



**Erin Jones**

VP, Economic  
Development

Healthcare Development

Project Acivity continues forward. Project Chrome local expansion project underway, Project Affirmed moving forward

Attended the Florida Economic Outlook & Jobs Solution Summit hosted by the Florida Chamber and FEDC

Attended the Airforce Mobility Task Force meeting

Attended the BioFlorida Northeast Chapter monthly meeting. Looking at Ocala for a local event in April

Meeting with key brokers, site selectors and project leads on current projects and pipeline.



**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 did not receive any RFI's this month

I did not attend any trade shows this month.

Several consultant updates related to various on-going projects.

Updated Sites & Buildings as necessary.



**Jessica Michel**

Director of Incubators

Power Plant Incubator

**Professional Development:** Attending Ocala Leadership Conference.

**Business Networking:** Attended Meet the Departments Networking event with Marion county - set up PPBI Table

**Community Outreach Speaking Engagements:** Supported CEP Team with FBLA Club at West Port High School.

**PPBI & IMPACT Incubator:** 3 businesses are in their nesting period of Incubator program in January. Two will move on to their incubation period in February and 1 will not. Riley CPA will expand to additional office space at IMPACT in February. 1 Office available at PPBI and 2 Available at IMPACT

Social Media -



**Freddie Morris**

Director of Entrepreneurship Services

2nd Stage Businesses

**Professional Development: 1)** I attended the Ocala Leadership Conference 2026.

**Business Networking:** Attended Belleview High School's Career Fair to spread the word about the Youth Business Plan Competition

**Business Educational Sessions:** Began the Winter cohort of the Ice House Entrepreneurial Mindset Course (11 students)

Attended the Future Business Leaders of America (FBLA) Conference at West Port High School to support Ocala CEP Speaker

Spoke to St. John Lutheran High School's Entrepreneurship Class about the Youth Business Plan Competition



**Norman Velasquez Alvarez**

Director of IMPACT

Impact Initiative

**Professional Development:** 1) I attended the Ocala Leadership Conference 2026. 2) I attended (Updates on business taxes for the year 2026)- Tuesdays Talks - CEP Ocala

**Business Networking:** I attended the Marion County's 2nd Annual "Meet the Departments" Networking Event, we connected directly with several county departments, raised the visibility of CEP Ocala.

**Business Educational Sessions:** 1) I facilitated the "Capsulas de Negocios" Dedicated to helping construction business with procurement. 2) I delivered the CANVAS BUSINESS MODEL seminar-workshop for the the Incubator Partners.

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

I supported the implementation and operation (ICE House and 1MC)



**Beth McCall**

Director Of  
Advocacy &  
Talent  
Development



**Evelyn  
Reyes**

VP, Business  
Creation

Talent Development & Advocacy

**Government Meetings or Workshops:** 1/3 - School Board workshop / 1/12 - Marion County Local Technology Committee / 1/15 - Independent Citizens Referendum Oversight Committee / 1/22 - Schools Board Workshop

**Host Quarterly Workshops / Round tables on Business Issues / Meet One-on-One with school and business leaders:**  
1/15 Met with Superintendent Dr. Danielle Brewer and Deputy Superintendent Ben Whitehouse

**Construction Academy Meetings:**

**NEXTworking (Students):**

**NEXTworking (Industry):**

11/13 - Meeting with Brian Course of Missouri Chamber of Commerce to discuss "Show Me Careers" / 1/23 Tour of South Marion High School

**Service 25 Mide Town Business Owners:** 2 Business consultations- Light Shines, LLC. & Scadadog, LLC.

Conducted one on one meetings with all Incubator partners to assess 2025 Accomplishments and goal setting for 2026.

Attended Leadership Ocala Conference

Attended Meet the Departments- Marion County Procurement event

Business Creation



**Tom James**

Director of  
Executive  
Engagement

Sponsorship & Executive Tier

**Executive Partner Visits (175/yr):** City of Ocala, AdventHealth, Cox Business, Seacoast Bank, Duke Energy, Horse Farms Forever, Advanced Welding, Zinnia Wealth Management, HDG Legacy, Arc Hospitality, SouthState Bank, Jumbolair, WEC, Pro Realty, HCA, Progress Marion, Ausley Construction, Cone Distributing, Angie Lewis State Farm, Cogent Bank, MIDFLORIDA Credit Union, Heart of Florida Health Center, Pyranha Animal Health, Reveille Wealth Management, Patriot Path Solutions.

