

CEP Performance Matrix 2019-20

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	ACTIVITY	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
2	Business Attraction													
3	CEP will host at least 25 prospect visits during the year.	5	2	3	3	3	4	5	10	6				41
4	CEP will complete at least five Targeted Marketing events/campaigns/trade shows.	1	1	X	X	X	X	1	1	2				6
5	CEP will develop at least one Virtual Tour	in process	in process	in process	in process	in process	in process	in process	in process	in process				0
6	CEP will host at least 4 consultants for a FAM tour	X	X	X	X	X	X	X	X	X				0
7	CEP will send four updates to key prospects, consultants, & brokers.	1	X	1	1	1	1	1	1	1				8
8	Business Retention													
9	CEP will complete and document in an online CRM at least 150 retention calls.	26	21	21	21	20	27	16	20	21				193
10	CEP will implement a corporate visitation program and complete at least two corporate visits.	0	0	0	0	0	0	0	0	1				1
11	CEP will host at least four business retention training sessions.	0	0	0	1	1	1	0	1	1				5
12	CEP will conduct one Business Interest Survey and develop programming/ initiatives based on the responses.	0	0	0	0	1	✓	✓	✓	✓				1
13	CEP will engage 200 students & 35 businesses in NEXTworking career development events	0	0	0	0	0	in process	75 & 6	13 & 3	0				88/9
14	Staff will develop a Live Life Here Talent Attraction portal through the Sphere initiative	0	in process	in process	in process	✓	✓	✓	✓	✓				✓
15	Business Creation													
16	The CEP will make available a local funding guide.	✓	✓	✓	✓	✓	✓	✓	✓	✓				0
17	The Power Plant will graduate at least three businesses.	0	0	1	0	1	0	1	0	1				4

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18	ACTIVITY	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
19	At least two Power Plant graduates will be located in Marion County.	0	0	1	0	1	0	1	0	1				4
20	The Power Plant will maintain at least a 50% occupancy rate.	85%	80%	80.0%	76.0%	76.0%	85.0%	100.0%	90.0%	78.0%				83.6%
21	The Business Creation initiative will assist 125 would be entrepreneurs.	10	12	9	11	14	15	18	16	19				124
22	CEP will assist at least 50 entrepreneurs through the IMPACT initiative	9	41	29	34	39	29	22	24	27				254
23	Ongoing													
24	CEP will serve as the official local representative to Enterprise Florida.	✓	✓	✓	✓	✓	✓	✓	✓	✓				
25	The CEP will continue to build and maintain the Sites & Buildings database through ZoomProspector or a comparable program.	✓	✓	✓	✓	✓	✓	✓	✓	✓				
26	The CEP will continue to implement an online CRM.	✓	✓	✓	✓	✓	✓	✓	✓	✓				
27	CEP will continue the operation & promotion of the Power Plant as part of the Business Creation initiative.	✓	✓	✓	✓	✓	✓	✓	✓	✓				
28	Reporting													
29	CEP will provide County/City with monthly (twelve) written reports of its activities.	1	1	1	1	1	1	1	1	1				9
30	CEP will provide City/County with a monthly performance matrix update as to the status of each of these responsibilities.	1	1	1	1	1	1	1	1	1				9