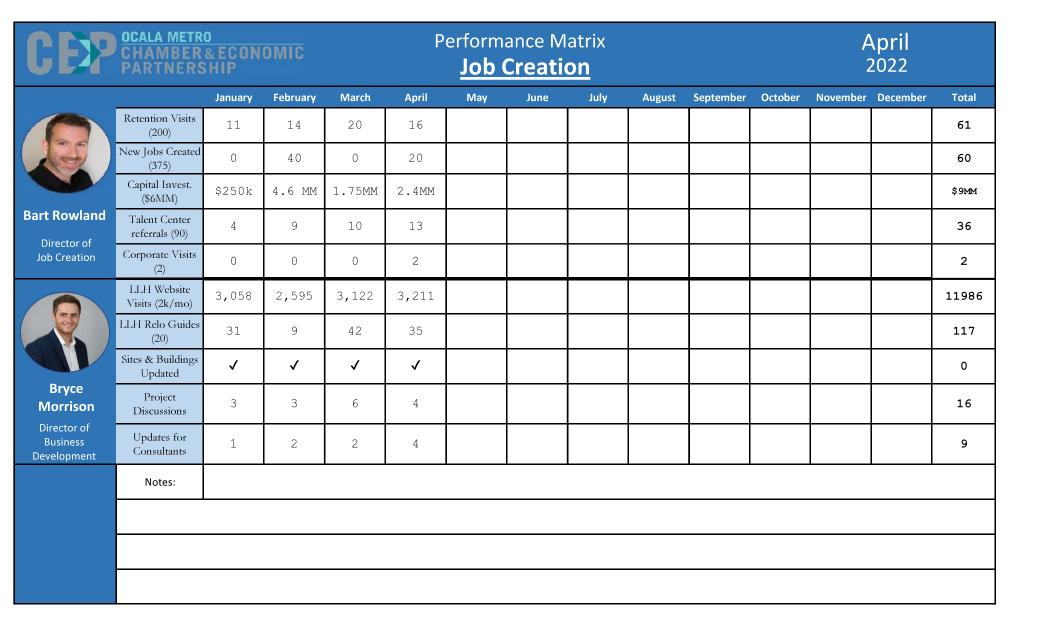
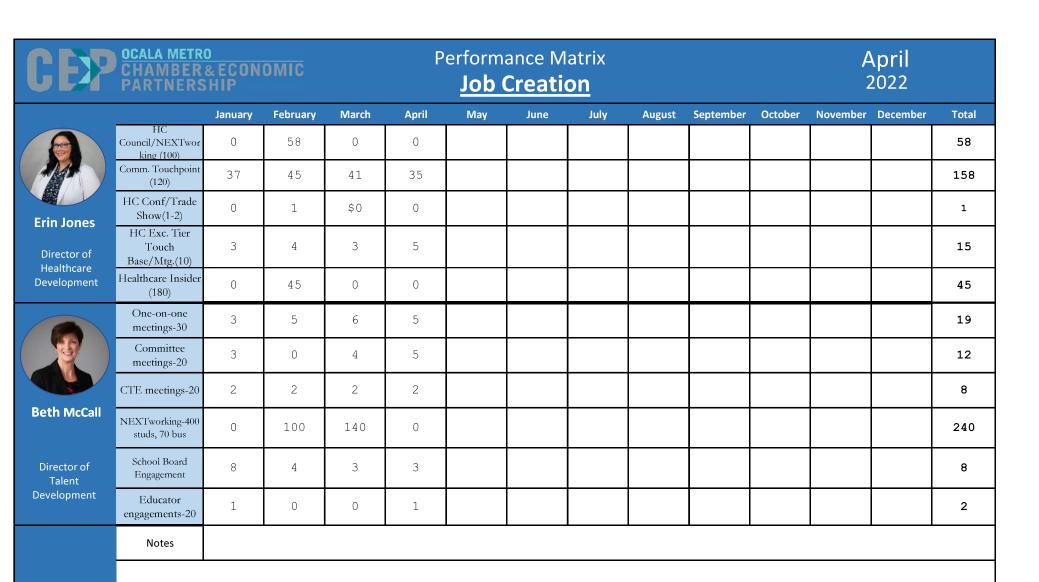


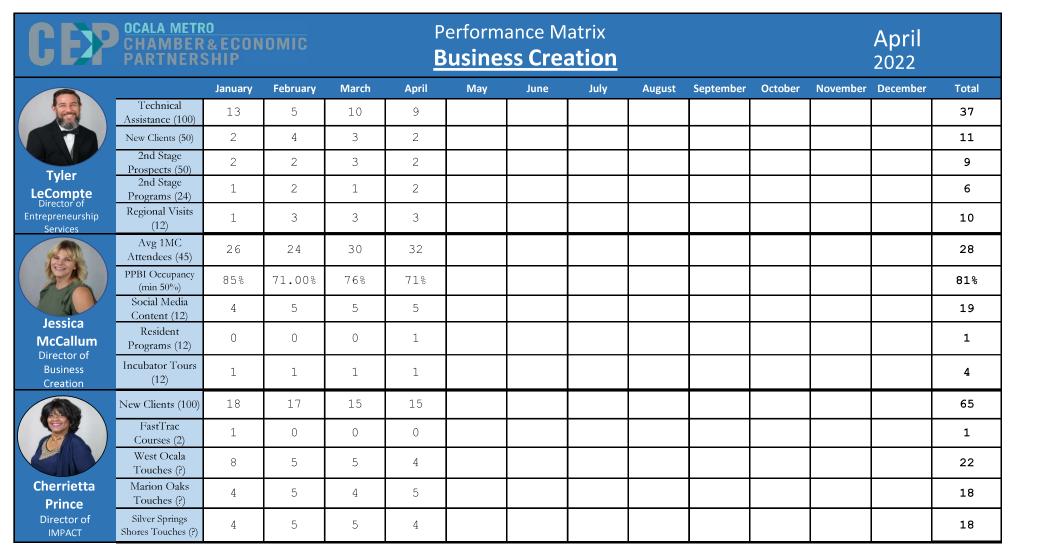
## Performance Matrix **Business Advocacy**

