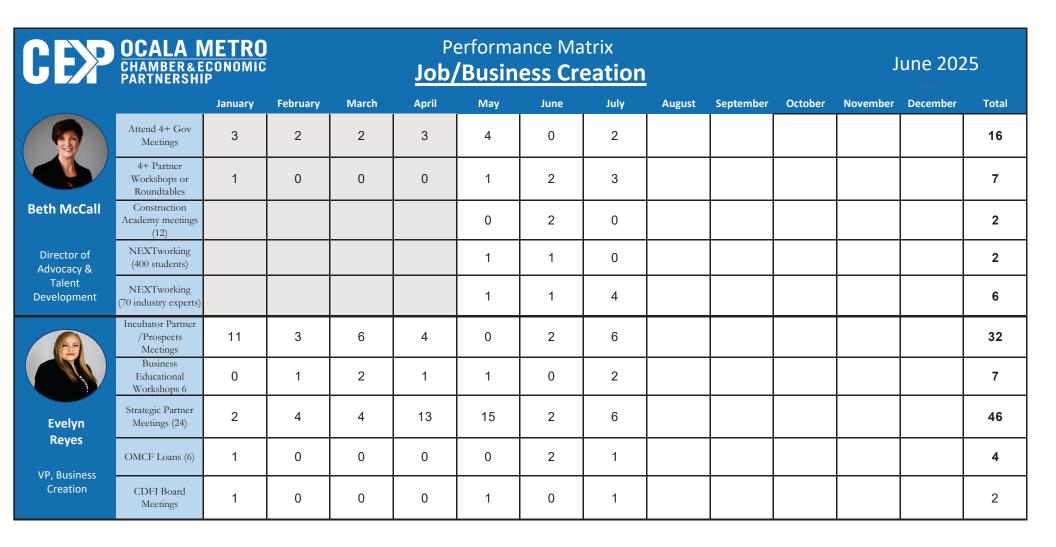
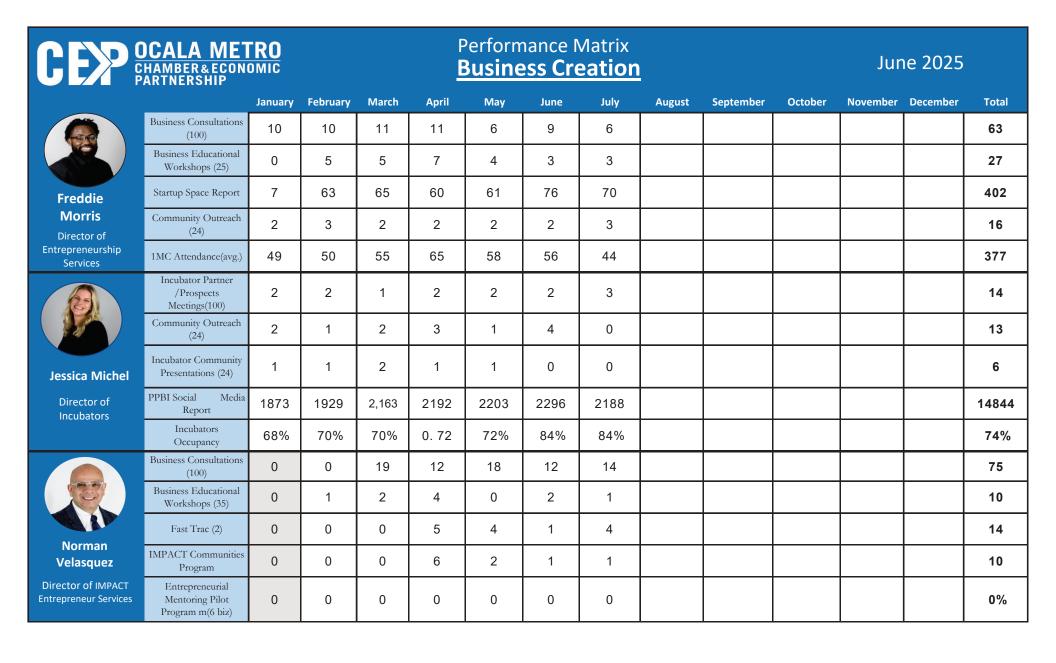
CEXP	OCALA ME CHAMBER&ECO PARTNERSHIP	ETRO INOMIC	Performance Matrix <u>Job Creation</u>									July 2025				
		January	February	March	April	May	June	July	August	September	October	November	December	Total		
	Retention Visits (150)	12	18	18	19	17	19							103		
	New Jobs Created (400)	28	0	20	0	0	0							48		
Open Position	Capital Invest. (\$40MM)	25	1. 6	1. 5	0	0	2. 5							30. 6		
VP of Job Creation	Prospect Visits	1	5	3	7	2	2							20		
VI 01300 CICATION	Corporate Visits (2)	0	0	0	0	0	0							0		
	HC Council/ Insider (150)	65	52	32	0	34	0	0						183		
	Healthcare Retention Visits	2	2	1	2	3	4	5						19		
Erin Jones	HC Conf/ Trade Show(6)	0	1	1	2	1	0	1						6		
Director of Healthcare	HC Exc. Tier Touch Base/Mtg.(15)	2	3	1	1	1	2	1						11		
Development	Healthcare Incubator	✓	✓	✓	✓	✓	✓	✓						✓		



