



**Tamara
Fleischhaker**

EVP of Business
Advocacy &
Partner Services

Business Advocacy

Inter-City Visit - The Quest: Chattanooga: Registration is open for the October 11-13, 2022 trip. Direct messaging has gone out to past attendees and those on our prospect list. Zinnia Wealth Management is returning as the presenting sponsor.

Attend at least 1 Hearing or Workshop a Month: 4/12 - Participated in the LOM State Government Session. 4/14 - Attended the TPO's Commitment to Zero Workshop.

Hold quarterly Equine Advocacy Council Meetings: The second quarter meeting on June 21st will focus on mission and committee goals. Selected Jason Reynolds of the Florida Horse Park as the new committee chair.

Host at Least 4 Workshops / Roundtables on Business Issues: No workshops in April. Planning Buy Local workshops with City and County.

Initiate Tourism Model Recommendations Study: Will begin process in Q2



Joe Reichel

Director of
Business
Advocacy &
Outreach

Business Advocacy

Avg exCEptional mornings attendance of 275: 337

Host 2 opportunities for elected officials to address the local business community: Congresswoman Kat Cammack at exCEptional Mornings in front of 337

Develop and publish an election guide for candidate & issues: not yet

Attend four local government meetings per month: 4

Advocate for CEP partners: Seven - There were four connections with the City and two with the County and one for Rep. Harding with a local business.

Joe's
Notes:

Tamara's
Notes:

Continued discussions with Citrus County Chamber of Commerce regarding a Northern Turnpike Extension Coalition. Assisted with Operation Thank you for partner retention & outreach. Attended the American Collegiate Horse Association, with seventy 18-22 year old students, encouraging those who would like to work in the equine industry to look at the Ocala Metro for future jobs. Supported our Equine Initiative with a visit to Lexington; connecting with Lexington and Ocala contacts at the Keeneland Race and Sale, the Land Rover 3-Day Event at the Kentucky Horse Park, and farm tours.



Bart Rowland

Director of
Job Creation

Business Retention

The number of Attraction and Retention/Expansion projects is at an all-time high. Facilitating project meetings, utility estimates, zoning inquiries, and site visits has taken over the majority of my efforts.

Project Teal is nearing a decision. Ocala made it into the second round and the CEP hosted the client, utility providers, local officials, and key staff in our board room. This highly competitive Attraction project would create hundreds of new jobs and more than \$350MM in capital investment.

Attended the National Cannabis Real Estate Summit in Chicago. Wendy Berger, WBS Equities and GTI Board Member, was a keynote speaker. Met several key investors/developers in the industry and discussed the Ocala Metro.

Visited the Founder/CEO of Green Thumb Industries in Chicago. Discussed construction progress, hiring plans, possible future expansions, pros & cons of the project, etc. Great visit and corporate citizen.

Attended the Withlacoochee Technical College Business Advisory meeting in Inverness. I was invited by the Welding Program instructor. Made great connections within the school and with the other attendees. Connecting Lincoln Welding to Winco Mfg/Champion regarding welding automation.

Business Development

LLH website had 3,211 visits this month. Remaining strong and consistent

35 requests for Relocation Requests came in this month

Made updates to Sites and Buildings database as necessary

Project Test meeting had to reschedule. Several meetings and discussions about Project Teal. Had great intro call with Project Iron, a developer looking at Florida Crossroads. Strengthened relationship with local Cox team in preparation of larger projects.

Shared new marketing videos for Topline Logistics and Airport Logistics on LinkedIn. Attended EF's stakeholder webinar. Created millage vs General fund marketing charts for Ocala and surrounding counties.



Bryce Morrison

Director of
Business



Erin Jones
Director of
Healthcare
Development

Healthcare Development

Lots of activity around new companies looking at Ocala for potential sites. OMI Tech out of Sanford, Chapters Health/Hospice acquired newly contracted Cornerstone Hospice. Meridian Behavioral Health, opening in bed facility.

Project ART - with County Attornies as of 4/28 Mounir stated it was awaiting final remarks from attorney.

Attended the MCPS BAC planning meeting on 4/27, looking for shadowing opportunities for students. Coordinating for fall with council faciity placement conversation.

New Sphere LLH/HC sponsor- Premier Southeby's Realty- National Brand with Attraction assistance team; Bryce and I workingon integrating them into the LLH site

Healthcare Innvocation Facility, Architect rendering approved by board, this will give baseline of facility capability for next steps in location options.



