



TBD

Director of  
Business  
Advocacy

Business Advocacy

**Inter-City Visit** > Established a task force to incorporate and apply the successful strategies we observed in Savannah into our own practices in Ocala.

**Attended (4) Government Meetings or Workshops:** Two meetings attended in November

**Host Quarterly Workshops / Roundtables on Business Issues:** One for November

Community  
Updates  
and  
Citizens  
Encouraging  
Progress, Inc.  
(CEPI) Updates

Local & Legislative

**Comprehensive Campaign for 1 Penny Renewal & 1/2 Penny School Sales Surtax:**

**Congratulations to the Board and Business Community!** The 20-year extension of the Sales Surtax passed with over 62% voting yes and The half-penny 10-year School Capital Outlay Sales Surtax passed with nearly 60% voting yes. Both taxes won every voting precinct.

**The Marion County Legislative Delegation Lunch and Hearings** for the 2025 Legislative Session will be held on January 8, 2025 at CF. More details to follow in December.

Director of Advocacy position will remain open through the Spring of 2025



Bart Rowland,  
MEDP

VP of Job  
Creation

Job Creation

Ocala hosted the Florida Rural Economic Development Summit at the World Equestrian Center. More than 400 guests attended this annual event to discuss ED topics, best practices, challenges, successes, and meet with developers, utility providers, and state officials.

The next Inside Industry Ocala is being planned for mid-January. This networking event brings Ocala's manufacturing and logistics sectors together to share best practices and build new relationships. This event will be held at R+L Global Logistics and sponsored by Ameris Bank.

Project Virgo has taken a step forward. We met with the end user, the developer, and municipality to discuss the project. This competitive manufacturing project would create a large number of jobs and capital investment.

Project Bananas Foster continues to move closer the end zone. Several hurdles to cross before this huge project is considered complete. It is encouraging to see local stakeholders working together to make this project a success.

I attended a Florida Economic Development Council Professional Development Training at R&L Global Logistics. Great opportunity to connect colleagues and counterparts to one of Ocala's largest employers.



Erin Jones

Director of  
Healthcare  
Development

Healthcare Development

Attended the Annual BioFlorida Innovation Conference with over 500 attendees. Fantastic Connections, looking at regional opportunities. Artemis Plastics CEO Gary Mishkin also attended. Lead generation and continued relationship building with BioQuebec.

Attended the FREDa Conference. Great collaborative energy from a regional perspective on growth. Local support for the growth was a key take away.

Hosted CEP Healthcare Insider 4th quarter meeting. Great engagement amongst our healthcare partners for the end of year wrap up.

CEP Life Science Flex Space discussions continue to expand with education and local partners.

Attended the Legislative Session committee meeting at BioFlorida on 11/20. Looking ahead to new funding, legislation and opportunities. Bringing this to the Legislative session for the Healthcare Council committee session with state and local representatives in Q1 of 2025.



Bryce  
Morrison

Director of  
Business  
Development

Business Development

LLH had 1,097 Visit this month.

We submitted 1 RFI this month, Project Snare which is an Aerospace/Aviation company looking to expand. We resubmitted Baseline Commerce Park to the free LASSO program from Global Location Strategies.

Attended the FREDa Conference held at World Equestrian Center. Spoke with several partners through-out the state and discussed ongoing projects.

Meeting with airport director about Project Snare, several meetings with SelectFlorida related to Project Snare. Several discussions with Duke Energy surrounding infrastructure improvements and current sites.

Updated Sites & Buildings as necessary.



Evelyn  
Reyes

VP, Business  
Creation

Business Creation &  
Hispanic Engagement

OMCF was awarded \$300,000 for TA from the U.S. Department of the Treasury's CDFI Fund to Expand Access to Capital in Underserved Communities

PPBI Celebrated our grand opening and ribbon cutting on Nov 13, 2025.

Completed the IMPACT Construction Academy, with a series of 3 sessions with over 150 entrepreneurs in attendance.

