








<div> <div>  <div> OCALA METRO CHAMBER & ECONOMIC PARTNERSHIP </div> </div> <div> Performance Matrix <u>Job Creation</u> </div> <div>May 2025</div> </div>														
<div>  <div> Bart Rowland, MEDP VP of Job Creation </div> </div>		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Retention Visits (150)	12	18	18	19	17								84
	New Jobs Created (400)	28	0	20	0	0								48
	Capital Invest. (\$40MM)	25	1.6	1.5	0	0								28.1
	Prospect Visits	1	5	3	7	2								18
	Corporate Visits (2)	0	0	0	0	0								0
<div>  <div> Erin Jones Director of Healthcare Development </div> </div>	HC Council/ Insider (150)	65	52	32	0	34								183
	Healthcare Retention Visits	2	2	1	2	3								10
	HC Conf/ Trade Show(6)	0	1	1	2	1								5
	HC Exc. Tier Touch Base/Mtg.(15)	2	3	1	1	1								8
	Healthcare Incubator	✓	✓	✓	✓	✓								✓

<div>  <div> OCALA METRO CHAMBER & ECONOMIC PARTNERSHIP </div> </div>		<div> Performance Matrix Job/Business Creation </div>											<div> May 2025 <small>April</small> </div>	
		January	February	March	April	May	June	July	August	September	October	November	December	Total
<div>  <div> Beth McCall Director of Advocacy & Talent Development </div> </div>	Attend 4+ Gov Meetings	3	2	2	3	4								14
	4+ Partner Workshops or Roundtables	1	0	0	0	1								2
	Construction Academy meetings (12)					0								0
	NEXTworking (400 students)					1								1
	NEXTworking (70 industry experts)					1								1
<div>  <div> Evelyn Reyes VP, Business Creation </div> </div>	Incubator Partner /Prospects Meetings	11	3	6	4									24
	Business Educational Workshops 6	0	1	2	1	1								5
	Strategic Partner Meetings (24)	2	4	4	13	15								38
	OMCF Loans (6)	1	0	0	0	0								1
	CDFI Board Meetings	✓	0	0	0	1								0

<div> <div>  <div> <div>OCALA METRO</div> <div>CHAMBER & ECONOMIC PARTNERSHIP</div> </div> </div> <div> <div>Performance Matrix</div> <div><u>Business Services</u></div> </div> <div> <div>May</div> <div>2025</div> </div> </div>														
		January	February	March	April	May	June	July	August	September	October	November	December	Total
<div>  <div> <div>Tom James</div> <div>Director of Executive Engagement</div> </div> </div>	Exec Partner Visits - 175	20	17	20	21	30								108
	Exec Partner Events-10	\$1	0	1	0	2								4
	Exec. Tier Introductions	6	10	7	7	7								37
	Sponsorship Rev - \$260K	\$16,000	\$12,500	\$2,500	\$16,000	\$29,000								\$76,000
	CEP 101 200 Attendees	20	x	39	21	16								96
<div>  <div> <div>Andrea Bailey</div> <div>Director of Business Services</div> </div> </div>	Tuesday Talks 24 Attendees	11	18	20	22	16								17
	Friday Talks 20 Attendees	30	10	16	8	15								16
	LOM 35 Participants	36	36	36	36	36								36
	LOMY 38 Participants	38	38	38	38	38								38
	EM Breakfast 340 Attendees	350	320	265	295	320								310
<div>  <div> <div>Jess Schultz</div> <div>VP of Partner Engagement</div> </div> </div>	Partner Events (10/mo)	6	14	10	9	9								48
	Partner Meetings (15)	18	26	29	20	19								22
	Engagement Events (150att/mo)	3	105	210	157	130								121
	Bview Events AM+PM (300)	270	290	285	260	245								270
	Other Outreach (100)	62	220	90	72	65								102



Performance Matrix

Business Services

May
2025



Chris Blankenship
Partner
Relations
Associate



Ron Hipner
Partner Relations
Associate



Matt
Director of
Partner Success



Joe Reichel




Director of
Bellevue CEP

	January	February	March	April	May	June	July	August	September	October	November	December	Total
BCEP New Partners	3	7	2	5	5								22
BCEP Cold Calls	99	117	145	183	129								673
BCEP Partner Meetings	6	46	22	36	32								142
BCEP Sponsorship \$	\$1,600	\$600	\$1,350	\$1,850	\$2,850								\$8,250
Engagement/Outreach	25	168	167	183	129								672
Partner Touches	80	77	66	58									281
Retained Partners	6	3	7	12									28
Partner Upgrades	1	3	1	3									8
Value of Upgrades	\$ 30,000	\$15,000	\$5,000	\$32,400									\$ 82,400
Partner Events	44	53	55	52									204



