



Bart Rowland,
MEDP

VP of Job
Creation

Job Creation

Our team participated in the first Air Mobility Task Force meeting at the Ocala International Airport. 20 stakeholders discussed the past, current, and future operations at OIA, as well as the paths to bringing commercial air service to the community. Follow-up meeting scheduled for Summer.

I attended the SelectUSA Investment Summit and met with dozens of global businesses who are interested in investing in the US. The companies are based in Japan, Pakistan, Canada, Qatar, New Zealand, Egypt, and several others. SelectUSA is the preeminent event for FDI (foreign direct investment) and a great opportunity to showcase the Ocala Metro across the globe.

Circularix continues hiring team members with the help of CareerSource CLM. Equipment and machinery is being installed now with plans to begin production soon. 28 new jobs created and \$25 million in capital investment at the Airport Logistics Park.

The Withlacoochee Technical College hosted a tour to discuss their welding and electrical programs. These programs produce dozens of graduates each year and we are building a pipeline where the graduates can find employment in the Ocala Metro.

The Atrium Ocala Industrial Business Park held a Ribbon Cutting to celebrate this new industrial space in Ocala. These small industrial spaces will be offered for lease and are



Erin Jones

Director of
Healthcare
Development

Healthcare Development

Project Helix Proposal submitted to company for consideration.

Attended the Florida Economic Development Conference. Great connections with fellow vendor and ED. Air mobility task force and access to new technology on display during panel discussion.

Hosted Life Science Developer Whiting-Turner for a meeting around the Ocala Metro Life Science Goals and opportunity for development here.

Attended the Bio Florida USF Research Park Event. Hosting a tour of the new Virology lab with the head of Virology Dr. Gallott. Great opportunity to connect with vendors, scientists, and companies for the market.

Advent Health held a special Ribbon cutting for a community donation of \$4M from Mr. Deluca.



**Bryce
Morrison**

Director of
Business
Development

Business Development

LLH had 1,569 Visit this month.

We submitted several RFT's and hosted a site visit for a competitive food manufacturing project this month. We are working with Space Florida to develop a marketing plan for the aerospace & aviation sectors.

I followed up with all of the Food and Beverage Manufacturers I met at the conference in Tampa. These conversations have been very positive and encouraging for future opportunities.

Our LinkedIn presence and impressions are growing due to our increased targeted marketed efforts.

Updated Sites & Buildings as necessary.



Beth McCall

Director Of
Advocacy & Talent
Development

Talent Development & Advocacy

Government Meetings or Workshops: County Commssion Workshop May 6, 2025 / County Commission Public Hearing May 23, 2025 / School Board workshop May 22, 2025 / Meeting with Pete Lee May 15, 2025

Host Quarterly Workshops / Roundtables on Business Issues: / Attend meetings focusing on job creation: MTC Institutional Advisory Committee Meeting May 29, 2025

Construction Academy Meetings: Unable to attend May meeting

NEXTworking (Students): Planning meeting with Kathie Otte, Coordianator of CTE for MCPS May 13, 2025

NEXTworking (Industry): Meeting with Rodney Gutierrez from WEC May 16, 2025

NOTE: CXO attended Florida Chamber Foundation's Prosperity & Economic Opportunity Solutions Summit on May 29, 2025.



Evelyn
Reyes

VP, Business
Creation

Business Creation

Build relationships with 13 CEP Lending institutions. Launcged the first OMCF Lender Matchmaing Cohorts. 16 lenders and over 60 business owners.

Attended thePuerto Rican Summit in Orlando FL.

Create the OMCF Loan Rack Card to provide business owners with Information on our loans.

Met with Dominican Association from Gainsville. An effort to grow our foot print.

TD Bank leadership visited the IMPACT Incubator 5-12-2025. They are one of our IMPACT Incubator first investors.



**Jessica
Michel**

Director of
Business Creation

Power Plant Incubator

Power Plant Business Incubator and IMPACT Business Incubator Occupancy: 72%. 1 Prospect in the works for PPBI. 3 offices available at IMPACT (50%) & (2) offices available in PPBI

Community Outreach: Gave PPBI Tour to Ambleside school

Content Creation: Created and finalized marketing material for OMCF including designing tablecloth, banner and rack card. Completed IMPACT Incubator Video

Social Media/ website: Added flyers and events to website with videos. In May, the Power Plant Business Incubator's total audience grew to 2,203, marking an increase of 11 new followers across all platforms since April. Facebook saw a steady rise, reaching 1,234 followers, while Instagram gained 8 new followers to land at 374. LinkedIn also continued its growth trend, increasing to 227 followers. Website traffic came in at 368 visits for the month. While slightly lower than April's total, it remains significantly higher than earlier in the year, showing continued

Programming: Finalizing Speakers for last two roundtables of 2025



**Freddie
Morris**

Director of
Entrepreneurship
Services

2nd Stage Businesses

Assisted with FastTrac Class and Lender Matchmaking Event

Edited new video for PPBI, Launched PPBI Youtube

established Monthly 1MC Ocala Organizer Meetings | Average attendees: 58

Business Consults: 6

Support the operation OMCF Lender Matchmaking. (More than 60 companies and 16 banking service providers gathered for a day of work on financial education, banking, and credit opportunities. This successful event was held for the first time in Ocala.)



