



**Tamara
Fleischhaker**
VP of Business
Advocacy &
Partner Services

Activity Report Business Advocacy

**June
2021**

	<p>Plan and Implement an Inter-City Visit (Quest): The Quest: Asheville trip will be September 7-9. Hotel and airline contracts updated. Working on additional location contracts and reaching out to pre-registered attendees to confirm participation.</p> <p>Attend at least 1 hearing or workshop a month: None for June</p> <p>Survey partners twice annually on issues: None for June</p> <p>Host 2 workshops on local issues: No workshops for June</p> <p>Working on the U.S. Chamber Accreditation application. Due August 31st.</p>
<p>Joe Reichel Director of Business Advocacy</p>	<p>Avg exCEPtional mornings attendance of 275: 341</p> <p>Host 2 opportunities for elected officials to address the local business community: None in June</p> <p>Develop and publish an election guide for candidate & issues: Eliminated guides and produced a broadcast forum with candidates on key issues for the business community.</p> <p>Attend four local government meetings per month: 4</p> <p>Advocate for CEP partners: Four - There were three connections with the City and one with the County</p>

Notes:



Brett Barnes

VP of
Job Creation

Activity Report Business Attraction

June
2021

Business Attraction

Continuing project management work on several RFI's from last month. Completed and delivered several more new RFI's in June. City airport property is extremely hot right now. 5 LOI's have been submitted to City for review.

Site visit with an international manufacturer on 6/2. Providing follow up info. Several follow up calls. Great project.

Currently there are 7 national and one local developer pursuing 5 million square feet of speculative in our market. Our Metro is on fire. Had groundbreaking ceremony on 6/2 for Redrock's new 1M + s.f. spec going vertical soon.

Demo work has begun on the former Mark III buildings to make way for GTI's new pharmaceutical grade facility. Will be one of the nicest industrial buildings in the SE. Locally owned Ausley Construction is their contractor.

Many national developers and money people calls daily. Creating websites for FCCP and Acorn Baldwin property.

Healthcare Development

Project Mayberry added as new HC Incubator resident

Project Proposal awaiting funding feedback. Project Armor, Secured approval from Scottish company for desire to have first US location be in Ocala.

Awaiting Proposal Feedback. Project Pasafino- CEO able to use county funds for research with hospitals and then separate intro to Renstar for additional research project

Proposal for HC Incubator given. looking for funding sources

LLH HC Page Launched. 3 month data shows about 18 total hits from the 10 cities. Continue to work on locations to increase traffic to pages.

Activity is thru the roof. Most days I'm on the phone or email with people wanting to hear our story and it's a GREAT story.



Activity Report Business Creation

**June
2021**



Ryan Lilly

VP of
Business
Creation

2nd Stage Businesses

Clients: Met with 19 clients in the month of June - client activity remains steady.

Shows: Now targeting National Fire Industry Trade Show in August 2021 and smaller, regional tradeshows as they come back online.

Prospects: One new second stage prospect in the month of June.

Site Visits: There was one site visit of a second stage company in June.

Locations: There were no new locations in June.



**Jessica
McCallum**

Director of
Business Creation

Power Plant Incubator

Total occupancy at the Power Plant Incubator campus - 78%

1 Million Cups - Started back meetings in person at PPBI with an average in person attendance of 20 people and 15 online watching. Currently looking for a coffee sponsor each week for program.

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

Resident programming - none for June

Recent Graduate - Synalge Studios. Recent moving of Residents offices in Incubator has left 4 vacant offices in process of being filled.



**Cherrietta
Prince**

Director of
Impact

Impact

Featured Richard Charles on The IMPACT Review, sponsored by Duke Energy. Charles is owner of Thermal Logic, LLC and a certified HVAC specialist. He is active in the Construction Initiative and MLK Mentoring Project.

Supported the Sincelejo, Columbia Sister City Committee with plans to support partnership efforts between local officials and Columbian entrepreneurs.

Participated in panel at Silver Springs Shores with officials from United Way, Marion County Health Department, County Administration, and Hospital District – a discussion about how different entities collaborate to promote a prosperous community.

