



Bart Rowland,
MEDP

VP of Job
Creation

Job Creation

Continued discussions with Project Drive and Project Flag. These possible expansion projects would create dozens of new high-wage manufacturing jobs in Ocala.

I facilitated a meeting with InSite Real Estate and Space Florida to discuss the financial tools they can provide to end users. Very productive and informative meeting.

I connected Project Drain with a local machine shop to discuss moving production from Canada to Ocala. Also connected them to Tom James to discuss CEP Partnership and introductions.

I met with Interstate Cargo to discuss their industrial property in Ocala. They opted not to build a facility in Ocala and would like to divest of the property. Our team added the brochure to our Sites & Buildings database.

I notified all of my contacts that my final day with the Ocala CEP is Friday, July 4, 2025. The Job Creation team will continue my efforts moving forward.



Erin Jones

Director of
Healthcare
Development

Healthcare Development

Targeted Marketing on LinkedIn- Lead Generation from target special industry for a look at the Insite Properties

Attended the Economic Summit, hosted by Cogent Bank at the Country Club Of Ocala. Great overview of the current and future state of the economy

Toured the SMA crisis center and met with the West Port Principle with Beth on Talent Development across Healthcare and logistics Programs

Hosted a call with the Quebec Liaison for Aviation and have set up calls with Insite and OIA for Aviation related development opportunities. Hosted Insite with Space Florida for development opportunities on their site.

Follow up call with Healthtrek CEO, around Site ready sites for Life Science company clients. Really focused on the opportunity to make all the City owned Airport land marketable for a Cluster.



Bryce

Director of
Business
Development

Business Development



LLH had 1,224 Visit this month.

We did not receive or submit any RFI's this month.

I did not attend any trade shows this month. Attended FEDC Annual Conference last month and connected with many partners and consultants around the state.

Our LinkedIn presence and impressions are growing due to our increased targeted marketed efforts.

Updated Sites & Buildings as necessary.

<div><div></div><div><div>Beth McCall</div><div>Director Of Advocacy & Talent Development</div></div></div>	Talent Development & Advocacy	Government Meetings or Workshops /
Host Quarterly Workshops / Roundtables on Business Issues: June 9, Meeting with Principal Heather Guest of Belleview High School / June 16, Meeting with Principal Ginger Cruze of West Port High School /		
Construction Academy Meetings: June 11, Meeting with Denise Alexander of MCBIA / June 12, MCBIA Construction Academy Meeting		
NEXTworking (Students): June 12, Planning meeting with Jennifer Fryns, Gary Smallridge, Kathie Otte		
NEXTworking (Industry): June 26, Florida Work Base Learning Advisory Meeting		
NOTE: June 16, Attended Corporate Tax Round Table Discussion with Congress Woman Kat Cammack at R & L Carriers		
<div><div></div><div><div>Evelyn Reyes</div><div>VP, Business Creation</div></div></div>	Business Creation	3 weeks medical leave
Help facilitate IMPACT Construction Academy		



Jessica Michel

Director of
Business Creation

Power Plant Incubator

Power Plant Business Incubator Occupancy: 85% and IMPACT Business Incubator Occupancy: 83%. WvW Wifi joins the PPBI Incubator. Forged Right Staffing Joins IMPACT Business Incubator. 1 Prospect in the works for PPBI. 2 offices available at IMPACT & (2) offices available in PPBI

Community Outreach: Attended City of Ocala Vendor Fair and present the services of the PPBI
County Reverse Trade Show and presented the services of the PPBI with a booth setup.

Attended

Content Creation: Created Power Plant Business Incubator Mid-Year Report

~~Website: Updated landing pages with current flyers. Social media: Our online reach continues to grow steadily across all platforms. As of June:~~
PPBI Facebook followers increased to 1,250, up from 1,234 in May.
PPBI LinkedIn reached 231 followers, continuing its monthly upward trend.
~~PPBI Instagram rose to 381 followers, adding 7 new followers in June~~

Programming: Finalizing Speakers for last two roundtables of 2025



Freddie Morris

Director of
Entrepreneurship
Services

2nd Stage Businesses

Conducted Entrepreneur in Residence Series focused on Business Law

Attended Start-up Space Webinar to improve our methods of analyzing metrics

Added 2 New Organizers to 1 Million Cups Ocala (Avg Attendance: 56)

Business Consults: 9

Attended Cogent Bank Economic Summit



Tom James

Director of
Executive

Sponsorship & Executive Tier

Executive Partner Visits (175/yr): Jumbolair, Robb Harrington Real Estate, HDG Hotels, Ausley Construction, Angie Lewis State Farm, R+L Global, Pat Myers Electric, Wire3, Creative Springs, North Central Florida Media, Brookdale, Grandview Clydesdales, Seacoast Bank, Cogent Bank, Reveille Wealth Management, Benmar Construction, Douglas Law Firm, AdventHealth.