Tom James

Director of
Executive

Sponsorship & Executive Tier

Executive Partner Visits (175/yr): Geo-Tech, Cogent Bank, AdventHealth, Ameris Bank, City of Ocala, Marion County, Encompass Health, Florida Credit Union, Jumbolair, Pyranha, R+L Global, Reveille Wealth Management, SouthState Bank, TV20, Zinnia Wealth Management, Citizens First Bank, Seacoast Bank, Church of Scientology, Benmar Construction, Affinity Tech Solutions, ACME Fill, Colomb Investment, Douglas Law, First Federal Bank, Main Street Realty, North Central FL Media, PNC Bank, PUDDLES, Room Electric, RoMac Building Supply

Executive Partner Events (10/yr): Biannual Chairman's Lunch was held May 8th at Golden Ocala with 64 CEP Executive Tier Partners on hand. CEO Network Reception was held May 21st with 66 CEP Upper Tier Partners on hand.

Executive Tier Introductions: TV20/Club Adena, Ameris Bank/Pyranha, Reveille Wealth Management/Ameris Bank, Grandview Clydesdales/Ameris Bank, Zinnia Wealth Management/Club Adena, Cogent Bank/Pyranha, TV20/Chewy.

Sponsorships (\$260K/yr): Tuesday Talks (Cogent Bank), October BAH (Douglas Law Firm), Nextworks Talent Development Initiative (Optimum RV Year 4 of 4),

CEP 101s (200 attend./yr): 16 attendees in May.



Andrea Bailey

Director of
Business Services

Leadership & Education

Tuesday Talks > May 6: Squeak Media (16 CEP partners)

Friday Talks > May 30: Mindfulness and Awareness with RBOI (15 CEP partners)

Leadership Ocala Marion (LOM) > May 13: Culture Session (36 students) May 22: LOM Graduation with Alumni (118 guests)

Leadership Ocala Marion Youth (LOMY) > May 1: LOMY Interviews for new class - 90 applications, 37 accepted

exCEptional Mornings > May 21: State of the County with Kathy Bryant (320 CEP Partners)



Jess Schultz

VP, Partner
Engagement

Partnership Sales and
Engagement

CEP Ribbon Cuttings/Groundbreakings (10/mo): 9 ribbon cutting/groundbreaking events

Partner Meetings: 19 meetings - 9 Business, 2 premium, 4 Legacy, 2 Leadership, 1 Champion, 1 Chairmans

Engagement Events (150 attendees/mo): approximately 130 attendees at events; 70 at Conexion Hispana, CEP Power Network, YBL, BBL, Vetworks, and Stiletto Networks meetings; Happiest Hour @ Black Sheep with Choice Maint 60 ppl

BCEP BAH/BotR (300/mo): Belleview events BotR may 27th @ 70 and BBAH may 22th @ 175

Outreach Activity (100/mo): Apprx 65 outreach calls - prospective, new, and established partner check-ins! Ambassador luncheon with Mayor Marciano big success



**Chris
Blakenship**

Partner Relations
Associate

Partner Sales

New Partner Sales: 18 @ \$11,700 (5 Ent, 9 Bus, 4 Prem)

Cold Calls: 123 (19 to recently dropped partners)

New Partner Meetings: 23 (13 in person)

End of First Year Renewals: 13 @ \$13,400 (10 Bus, 2 Prem, 1 Leadership)

Partner Upgrades: 0



Ron Hipner

Partner Relations
Associate

Partner Sales

New Partner Sales: 1

Cold Calls: 2

New Partner Meetings: 2

End of First Year Renewals: 3



**Matt
Wilkerson**

Director of Partner
Success

Partner Engagement

Partner Visits (10/mo): 15 in-person visits (multiple " pop-ins " to introduce myself)

Partner Calls (30/mo): 24 in-depth calls

Partner Videos (8/mo): 14 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.**



Joe Reichel

Director of
Bellevue CEP

Bellevue CEP Office

BCEP New Partners (report revenue then tiers): \$4,200. (three Business, two Premiums!)

BCEP Cold Calls: 129 - Five times canvassing and sharing invitations to events -canvassing with ambassadors!! (And sharing invites at Foodie Fest)

BCEP Partner Meetings: Eight meetings with prospective partners and 24 meetings/visits with partners.

BCEP Sponsorship: \$2850 for May BotR- SMA, May BBAH- AllSeasons & June BBAH - Joke Joint!

