

CEP Performance Matrix 2024-25

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	ACTIVITY	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
2	Business Attraction													
3	CEP will host at least 25 prospect visits during the year.	3	6	3	1	5	3	7	5					33
4	CEP will complete at least five Targeted Marketing events/campaigns/trade shows.	3	1	1	2	2	2	2	2					15
5	Meet with 35 site consultants	2	6	2	10	0	75	1	25					121
6	CEP will host at least 4 consultants for a FAM tour	0	6	0	0	1	1	2	0					7
7	CEP will send four updates to key prospects, consultants, & brokers.	1	5	3	2	2	5	4	5					27
8	Business Retention													
9	CEP will complete and document in an online CRM at least 150 retention calls.	15	20	22	12	18	18	19	17					141
10	CEP will implement a corporate visitation program and complete at least two corporate visits.	0	0	0	0	0	0	0	0					0
11	CEP will engage 300 students & 35 businesses in NEXTworking career development events	100	0	0	0	0	0	0	0					100
12	Business Creation													
13	The Power Plant will graduate at least three businesses.	0	0	0	0	0	1	0	0					1
14	At least two Power Plant graduates will be located in Marion County.	0	0	0	0	0	1	0	0					1
15	The Power Plant will maintain at least a 50% occupancy rate.	87.5	87.5	87.5	68.0%	70.0%	70.0%	72.0%	72.0%					70
16	The Business Creation initiative will assist 125 would be entrepreneurs.	10	14	7	10	10	29	11	6					97
17	CEP will assist at least 100 entrepreneurs through the IMPACT initiative	4	3	3	4	26	35	15	18					108
18	The CEP will work to open at least one neighborhood incubator in a targeted IMPACT neighborhoods.	✓	✓	✓	✓	✓	✓	✓	✓					✓
19	Ongoing													
20	CEP will serve as the official local representative to Enterprise Florida.	✓	✓	✓	✓	✓	✓	✓	✓					✓
21	The CEP will continue to build and maintain the Sites & Buildings database through ZoomProspector or a comparable program.	✓	✓	✓	✓	✓	✓	✓	✓					✓
22	The CEP will continue to implement an online CRM.	✓	✓	✓	✓	✓	✓	✓	✓					✓
23	CEP will continue the operation & promotion of the Power Plant as part of the Business Creation initiative.	✓	✓	✓	✓	✓	✓	✓	✓					✓
24	Reporting													
25	CEP will provide County/City with monthly (twelve) written reports of its activities.	1	1	1	1	1	1	1	1					8
26	CEP will provide City/County with a monthly performance matrix update as to the status of each of these responsibilities.	1	1	1	1	1	1	1	1					8