Attended the FEDC Nov. Membership Meeting & Networking Luncheon.

Attended the 2024 FREDA Rural Summit at the World Equestrian Center.



Blinkhorn  
COO/Director Of  
Talent

Networks  
(Talent Development)

**Construction Academy Meeting:** none scheduled

**Primary Contact Meetings:** none scheduled.

**Assist Youth Business Plan Competition:** Attended on 11/6, along with two other CEP team members who sat at the student/industry roundtables.

**NEXTworking:** none scheduled.

**Other:** After-hours Fund Development meeting for the PEFMC on 11/4, Executive Roundtable Lunch at the Reilly on 11/6, after-hours IMPACT meeting at the PPBI on 11/7, PEFMC Board Meeting on 11/19, Rural Summit at WEC on 11/21, Business After Hours on 11/21.



Jessica  
Michel

Director of  
Business  
Creation

Power Plant Incubator

PPBI Occupancy: 87.5%. SCORE & SBDC office weekly. Started a co-working office with 6 desks. 2 office spaces available (110, 107). SCORE has dedicated office Space in 109. Market Ventures moving into additional Conference Space.

Professional Development: InBIA's Entrepreneurship Center Management (ECM) Certificate Program - completed

Content Creation: Completed IMPACT Sheet. Completed 4 page PPBI Booklet

Programming: Power Partner Exchange - Hosted 1st meeting with Maryann Killgallon. 12 Partners and Graduates in Attendance. Power Plant Open House - November 13th

Total Jobs Created at the PPBI: 715 Total Graduate in 2024 - 4



Director of  
Entrepreneurship  
Services

2nd Stage Businesses

Completed PPBI Intro video that covers our programs and services

Became Certified as a Facilitator for the Entrepreneurial Learning Initiative (eli) ICE HOUSE Program

Conducted Power Plant Business Incubator Ribbon Cutting

Became Certified as an official 1 Million Cups Organizer through the Kauffman foundation

Conducted Entrepreneur in Residence (EIR) and had 19 participants in the Power Plant



Tom James

Director of  
Executive

Sponsorship & Executive Tier

**Executive Partner Visits (175/yr):** SMA, Empath, Coca-Cola, Roberts of Ocala, Pyramma, Cumson-Wright, Seacoast Bank, Signature Brands, Dollar Tree, PNC Bank, Ag-Pro, Pat Myers Electric, All Dry Services, Arthur Fisher, Benmar Construction, Colomb Investment Management, Gallagher, HDG Legacy, James Moore, Grandview Clydesdales, Lennar Homes, Professional Realty, RoMac Building Supply, Stearns Weaver Miller

**Executive Partner Events (10/yr):** Our Executive Roundtable Lunch on Nov. 6th had 61 Upper-Tier Partners on hand. Our next CEO Network Reception in early December 3rd.

**Executive Tier Introductions:** Wiley Productions/Diversified Consulting Concepts, Signature Brands/Fenix Staffing, Dollar Tree/Fenix Staffing, James Moore/U-Dump Trailers, Ameris Bank/Florida Blue, The Vines Hospital/Florida Blue

**Sponsorships (\$260K/yr):** Panzer Concierge Medicine (Feb BAH), Zach West Law (Healthcare Insider), Citizens First Bank (2025 Annual Luncheon), Coll. of Central Florida (2025 Annual Luncheon).