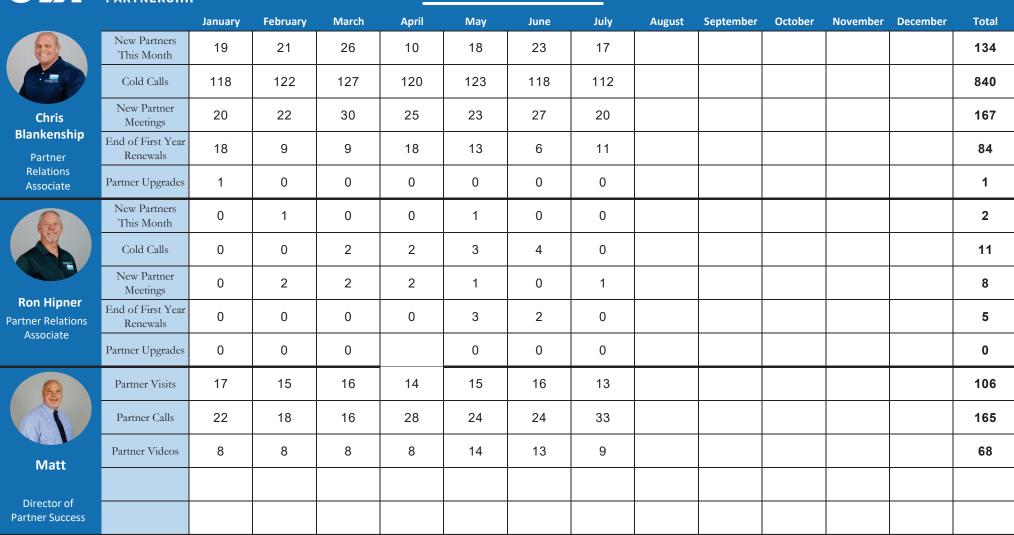


CEXP	OCALA CHAMBER& PARTNERSH	METRO ECONOMIC IIP	<u> </u>	Performance Matrix  Business Services									July 2025		
		January	February	March	April	May	June	July	August	September	October	November	December	Total	
	Exec Partner Visits - 175	20	17	20	21	30	18	24						150	
	Exec Partner Events-10	\$1	0	1	0	2	0	2						6	
Tom James	Exec. Tier Introductions	6	10	7	7	7	7	7						51	
Director of	Sponsorship Rev - \$260K	\$16,000	\$12, 500	\$2, 500	\$16, 000	\$29,000	\$13, 500	\$3,000						\$92, 500	
Executive Engagement	CEP 101 200 Attendees	20	х	39	21	16	13	8						117	
	Tuesday Talks 24 Attendees	11	18	20	22	16	15	20						17	
	Friday Talks 20 Attendees	30	10	16	8	15	10	5						13	
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	280						304	
	Partner Events (10/mo)	6	14	10	9	9	14	9						71	
	Partner Meetings (15)	18	26	29	20	19	13	18						20	
Jess Schultz	Engagement Events (150att/mo)	3	105	210	157	130	105	85						114	
VP of Partner	Bview Events AM+PM (300)	270	290	285	260	245	290	260						271	
Engagement	Other Outreach (100)	62	220	90	72	65	65	54						90	



## Performance Matrix **Business Services**

June 2025





## Performance Matrix **Business Services**

July 2025



Joe Reichel

Director of
Belleview CEP



Jim Pazda

Director of
Business Services

		January	February	March	April	May	June	July	August	September	October	November	December	Total
	BCEP New Partners	3	7	2	5	5	3	3						28
	BCEP Cold Calls	99	117	145	183	129	289	208						1170
	BCEP Partner Meetings	6	46	22	36	32	21	5						168
	BCEP Sponsorship \$	\$1,600	\$600	\$1, 350	\$1, 850	\$2, 850	0	\$6, 350						\$14, 600
	Engagement/ Outreach	25	168	167	183	129	150	98						920
	Partner Touches	80	77	66	58	66	70	93						510
	Retained Partners	6	3	7	12	6	7	12						53
	Partner Upgrades	1	3	1	3	3	0	3						14
	Value of Upgrades	\$ 30,000	\$15, 000	\$5, 000	\$32, 400	\$31,000	\$0	\$5, 600. 00						\$ 119,000
S	Partner Events	44	53	55	52	48	61	54						367



✓

Invoices

Operations

✓

✓

✓

✓

✓

CEXP	OCALA N CHAMBER&E PARTNERSHI	METRO CONOMIC P	Performance Matrix <u>Business Support</u>										June 2025	
		January	February	March	April	May	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	141						1, 340
	Facebook Posts Reach (Goal: 425,000)	78, 941	113, 593	91, 364	104, 766	41, 913	48, 948	46, 551						526, 076
Arin Conrad	LinkedIn Posts Reach (Goal: 80,000)	6, 248	4, 528	4, 508	6, 522	5, 510	6, 584	8, 330						42, 230
Director of Communications&	Email Opens (Goal: 50% Average)	55%	49%	47%	47%	46%	44%	46%						48%
Marketing	Website Reach (Goal: 95,000)	6, 641	8, 809	7, 180	7, 054	6, 906	6, 661							43, 251



## Performance Matrix Business Support

June 2025

	PARTNERSHI	P			<u> </u>	usine	SS Sup	<u>oort</u>	2025					
		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	103						1036
	Market Vendors (336/mo)	350	408	521	402	498	370	392						420
Dawn Bowman	Pavillion Rentals (36/year)	3	5	3	7	6	6	10						40
Director Ocala Downtown	Self-generated ODM events (12/year)	0	1	1	1	1	1	0						5
Market	Provide Vendor Workshops (2/yr)	0	0	0	0	0	0	0						0