**Executive Partner Events (10/yr):** Next CEO Network Reception - Feb. 10th. Next Executive Roundtable Lunch - March 24th. Next Biannual Chairman's Lunch - May 27th.

**Executive Tier Introductions:** Dollar Tree/Clear View Imagaing, City of Ocala/Clear View Imagine, Drainsource/WEC, WEC/Small Sliders, Synergy Realty/Drainsource, Pyranha/Small Sliders.

**Sponsorships (\$260K/yr):** Progress Marion (CEP Annual Luncheon), Patriot Path Solutions (CEO Network Reception), Patriot Path Solutions (Executive Roundtable Lunch), Seminole Feed (Equine Coloring Book), Larsen Farms (Equine Coloring Book), Seacoast Bank (CEP

**Extra Partner Engagements:** EM, BAH, Matt Private Reception: Approximately 200.



**Andrea Bailey**

Director of  
Business Services

Leadership & Education

**Tuesday Talks** > January 6: 2026 Tax do's and don't's with H2 Advisors (19 CEP partners)

**Friday Talks** > New Sponsorship with Cogent Bank Quarterly Lunch and Learn

**Leadership Ocala Marion (LOM)** > January 13: Community Session with Panel Discussion, VOCAL, TLC Kimberly's Center and Wear Gloves January 27: Fire Session (36 students)

**Leadership Ocala Marion Youth (LOMY)** > January 12: Fire Session with MCFR (36 students)

**exCEPtional Mornings** > January 21: County Commission Chair Carl Zalak (340 CEP Partners)



**Jess Schultz**

VP, Partner  
Engagement

Partnership Sales and  
Engagement

**CEP Ribbon Cuttings/Groundbreakings (10/mo):** 8 ribbon cutting/groundbreaking events

**Partner Meetings:** 17 meetings - 6 Business, 4 premium , 4 Legacy, 2 Leadership, 1 Founder's Club

**Engagement Events (150 attendees/mo):** approximately 175 attendees at events - at Conexion Hispana, CEP Power Network, YBL, BBL, Networks, and Stiletto Networks meetings, and President's Luncheon

**BCEP BAH/BotR (300/mo):** Belleview events BotR Dec 9 @ 95 and BBAH Dec 11 @ 250

**Outreach Activity (100/mo):** Apprx 70 outreach calls - prospective, new, and established partner check-ins;



**Chris Blakenship**  
Director of Partner Relations

Partner Sales

**New Partner Sales:** 25 @ \$16,200 (2 Ent, 20 Bus, 3 Prem)

**Cold Calls:** 125 (20 to recently dropped partners)

**New Partner Meetings:** 28 (18 in person)

**End of First Year Renewals:** 12 @ \$9300 (1 Ent, 7 Bus, 4 Prem)

**Partner Upgrades:** 1 @ \$4400



**Ron Hipner**  
Partner Relations Associate

Partner Sales

**New Partner Sales:** 1

**Cold Calls:** 2

**New Partner Meetings:** 1

**End of First Year Renewals:** 1



**Matt Wilkerson**  
Director of Partner Success

Partner Engagement

**Partner Visits (10/mo):** 17 in-person visits ( multiple " pop-ins " to introduce myself )

**Partner Calls (30/mo):** 32 in-depth calls---taking a different approach moving forward from month 4 on.

**Partner Videos (8/mo):** 8 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. STOR MOR has taken our meeting to heart and is now very engaged on social media with videos and advertisements. GREAT to see.**



**Diane Thomason**  
Partner Relations Associate

Partner Sales

**New Partner Sales:** (2) Kilwins Ocala (Business) The Journey Book (Business)

**Cold Calls:** (19) 2 phone calls to prospects and 17 in person introductions to set up future meeting(s)

**New Partner Meetings:(17)** 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):** 8 Business Partners! - \$4800.

**BCEP Cold Calls:** 100- Five times canvassing and sharing invitations to our events(BotR, BBAH). Also specific outreach to share information about Beautify Bellevue.

