



## OCALA METRO CHAMBER & ECONOMIC PARTNERSHIP

## Performance Matrix

### Business Advocacy

July  
2021



## OCALA METRO CHAMBER & ECONOMIC PARTNERSHIP

# Performance Matrix

## Business Attraction

July  
2021

**Performance Matrix  
Business Creation**

**July  
2021**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
 <b>Ryan Lilly</b> VP of Business Creation	New Clients (125)	11	14	15	18	16	19	17					110
	Targeted Events/Shows (6)	0	0	0	0	0	0	0					0
	2nd Stage Prospects (50)	2	2	3	2	2	1	1					13
	2nd Stage Site Visits (8)	0	0	0	1	0	1	0					2
	2nd Stage Locations (4)	0	0	0	0	0	0	0					0
 <b>Jessica McCallum</b> Director of Business Creation	Avg 1MC Attendees (45)	13	15	20	25	23	22	20					20
	PPBI Occupancy (min 50%)	76%	76.00%	85%	100%	90%	78%	81%					84.00%
	Social Media Content (12)	5	4	9	9	9	9	11					56
	Resident Programs (12)	0	0	0	0	1	0	0					1
	Incubator Tours (12)	0	1	1	2	1	1	2					8
 <b>Cherrietta Prince</b> Director of IMPACT	New Clients (100)	34	39	29	22	24	27	23					198
	FastTrac Courses (2)	0	1	0	0	1	0	0					2
	West Ocala Touches (?)	5	10	8	7	8	11	7					56
	Marion Oaks Touches (?)	7	8	9	7	8	5	5					49
	Silver Springs Shores Touches (?)	5	9	8	7	6	7	8					50



## Tyler LeCompte

## Director of Entrepreneurship Services

## Performance Matrix Business Retention

**July  
2021**

		January	February	March	April	May	June	July	August	September	October	November	December	Total
 <b>Bart Rowland</b> Director of Job Creation	Retention visits-200	21	20	27	16	26	21	16						<b>147</b>
	New jobs created-375	0	0	20	64	20	0	60						<b>164</b>
	Capital Invest.-\$6MM	\$5.40	\$0	\$4	1	0.6	\$1.50	\$5.00						<b>\$17.5</b>
	Talent Center referrals-90	18	28	18	13	12	23	2						<b>114</b>
	Inside Ind. Ocala avg 50	X	X	X	X	X	X	X						<b>0</b>
 <b>Dean Blinkhorn</b> Director of Talent Development	One-on-one meetings-30	5	6	5	8	9	5	7						<b>45</b>
	Committee meetings-20	2	5	2	5	1	0	0						<b>15</b>
	CTE meetings-20	1	1	3	0	4	5	1						<b>15</b>
	NEXTworking-400 studs, 70 bus	X	X	X	75/6	13/3	X	X						<b>88/9</b>
	Educator engagements-20	7	2	8	13	1	8	10						<b>49</b>
 <b>Bryce Morrison</b> Director of Business Development	LLH Website Visits (2k/mo)	5,788	5,210	6,138	6,378	4,892	3,251	3,173						<b>34,830</b>
	LLH Relo Guides Sent (20/mo)	26	33	15	38	43	21	19						<b>195</b>
	Sites & Buildings Online Marketing	✓	✓	✓	✓	✓	✓	✓						<b>0</b>
	Update for Consultants/Brokers	X	X	X	2	3	1	2						<b>8</b>
	Project Discussion Meeting	1	1	2	3	5	4	4						<b>20</b>