BCEP Other Engagement: Hosted Bellevue Business Works w/ SouthState Bank- 25 attendees, Canvassing the community sharing Beautify Bellevue and our events, Attended Founders Day and was a judge for the car show, Set up at Foodie Fest, Attended a County Commission meeting, PRAC meeting, Ocala Metro Business After Hours, Bellevue Business After Hours hosted by AllSeasons(175), BoJellevue on the Rise speaker was Robert Graff, MCFR (70), recorded a podcast with Valerie Daliey about BCEP.



Jim Pazda

Director of Partner
Services

Partner Services

Partner Touches: 58 Outreaches > includes service requests/updates/profile changes/constant contact updates/troubleshooting

Retained Partners: 12 partners retained from 60-90+ days past due

Partner Upgrades & Value: PAV Painting & Home Improvements LLC: Business-->Premium = \$1200 HDG Legacy,
LLC: Chairman-->Founder's = \$30,000 Pinnacle Growth Solutions: Business-->Premium = \$1,200

Partner Events (Scheduling & posting): 52



Louisa Barton

Director of Equine
Engagement

Equine Engagement

Equine Initiative Meeting: The Equine Meeting was held at the Southeastern Livestock Pavilion in conjunction with the Bureau of Land Management for equine advocacy in a Mustang Adoption with refreshments by Element Spin Studio with 38 partners present

Equine 101 & 201: BLM Mustang 101

Farm/Venue/School Visit: Churchill Downs, NH Jones Elementary and Reddick Collier Elementary

Equine Events and Community Meetings: FTBOA Gala and the Kentucky Derby

Equine Industry Promotion: Wrote the equine enewsletter, wrote the Everything Equine section for Ocala Magazine about the Triple Crown and the significance of this for racing and assisted with equine industry career demos at two elementary schools



**Kimberly
Langley**

Executive
Assistant

Finance & Administration

Past Due Outreach - 51

Verify All New Partners Billing: April 2025

Pull Renewal Report - April 2025

Pay All Open Invoices Weekly - April 2025



Donna

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 credit card charges

Operational Meetings



Jessica Gilbert

VP Foundation
for CEP

Foundation

Grant Funding: TD grant recieved: \$10,000

2 grant applications submitted

Ended 2024 with total Foundation income of \$298,204.

The Catalyst had 0 downloads and is being transitioned to a monthly radio broadcast with a much broader audience



Sullivan
Hogan

Director of Video

Communications

Weekly Buzz Views: There were 4357 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: There were 2257 views for CEP on the Scene this month.

POV Ocala Views: There were 1956 views for POV Ocala this month

Irregular Series Views (Closer Look, Leading):

Additional Internal Videos: tiktok



Arin
Conrad

Director of
Communications &
Marketing

Communications

New Facebook Followers: 181 new monthly followers | 14,021 total followers. ****We hit 14K followers this month!**

FACEBOOK Post Reach: 42k | **Engagement:** 2.4k | **Top posts:** Jenkins Subaru Groundbreaking-14.2k, Happiest Hour Photos-13.9K, Rock the Country Giveaway-8.9K, Job Board Announcement-8.5K, Atrium Park RC-5.2K, Happiest Hour Flyer-4.3K, Leppo Rents RC-4.1K, Fifth Third RC-3.9k | **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 cutting celebrations.

FACEBOOK Group Reach: 9,085 | **INSTAGRAM Reach:** 17.4k (CEP), 17.2k (ODM), 79 (Equine), 294 (BellevueCEP)

Email Blast Open Rate: Open Rate: 46% | Overview: Over the past few months, we have reduced the volume of emails sent, resulting in a 6% increase in our open rate. This demonstrates that our emails are now more targeted and purposeful, with recipients engaging with them before deleting.

CEP Website Visits: Sessions: 6,906 | **Average Session:** 00:04:17 | **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.

LinkedIn Followers & Post Impressions: 5,510 organic impressions with 49 new followers at 3,493 total. LinkedIn views continue to increase due to more frequent posts and our video series. LinkedIn stats are shared with Bryce and Bart.



**Dawn
Bowman**

Director
Ocala Downtown
Market

Ocala Downtown Market

Increase Social Media Followers (333/mo): Starting 2025 FB 25,781 and IG 4,158 : Jan FB 25,942 +161 , IG 4,309+ 151, Feb FB 26,056 = 275+ IG 4,415 = 106+, March FB 26,197=141+ IG 4,579 = 164+, April FB 26,253 =+56, IG 4,745 =+166 May 26,457 =204+, IG =+, June =+, IG =+, July = + IG =+, Nov IG Dec IG

Market Vendors (336/mo): Jan 350, Feb 408 , March 521 , April 402, May 498 , June , July , Aug , Sept , Oct , Nov , Dec

36 Pavillion Rentals for the year: Jan 3, Feb 5, March 3, April 7 , May 6 , June , July , Aug. , Sept , Oct , Nov , Dec

12 Self-generated ODM events: Jan 0, Feb 1, March 1, April 1, May 1 , June , July ., Aug. , Sept , Oct , Nov , Dec

Provide 2 Vendor Workshops a Year:



N/A

TBD

[illegible]