**BCEP Partner Meetings:** 8 meetings with prospective partners and 16 meetings/visits with partners.

**BCEP Sponsorship:** \$3300 - Jan BBAH and BotR

**BCEP Other Engagement:** FOUR Ribbon Cuttings, Homless Council meeting, Canvassing for Beautify Bellevue, Bellevue on the Rise, Bellevue Business After Hours, attended exCEPTIONAL Mornings, Ocala After Hours, Bellevue Business Leaders, Bellevue Ambassador meeting, presented BCEP update at Bellevue City leadership, Attended County Commission, PRAC meeting, attended Friday Foodie Fest, Attended PAWS Chili Cook Off and judged, attended Welcome Reception for MM, attended Leadership Conference.



**Jim Pazda**

Director of Partner  
Services

Partner Services

**Partner Touches:** 104 Outreaches > includes service requests/updates/profile changes/constant contact updates/troubleshooting

**Retained Partners:** 10 partners retained from 45+ days past due

**Partner Upgrades & Value:TPx Communications** Business->Leadership=\$5000, **Aviata at Arbor Springs** Business->Leadership=\$5000

**Partner Events (Scheduling & posting):** 42



**Louisa  
Barton**

Director of Equine  
Engagement

Equine Engagement

**Equine Initiative Meeting:** The Equine Meeting, presented by Pyranha, was held at Old Pear Tree Farm with a Mounted Games demo, put on by riders who have competed for the USA with refreshments provided by the farm.

**Equine 101 & 201:**Mounted Games 101

**Farm/Venue/School Visit:** Old Pear Tree Farm and HITS

**Equine Events and Community Meetings:** United Way Team Pairing for the Children's Charity Classic at HITS

**Equine Industry Promotion:** Wrote the equine enewsletter, wrote the Everything Equine section for Ocala Magazine about a potential racetrack in Marion County. Interviewed Matt McCormich about the importance of the equine initiative to him as the new CEO for Tv20. Posted an interview about the opportunities at Peterson Smith for young new veterinarians to intern there.



**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: PNC 10K

Grant Cycle opens in March

2026 Foundation: \$10,000 to date

CEP First Friday with Audacy - Renewing for 2026



**Noah Paradiso**

Visual Media  
Specialist

Communications

Weekly Buzz Views: There were 8,166 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 - Scheduled to return in 2026

**Irregular Series Views** (Closer Look, Leading):

Additional Internal Videos: Annual Lunch 2026 video production is underway.



**Arin  
Conrad**

Director of  
Communications &  
Marketing

Communications

**New Facebook Followers:** 137 new monthly followers | **14,972** total followers.

**FACEBOOK Post Reach: 160.9K | Engagement:** 2.5k | **Top posts:** GWC Medical Group RC-18.8k, Buzz Ep. 347-18.3K, CEO Network Reception 13.6K, Buzz Christmas Parade-13.5K, Next Chapter Title RC-12.7K, Mens Wearhouse RC-12.3K, Dec BAH-8.4K, RecNation RC-12.1k | **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.

**FACEBOOK Group Reach:** 13,985 | **INSTAGRAM Reach:** 11k (CEP), 17.8K (ODM), 259 (Equine), 682 (BellevueCEP)

**Email Blast Open Rate: Open Rate: 50% | 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: | Average Session:** | **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. **\*This information was previously sent to Tamara. Still working on getting this information.**

**LinkedIn Followers & Post Impressions:** 6,587 organic impressions with 46 new followers at 3,802 total. LinkedIn views continue to increase due to more frequent posts and our video series. LinkedIn stats are shared with Bryce.



**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

**Market Vendors (336/mo):** Jan 514

**36 Pavillion Rentals for the year:** Jan 3

**12 Self-generated ODM events:**Jan 0,

**Provide 2 Vendor Workshops a Year:**



**Open  
Position**

