

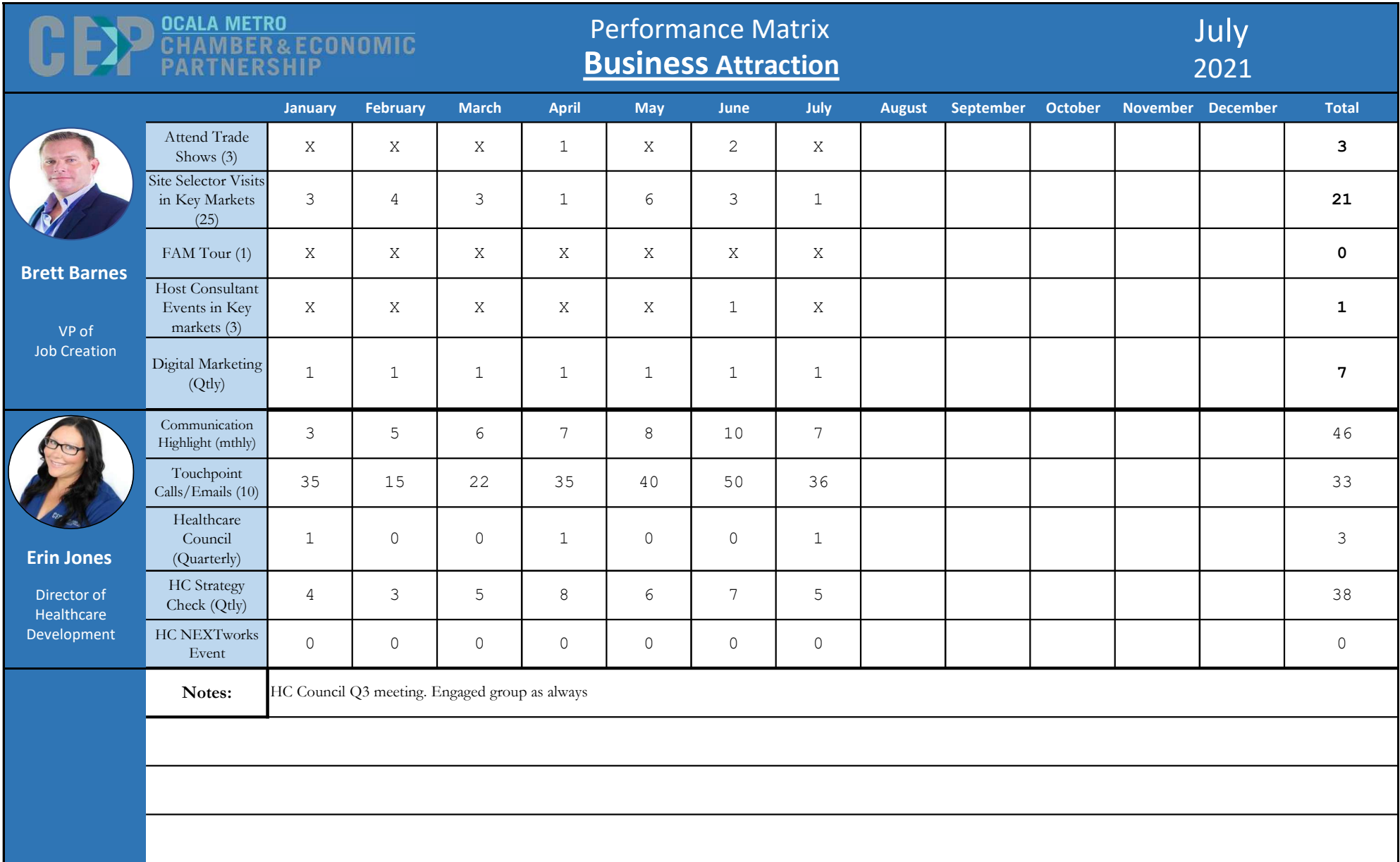







July  
2021

		January	February	March	April	May	June	July	August	September	October	November	December	Total
 <b>Tamara Fleischhaker</b> VP of Business Advocacy & Partner Services	Quest: 2020 Asheville	Fall '21	Fall '21	Sept. 7-9	Sept. 7-9	Sept. 7-9	Sept. 7-9	Sept. 7-9						<b>x</b>
	Attend 1+ Gov Workshop(s)	0	1	0	0	1	0	1						<b>3</b>
	Two Partner Surveys	0	1	0	0	0	0	0						<b>1</b>
	Two Partner Workshops	0	0	0	0	0	0	0						<b>0</b>
 <b>Joe Reichel</b> Director of Business Advocacy	eM Attendance Average 275	145	176	182	180	256	340	313						<b>227</b>
	Host 2 sessions elected officials & business	1	1	0	0	0	0	0						<b>2</b>
	An election guide for candidate & issues	X	X	X	X	X	X	X						<b>0</b>
	Attend 4+ local gov. meetings each month	4	4	4	3	4	4	4						<b>27</b>
	Assist partners with Advocacy Issues	2	3	0	8	4	4	2						<b>23</b>
	Notes:													






		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 IMC 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






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						147
	New jobs created-375	0	0	20	64	20	0	60						164
	Capital Invest.-\$6MM	\$5.40	\$0	\$4	1	0.6	\$1.50	\$5.00						\$17.5
	Talent Center referrals-90	18	28	18	13	12	23	2						114
	Inside Ind. Ocala avg 50	X	X	X	X	X	X	X						0
 <b>Dean Blinkhorn</b> Director of Talent Development	One-on-one meetings-30	5	6	5	8	9	5	7						45
	Committee meetings-20	2	5	2	5	1	0	0						15
	CTE meetings-20	1	1	3	0	4	5	1						15
	NEXTworking-400 studs, 70 bus	X	X	X	75/6	13/3	X	X						88/9
	Educator engagements-20	7	2	8	13	1	8	10						49
 <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						34,830
	LLH Relo Guides Sent (20/mo)	26	33	15	38	43	21	19						195
	Sites & Buildings Online Marketing	✓	✓	✓	✓	✓	✓	✓						0
	Update for Consultants/Brokers	X	X	X	2	3	1	2						8
	Project Discussion Meeting	1	1	2	3	5	4	4						20

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



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 <b>Rene Ibarra</b> VP of Finance & Operations	Audit HR Files	0	0	0	0	0	6	6						12
	4 Annual Staff Training	0	0	0	0	0	2	0						2
	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						106
	Check for All Reoccurring Invoices to	√	√	√	√	√	√	√						√
	Renewal Report	√	√	√	√	√	√	√						√
	Pay All Invoice	√	√	√	√	√	√	√						√
	Ribbon Cutting Request (per Month)	7	12	5	9	6	6	4						49
 <b>Jim Pazda</b> Director of First Impressions	Monthly Invoices & Statements	√	√	√	√	√	√	√						√
	New Partner Packets, 48 hrs	18	18	28	17	24	26	13						144
	Relocation Packets 2 days	12	44	26	26	22	18	21						169
	Renewal Packets, 48 hrs	53	11	52	34	39	40	54						283
	Touchpoint Postcards by 10th	28	45	76	75	87	90	70						471





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 <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
 <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