mo): 15 videos. Partners very receptive to these videos. Started the short introduction request videos for partners. Encouraged them to create a TOP 5 list. **Some have requested a second video.**



Diane Thomason

Partner Relations Associate

Partner Sales

New Partner Sales: (3) Planet Smoothie Ocala (Business) Bojangles (Business) Raising Canes Ocala (Business) = **\$1,800**

Cold Calls: (12) 3 phone calls to prospects and 9 in person introductions to set up future meeting(s)

New Partner Meetings:(9) Follow-ups to provide prospect packet to discuss benefits & ROI, walk through applications/onboarding

End of First Year Renewals: N/A (none have come up on renewal yet)



Joe Reichel

Director of
Bellevue CEP

Bellevue CEP Office

BCEP New Partners (report revenue then tiers): Five New Partners, One Entrepreneur, Three Business, and One Founder's Cub Partner. One upgrade from Business to Leadership! - New \$37,100. and Upgrade \$4200.00

BCEP Cold Calls: 200- Four times canvassing and sharing invitations to our events(BotR, BBAH). Ambassadors shareing event invites. Also specific outreach to share information about Beautify Bellevue.

BCEP Partner Meetings: 5 meetings with prospective partners and 18 meetings/visits with partners.

BCEP Sponsorship: \$5800 - Feb BBAH, March BotR and BBAH, April BotR and BBAH.

BCEP Other Engagement: Career Day at Marion Oaks Elem, Senior Capstone Presentations at BHS, Safety Net Alliance meeting, Canvassing for Beautify Bellevue-Bellevue on the Rise and Bellevue Business After Hours, attended exCEPTIONAL Mornings, Ocala Business After Hours, Bellevue Business Leaders, Bellevue Ambassador meeting, presented BCEP update at Bellevue City Commission, Attended two County Commission meetings, PRAC meeting, set up at Friday Foodie Fest, met with City of Bellevue leadership, met with Commissioner McClain.



Jim Pazda

Director of Partner
Services

Partner Services

Partner Touches: 55 Outreaches > includes service requests/updates/profile changes/constant contact updates/troubleshooting

Retained Partners: 12 partners retained from 45+ days past due

Partner Upgrades/ Value: Sentinel RV & Boat Storage(fka RecNation Boat & RV Storage) Business->Premium=\$1200

Partner Events (Scheduling & posting): 59



**Louisa
Barton**

Director of Equine
Engagement

Equine Engagement

Equine Initiative Meeting: The Equine Meeting, presented by Pyranha, was held at Hidden Hills Farm for an Iberian Spectacular 101 with refreshments by Pat Myers Electric

Equine 101 & 201: Iberian Breed 101 and Equine 201

Farm/Venue/School Visit: Hidden Hills Farm

Equine Events and Community Meetings: OBS Two Year Old Sale, NCEA at WEC, FTBOA Gala

Equine Industry Promotion: Wrote the April equine newsletter and wrote the Everything Equine section for Ocala Magazine about the state of horse racing with Hall of Famer Mark Casse and interviewed local connections to the Kentucky Derby at OBS.



Open Position

Chief of Staff &
Executive
Assistant

Finance & Administration



**Donna
Marseco**

Director of First
Impressions

Operations

Monthly Invoices & Statements sent out prior to the last day of the month.
New Partner entries completed day of application receipt with payment, and new partner packets mailed within two weeks
Relocation guide packets sent within two weeks of receipt via phone or email
Paid Renewal packets mailed within two weeks of receipt of updated list(s)
Touchpoint mailed by month end: 6 mo new partner, 10 mo new partner, 1 Mo dropped and 6 Mo dropped



Amie Marsh

Director of
Finance &
Operations

Finance & Operations

Ensure we have receipts/support for all credit card charges
Resolve Partner Billing Discrepancies
Verify that all bills recorded in the accounting software have an invoice/support
Record & reconcile credit card charges
Print monthly renewal letters and invoices to be sent out the first of every month



Jessica Gilbert

VP Foundation
for CEP

Foundation

Grant Funding: Submitting for TD and Wells

Grant Cycle opens in March

2026 Foundation: \$10,000 to date

Voluntary Donations: \$1700

CEP First Friday with Audacy - Renewing for 2026



Noah Paradiso

Visual Media
Specialist

Communications

Weekly Buzz Views: There were 7,964 views for the Weekly Buzz this month well exceeding our stretch goal average of around 2650 views per month, with episodes breaking over 1K views on multiple platforms.

CEP on the Scene Views: Paused

POV Ocala Views: Paused - Filming for Q1 Episode in progress

Irregular Series Views (Closer Look, Leading):

Additional Internal Videos: 5 Internal videos were produced recapping the key sections of Annual Lunch for those who could not attend.



Arin Conrad

Director of
Communications &
Marketing

Communications

Campaigns/Projects: CEP Annual Lunch; Transition Binder with Responsibilities & Notes; Updated Equine Webpage; Met with Jamie Tardif to update Belleview CEP website

FACEBOOK Top posts: Advent Heathbrooke ER RC-30.3k, 7 Brew RC-25.1K, Kona Ice RC-18.1K, Love INC RC-12.9K, Jan BAH Photos-12.2K, Stretch Zone RC-11.1K, Pure Bath RC-10.5K, View Outdoor RC-7.9k | **Overview:** Posts that are shared by our followers expand our audience, further amplifying our overall reach. Our top performing posts by VIEWS is consistly ribbon cuttings and event photos.

Press Releases: n/a | **Media Contact:** Submitted article for Ocala Downtown Newspaper

Linked In Posts: Need to work on plan for consistent intentional posting on this platform. Posted the new founders club partner, Brije Homes + Marketing & Communications Specialist Job Opening Graphic.

Social media data is now tracked within a dedicated tab on the performance matrix, allowing all metrics to be collected, analyzed, and monitored in one centralized location.

CEP Website Visits: Sessions: 9,812 | Average Session: 00:03:55 | **Overview:** Website traffic has increased compared to previous months, driven by event registrations, partner event submissions to the calendar, and additional registration link clicks shared.



**Dawn
Bowman**

Director
Ocala Downtown
Market

Ocala Downtown Market

Increase Social Media Followers (333/mo): Starting 2026 FB 27,451 and IG 5,487: Jan FB +239=27,690, IG+ 98=5,585, Feb FB +179=27,869 IG +30=5,615, March FB+211=28,080, IG +110=5,725

Market Vendors (336/mo): Jan 514, Feb 460, March 456

36 Pavillion Rentals for the year: Jan 3, Feb 10, March 17,

12 Self-generated ODM events:Jan 0,

Provide 2 Vendor Workshops a Year:



**Open
Position**