



TBD

Director of  
Business  
Advocacy

Business Advocacy

**Inter-City Visit** > Established a task force to incorporate and apply the successful strategies we observed in Savannah into our own practices in Ocala. First meeting held on September 19th.

**Attended (4) Government Meetings or Workshops:** City Council (9/3, 9/17), County Commissioners (9/4), County Commission Planning & Zoning (9/17)

**Host Quarterly Workshops / Roundtables on Business Issues:** Coordinating October 16th Childcare Tax Credit Roundtable with Old Florida Partners. Speakers to include Representative Stan McClain, Alec Yarger, the Legislative Affairs Director for the Department of Revenue and potentially Madeleine Thakur with the Children's Movement.

**Procurement Training:** procurement training with the city and county vendor liaisons on September 13th with 37 attendees.

Community  
Updates  
and  
Citizens  
Encouraging  
Progress, Inc.  
(CEPI) Updates

Local & Legislative

**Comprehensive Campaign for 1 Penny Renewal & 1/2 Penny School Sales Surtax underway with Vancore Jones including>>>**  
Digital Advertising Buy: Vote-by-Mail (Social Media, Google Display Network, OTT); Digital Advertising Buy: Early Voting & Election Day (Social Media, Google Display Network, OTT); Network TV (WKMG, news only); Video Production (2 sets of videos (4 total), each incl. a 15 and 30-sec version; on-the-ground filming); Cable TV (CNN & The Weather Channel); and Text Messages. CEP has done local radio segments, a partner has made their popular podcast available to us for 5 weeks with speakers to include the Sheriff, Mayor, and Commission Chair are scheduled, working on the Superintendent, with Kevin taking the last spot. Our Weekly Buzz videocast highlighted the 1/2 penny on the September 6th episode highlighting the severe maintenance needs. Kevin continues an extensive schedule of speaking engagements around the community.

Director of Advocacy tendered her immediate resignation from the CEP on September 17th.



Bart Rowland,  
MEDP

VP of Job  
Creation

Job Creation

The Marion County Board of County Commissioners unanimously approved a Special Use Permit for Project Flower. This highly competitive advanced manufacturing project will result in 300+ new jobs and \$100+ million in capital investment.

I attended the Florida Supply Chain Summit in Miami and met leaders from each seaport in Florida and leaders in the transportation sector. I also toured Port Miami, promoted the Ocala Metro to industrial brokers, Space Florida, and others in the supply chain and logistics world.

Our team facilitated 2 meetings with Duke Energy and the Sunny Oaks development team. This 425+ acre parcel is zoned for industrial use, but faces several utility/infrastructure challenges. We are now working through potential solutions to extend services to the property with each party.

Project Bananas Foster continues to move closer the end zone. Several hurdles to cross before this huge project is considered complete. It is encouraging to see local stakeholders working together to make this project a success.

Our team is collaborating with CareerSource Citrus Levy Marion on a Work-Based Learning Survey. This survey will help CareerSource CLM market their services (On The Job Training, Custom Business Training, Paid Internships, etc.) to better serve the community.



Erin Jones

Director of  
Healthcare  
Development

Healthcare Development

Attended IAMC in Quebec, met the US Embassy Florida bus. development liaisons for company connections looking at the Florida market and Ocala.

Attended Meetings with Select Florida Canada's office in Montreal with 3 prospect companies for Ocala. Attended the Canada Chamber reception where we connected with several companies and leads for our market. Follow up is in process.

Held the 3rd quarter Healthcare Insider Networking event, with 44 attendees.

Met with Benoit, president of BioQuebec in market in Montreal, ahead of visit for BioFlorida conference in November in Orlando to connect with life science companies interested in Ocala. Connecting one company specific for a lab interest on both human and equine side for there proprietary IP.

NEXTworking Healthcare session held on 9/25 had 32 Healthcare volunteers and around 150 students in attendance.



Bryce  
Morrison

Director of  
Business  
Development

Business Development

LLH had 1,922 webvisits.