Executive Partner Events (10/yr): The next Executive Roundtable Lunch will be held Thursday, July 10th at the Reilly Arts Center Black Box. The next CEO Network Reception will be held July 30th at the Hilton Garden Inn Downtown.

Executive Tier Introductions: Sherman Mechanical/Haskell, Cheney Brothers/TV20, Cogent Bank/Hospice of Marion County, Cogent Bank/Aura Senior Placement Solutions, Ameris Bank/CareerSource, Duke Energy/HCA, Duke Energy/Reveille Wealth Management.

Sponsorships (\$260K/yr): Center For Innovation (Wire3), Executive Roundtable Lunch (Seacoast Bank).

CEP 101s (200 attend./yr): 13 attendees in May.



Andrea Bailey

Director of
Business Services

Leadership & Education

Tuesday Talks > June 3: Empath Health (15 CEP partners)

Friday Talks > June 27: LTC Technology (10 CEP partners)

Leadership Ocala Marion (LOM) > June - accepting applications

Leadership Ocala Marion Youth (LOMY) > May 1: LOMY Interviews for new class - 90 applications, 37 accepted

exCEptional Mornings > June 18: Duke Energy Economic Development Director (300 CEP Partners)



Jess Schultz

VP, Partner
Engagement

Partnership Sales and
Engagement

CEP Ribbon Cuttings/Groundbreakings (10/mo): 14 ribbon cutting/groundbreaking events

Partner Meetings: 14 meetings - 5 Business, 1 premium, 4 Legacy, 2 Leadership, 1 Founders

Engagement Events (150 attendees/mo): approximately 130 attendees at events; 70 at Conexion Hispana, CEP Power Network, YBL, BBL, Networks, and Stiletto Networks meetings; Happiest Hour @ Black Sheep with Choice Maint 60 ppl

BCEP BAH/BotR (300/mo): Belleview events BotR June 25th @ and BBAH June 27th @ 175

Outreach Activity (100/mo): Apprx 55 outreach calls - prospective, new, and established partner check-ins; attended Reverse Trade Show @Marion County; completed year 3 US Chamber Institute for Organization Management



Chris
Blakenship

Partner Relations
Associate

Partner Sales

New Partner Sales: 23 @ \$18,400 (1 Ent, 16 Bus, 5 Prem, 1 Leg)

Cold Calls: 118 (20 to recently dropped partners)

New Partner Meetings: 27 (15 in person)

End of First Year Renewals: 6 @ \$9,900 (4 Bus, 1 Leg, 1 Champ)

Partner Upgrades: 0



Ron Hipner

Partner Relations
Associate

Partner Sales

New Partner Sales: 1

Cold Calls: 2

New Partner Meetings: 2

End of First Year Renewals: 3



Matt
Wilkerson

Director of Partner
Success

Partner Engagement

Partner Visits (10/mo): 16 in-person visits (multiple " pop-ins " to introduce myself)

Partner Calls (30/mo): 24 in-depth calls

Partner Videos (8/mo): 13 videos. Partners very receptive to these videos. Started the short introduction request videos for partners. Encouraged them to create a TOP 5 list. **Some have requested a second video. Discussing a different approach moving forward for better response from partners.**



Joe Reichel

Director of
Bellevue CEP

Bellevue CEP Office

BCEP New Partners (report revenue then tiers): \$1,800. (three Business Partners!)

BCEP Cold Calls: 289 - Five times canvassing and sharing invitations to events -canvassing with ambassadors!! (And sharing invites at Foodie Fest)
Also specific outreach for Beautify Bellevue to share information.

BCEP Partner Meetings: Six meetings with prospective partners and 15 meetings/visits with partners.

BCEP Sponsorship: none

BCEP Other Engagement: Canvassing the community sharing Beautify Bellevue and our events, Bellevue Foodie Fest, PRAC meeting, exCEPtional Mornings, Bellevue Business After Hours hosted by Joke Joint & On the Go Mobile Advertising (230), Bellevue on the Rise speaker was Tra Williams (80), recorded a podcast with Andrea with Great Expectations Realty about BCEP, Bellevue Business Leaders meeting (10), monthly Bellevue CEP Ambassador meeting, attended six ribbon cuttings.



