

**CEP Performance Matrix 2024-25**

ACTIVITY	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
<b>Business Attraction</b>													
CEP will host at least <b>25</b> prospect visits during the year.	2	3	3	4	3	2	2						19
CEP will complete at least <b>five</b> Targeted Marketing events/campaigns/trade shows.	3	2	0	0	1	1	3						10
Meet with <b>35</b> site consultants	10	6	3	2	5	2	2						30
CEP will host at least <b>4</b> consultants for a FAM tour	1	1	0	0	0	0	1						3
CEP will send <b>four</b> updates to key prospects, consultants, & brokers.	2	2	2	3	6	3	4						22
<b>Business Retention</b>													
CEP will complete and document in an online CRM at least <b>150</b> retention calls.	15	20	10	12	25	48	19						149
CEP will implement a corporate visitation program and complete at least <b>two</b> corporate visits.	0	0	0	0	0	0	0						0
CEP will engage 300 students & 35 businesses in NEXTworking career development events	390 students / 60 business leaders	0	0	0	0	0	0						390 Students/60 Business
<b>Business Creation</b>													
The Power Plant will graduate at least <b>three</b> businesses.	0	0	1	0	0	0	0						1
At least <b>two</b> Power Plant graduates will be located in Marion County.	0	0	1	0	0	0	0						1
The Power Plant will maintain at least a <b>50%</b> occupancy rate.	81.5%	81.5%	81.5%	76.0%	83.0%	83.0%	83.0%						81.4%
The Business Creation initiative will assist <b>125</b> would be entrepreneurs.	21	24	27	27	34	23	22						178
CEP will assist at least <b>100</b> entrepreneurs through the IMPACT initiative	71	0	90	0	42	15	34						252
The CEP will work to open at least one neighborhood incubator in a targeted IMPACT neighborhoods.	✓	✓	✓	✓	✓	✓	✓						
<b>Ongoing</b>													
CEP will serve as the official local representative to Enterprise Florida.	✓	✓	✓	✓	✓	✓	✓						
The CEP will continue to build and maintain the Sites & Buildings database through ZoomProspector or a comparable program.	✓	✓		✓	✓	✓	✓						
The CEP will continue to implement an online CRM.	✓	✓	✓	✓	✓	✓	✓						

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CEP will continue the operation & promotion of the Power Plant as part of the Business Creation initiative.	✓	✓	✓	✓	✓	✓	✓						
<b>Reporting</b>													
CEP will provide County/City with monthly ( <b>twelve</b> ) written reports of its activities.	✓	✓	✓	✓	✓	✓	✓						
CEP will provide City/County with a monthly performance matrix update as to the status of each of these responsibilities.	✓	✓	✓	✓	✓	✓	✓						