**CEP 101s (200 attend./yr):** We will have a combined November/December CEP 101 on Dec. 4th.



Andrea Bailey

Director of  
Business

Leadership & Education

**Tuesday Talks** > November 4 - DJ Ryan and Beverly Wilson Hospice of MC (17 CEP partners)

**Friday Talks** > November 22: PPBI Residents (8 CEP partners)

**Leadership Ocala Marion (LOM)** > November 12: Education Session - Ambleside, Hillcrest, MTI, Ina A Colen and PEFMC (36 partners)

**Leadership Ocala Marion Youth (LOMY)** > November 4: Justice Session with Greg Harrell, State Attorney, Judge Cotton (38 students)

**exCEPtional Mornings** > November 20: Inc. 5000 nominees (299 CEP Partners)



Jess Schultz

VP, Partner  
Engagement

Partnership Sales and  
Engagement

**OCEP Partner Events (10/mo):** 8 ribbon cutting events

**Business After Hours (400/month):** 385 attendees at Business After Hours Brookdale

**Other CEP Events (150/mo):** approximately 80 attendees at partner events MBA, President's Luncheon, CEP 201, Networks Meetings; 70 attendees at Evento de Networking

**BCEP BAH/BotR (300/mo):** Belleview events Dec 3 and 5th for Holidays

**BCEP Other events (5/mo):** 0



Chris  
Blakenship  
Partner Relations  
Associate

Partner Sales

**New Partner Sales:** 10 @ \$17,300

**Cold Calls:** 115

**New Partner Meetings:** 21

**End of First Year Renewals:** 4 @ \$4300

**Partner Upgrades:** 1 @ \$10,000



Ron Hipner  
Partner Relations  
Associate

Partner Sales

**New Partner Sales:** 0

**Cold Calls:**

**New Partner Meetings:** 1

**End of First Year Renewals:**



Matt  
Wilkerson  
Director of  
Partner Success

Partner Engagement

**Partner Visits (10/mo):** 24 in-person visits ( multiple " pop-ins " to introduce myself )

**Partner Calls (30/mo):** 30 in-depth calls

**Partner Videos (8/mo):** 22 videos. Partners very receptive to these videos. Started the short introduction request videos for partners. Encouraged them to create a TOP 5 list.



Joe Reichel

Director of  
Bellevue CEP

Belleview CEP Office

**BCEP New Partners:** 1

**BCEP Cold Calls:** 73

**BCEP New Partner Meetings:** 6

**BCEP Sponsorship:** \$0

**BCEP Partner Upgrades:** none



Jim Pazda

Director of Partner  
Services

Partner Services

**Partner Touches:** 77 Outreaches > includes service requests/updates/profile changes/constant contact updates/troubleshooting

**Retained Partners:** 4 partners retained from 60-90+ days past due

**Partner Upgrades & Value:** 0

**Partner Events (Scheduling & posting):** 37



Louisa Barton

Director of Equine  
Engagement

Equine Engagement

**Equine Initiative Meeting:** N/A.

**Equine 101 & 201:** N/A

**Farm/Venue/School Visit:** CC Bellandi Marchador Farm, new CT Wing Of Peterson Smith Equine Hosp. and Complete Care

**Equine Events and Community Meetings:** Attended the Brreders Cup World Championships, the Pyranha Life Golf and Gala Fundrasier, and the Horse Farms Forever Summit and oganized and attnded the Equine Industry Expo, All Breed Parade and Equestrian Games

**Equine Industry Promotion:** Wrote the equine newsletter and wrote the Everything Equine section for Ocala Magazine. Promoted the Ocala Marion County connections to the Breeders' Cup World Championships and promoted the equine inustry through the Equine Industry Expo, All Breed Parade and Hobby Horse Equestrian Gamesy.



Kimberly  
Langley

Executive  
Assistant

Finance & Administration

Past Due Outreach - 40

Verify All New Partners Billing: Novmeber 2024

Pull Renewal Report - Novmeber 2024

Pay All Open Invoices Weekly - Novmeber 2024



Donna  
Marseco

Director of First  
Impressions

Operations

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



Amie Marsh

Director of  
Finance &  
Operations

Finance & Operations

Ensure we have receipts/support for all credit card charges (Weekly Basis) (50)

Resolve Partner Billing Discrepancies (Weekly Basis) (50)

Verify that all bills recorded in the accounting software have an invoice/support (Weekly Basis) (50)

Record credit card charges (Weekly Basis) (50)

Operational Meetings - Meet with Dean 4 times





Jessica Gilbert  
VP Foundation  
for CEP

Foundation

Grant Funding: 10k approved (pending receipt) (TD Bank) - \$5000 Papa Johns Grant (LOMY)

Applications pending: PNC (\$15,000), FL Blue (\$50,000)

Ended 2023 with total Foundation income of \$298,204.