Beth McCall
Director of
Talent

NextWorks

One on One Meetings: Jon Brokaw of Nash Plumbing & Electrical re Apprenticeship Challenge 4-5 / Lunch with Ben Whitehouse and & Jon Luck (Epic Flight Academ) 4. 12 / Debbie Matchel of Chic-Fil-A re Apprenticeship Challenge 4.18 / Angie Lester and prospective school board candidate 4.25 / Lunch with Mike Kelley 4.27

Committee, Events & School Board Meetings: CEP Behavioral Health Committee 4-8 / Community Partnership School Leadership Cabinet 4-12 / MCPS Community Engagement meeting 4-13 / School Board meeting for recognition of Business Partners 4.26 / 4.29 PEFMC Golden Apple Horse unveiling

School Board Engagement: Eric Cummings 4.12 & 4.29 / Nancy Thrower 4.29/ Allison Campbell 4.29 / Dr. Diane Gullett 4.27 & 4.29

Educator Engagements: Private School Luncheon 4/7

NEXTworking: MTC NEXTwokring Event 3-4



**Jessica
McCallum**

Director of
Business Creation

Power Plant Incubator

Total occupancy at the Power Plant Incubator campus - 71%

1 Million Cups - averaged averaged 31 in-person and 10 online! Currently have 1 presenter each week for May. Always looking to fill pipeline. 1 Million Cups Organizer Meeting was held in April. We welcomed 8 new ortganzers to the team!

Total jobs created by PPBI (current and graduates): 700

Zeneration Media graduates from the PPBI in April

Vacancies: 5 offices available in main PPBI building upstairs. Staff plans on making office move to 303 SE Osceola Ave in May to open up space in Main PPBI Campus.



**Cherrietta
Prince**

Director of
Impact

Impact Initiative

Seventeen (17) entrepreneurs completed the first all-women IMPACT FastTrac® cohort. This 10-week series was conducted at The College of Central Florida – Hampton Campus in West Ocala.

Conducted IMPACT Community meeting at Marion Oaks Community Center. Presenters included Cindy Brown (aide to Rep. Daniel Webster), Lauren Marcucci (CareerSource) and Emmitte Beard (Invicta CEO about Social Media/SEO).

Coordinated Focus Groups with MCBIA and IMPACT program participants to develop and support IMPACT Construction Training program, spearheaded by Ausley Construction.

Met with IMPACT Advisory Board to discuss strategies of the IMPACT Initiative, FastTrac® programming review and potential dates for future projects.

Advised 15 new entrepreneurs, provided 43 hours technical assistance to small businesses, loan recipients, grant-seekers, and SBA-backed loan applicants. Referrals made to SBA, SBDC, SCORE and other partners.



**Tyler
LeCompte**

Director of
Entrepreneurship
Services

2nd Stage Businesses

Clients: Seven (7) Technical Assistance in-person meetings (existing), New Power Plant Resident (Equine)

Site Visits: (3) Orlando - StarterStudio Downtown, Gainesville - Innovation HUB, Daytona - UCF Incubator/Micaplex

Prospects: 3 new power plant residents, 1 new out of town Equine tech business, 2 new programs

Programs: Equine Industry Expo - Huge Success 3/3 @ ODM, 5 Successful 1 Million Cups with 5 presenters & 5 new 1MC Organizers (non-CEP staff) recruited. New sponsors coming for 1MC Ocala as well.

Team: Supported CEP Team with 1 ExCEPtional Morning setup & event, 1 BAH @ Deluca Toyota, Food Truck Wars @ Osceola Middle School



Tom James

Director of
Networking &
Executive

Networking & Executive Tier

Executive Tier Visits in April included: Winco Mfg, Brown & Brown, Campus USA, K-Country/WIND-FM, DeLuca Toyota, Ocala 489, World Equestrian Center, AdventHealth.

Executive Tier events: Our next event will be the Spring edition of Biannual Chairman's Lunch. It will be held Wednesday, May 11th at Golden Ocala. Invitation-only for our Top-2 tier CEP Partners.

Sponsorships: ***Ocala Nutrition Center (EM/Oct). ***NOMA Gallery (MBA/3Q). ***AdviniaCare at Paddock Ridge (NetPerking/3Q).

Business After Hours: The return of Business After Hours to DeLuca Toyota was a smash success! Over 450 Partners packed the house for Frank's first BAH since pre-pandemic. Needless to say, it was a triumphant return. -- Stay tuned: May's Business After Hours will be hosted by Ocala Plastic Surgery for the first time ever!

CEP 101, with its new sponsor Deem-It, had 15 in attendance in April.



Andrea Bailey

Director of
Business Services

Leadership & Education

Tuesday Talks > April 5 - Marketing Strategies with Liquid Creative (22 CEP partners) April 19 - Exploring Mental Health Programs in our Community with NAMI (10 CEP partners)

Friday Talks > April 29 - The Importance of Onboarding with Kim Sellers, CF Ed.D (15 CEP Partners)

Leadership Ocala Marion (LOM) > Class XXXV April 12 - State Mini Session with Legislative Roundtable Discussion and Lobbyist's Perspective (33 participants)

Leadership Ocala Marion Youth (LOMY) > April 11 - Career Readiness at Signature Brands and April 25 Local Art (37 participants)

Young Professionals Ocala (YPO) > April 6 - WinePO at The Keep (14 Members) April 14 - Leaders Lunch with Ameris Bank (6 Members)



Jess Schultz

Director of
Partner
Engagement

Partner Sales & Engagement

New Partner Sales: 27 New partners valued at \$34,700

Cold Calls to Potential Partners: 31

Upgrades:

Partner Visits: 12

Partner events (groundbreaking/ribbon cuttings): 15



**Louisa
Barton**

Director of
Equine
Engagement

Equine Engagement

Equine Meetings: The Equine Meeting, presented by Chairman's Circle Partner Pyranha, was held at Gypsy Gold Farm (number one thing to do on Trip Advisor in N. Central Florida) with an equine massage demo and a Vanner 101 to learn about the breed, its history and about the tour with 56 partners present.

