CEX	OCALA ME CHAMBER&ECO PARTNERSHIP	TRO NOMIC			Р		ance M C reati e					June 2025			
		January	February	March	April	Мау	June	July	August	September	October	November	December	Total	
	Retention Visits (150)	12	18	18	19	17	19							103	
	New Jobs Created (400)	28	0	20	0	0	0							48	
Bart Rowland,	Capital Invest. (\$40MM)	25	1.6	1.5	0	0	2.5							30.6	
MEDP VP of Job Creation	Prospect Visits	1	5	3	7	2	2							20	
VF 01300 Cleation	Corporate Visits (2)	0	0	0	0	0	0							0	
	HC Council/ Insider (150)	65	52	32	0	34	0							183	
	Healthcare Retention Visits	2	2	1	2	3	4							14	
Erin Jones	HC Conf/ Trade Show(6)	0	1	1	2	1	0							5	
Director of Healthcare	HC Exc. Tier Touch Base/Mtg.(15)	2	3	1	1	1	2							10	
Development	Healthcare Incubator	\checkmark	~	√	~	√	√							√	

CEPP OCALA METRO CHAMBER & ECONOMIC PARTNERSHIP

Performance Matrix Job/Business Creation

June 2025

		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Attend 4+ Gov Meetings	3	2	2	3	4	0							14
	4+ Partner Workshops or Roundtables	1	0	0	0	1	2							4
Beth McCall	Construction Academy meetings (12)					0	2							2
Director of Advocacy &	NEXTworking (400 students)					1	1							2
Advocacy & Talent Development (7	NEXTworking (70 industry experts)					1	1							2
	Incubator Partner /Prospects Meetings	11	3	6	4	0	2							26
	Business Educational Workshops 6	0	1	2	1	1	0							5
Evelyn	Strategic Partner Meetings (24)	2	4	4	13	15	2							40
Reyes VP, Business	OMCF Loans (6)	1	0	0	0	0	2							3
Creation	CDFI Board Meetings	1	0	0	0	1	0							2

CEPP OCALA METRO CHAMBER & ECONOMIC PARTNERSHIP

Performance Matrix Business Services

June

2025

		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Exec Partner Visits - 175	20	17	20	21	30	18							126
	Exec Partner Events-10	\$1	0	1	0	2	0							4
Tom James	Exec. Tier Introductions	6	10	7	7	7	7							44
Director of Executive	Sponsorship Rev - \$260K	\$16,000	\$12,500	\$2,500	\$16,000	\$29,000	\$13,500							\$89,500
Engagement	CEP 101 200 Attendees	20	х	39	21	16	13							109
	Tuesday Talks 24 Attendees	11	18	20	22	16	15							17
	Friday Talks 20 Attendees	30	10	16	8	15	10							15
Andrea Bailey	LOM 35 Participants	36	36	36	36	36	-							36
Director of	LOMY 38 Participants	38	38	38	38	38	-							38
Business Services	EM Breakfast 340 Attendees	350	320	265	295	320	300							308
	Partner Events (10/mo)	6	14	10	9	9	14							62
	Partner Meetings (15)	18	26	29	20	19	13							21
Er	Engagement Events (150att/mo)	3	105	210	157	130	105							118
Jess Schultz	Bview Events AM+PM (300)	270	290	285	260	245	290							273
Engagement	Other Outreach (100)	62	220	90	72	65	65							96

CEX	OCALA N CHAMBER&E PARTNERSHI	/IETRO conomic				erforma J sines				June 2025				
		January	February	March	April	May	June	July	August	September	October	November	December	Total
	New Partners This Month	19	21	26	10	18	23							117
	Cold Calls	118	122	127	120	123	118							728
Chris	New Partner Meetings	20	22	30	25	23	27							147
Blankenship Partner	End of First Year Renewals	18	9	9	18	13	6							73
Relations Associate	Partner Upgrades	1	0	0	0	0	0							1
	New Partners This Month	0	1	0	0	1	0							2
	Cold Calls	0	0	2	2	3	4							11
	New Partner Meetings	0	2	2	2	1	0							7
Ron Hipner Partner Relations	End of First Year Renewals	0	0	0	0	3	2							5
Associate	Partner Upgrades	0	0	0		0	0							0
	Partner Visits	17	15	16	14	15	16							93
	Partner Calls	22	18	16	28	24	24							132
Matt	Partner Videos	8	8	8	8	14	13							59
Director of Partner Success														

CEX	OCALA N CHAMBER& E PARTNERSHI	/IETRO				erform usines							June 2025	
		January	February	March	April	May	June	July	August	September	October	November	December	Total
	BCEP New Partners	3	7	2	5	5	З							25
Mid	BCEP Cold Calls	99	117	145	183	129	289							962
Joe Reichel Director of Belleview CEP	BCEP Partner Meetings	6	46	22	36	32	21							163
	BCEP Sponsorship \$	\$1,600	\$600	\$1 , 350	\$1,850	\$2 , 850	0							\$8,250
	Engagement/ Outreach	25	168	167	183	129	150							822
-	Partner Touches	80	77	66	58	66	70							417
	Retained Partners	6	3	7	12	6	7							41
	Partner Upgrades	1	3	1	3	3	0							11
Director of	Value of Upgrades	\$ 30,000	\$15 , 000	\$5,000	\$32,400	\$31,000	\$0							\$ 113,400
Business Services	Partner Events	44	53	55	52	48	61							313