The Catalyst had 12 downloads/views between all channels including YouTube.



Sullivan  
Hogan

Director of Video

Communications

Weekly Buzz Views: There were 4643 views for episodes 288 - 292 well exceeding our stretch goal average of around 2650 views per month, with episode 289 notably reaching over 1K views on LinkedIn.

CEP on the Scene Views: There were 1435 views for CEP on the Scene this month exceeding our stretch goal expected average and reaching over 1.2K view on Facebook alone.

POV Ocala Views: There were 5966 views for episodes 67 & 68, with episode 67 reaching nearly 5K views on LinkedIn, a new record for the series.

**Irregular Series Views** (Closer Look, Leading):

Additional Internal Videos: one call for presenters video for Andrea



Arin  
Conrad

Director of  
Communications &  
Marketing

Communications

**New Facebook Followers:** 115 new monthly followers | 13,148 total followers

**FACEBOOK Post Reach:** 38,000 | **Engagement:** 1,600 | **Top posts:** Culver's Groundbreaking-22K, Refuge of Hope-2.7K, Live 2 Lead Pics-2.3K, Roberts of Ocala-2.1K, Coke Florida Grand Opening-1.9K, BAH Photos-1.8K, Douglas Law Firm-1.8K, Throwback Thursday BAH-1.2K, Restaurant Depot Ribbon Cutting-1.2K, Firestone Ribbon Cutting-1.2K. | **Overview:** Engagement has risen as a result of an increase in story posts and higher organic reach driven by shares.

**FACEBOOK Group Reach:** 530 | **INSTAGRAM Reach:** 1.1k (CEP), 279 (ODM), 2 (Equine), 113 (BellevueCEP)

**Email Blast Open Rate:** Number of people opening email blasts are at 20,211 - click rate 1,549 **Open Rate: 43%**

**CEP Website Visits: Sessions:** 4,967 | **Average Session:** 00:05:18 | **Overview:** Website traffic has increased compared to previous months, driven by event registrations, partner event submissions to the calendar, and additional registration link clicks shared via our social media platforms. More than 33% of visits come from direct links through our newsletter or social media channels.

**LinkedIn Followers & Post Impressions:** 8,243 organic impressions with 47 new followers at 3,172 total. LinkedIn views continue to increase due to more frequent posts and our video series. Starting in 2024, LinkedIn stats will be shared with Bryce and Bart.



Dawn  
Bowman

Director  
Ocala Downtown  
Market

Ocala Downtown Market

**Increase Social Media Followers (333/mo):** Starting 2024 FB 22,446 and IG 2,798 : **Jan FB 22,855 +409 , IG 2,949 + 151, Feb FB 23,849= +994 IG 3,109 = +311, March 24,346= +497 IG 3183= +74, April 24,816 =+470, IG 3,296=+113 May 24,914 =+98, IG 3,355=+59, June 25,030=+116, IG 3401=+46, July 25,171= +141 IG 3504=+103, Nov 25,665 IG 4033**

**Market Vendors (336/mo):** Jan 332, Feb 376, March 462, April 408, May 417, June 402, July 341, Aug 462, Sept 411, Oct 407, Nov 570

**36 Pavillion Rentals for the year:** Jan 6, Feb 4, March 4, April 5, May 4, June 4, July 3, Aug. 1, Sept 7, Oct 6, Nov 4

**12 Self-generated ODM events:**Jan 0, Feb 1, March 1, April 1, May 0, June 1, July 0., Aug. 0, Sept 0, Oct 0, Nov 0

**Provide 2 Vendor Workshops a Year:**



N/A

TBD