Jim Pazda

Director of Partner
Services

Partner Services

Partner Touches: 70 Outreaches > includes service requests/updates/profile changes/constant contact updates/troubleshooting

Retained Partners: 7 partners retained from 60-90+ days past due

Partner Upgrades & Value: None: \$0

Partner Events (Scheduling & posting): 61



Louisa Barton

Director of Equine
Engagement

Equine Engagement

Equine Initiative Meeting: The Equine Meeting was held at the Southeastern Livestock Pavilion in conjunction with the Bureau of Land Management for equine advocacy in a Mustang Adoption with refreshments by Element Spin Studio with 38 partners present

Equine 101 & 201: BLM Mustang 101

Farm/Venue/School Visit: Churchill Downs, NH Jones Elementary and Reddick Collier Elementary

Equine Events and Community Meetings: FTBOA Gala and the Kentucky Derby

Equine Industry Promotion: Wrote the equine newsletter, wrote the Everything Equine section for Ocala Magazine about the Triple Crown and the significance of this for racing and assisted with equine industry career demos at two elementary schools



Open Position

Executive
Assistant

Finance & Administration



Donna

Director of First
Impressions

Operations

Monthly Invoices & Statements sent out prior to the last day of the month.

New Partner entries completed day of application receipt with payment, and new partner packets mailed within two weeks

Relocation guide packets sent within two weeks of receipt via phone or email

Paid Renewal packets mailed within two weeks of receipt of updated list(s)

Touchpoint mailed by month end: 6 mo new partner, 10 mo new partner, 1 Mo dropped and 6 Mo dropped



Amie Marsh

Director of
Finance &
Operations

Finance & Operations

Ensure we have receipts/support for all credit card charges

Resolve Partner Billing Discrepancies

Verify that all bills recorded in the accounting software have an invoice/support

Record & reconcile credit card charges

Print monthly renewal letters and invoices to be sent out the first of every month



Jessica Gilbert

VP Foundation
for CEP

Foundation

Grant Funding: Duke ED Grant \$11,0000 - PNC Grant \$10,000

2 grant applications submitted

Ended 2024 with total Foundation income of \$298,204.

CEP First Friday with Audacy - June 27th with Ocala Design Group



Sullivan

Director of Video

Communications

Weekly Buzz Views: There were 3778 views for the Weekly Buzz this month well exceeding our stretch goal average of around 2650 views per month, with episodes breaking over 1K views on multiple platforms.

CEP on the Scene Views: There were 2257 views for CEP on the Scene this month.

POV Ocala Views: There were 1841 views for POV Ocala this month

Irregular Series Views (Closer Look, Leading): HDG

Additional Internal Videos: tiktok



Arin

Director of
Communications &
Marketing

Communications

New Facebook Followers: 175 new monthly followers | 14,167 total followers.

FACEBOOK Post Reach: 49k | **Engagement:** 3.8k | **Top posts:** Wildlife Works RC-18.7k, Culvers RC-14.4K, Revival Brick City Market RC-14K, Robb Harrison RC-12.5K, Marion County Airport RC-10.2K, Creative Springs RC-10.1K, National Donut Day-6.1K, June BAH Photos-5.6k | **Overview:** Posts that are shared by our followers expand our audience, further amplifying our overall reach. Our top performing posts by VIEWS is consistly ribbon cuttings and event photos.

FACEBOOK Group Reach: 9,599 | **INSTAGRAM Reach:** 16.1k (CEP), 16.8k (ODM), 2 (Equine), 262 (BellevueCEP)

Email Blast Open Rate: Open Rate: 44% | Overview: Over the past few months, we have reduced the volume of emails sent, resulting in a 6% increase in our open rate. This demonstrates that our emails are now more targeted and purposeful, with recipients engaging with them before deleting.

CEP Website Visits: Sessions: 6,906 | Average Session: 00:04:17 | Overview: Website traffic has increased compared to previous months, driven by event registrations, partner event submissions to the calendar, and additional registration link clicks shared.

LinkedIn Followers & Post Impressions: 6,584 organic impressions with 45 new followers at 3,530 total. LinkedIn views continue to increase due to more frequent posts and our video series. LinkedIn stats are shared with Bryce and Bart.



Dawn
Bowman

Director
Ocala Downtown
Market

Ocala Downtown Market

Increase Social Media Followers (333/mo): Starting 2025 FB 25,781 and IG 4,158 : Jan FB 25,942 +161 , IG 4,309+ 151, Feb FB 26,056 = 275+ IG 4,415 = 106+, March FB 26,197=141+ IG 4,579 = 164+, April FB 26,253 =+56, IG 4745 =+166 May 26,457 =204+, IG =+, June 26,553=96+, IG 5027 = 282+, July = + IG =+, Nov IG Dec IG

Market Vendors (336/mo): Jan 350, Feb 408 , March 521 , April 402, May 498 , June 370, July , Aug , Sept ,Oct , Nov , Dec

36 Pavillion Rentals for the year: Jan 3, Feb 5, March 3, April 7 , May 6 , June 6, July , Aug. , Sept , Oct , Nov , Dec

12 Self-generated ODM events:Jan 0, Feb 1, March 1, April 1, May 1 , June 1 , July 0 ., Aug. , Sept , Oct , Nov , Dec

Provide 2 Vendor Workshops a Year:



N/A
TBD