Jim Pazda

Director of
Business Services



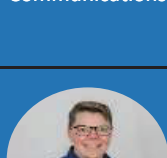
<div><div><div>CEP</div><div>OCALA METRO CHAMBER & ECONOMIC PARTNERSHIP</div></div></div>		Performance Matrix <u>Business Support</u>												May 2025	
		January	February	March	April	May	June	July	August	September	October	November	December	Total	
<div><div></div><div>Kimberly Langley</div><div>Executive Assistant</div></div>	Past Due Outreach	30	15	69	51									30	
	Verify Partner Billing	✓	✓	✓	✓									✓	
	Renewal Report	✓	✓	✓	✓									✓	
	Pay All Invoice	✓	✓	✓	✓									✓	
<div><div></div><div>Donna</div><div>Director of First Impressions</div></div>	Monthly Invoices & Statements	✓	✓	✓	✓	✓								✓	
	New Partner Packets (250)	22	34	30	15	23								101	
	Relocation Packets two Week (80)	5	4	8	2	8								19	
	Renewal Packets (720)	83	69	83	80	44								315	
	Touchpoint Postcards (1,000)	86	60	61	64	48								271	
<div><div></div><div>Amie Marsh</div><div>Director of Finance & Operations</div></div>	Ensure receipts for all CC charges (Weekly) (50)	✓	✓	✓	✓	✓								✓	
	Resolve Partner Billing Discrepancies (Weekly) (50)	14	91	21	18	82								126	
	Verify bills are in the accounting software have support (Weekly) (50)	✓	✓	✓	✓	✓								✓	
	Record credit card charges (Weekly) (50)	4	3	5	5	7								12	
	Operational Meetings (50)	5	2	4	3	0								11	



Performance Matrix

Business Support

April
2025



		January	February	March	April	May	June	July	August	September	October	Nov	Dec	Total
 Jessica Gilbert VP Foundation for CEP	Grant Funding Secured (G:\$100k)	\$60,000	\$0	\$300,000	\$0	\$10,000								\$370,000
	Submitted Grant Apps (Goal: 12)	0	0	2	0	2								2
	Income (Goal: \$250k)	\$60,000	\$0	\$360,000	\$0	\$10,000								\$0
	Foundation Visits (Goal:36)	4	8	6	5	8								31
	Podcast Downloads (Goal: 800)	28	26	22	21	0								97
 Sullivan Hogan Director of Video Communications	Weekly Buzz Views (Goal: 32,000)	5024	7666	6706	4357									23,753
	CEP on the Scene Views (Goal: 10,000)	585	376	2183	2257									5,401
	POV Views (Goal: 20,000)	2582	1890	2860	1956									9,288
	A Closer Look & Leading the Way View (Goal: 5,000)	N/A	N/A	N/A	N/A									-
	Additional Internal Videos (Goal: 20)	2	2	0	1									5
 Arin Director of Communications& Marketing	FB New Follows (Goal: 1,200)	133	245	206	259	181								1,024
	Facebook Posts Reach (Goal: 425,000)	78,941	113,593	91,364	104,766	41,913								430,577
	LinkedIn Posts Reach (Goal: 80,000)	6,248	4,528	4,508	6,522	5,510								27,316
	Email Opens (Goal: 50% Average)	55%	49%	47%	47%	46%								49%
	Website Reach (Goal: 95,000)	6,641	8,809	7,180	7,054	6,906								36,590



Director Ocala
Downtown
Market

May
2025

[illegible]

	January	February	March	April	May	June	July	August	September	October	November	December	Total
 Freddie Morris Director of Entrepreneurship Services	Business Consultations (100)	10	10	11	11	6							48
	Business Educational Workshops (25)	0	5	5	7	4							21
	Startup Space Report	7	63	65	60	61							256
	Community Outreach (24)	2	3	2	2	2							11
	1MC Attendance	49	50	55	65	58							277
 Jessica Michel Director of Incubators	Incubator Partner /Prospects Meetings(100)	2	2	1	2	2							9
	Community Outreach (24)	2	1	2	3	1							9
	Incubator Community Presentations (24)	1	1	2	1	1							6
	PPBI Social Media Report	1873	1929	2,163	2192	2203							10360
	Incubators Occupancy	68%	70%	70%	0.72	72%							70%