## April 2022

	PARTNERS!	Business Advocacy										2022				
		January	February	March	April	May	June	July	August	September	October	November	December	Total		
	Quest: 2022 Chattanooga	10/2022 Chattanoog a	10/2022 Chattanoog a	10/2022 Chattanoog a	10/11-13 Chattanoog a									✓		
	Attend 1+ Gov Workshop(s)	1	2	1	2									6		
Tamara	Hold 4+ Equine Advocacy Meetings	0	0	0	0									0		
EVP of Business	4+ Partner Workshops or Roundtables	0	0	0	0									0		
Advocacy & Partner Services	Initiate Tourism Study	Q3 Start	Q3 Start	Q3 Start	Q3 Start											
	eM Attendance Average 275	271	295	215	337									280		
	Host 2 sessions elected officials & business	X	X	X	1									✓		
Joe Reichel	An election guide for candidate & issues	X	X	X	Х									✓		
Director of Business	Attend 4+ local gov. meetings/mo.	3	3	4	4									14		
Advocacy & Outreach	Assist partners with Advocacy Issues	5	4	5	7									21		
	Notes:				-13, 2022 Que th 337 in atter		attanooga. Ini	formation & a	registration	form are avalaï	ble at CEPQ	uestTrip.com.	US	3		





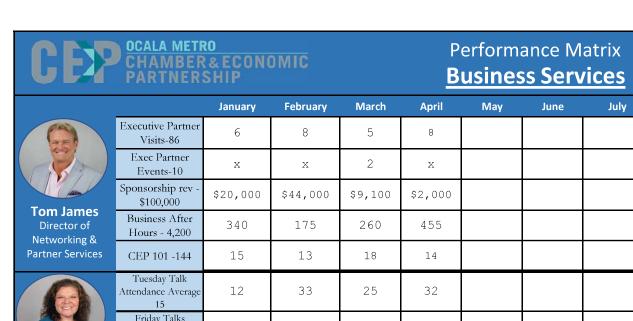




## Performance Matrix **Business Creation**

February 2022

				_	20								
January February Ma					h April May June July August						November December		Total
													0
													0
													0
													0
													0



## April 2022

		January	February	iviarch	Aprii	iviay	June	July	August	September	October	November	December	lotai
	Executive Partner Visits-86	6	8	5	8									27
	Exec Partner Events-10	X	Х	2	X									2
Tom James	Sponsorship rev - \$100,000	\$20,000	\$44,000	\$9,100	\$2,000									\$75,100
Tom James Director of Networking &	Business After Hours - 4,200	340	175	260	455									1230
Partner Services	CEP 101 -144	15	13	18	14									60
	Tuesday Talk Attendance Average 15	12	33	25	32									13
	Friday Talks Attendance Average 15	22	14	19	15									18
Andrea Bailey	LOM -34 Participants	34	34	34	34									34
Director of	LOMY - 36 Participants	36	36	36	36									36
Business Services	YPO - Hold 2 events monthly	2	2	2	2									2
	New Partner Meetings	14	17	13	15									59
	Cold Calls to Potential	28	45	36	31									140
	New Partners this month	21	10	17	27									75
Jess Schultz Director of Partner	End of 1st Year Renewals	5	3	5	9									22
	Upgraded Partners	1	0	0	0									1

CEX	OCALA METR CHAMBER PARTNERS	Performance Matrix Business Services								April 2022				
		January	February	March	April	May	June	July	August	September	October	November	December	Total
Louisa Barton  Director of	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 Engagement	Equine Industry Promotion (5)	5	5	5	6									21
	Notes:													

CEX	OCALA MET CHAMBE PARTNER	RO R&ECI SHIP	DNOMIC			erform Susine:							April 2022	
		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Audit AR/AP Files	X	X	V	X									$\sqrt{}$
	4 Annual Staff Training	0	0	0	0									0
Rene' Ibarra -	Payroll Submitted on Time	<b>√</b>	V	V	<b>√</b>									√
Chevalier	Financials to Board	<b>√</b>	<b>√</b>	V	<b>V</b>									√
VP of Finance	Deposits and Invoices Weekly	<b>√</b>	V	V	<b>√</b>									<b>√</b>
	Past Due Outreach	25	25	26	23									99
	Check for All Reoccurring Invoices to New Partners	V	V	V	<b>√</b>									<b>√</b>
	Renewal Report	<b>√</b>	$\checkmark$	$\checkmark$	$\sqrt{}$									$\sqrt{}$
Kimberly	Pay All Invoice	√	√	V	V									√
Executive Assistant	Ribbon Cutting Request (per Month)	8	6	7	6									27
-	Monthly Invoices & Statements	$\sqrt{}$	V	V	<b>√</b>									V
	New Partner Packets	22	10	15	25									72
Jim Pazda	Relocation two Week	14	13	7	23									57
Director of	Renewal Packets	49	54	28	80									211
First Impressions	Touchpoint	56	52	102	55									265