## Performance Matrix Business Services

### July 2021

		January	February	March	April	May	June	July	August	September	October	November	December	Total
 <b>Tom James</b> Director of Networking & Partner Services	Executive Partner Visits-86	3	4	6	4	5	7	5						<b>34</b>
	Exec Partner Events-10	X	X	X	1	X	2	1						<b>4</b>
	Sponsorship rev - \$100,000	\$14,500	\$7,400	11,750	\$4,500	\$11,700	\$5,750	\$30,000						<b>\$85,600</b>
	Business After Hours - 4,200	400	225	210	245	320	360	355						<b>2115</b>
	CEP 101 -144	10	14	16	19	13	18	11						<b>101</b>
 <b>Andrea Bailey</b> Director of Business Services	Tuesday Talk Attendance Average 19	13	33	33	46	47	77	38						<b>21</b>
	Friday Talks Attendance Average 25	18	10	12	14	17	18	12						<b>14</b>
	LOM -30 Participants	20	20	20	20	20	N/A	34						<b>22</b>
	LOMY - 35 Participants	28	28	28	28	28	40	40						<b>31</b>
	YPO - Hold 2 events monthly	2	2	2	1	2	2	3						<b>2.00</b>
 <b>Jess Schultz</b> Director of Partner	New Partner Meetings	N/A	N/A	4	7	14	13	14						<b>52</b>
	Cold Calls to Potential	24	35	50	33	24	25	28						<b>219</b>
	New Partners this month	13	10	15	12	10	12	10						<b>82</b>
	End of 1st Year Renewals	N/A	N/A	N/A	N/A	1	0	1						<b>2</b>
	Upgraded Partners	0	0	0	1	1	1	0						<b>3</b>



## Performance Matrix Business Services

July  
2021

Performance Matrix  
Business Support

July  
2021

	January	February	March	April	May	June	July	August	September	October	November	December	Total
 <b>Rene Ibarra</b> VP of Finance & Operations	Audit HR Files	0	0	0	0	0	6	6					<b>12</b>
	4 Annual Staff Training	0	0	0	0	0	2	0					<b>2</b>
	Payroll Submitted on Time	✓	✓	✓	✓	✓	✓	✓					✓
	Financials to Exec by the 15th	✓	X	X	X	✓	✓	X					✓
	Deposits and Invoices Weekly	✓	✓	✓	✓	✓	✓	✓					✓
 <b>Kimberly</b> Executive Assistant	Past Due Outreach	Start in Feb	23	26	10	14	12	21					<b>106</b>
	Check for All Reoccurring Invoices to	✓	✓	✓	✓	✓	✓	✓					✓
	Renewal Report	✓	✓	✓	✓	✓	✓	✓					✓
	Pay All Invoice	✓	✓	✓	✓	✓	✓	✓					✓
	Ribbon Cutting Request (per Month)	7	12	5	9	6	6	4					<b>49</b>
 <b>Jim Pazda</b> Director of First Impressions	Monthly Invoices & Statements	✓	✓	✓	✓	✓	✓	✓					✓
	New Partner Packets, 48 hrs	18	18	28	17	24	26	13					<b>144</b>
	Relocation Packets 2 days	12	44	26	26	22	18	21					<b>169</b>
	Renewal Packets, 48 hrs	53	11	52	34	39	40	54					<b>283</b>
	Touchpoint Postards by 10th	28	45	76	75	87	90	70					<b>471</b>

## Performance Matrix Business Support

**July  
2021**

		January	February	March	April	May	June	July	August	September	October	November	December	Total
 <b>Kelly McAtee</b> Communications Specialist	Weekly Buzz views	2,306	3,750	11,314	9,300	3,228	5,987							5,981
	Facebook Posts reach	18,608	24,211	27,410	53,339	22,100	26,917							28,764
	Email Opens	7,039	5,917	6,141	6,510	4,759	4,989							5,893
	Website reach	9,863	5,063	5,942	5,880	6,214	6,235							6,533
	Extra Videos (1 mo)	2	2	2	6	1	1							14
 <b>OPEN</b> Director of Communication														0
														0
														0
														0
														0
 <b>Dawn Bowman</b> Director Ocala Downtown Market	Increase FaceBook Followers (50 mo)	415	241	292	162	208	231	253						1802
	Increase Market Vendors (2 mo)	9	7	5	33	12	31	8						105
	8 Pavillion Rentals for the year	2	2	2	3	1	2	1						13
	3 self generated ODM events	2	2	4	3	1	3	1						11
	Provide 2 workshops a year	X	X	X	X	X	X	X						0