CEX	OCALA N CHAMBER&EC PARTNERSHIF	IETRO çonomic					ance Ma s Supp						ne)25	
		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Past Due Outreach	30	15	69	51									30
	Verify Partner Billing	\checkmark	~	~	~	-								\checkmark
Kimberly	Renewal Report	~	~	~	~									✓
Langley	Pay All Invoice	\checkmark	√	√	✓									\checkmark
Executive Assistant														
	Monthly Invoices & Statements	\checkmark	√	~	~	√	~							\checkmark
40 20	New Partner Packets (250)	22	34	30	15	23	27							101
Donna	Relocation Packets two Week (80)	5	4	8	2	8	10							19
Donna														

 \checkmark

 \checkmark

 \checkmark

 \checkmark

 \checkmark

First Impressions	

Director of

	Ensure receipts for all CC charges (Weekly) (50)	\checkmark	\checkmark	\checkmark	\checkmark	~
	Resolve Partner Billing Discrepancies (Weekly) (50)	14	91	21	18	82
Amie Marsh	Verify bills are in the accounting software have support (Weekly) (50)	\checkmark	\checkmark	√	1	~
Director of	Record credit card charges (Weekly) (50)	4	3	5	5	7
Finance & Operations	Renewal Letters & Invoices	\checkmark	\checkmark	\checkmark	\checkmark	~

Renewal Packets (720)

Touchpoint Postcards (1,000)

Invoices

CEX	OCALA N CHAMBER&E PARTNERSHI	IETRO					ince Mat Support	rix					June 2025	
		January	February	March	April	Мау	June	July	August	September	October	Nov	Dec	Total
	Grant Funding Secured (G:\$100k)	\$60,000	\$0	\$300,000	\$0	\$10,000	\$11,000							\$381,000
	Submitted Grant Apps (Goal: 12)	0	0	2	0	2	1							2
	Income (Goal: \$250k)	\$60,000	\$0	\$360,000	\$0	\$10,000	\$11,000							\$381 , 000
Jessica Gilbert	Foundation Visits (Goal:36)	4	8	6	5	8	6							37
VP Foundation for CEP	Podcast Downloads (Goal: 800)	28	26	22	21	0	0							97
	Weekly Buzz Views (Goal: 32,000)	5024	7666	6706	4357	5674	3778							33 , 205
	CEP on the Scene Views (Goal: 10,000)	585	376	2183	2257	3458	486							9,345
Sullivan Hogan	POV Views (Goal: 20,000)	2582	1890	2860	1956	2340	1841							13,469
Director of Video Communications	A Closer Look & Leading the Way View (Goal: 5,000)	N/A	N/A	N/A	N/A	n/a	500							500
	Additional Internal Videos (Goal: 20)	2	2	0	1	0	1							6
	FB New Follows (Goal: 1,200)	133	245	206	259	181	175							1,199
	Facebook Posts Reach (Goal: 425,000)	78,941	113 , 593	91 , 364	104,766	41,913	48,948							479 , 525
Arin Conrad	LinkedIn Posts Reach (Goal: 80,000)	6,248	4,528	4,508	6,522	5,510	6,584							33,900
Director of Communications&	Email Opens (Goal: 50% Average)	55%	49%	47%	47%	46%	44%							48%
Marketing	Website Reach (Goal: 95,000)	6,641	8,809	7,180	7,054	6,906								36,590

CEX	OCALA N CHAMBER&E PARTNERSHI	/IETRO)				ance M SS Sup j						ine)25	
		January	February	March	April	May	June	July	August	September	October	November	December	Total/Avg.
	Increase Facebook Followers (333/mo)	161	275	141	56	204	96							933
	Market Vendors (336/mo)	350	408	521	402	498	370							425
Dawn Bowman	Pavillion Rentals (36/year)	3	5	3	7	б	6							30
Director Ocala Downtown	Self-generated ODM events (12/year)	0	1	1	1	1	1							5
Market	Provide Vendor Workshops (2/yr)	0	0	0	0	0	0							0

CEPP OCALA METRO CHAMBER & ECONOMIC PARTNERSHIP

Performance Matrix Business Creation

June 2025

		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Business Consultations (100)	10	10	11	11	6	9							57
	Business Educational Workshops (25)	0	5	5	7	4	3							24
Freddie Morris	Startup Space Report	7	63	65	60	61	76							332
Director of	Community Outreach (24)	2	3	2	2	2	2							13
Entrepreneurship Services	1MC Attendance	49	50	55	65	58	56							333
	Incubator Partner /Prospects Meetings(100)	2	2	1	2	2	2							11
	Community Outreach (24)	2	1	2	3	1	4							13
Jessica Michel	Incubator Community Presentations (24)	1	1	2	1	1	0							6
Director of Incubators	PPBI Social Media Report	1873	1929	2,163	2192	2203	2296							12656
	Incubators Occupancy	68%	70%	70%	0.72	72%	84%							73%