We submitted 2 RFI's this month. Project Defence (Manf) and Project Spartan (packaging).

I did not attend any conferences or tradeshows this month.

Multiple meetings surrounding the Sunny Oaks property and Duke Energy. Networking engagement with Duke Energy and other FL Economic Developers.

Updated Sites & Buildings as necessary.



Evelyn  
Reyes

VP, Business  
Creation

Business Creation &  
Hispanic Engagement

Launched "Hablemos De Negocios" Month Business Spanish Workshop.

Executed the 1st IMPACT Initiative-Hispanic Heritage Month Celebration - Total success!

Recognized 6 CEP Hispanic Business Partners during eXceptional Mornings, Hispanic Heritage Month Celebration & on PPBI social Media.

Received the proclamation honoring IMPACT Initiative Hispanic Heritage Month Celebration from Marion County & the City Of Ocala.

Hosted Conexcion Hispana at the IMPACT Incubator & presented to over 20 Hispanic business owners IMPACT Incubator & PPBI services.



Dean  
Blinkhorn  
COO/Director Of  
Talent

NEXTworks  
(Talent Development)

**Construction Academy Meeting:** September 10.

**Primary Contact Meetings:** Lunch with Kevin Christian of MCPS on 9/5, Coffee with Rachel Cote of CF on 9/12, Lunch/NEXTworking Walk-Through with Jennifer Fryns of CF on 9/23, Met with Cory Weaver from CSCLM on 9/25.

**Assist Youth Business Plan Competition:** Youth Career Expo committee meeting on 9/30.

**NEXTworking:** Health Sciences at CF: 150 students, 36 industry experts.

Attended Business After Hours on 9/19, NEXTworking walk-through at WEC on 9/25, Healthcare RFP selections/paperwork with Gallagher.



Jessica  
Michel  
Director of  
Business  
Creation

Power Plant Incubator

PPBI Occupancy: 80%. SCORE & SBDC office weekly. Started a co-working office with 6 desks. 3 office spaces available (110, 109, 107). Comaeu Software solutions has left PPBI.

Created graphic design for PPBI events & promoted at: 1MC Ocala: Hispanic Heritage Month Celebration. Hispanic Heritage Month Spotlight at EM Breakfast

Content Creation: Working with Intern for Power Partner Exchange Logo. Create Partner Canvas for HHMC

Programming: 1MC Ocala averages 58 attendees this month. Weekly Power Hour with PPBI Partners. We started weekly Partner Presentations for Power Hour.. Working on Power Partner Exchange Logo and invites

Total Jobs Created at the PPBI: 700 Total Graduate in 2024 - 4



Director of  
Entrepreneurship  
Services

2nd Stage Businesses

Created ( 5) video spotlights highlighting CEP Hispanic Business Partners and shared it on PPBI social media.

Started the process of getting certified as an facilitator for ICE HOUSE.

Restructured the Planting Power Business Directory on Start Up Space.

Attended LEAD Annual Dinner and provided video content

Conducted Entrepreneur in Residence (EIR) and had over 15 participants in the Power Plant



Tom James

Director of  
Executive

Sponsorship & Executive Tier

**Executive Partner Visits (175/yr):** Seacoast Bank, Florida Express Waste & Recycling, Brown & Brown Insurance, Cogent Bank, Regions Bank, OTOW, Marion County, City Of Ocala, James Moore & Co, Reveille, AdventHealth, Pro Realty, First Federal Bank, HCA, Florida Credit Union, College of Central Florida, Rasmussen Univ, Taylor College, MTC, Adena.

**Executive Partner Events (10/yr):** The next CEO Network Reception will be held Oct 9th, followed by the Biannual Chairman's Lunch Oct. 23rd, and the next Executive Roundtable Lunch Nov. 6th.

**Executive Tier Introductions:** James Moore/Phoenix Wood, James Moore/Zefon Int, James Moore/U-Dump Trailers.

**Sponsorships (\$260K/yr):** Empath Health (SPHERE Healthcare Presenting Sponsor), AdventHealth (Ocala Downtown Market Sponsorship renewal).