Ocala Fire Department hosted IMPACT Mentoring support group at MLK Community Center. Entrepreneurs and community members plan to implement tutoring and mentorship for OFD's mentees and community youth.

New clients, entrepreneurs, small business owners and Microenterprise Loan participants received 87 hours of technical assistance to assist with applications, business proposals and planning.

Activity Report
Business Creation

2021



Tyler LeCompte

Director of
Entrepreneurship
Services

2nd Stage Businesses

Technical Assistance: Eight (8) client meetings in month of June

Recruited one (1) new Power Plant applicant/resident - OPIE Software

Support CEP Team with Five (5) Ribbon Cuttings, BAH & ExCEptional Morning meetings. 4 successful in-person 1 Million Cups Ocala meetings as well.

EQUINE - 1x Equine Meeting @Equus Inn -- IMPACT - Silver Springs Shores FastTrac started (Week4), Adding Dunnellon FastTrac in August

SPHERE - 1x Healthcare Networking Event success! Starting HC Innovation Center planning & Partner Recruitment

Activity Report

Business Retention

June 2021


Bart Rowland

 Director of
Job Creation

Business Retention

Retention visits: 21 Retention visits and added several expansion/relocation projects. Industrial activity at an all-time high.

Attended the inaugural Hemp Leaders Summit. This group gathered professionals from all aspects of the industry to discuss federal & state regulations, industrial applications, and agricultural needs. The Ocala Metro was the only community represented and was able to plant the seed that we see the value of the industry.

Planning first Inside Industry Ocala of 2021. This event is designed to help our manufacturers and logistics companies make new connections. Several new business relationships have formed in the past from this event.

Hosted Logistics Lunch at West Port High School to connect industry with MCPS CTE Global Logistics program. 35 attendees, 8 companies represented.

Project Maximum on the City Council agenda for July 6. 50 new jobs, \$50,000 average wage, \$2MM capital investment.


**Dean
Blinkhorn**
Director of
Talent

NextWorks

One-on-one meetings: Jennifer Fryns at CF, Melissa Saco with CareerSource, Ashley Morgan with CTE, Mike Kelly with MTC, Mark Vianello with MCPS

Committee meetings: none

CTE meetings: Gradcast meetings (2), Hospital District & MTC partnership, HVAC for MTC, Logistics Lunch at WPHS

NEXTworking: none

Educator engagements: Grace School, Rassmussen, Calesa school leadership, PEFMC, CF Job Fair, MCPS warehouse, Community Liason interviews (2)


**Bryce
Morrison**
Director of

Live Life Here

LLH site had 3,251 Unique Visitors. Web visits dropped due to the website being down due to technical issues and adjusting target cities

21 Relo Guides were sent out. Less than average because of website changes.

Monitored Sites and Buildings on ZoomProspector. Made updates as necessary

Attended the Site Selectors Guild in Orlando. Made contacts with several site selectors.

Director of
Business
Development

Several ongoing projects and RFI follow ups. Project RFI's include Jane and Juniper. Lot's of meetings about Ocala Airport and McGinley property.

Activity Report Business Services

June 2021


Tom James

 Director of
Networking &
Partner Services

Networking & Executive Tier

Executive Tier Visits in June included: Marion Technical College, Central Florida Steel, Horse Farms Forever, Signature Brands, Red Rock Development, Rasmussen University.

Executive Tier events: Biannual Chairman's Lunch was held June 2nd @ Golden Ocala with 57 Partners on hand. Executive Roundtable Lunch on June 23 at Hilton Garden Inn packed 30 Executive Tier Partners into the Thoroughbred Room.

Sponsorships: ***2022 Annual Luncheon: CF. ***Logistics Lunch: Spherion.

Business After Hours: Ocala's Equine boutique hotel, Equus Inn, hosted a packed/themed BAH in June with a huge turnout of 360 CEP Partners. It was the largest attendance since before COVID. Be sure to join us in July at Burnyzz Speed Shop.

CEP 101 (Sponsored by Digital Savvy) was held with 18 CEP Partners in attendance.


