



TBD

Director of
Business
Advocacy

Business Advocacy

Inter-City Visit > Established a task force to incorporate and apply the successful strategies we observed in Savannah into our own practices in Ocala. 2025 Quest Trip will be to Huntsville, AL in the fall.

Attended (4) Government Meetings or Workshops: (1/21) Marion County Board of County Commissioners, (1/28) Marion County School Board, and (1/29) Viewed video of MCBCC Workshop on Impact Fees

Host Quarterly Workshops / Roundtables on Business Issues: Marion County Legislative Delegation Luncheon presented by AT&T and hosted by College of Central Florida on Wednesday, January 8th.

Community
Updates
and
Citizens
Encouraging
Progress, Inc.
(CEPI) Updates

Local & Legislative

Director of Advocacy position will remain open through the Spring of 2025



Bart Rowland,
MEDP

VP of Job
Creation

Job Creation

I attended the SHOT Show (Shooting Hunting Outdoor Trade) trade show. This show brings together more than 5,000 businesses and 54,000 attendees. Our goal is to attract businesses to the Ocala Metro, as well as find connections for existing businesses.

The first Inside Industry Ocala of 2025 was held at the R+L Global Logistics headquarters with more than 100 attendees. This event brings our manufacturing, distribution, logistics, construction, and engineering sectors together for networking, sharing best practices, and relationship building.

Our team attended a marketing event hosted by Insite Real Estate to promote their 115 acres of land at the Ocala International Airport. Dozens of industrial brokers and developers from South Florida attended.

I also attended the World of Concrete trade show. More than 6,000 businesses and 60,000 individuals attended this show. We had hundreds of conversations about our community's growth and strong economy, while also promoting our existing employers.

Project Summer - This highly competitive manufacturing project involves an existing Ocala business and could potentially create more than 200 new jobs and a large capital investment.



Erin Jones

Director of
Healthcare
Development

Healthcare Development

Hosted CEP Healthcare council Kick off lunch at WEC 65 HC Leaders, Educators and partners. Additional partner attendees for this event to network with the group were HC developers, and utility partners and city manager.

Attended the Insite team developer event in Tampa with the JC team to promote the property available at the Ocala International Airport.

Hosted the SVP of BioFlorida with the Council meeting and toured WEC for upcoming meeting opportunities for regional meetings in 2025 in Ocala. Bringing Life Science partners in market is key to growing the existing footprint.

CEP Life Science Flex Space discussions continue to expand with 2025 looking promising for partnership and forward momentum.

In preparation with the BioFlorida team for the upcoming legislative session for BioFL day in Tallahassee



Bryce
Morrison

Director of
Business
Development

Business Development

LLH had 1,358 Visit this month.

We did not receive any RFI's this month

Did not attend any trade shows this month.

Attended Consultant/Broker event for the Insite property at Ocala International Airport.

Updated Sites & Buildings as necessary.



Open Position

Director Of
Advocacy &
Talent
Development

Talent Development & Advocacy



Evelyn
Reyes

VP, Business
Creation

Business Creation

Prepared and conducted OMCF Board Meeting & OMCF Loan Review Committee meeting
Approved one NANO Loan of \$2,000
Attended Inside Industry Ocala
Attended 2025 Heathcare Council Kick Off Luncheon
Conducted first Hispanic Outreach meeting for 2025 with community leaders.



Jessica
Michel

Director of
Business
Creation

Power Plant Incubator

PPBI and IMPACT Occupancy: 68%. office spaces available (110, 107, 205). 4 Offices in IMPACT. SCORE has dedicated office Space in 109. Market Ventures moved into 209. Provided Free Headshots for Incubator Partners

Community Outreach: Mary Sue Rich Center Visit. Edwards Professional Complex Tour

Content Creation: Updated PPBI Logo, Working on Access to Capital Cohort Logo, created Relocation Ad for Incubator Program

Programming: Power Partner Exchange - Next one is Febuary 12th. Jorge Silivia is our Speaker - Teaming aggrements and contractual law

Partner Prospects: Onboarding 2nd Partner into IMPACT Business Incubator - Northern Nexus (Women owned - minority)



