



CEP County Performance Matrix Report

Reporting Month: _____ July 2026 _____

Fiscal Year: 2025-2026

BUSINESS ATTRACTION

Performance Snapshot	Annual Goal	Current Month	YTD Total
Prospect Visits	25	4	26
Targeted Marketing Campaigns	5	3	15
Site Consultant Meetings	35	4	30
Consultant FAM Tours	4	0	3
Prospect/Broker Updates	4	1	23

Notes Summary

Project Tower Call with County to discuss Incentives. Call with Greystone Communities about exploring Ocala Market. Met with Niagra Bottling Company
Met with Martin Skyer who has a medical Device product looking at Ocala Market. Referred from UF Hub.
Outreach: Met with Orbit through a Space Florida referral to explore workforce connection tools and discuss potential collaboration with Marion County Public Schools to strengthen talent pipeline initiatives. Outreach with Scanell Properties.

BUSINESS RETENTION

Performance Snapshot	Annual Goal	Current Month	YTD Total
Retention Calls Logged in CRM	150	1	159
Corporate Visits	2	0	0
NEXTworking Student Engagement	300	0	390
NEXTworking Business Engagement	35	0	60

Notes Summary

Retention Updates: Letter of support for Lockheed martin in favor of their funding QRT Grant Application

BUSINESS CREATION

Performance Snapshot	Annual Goal	Current Month	YTD Total
Entrepreneurs Assisted	125	16	226
IMPACT Participants	100	22	318
Power Plant Occupancy %	Above 50%	84	83

Power Plant Graduates	3	2	3
Graduates Located in Marion County	2	2	3

Notes Summary

Graduates: BlackHorse Realestate & WvW Wifi

Assistance Provided: We continued our IMPACT VIRTUAL "HABLEMOS DE NEGOCIOS" series with 22 registered attendees

FastTrac Dates for 2026: 1st class began April 1st and ended June 3rd 2026 - People Registered: 34

2nd Cohort: September 16th - November 18th 2026

ONGOING CONTRACTUAL RESPONSIBILITIES

Performance Snapshot	Annual Goal	Current Month	
FloridaCommerce Representation	Ongoing	Active	
Sites & Buildings Database Maintenance	Ongoing	Active	
CRM Maintenance & Tracking	Ongoing	Active	
Power Plant Operations & Promotion	Ongoing	Active	

Notes Summary

Florida Commerce: Work with their team for state requested RFI, Projects locally for Incentives (State and Local) example: E-one Expansion, Dollar Tree, ID logistics. Also working with Select Florida the international designation for Florida Commerce on Trade mission opportunities in market opportunities. Project Affirm (Duke Energy Tax Credit Incentive)

Sites and buildings: We use Guru GIS Webtech for our sites and building listings. We are updating monthly through automative contract with Resimplifi as well as manual updates for sites that need to be listed sooner or removed. Ongoing trainings with GIS happening with the Director of Economic Research, Jessica Michel and the annual GIS webtech confrence in 2026 will be attended by Director of Economic Research for contiuing education.

Trade Shows/Confrences/Professional Development: **Jessica Michel, Director of Economic Research was awarded the M.D. "Mickie" Birdsall Scholarship Award to take her Basic Economic Development Course/Certification in November 2026**

BRE Efforts; New feature of GIS our featured tabs: Examples are highlighting oppurtunity areas such as CRAs, specialized funding oppurtunities.

CRM Maintenance: We use Salesforce for projects, numbers associated with Capital investments, Job creation, project contacts for BRE purposes. We use for retention visits as well.

Sites & Buildings / Reporting

Performance Snapshot	Annual Goal	Current Month	
Monthly Site Visits	None	55	
Total Listings	None	489	

Notes Summary

365 buildings/ 124 Sites