Andrea Bailey

 Director of
Business Services

Leadership & Education

Tuesday Talks > June 1 - Reese Bourgeois, Flow Consulting - Company Strategy (14 CEP partners). June 15 - Kevin Sheilley, CEP - Economic Update (63 CEP partners)

Friday Talks > June 25 - "Apprenticeships" with Susan Eber and Bill Lauver, FDE (CEP Partners)

Leadership Ocala Marion (LOM) > Accepting Applications and Planning Session for Class XXXV

Leadership Ocala Marion Youth (LOMY) > Accepted 40 students and planning session

Young Professionals Ocala (YPO) > June 22 - WinePO at The Keep (14 Members) June 24 - YPO Gala at Skate A Way South (Members)


Jess Schultz

Partnership Sales

New Partner Sales: 12 New partners valued at \$8400

Cold Calls to Potential Partners: 25

Upgrades: \$4,400

Partners
Relations
Associate

Partn

**Louisa
Barton**Director of Equine
Engagement

Equine Engagement

Equine Meetings: The June equine initiative meeting, presented by Chairman's Circle partner Pyranha, was held at the The Equus Inn with 52 partners present. Jody Everton and Joe Alberti from new partner Chestnuthill Arabians was the presenter/speaker. Also, Chaplain Bob, from the Ocala Farm Minsitry, presented their dilemma with a recently burned down playground on premises.

Equine 101: No 101 in June

Farm Visits: Farm visits to the Besilu Collection in Micanopy and a visit to the farm of the Van Der Walt's in Ocala. Cayla Van Der Walt, their daughter, has recently qualified for the Olympics this year as a Para equestrian and Jason Reynolds asked us to do what we could to assist them..

CEP Equine Events - ribbon cutting at the newly renovated Equus Inn with carriage rides and the Gentle Carousel Miniature Therapy Horses present. Also, attended Ocala Breeders Sales event with Margie from TechServ and a WEC Grand Prix - meeting with Triple Crown Feed. .

Equine Industry Promotion: Wrote On the Bit enewsletter and Ocala Magazine story for the Everything Equine section, plus met with Alan Davies from Hydrodynamic Solutions about the new equine treadmill they have manufactured. Also met with Dominic from Graston technology about moving in to the equine medical world after 34 successful years in human rehab.

Activity Report
Business Support

June
2021



Rene Ibarra
VP of Finance
& Operations



Kimberly Langley
Executive
Assistant



Jim Pazda
Director of
First Impressions

Finance	Started to audit all staff files for compliance.
	Complete 4 annual trainings(One per quarter) - Completed First Aid and CPR
	Bi-monthly payroll was submitted on time for payroll dates.
	Financials were completed on time!!!
	All deposits and invoices were processed by the end of the week.
Finance	90 Day Past Due Outreach - 12
	Add All Reoccurring Invoices in Atlas For New Partners - June
	Pull Renewal Report - Completed
	Pay All Open Invoices - Completed
	Ribbon Cutting Request per month - 6
First Impressions	Monthly Invoices & Statements sent out prior to the last day of the month.
	26 New Partner entries and subsequent new partner packets for May within same week of receiving application and payment
	18 Relocation guide packets sent within 48-72 hours of receipt via phone or email
	40 Renewal packets were sent in June
	90 Touchpoint mailed: 6 mo new partner(29), 10 mo new partner(21), 1 Mo dropped (31) and 6 Mo dropped (9)by 10th



**Olana
McDonald**
Director of
Communications

Communications

Weekly Buzz views: 5,987 (Facebook only)

Facebook post reach: 26,917

Number of people who opened email blasts: 4,989

Website reach:

Instagram Insights: 2,855 accounts reached (252% increase)



Kelly McAtee
Communications
Specialist

Communications

Increase FaceBook Followers (50/mo): Currently 13,702 Facebook followers ODM (up 208)

Increase Market Vendors (2/mo): June 155 increase of 31

8 Pavillion Rentals for the year: 10 events in the first 6 months with 4 scheduled for future dates.

3 Self-generated ODM events: Line Dancing Class 4x month - 1 monthly Last Friday Food Truck Themed event with Vendors.

Provide 2 workshops a year: On hold

ODM



**Dawn
Bowman**
Director
Ocala Downtown
Market