Director of
Entreneurship
Services

2nd Stage Businesses

As part of my youth community outreach I attened North Marion County Career Day

Secured EIR Speaker for 2nd Quarter of 2025

As part of my youth community outreach I exhibited at MCPS Career Fair at Belleview High School

Conducted Traveling 1MC at the Mary Sue Rich Center

Attended Eustis 1MC for Power Plant Partner Presentation



Tom James

Director of
Executive

Sponsorship & Executive Tier

Executive Partner Visits (175/yr): Ameris Bank, McLauchlin & Co, Insite Real Estate, Heart of Florida Health Center, Sonic, Cogent Bank, HCA, Stentiford Construction, Signature Brands, Encompass Health, The Boyd Group, Advanced Welding, Clymer Farner Barley, Adena, College of Central Florida, Tri-Eagle, Raney's Inc, First Federal Bank, R+L, Cox Communications.

Executive Partner Events (10/yr): A special Private Reception was held for Adena on Jan. 30th.

Executive Tier Introductions: Coca-Cola/Reilly Arts Center, Reilly Arts Center/Phoenix House, CF/Phoenix House, Adena/McLauchlin Group, Fenix Staffing/Dollar General, Fenix Staffing/Champion Manu.

Sponsorships (\$260K/yr): Advanced Welding (Catalyst Podcast), Advanced Welding (EM March), Advanced Welding (Nextworking CTE Programs), Rock The Country (March BAH), Mid-Florida Agencies Florida Blue (Sept BAH), Heart of Florida Health Center (May BAH), Colen Built Development (Youth Business Plan Competition).

CEP 101s (200 attend./yr): Our January CEP 101 --- 20 attendees.



Andrea Bailey

Director of
Business

Leadership & Education

Tuesday Talks > January 7: Arts in Health with Patricia Tomlinson (11 CEP partners)

Friday Talks > January 31: Economic Update with Kevin Sheilley (30 CEP partners)

Leadership Ocala Marion (LOM) > January 14: Community Session. January 28: Fire Session (36 partners)

Leadership Ocala Marion Youth (LOMY) > January 13: Healthcare Session at Advent Health (38 students)

exCEPtional Mornings > January 15: Colen Built Update on Southwest Ocala and Foundation (350 CEP Partners)



Jess Schultz

VP, Partner
Engagement

Partnership Sales and
Engagement

CEP Ribbon Cuttings/Groundbreakings (10/mo): 6 ribbon cutting/groundbreaking events

Partner Meetings: 18 meetings - 9 Business, 3 Premium, 3 Founders Club (County and City), 3 Leadership

Engagement Events (150/mo): approximately 22 attendees at events; President's Luncheon. No NetWorks or other misc events in December

BCEP BAH/BotR (300/mo): Belleview events BotR Jan 28th @ 85 and BBAH Jan 25th @ 190

Outreach Activity (100/mo): 62 Ambassador partner calls



Chris
Blakenship
Partner Relations
Associate

Partner Sales

New Partner Sales: 19 @ \$13,200 (3 Premium & 16 Business)

Cold Calls: 118 (35 to recently dropped partners)

New Partner Meetings: 20 (15 in person)

End of First Year Renewals: 18 @ \$13,800 (5 Premium & 13 Business)

Partner Upgrades: 1 @ \$900 (Ent to Premium)



Ron Hipner
Partner Relations
Associate

Partner Sales

New Partner Sales: 1 @ 600

Cold Calls:

New Partner Meetings: 2

End of First Year Renewals:



Matt
Wilkerson
Director of
Partner Success

Partner Engagement

Partner Visits (10/mo): 19 in-person visits (multiple " pop-ins " to introduce myself)

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

Partner Videos (8/mo): 16 videos. Partners very receptive to these videos. Started the short introduction request videos for partners. Encouraged them to create a TOP 5 list.



Joe Reichel

Director of
Bellevue CEP

Bellevue CEP Office

BCEP New Partners (report revenue then tiers): \$5900. (1 Leadership, 1 Business and 1 Entrepreneur)

BCEP Cold Calls: Report what you and ambassadors do... canvassing days, etc. - Invitations to our events with ambassadors (Mike & Betty) . Olivia did 9 outreaches with invitations.

