





Performance Matrix



Business Advocacy

April
2022

		January	February	March	April	May	June	July	August	September	October	November	December	Total
 Tamara Fleischhaker EVP of Business Advocacy & Partner Services	Quest: 2022 Chattanooga	10/2022 Chattanooga	10/2022 Chattanooga	10/2022 Chattanooga	10/11-13 Chattanooga									✓
	Attend 1+ Gov Workshop(s)	1	2	1	2									6
	Hold 4+ Equine Advocacy Meetings	0	0	0	0									0
	4+ Partner Workshops or Roundtables	0	0	0	0									0
	Initiate Tourism Study	Q3 Start	Q3 Start	Q3 Start	Q3 Start									--
 Joe Reichel Director of Business Advocacy & Outreach	eM Attendance Average 275	271	295	215	337									280
	Host 2 sessions elected officials & business	X	X	X	1									✓
	An election guide for candidate & issues	X	X	X	X									✓
	Attend 4+ local gov. meetings/mo.	3	3	4	4									14
	Assist partners with Advocacy Issues	5	4	5	7									21
Notes:		Registration is open for the October 11-13, 2022 QuestTrip to Chattanooga. Information & a registration form are available at CEPQuestTrip.com. US Congresswoman was our eM speaker with 337 in attendance.												





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 Bart Rowland Director of Job Creation	Retention Visits (200)	11	14	20	16									61
	New Jobs Created (375)	0	40	0	20									60
	Capital Invest. (\$6MM)	\$250k	4.6 MM	1.75MM	2.4MM									\$9MM
	Talent Center referrals (90)	4	9	10	13									36
	Corporate Visits (2)	0	0	0	2									2
 Bryce Morrison Director of Business Development	LLH Website Visits (2k/mo)	3,058	2,595	3,122	3,211									11986
	LLH Relo Guides (20)	31	9	42	35									117
	Sites & Buildings Updated	✓	✓	✓	✓									0
	Project Discussions	3	3	6	4									16
	Updates for Consultants	1	2	2	4									9
	Notes:													



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 Erin Jones Director of Healthcare Development	HC Council/NEXTworking (100)	0	58	0	0									58
	Comm. Touchpoint (120)	37	45	41	35									158
	HC Conf/Trade Show(1-2)	0	1	\$0	0									1
	HC Exc. Tier Touch Base/Mtg.(10)	3	4	3	5									15
	Healthcare Insider (180)	0	45	0	0									45
 Beth McCall Director of Talent Development	One-on-one meetings-30	3	5	6	5									19
	Committee meetings-20	3	0	4	5									12
	CTE meetings-20	2	2	2	2									8
	NEXTworking-400 studs, 70 bus	0	100	140	0									240
	School Board Engagement	8	4	3	3									8
	Educator engagements-20	1	0	0	1									2
	Notes													




Performance Matrix Business Creation

February 2022

[illegible]



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 Louisa Barton Director of Equine Engagement	Equine Meetings (10)	1	1	1	1									4
	Equine 101s (2)	1	0	1	1									3
	Venue/Farm Visits (10)	1	2	1	5									9
	Equine Events (6)	2	1	2	4									9
	Equine Industry Promotion (5)	5	5	5	6									21
	Notes:													