Equine 101: Learning about the rich history of the Gypsy Vanner breed, its roots and meeting the man who brought the Vanner breed to the USA and and got the breed registerd and named. Also, learned about equine massage with a demo.

Farm/Venue Visits: Ocala Breeders Sales for the two-year-old in training sale, the Kentucky Horse Park for the Land Rover 3 Day Event, Keeneland for the Sale and Races, Besilu Farm, Chestnuthill Arabians

Equine Events - The American Collegiate Horse Association visit and tours of EPIC, Chestnuthills Arabians and Besilu farm and held the First Equestrian Insider Open House at the Bastos Farm in Citra, Bridles and Bourbon, presented by Equine Therapy International, the NCEA Championships at WEC, FTBOA Gala

Equine Industry Promotion: Greeted, talked and toured with the American Collegiate Horse Association, with 70 18-22 year old students, who would like to work in the equine industry. Attended the Florida Horse Park board meeting, my first as a new board member to discuss the new plan for development of the Park. Wrote On the Bit Enwsletter , wrote a story for Ocala Magazine on the Florida bred Simplification, who is a major contender in the Kentucky Derby. Attended a meeting with Erin Jones at WEC about a potential new laminitis product. Visited Lexington and Keeneland Race and Sale and attended the Land Rover 3-Day Event at the Kentucky Horse Park with many local Ocala riders competing at this high level.

Notes :



**Rene' Ibarra -
Chevalier**

VP of Finance

Finance

- Complete a quarterly audit on all AP/AR files
- Schedule 4 annual trainings for all staff
- Complete Bi-monthly payroll submissions.
- Complete monthly financials for all companies and report to BOD
- Process all deposits and invoices on a weekly basis.



**Kimberly
Langley**

Executive
Assistant

Finance & Administrative Support

- Past Due Outreach - 23
- Check for All Reoccurring Invoices in Atlas For New Partners - March 2022
- Pull Renewal Report - March 2022
- Pay All Open Invoices Weekly - March 2022
- Enter all Ribbon Cutting Request per month - 6



Jim Pazda

Director of
First Impressions

First Impressions

- 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



**Sullivan
Hogan**

Director of Video
Communications

Communications

CEP on the Scene - X

Additional videos/Promotional videos - Light month for extra promotional content, particularly in comparison to the previous month. Did get B roll and audio recordings for future promotional videos.

Weekly Buzz Views - had a large spike in viewership for the Buzz interestingly enough in tandem with a large drop in POV views. Not really sure why as the view are spread across multiple videos and not just do to one particular episode. However, the United Way April Fools episode (EP 156) had notably low viewership.

Instagram New Followers - Another significant rise in Instagram followers, despite engagement on posts remaining low

Point of View Views - Views took a large dip in comparison to last month. Not really certain why, although this report is being filed with episode 7 having only been online for two days so it's views are very low still and growing. However, that isn't really different from previous months.



Kelly McAtee

Director of Social
Media &
Marketing

Communications

New Facebook page followers were at 157 with an increase to a total of 10,010 total followers.

Facebook monthly post reached increased 25% from previous month with a reach of 48,139 | A 33% increase of post engagements at 8,512 from previous month | Top posts were ribbon cuttings (Infinite, Aero Aggregates, Epic Flight Academy, First Fed Bank,), announcement of new Chief Growth Officer, RealTruck Hiring event, career opportunities with Marion County Government (20k reach), City of Ocala Cafe opportunity (9k reach) Weekly Buzz (ep 157, 158, 159), POV, FAST Aquatics grand opening (4.7k reach) & Grandpa Joe's Candy Shop announcement (24k reach).

Number of people opening email blasts are at an overall increase from prior months at 10,705 opens.

Number of people visiting the CEP website are at an overall increase from prior months due to event registrations, partner event submissions to calendar, and additional registration link clicks shared through our social media platforms at 10,012.

LinkedIn insights continue to increase followers based on the number of posts shared each month. Number of new post impressions is up by 67% at 3,300 reach with 36 new followers from prior month.



**Dawn
Bowman**

Director
Ocala Downtown
Market

ODM

Increase FaceBook Followers (50/mo): Currently 15,960 Facebook followers ODM (up 170)

Increase Market Vendors (2/mo): Jan 308, Feb 314 =+6, March 242=-72(tornado) April 373=131

24 Pavillion Rentals for the year: Jan 0, Feb 0, March 4, April 3

12 Self-generated ODM events: Jan 0, Feb 0, March 1, April 1

Provide 2 workshops a year: On hold