




**OCALA METRO**  
CHAMBER & ECONOMIC  
PARTNERSHIP

Performance Matrix  
Job Creation

July 2025

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



**OCALA METRO**  
CHAMBER & ECONOMIC  
PARTNERSHIP

Performance Matrix  
Job/Business Creation



June 2025

April






**Beth McCall**

Director of  
Advocacy &  
Talent  
Development

		January	February	March	April	May	June	July	August	September	October	November	December	Total
 <b>Beth McCall</b>  Director of Advocacy & Talent Development	Attend 4+ Gov Meetings	3	2	2	3	4	0	2						16
	4+ Partner Workshops or Roundtables	1	0	0	0	1	2	3						7
	Construction Academy meetings (12)					0	2	0						2
	NEXTworking (400 students)					1	1	0						2
	NEXTworking (70 industry experts)					1	1	4						6
 <b>Evelyn Reyes</b>  VP, Business Creation	Incubator Partner /Prospects Meetings	11	3	6	4	0	2	6						32
	Business Educational Workshops 6	0	1	2	1	1	0	2						7
	Strategic Partner Meetings (24)	2	4	4	13	15	2	6						46
	OMCF Loans (6)	1	0	0	0	0	2	1						4
	CDFI Board Meetings	1	0	0	0	1	0	1						2



		January	February	March	April	May	June	July	August	September	October	November	December	Total
 <b>Freddie Morris</b> Director of Entrepreneurship Services	Business Consultations (100)	10	10	11	11	6	9	6						63
	Business Educational Workshops (25)	0	5	5	7	4	3	3						27
	Startup Space Report	7	63	65	60	61	76	70						402
	Community Outreach (24)	2	3	2	2	2	2	3						16
	1MC Attendance(avg.)	49	50	55	65	58	56	44						377
 <b>Jessica Michel</b> Director of Incubators	Incubator Partner /Prospects Meetings(100)	2	2	1	2	2	2	3						14
	Community Outreach (24)	2	1	2	3	1	4	0						13
	Incubator Community Presentations (24)	1	1	2	1	1	0	0						6
	PPBI Social Media Report	1873	1929	2,163	2192	2203	2296	2188						14844
	Incubators Occupancy	68%	70%	70%	0. 72	72%	84%	84%						74%
 <b>Norman Velasquez</b> Director of IMPACT Entrepreneur Services	Business Consultations (100)	0	0	19	12	18	12	14						75
	Business Educational Workshops (35)	0	1	2	4	0	2	1						10
	Fast Trac (2)	0	0	0	5	4	1	4						14
	IMPACT Communities Program	0	0	0	6	2	1	1						10
	Entrepreneurial Mentoring Pilot Program m(6 biz)	0	0	0	0	0	0	0						0%



**Tom James**

Director of  
Executive  
Engagement

	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
Exec. Tier Introductions	6	10	7	7	7	7	7						51
Sponsorship Rev - \$260K	\$16, 000	\$12, 500	\$2, 500	\$16, 000	\$29, 000	\$13, 500	\$3, 000						\$92, 500
CEP 101 200 Attendees	20	x	39	21	16	13	8						117



**Andrea Bailey**

Director of  
Business Services

Tuesday Talks 24 Attendees	11	18	20	22	16	15	20						17
Friday Talks 20 Attendees	30	10	16	8	15	10	5						13
LOM 35 Participants	36	36	36	36	36	-							36
LOMY 38 Participants	38	38	38	38	38	-							38
EM Breakfast 340 Attendees	350	320	265	295	320	300	280						304



**Jess Schultz**

VP of Partner  
Engagement

Partner Events (10/mo)	6	14	10	9	9	14	9						71
Partner Meetings (15)	18	26	29	20	19	13	18						20
Engagement Events (150att/mo)	3	105	210	157	130	105	85						114
Bview Events AM+PM (300)	270	290	285	260	245	290	260						271
Other Outreach (100)	62	220	90	72	65	65	54						90



June  
2025

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**Joe Reichel**

Director of  
Bellevue CEP



		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
	Partner Events	44	53	55	52	48	61	54						367



**Jim Pazda**

Director of  
Business Services



		January	February	March	April	May	June	July	August	September	October	November	December	Total
Executive Assistant	Past Due Outreach	30	15	69	51									30
	Verify Partner Billing	✓	✓	✓	✓									✓
	Renewal Report	✓	✓	✓	✓									✓
	Pay All Invoice	✓	✓	✓	✓									✓
 Donna Director of First Impressions	Monthly Invoices & Statements	✓	✓	✓	✓	✓	✓	✓						✓
	New Partner Packets (250)	22	34	30	15	23	27	20						101
	Relocation Packets two Week (80)	5	4	8	2	8	10	10						19
	Renewal Packets (720)	83	69	83	80	44	61	107						315
	Touchpoint Postcards (1,000)	86	60	61	64	48	22	54						271
 Amie Marsh Director of Finance & Operations	Ensure receipts for all CC charges (Weekly) (50)	✓	✓	✓	✓	✓	✓	✓						✓
	Resolve Partner Billing Discrepancies (Weekly) (50)	14	91	21	18	82	23	9						258
	Verify bills are in the accounting software have support (Weekly) (50)	✓	✓	✓	✓	✓	✓	✓						✓
	Record credit card charges (Weekly) (50)	4	3	5	5	7	1	6						31
	Renewal Letters & Invoices	✓	✓	✓	✓	✓	✓	✓						



**Jessica Gilbert**

VP Foundation for  
CEP

	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
Foundation Visits (Goal:36)	4	8	6	5	8	6							37
Podcast Downloads (Goal: 800)	28	26	22	21	0	0							97



**Sullivan Hogan**

Director of Video  
Communications

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
POV Views (Goal: 20,000)	2582	1890	2860	1956	2340	1841							13, 469
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



**Arin Conrad**

Director of  
Communications&  
Marketing

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
LinkedIn Posts Reach (Goal: 80,000)	6, 248	4, 528	4, 508	6, 522	5, 510	6, 584	8, 330						42, 230
Email Opens (Goal: 50% Average)	55%	49%	47%	47%	46%	44%	46%						48%
Website Reach (Goal: 95,000)	6, 641	8, 809	7, 180	7, 054	6, 906	6, 661							43, 251





June  
2025

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