BCEP Partner Meetings: 6 Include anything of note

BCEP Sponsorship: \$1600 for Jan BotR and Feb BBAH

BCEP Other Engagement: Bellevue Business Leaders (15), Friday Foodie Fest (10)



Jim Pazda

Director of Partner
Services

Partner Services

Partner Touches: 80 Outreaches > includes service requests/updates/profile changes/constant contact updates/troubleshooting

Retained Partners: 6 partners retained from 60-90+ days past due

Partner Upgrades & Value: Advanced Welding; Chairmain's Circle-->Founder's Club \$30,000 West Law Firm; Entrepreneur--> Business \$600

Partner Events (Scheduling & posting): 44



Louisa Barton

Director of Equine
Engagement

Equine Engagement

Equine Initiative Meeting: The Equine Meeting was held at HITS with 56 partners present with a show jumping 101, refreshments sponsored by Pat Myers Electric and golf cart tours by JB Golf Carts

Equine 101 & 201: Show Jumping 101 by Mv Equestrian LLC

Farm/Venue/School Visit: HITS

Equine Events and Community Meetings: Florida Horse Park Board Meeting, CF Vintage Farm for a BAC/Equine Ed Meeting

Equine Industry Promotion: Wrote the equine newsletter and wrote the Everything Equine section for Ocala Magazine. Met with Tri-Eagle to assist with a Budweiser Clydesdales event downtown



Kimberly
Langley

Executive
Assistant

Finance & Administration

Past Due Outreach - 30

Verify All New Partners Billing: Jan 2025

Pull Renewal Report - Jan 2025

Pay All Open Invoices Weekly - Jan 2025



Donna
Marseco

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 (Weekly Basis) (50)

Resolve Partner Billing Discrepancies (Weekly Basis) (50)

Verify that all bills recorded in the accounting software have an invoice/support (Weekly Basis) (50)

Record credit card charges (Weekly Basis) (50)

Operational Meetings - Meet with Dean 4 times



Jessica Gilbert
VP Foundation
for CEP

Foundation

Grant Funding: 10k (PNC) & 50K (Fl Blue)

n/a

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

The Catalyst had 28 downloads/views between all channels including YouTube.



Sullivan
Hogan
Director of Video

Communications

Weekly Buzz Views: There were 4534 views for episodes 293 - 296 well exceeding our stretch goal average of around 2650 views per month, with episode 295 notably reaching over 1.4K views on Facebook.

CEP on the Scene Views: There were 585 views for CEP on the Scene this month.

POV Ocala Views: There were 2133 views for episodes 69 & 70.

Irregular Series Views (Closer Look, Leading):

Additional Internal Videos: one promo for ticket sales for Annual Luncheon and a filmed BOTR



Arin
Conrad
Director of
Communications &
Marketing

Communications

New Facebook Followers: 60 new monthly followers | 13,180 total followers

FACEBOOK Post Reach: 19.7k | **Engagement:** 1.5k | **Top posts:** Beyond Skin RC-3k, CEO Departure Press Release-2.8K, Elite Equestrian RC-2.8K, Gulf Atlantic Bank BAH-1.7K, Sparr Building RC-1.6K, Stay APT RC-1.5K, December EM Pics-1.5K, Papa Johns Press Release-1.2K | **Overview:** Posts that are shared by our followers expand our audience, further amplifying our overall reach.

FACEBOOK Group Reach: 2,807 | **INSTAGRAM Reach:** 1.6k (CEP), 1.1k (ODM), 0 (Equine), 50 (BellevueCEP)

Email Blast Open Rate: Number of people opening email blasts are at 10,749 - click rate 856 | **Open Rate: 48%** | **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: 6,661 | **Average Session:** 00:03:27 | **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: 13,097 organic impressions with 49 new followers at 3,210 total. LinkedIn views continue to increase due to more frequent posts and our video series. Starting in 2024, LinkedIn stats will be 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 = + IG = +, March = + IG = +, April =+, IG =+ May =+, IG =+, June =+, IG =+, July = + IG =+, Nov IG Dec IG

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

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

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

Provide 2 Vendor Workshops a Year:



N/A

TBD