**CEP 101s (200 attend./yr):** We had 15 on hand.



Andrea Bailey

Director of  
Business

Leadership & Education

**Tuesday Talks >** September 3 - Resources available for education, financial stability and health with UWMC (20 CEP partners)

**Friday Talks >** September 27: Navigating the Digital World with Squeak Media (8 CEP partners)

**Leadership Ocala Marion (LOM) >** September 10: Criminal Justice - Courthouse, State Attorney, OPD, MCSO and Jail Tour (36 partners)

**Leadership Ocala Marion Youth (LOMY) >** September 9: Team Building with MCFR (38 students)

**exCEPtional Mornings >**September 18: Kevin Sheilley with CEP (425 CEP Partners)



Jess Schultz

VP, Partner  
Engagement

Partnership Sales and  
Engagement

**OCEP Partner Events (10/mo):** 8 ribbon cutting events

**Business After Hours (400/month):** 360 attendees at Business After Hours Roberts West

**Other CEP Events (150/mo):** approximately 120 attendees at partner events MBA, President's Luncheon, CEP 201, Networks Meetings; 150 attendees at Hispanic Heritage Event

**BCEP BAH/BotR (300/mo):** BotR 95 attendees, BBAH cancelled for hurricane

**BCEP Other events (5/mo):** 1 Belleview CEP ribbon cutting



Chris  
Blakenship  
Partner Relations  
Associate

Partner Sales

**New Partner Sales:** 21 @ \$22,600

**Cold Calls:** 158

**New Partner Meetings:** 34

**End of First Year Renewals:** 15 @ \$16,475

**Partner Upgrades:** 1 @ \$1900



Ron Hipner  
Partner Relations  
Associate

Partner Sales

**New Partner Sales:** 0

**Cold Calls:** 2

**New Partner Meetings:** 1

**End of First Year Renewals:**



Matt  
Wilkerson  
Director of  
Partner Success

Partner Engagement

**Partner Visits (10/mo):** 27 in-person visits ( multiple " pop-ins " to introduce myself )

**Partner Calls (30/mo):** 36 in-depth calls

**Partner Videos (8/mo):** 25 videos. Partners very receptive to these videos. Started the short introduction request videos for partners. Encouraged them to create a TOP 5 list.



Joe Reichel

Director of  
Bellevue CEP

Belleview CEP Office

**BCEP New Partners:** 5

**BCEP Cold Calls:** 28

**BCEP New Partner Meetings:** 10

**BCEP Sponsorship:** \$0

**BCEP Partner Upgrades:** One, Benmar Construction, Business to Leadership



Jim Pazda

Director of Partner  
Services

Partner Services

**Partner Touches:** 95 Outreaches > includes service requests/updates/profile changes/constant contact updates/troubleshooting

**Retained Partners:** 15 partners retained from 60-90+ days past due

**Partner Upgrades & Value:** Empath Home Health: Business-->Chairman=\$20,000

Benmar Construction, LLC: Business-->Leadership = \$5000

Business-->Legacy = \$2500

**Culver's of Ocala:**

**Partner Events (Scheduling & posting):** 55



Louisa Barton

Director of Equine  
Engagement

Equine Engagement

**Equine Initiative Meeting:** The Equine Initiative Meeting, presented by Pyranha, was held at Jumbolair Aviation & Equestrian Estates as a fundrasier for equine education in MCPS., With 136 partners presnt, we raised alsmot 10k for the Foundation..

**Equine 101 & 201:** N/A

**Farm/Venue/School Visit:** N/A

**Equine Events and Community Meetings:** Florida Horse Park board meeting

**Equine Industry Promotion:** Wrote the equine newsletter and wrote the Everything Equine section for Ocala Magazine. Also met with new coordinator for the equine education piece for MCPS to discuss the MOU details.



Kimberly  
Langley

Executive  
Assistant

Finance & Administration

Past Due Outreach - 50

Verify All New Partners Billing: September 2024

Pull Renewal Report - September 2024

Pay All Open Invoices Weekly - September 2024



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 (Weekly Basis) (50)

Resolve Partner Billing Discrepancies (Weekly Basis) (50)

Verify that all bills recorded in the accounting software have an invoice/support (Weekly Basis) (50)

Record credit card charges (Weekly Basis) (50)

Operational Meetings - Meet with Dean 4 times





Jessica Gilbert  
VP Foundation  
for CEP

Foundation

Grant Funding: 10k approved (pending receipt) (TD Bank)

Applications pending: PNC (\$15,000), FL Blue (\$50,000), Papa Johns (\$10,000)

Ended 2023 with total Foundation income of \$298,204.

The Catalyst had 42 downloads/views between all channels including YouTube. New episodes to premiere in September: Levonda Goodson



Sullivan  
Hogan  
Director of Video

Communications

Weekly Buzz Views: There were 3936 for episodes 280 - 283 over our stretch goal average of around 2650 views per month, with episode 281 on Hispanic Heritage Month notable reaching over 1.3K views.

CEP on the Scene Views: There 1180 views for CEP on the Scene this month, spread evenly across platforms

POV Ocala Views: There were 3745 views for episodes 64 & 63, with episode 63 notably reaching over 1.9K views on Facebook.

**Irregular Series Views** (Closer Look, Leading): There are, at the time that these numbers were taken, 158 views for the most recent episode of A Closer Look, although it was posted on the same day that these numbers were taken

Additional Internal Videos: N/A

Director of Social  
Media &  
Marketing

Communications

**New Facebook Followers:** 67 new monthly followers | 13k total followers

FACEBOOK Post Reach: 33,100 | Engagement: 6,023 | Top posts were Ribbon Cuttings: Smalls Sliders- 9.5k, 18 South Sports Bar-4.6k, Grave Hot Dogs and Beer-1.9k, Cogent Bank-1.5k, Friday Talks (1601), Tuesday Talks (2104), EM Flyer (2442), EM Photos (107), BAH Flyer (1456), BAH Photos (773), Weekly Buzz (ep 280 -283 -2000), CEP On The Scene (504), POV (2178), Belleview- BOTR/BBAH (2215), Equine Expo (1500), Podcast (720). Slightly lower post reach this month due to Summer and less RC events. Engagement still remains at average.

**FACEBOOK Group Reach:** 8,573 | **INSTAGRAM Reach:** 7731 (CEP), 1492 (ODM), 88 (Equine), 678 (BelleviewCEP)

**Email Blast Open Rate:** Number of people opening email blasts are at an increase of 17,290 - click rate 1735

**CEP Website Visits:** Number of people visiting the CEP website are at an overall increase from prior months due to event registrations, partner event submissions to calendar, and additional registration link clicks shared through our social media platforms

**LinkedIn Followers & Post Impressions:** 4,003 organic impressions with 30 new followers at 3,075 total. LinkedIn views continue to increase due to more frequent posts and our video series. Starting in 2024, LinkedIn stats will be shared with Bryce and Bart.



Dawn  
Bowman

Director  
Ocala Downtown  
Market

Ocala Downtown Market

**Increase Social Media Followers (333/mo):** Starting 2024 FB 22,446 and IG 2,798 : **Jan FB 22,855 +409 , IG 2,949 + 151, Feb FB 23,849= +994 IG 3,109 = +311, March 24,346= +497 IG 3183= +74, April 24,816 =+470, IG 3,296=+113 May 24,914 =+98, IG 3,355=+59, June 25,030=+116, IG 3401=+46, July 25,171= +141 IG 3504=+103**

**Market Vendors (336/mo):** Jan 332, Feb 376, March 462, April 408, May 417, June 402, July 341, Aug 462,

**36 Pavillion Rentals for the year:** Jan 6, Feb 4, March 4, April 5, May 4, June 4, July 3, Aug. 1,

**12 Self-generated ODM events:**Jan 0, Feb 1, March 1, April 1, May 0, June 1, July 0., Aug. 0,

**Provide 2 Vendor Workshops a Year:**



N/A

TBD