



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:** No live meetings attended in October

**Host Quarterly Workshops / Roundtables on Business Issues:** Hosted Childcare Tax Credit Roundtable October 16th with assistance from Old Florida Partners. Speakers included Representative Stan McClain, Jennifer Ensley with Department of Revenue, and Madeleine Thakur with the Children's Movement. Resources have been placed on the CEP's Business Advocacy page.

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

Local & Legislative

**Comprehensive Campaign for 1 Penny Renewal & 1/2 Penny School Sales Surtax underway including>>>**

**Digital Advertising:** Vote-by-Mail (Social Media, Google Display Network, OTT); Digital Advertising - Early Voting & Election Day: (Social Media, Google Display Network, OTT); Network TV (WKMG, news only); Video Production (2 sets of videos (4 total), each incl. a 15 and 30-sec version; on-the-ground filming); Cable TV (CNN & The Weather Channel); and Text Messages. Partners are continuing to host Kevin Sheilley for conversations with their staff. CEP has done local radio segments, Papa Johns placing flyers with info on the sales tax on pizza boxes through November 4th, another partner has made their popular podcast available to us for 5 weeks with speakers to include the Sheriff, Mayor, and Commission Chair are scheduled, working on the Superintendent, with Kevin taking the last spot. Our Weekly Buzz videocast highlighted the ½ penny on the September 6th episode highlighting the severe maintenance needs. A Closer Look video segments have been done on the penny & half penny. Kevin continues an extensive schedule of speaking engagements around the community.

Director of Advocacy tendered her immediate resignation from the CEP on September 17th.



Bart Rowland,  
MEDP

VP of Job  
Creation

Job Creation

Our team attended an event in Orlando to promote the InSite development at OIA to industrial brokers from across the SE US. More than 30 attendees. InSite is planning a similar event for Tampa in late 2024.

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.

Project Flower received SUP approval from Marion County and now moves to lease negotiations. This project will be transformative for the selected area of the Ocala Metro.



Erin Jones

Director of  
Healthcare  
Development

Healthcare Development

Attended Insite Group Event in Orlando with the JC Team, to connect on their Ocala Airport property and opportunities.

BioFlorida Meeting for upcoming annual meeting with SVP and local company interested in showcasing. Looking ahead for Opportunities to host with that company in Ocala.

US Embassy Trade Specialist follow up for Ocala AgraBusiness Connection for Project with Canadian company. In process.

Completed CEP Partner requested Letters of Support for the Hospice CON.

CEP Healthcare Insider Kick off Lunch hosted by WEC set for late January 2025. Bringing together healthcare leaders, education partners, legislative liaisons and outside life science partners.



Bryce  
Morrison

Director of  
Business  
Development

Business Development

LLH had 2,051 webvisits.

We did not submit any RFI's this month.

I did not attend any conferences or tradeshows this month.

Attended Insite networking event for Airport Property. Several meeting with Insite discussing marketing. Duke presented about Data Centers and site identification/preparation.

Updated Sites & Buildings as necessary.



Evelyn  
Reyes

VP, Business  
Creation

Business Creation &  
Hispanic Engagement

"Hablemos De Negocios" Monthly Business Spanish Workshop sponsored by and at Roberts Funeral Home- 200.

Attended " Cumbre De La Mujer" Conference in Orlando. Over 100 business women in attendance.

Disburse the first four OMCN NANO Loans to Ocala business owners.

BC Team completed our POW.

8 Incubator Partners have completed their business plans and now will be working on their 3 year projections.



Dean  
Blinkhorn  
COO/Director Of  
Talent

Networks  
(Talent Development)

**Construction Academy Meeting:** none scheduled.

**Primary Contact Meetings:** NEXTworking prep meeting with Jennifer Fryns on 10/2, NEXTworking brainstorming with Kathy Otte on 10/17, lunch with Gary Smallridge on 10/22, met with Cory Weaver from CSCLM on 10/30.

**Assist Youth Business Plan Competition:** nothing scheduled.

**NEXTworking:** Ag & Equine Studies at CF's Vinatge Farm: 100 students, 25 industry experts.

Attended IMPACT meetig at the PPBI on 10/3, distributed school hurricane supplies fot the PEFMC on 10/8, attended Business After Hours on 10/17, coffee with Doug Engle on 10/18, PEFMC Board Meeting on 10/22, Ira Holmes classroom dedication at CF on 10/29, ACCE CCE info session on 10/30, "Thank A Teacher" surprise visit at LWHS on 10/31.



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 in 109

~~Professional Development: Attended InBIA Ecosystem Forum in Kansas City - connected with over 100 ESC orgs. Learned about additional funding opportunities.~~

Professional Development: InBIA's Entrepreneurship Center Management (ECM) Certificate Program - finished 3rd class and will finish final in November and become ECM Certified

Content Creation: Updated OMCF logo - finalized two more PPBI Partner Canvas prints. Working on PPBI IMPACT Sheet. PPBI Booklet-ongoing

Programming: 1MC Ocala averages 56 attendees this month. Weekly Power Hour with PPBI Partners. We started weekly Partner Presentations for Power Hour.. 1st Power Partner roundtable scheduled for November. Maryann Kilgallon is our presenter.

Total Jobs Created at the PPBI: 700 Total Graduate in 2024 - 4



Director of  
Entrepreneurship  
Services

2nd Stage Businesses

Created ( 3) video spotlights highlighting Women Power Plant Business Partners for Women's Small Biz Month

Completed the self paced ICE HOUSE Course and began the facilitator course with Monty of the LEAD team

Began planning Youth Business Comp. (Created a new logo and a Flyer)

Finalized schedule for POW 2025

Conducted Entrepreneur in Residence (EIR) and had over 15 participants in the Power Plant



Tom James

Director of  
Executive

Sponsorship & Executive Tier

**Executive Partner Visits (175/yr):** Marion County, City of Ocala, Pyranha, Reveille, Douglas Law Firm, Ameris Bank, Campus USA, Citizens First Bank, Encompass Health, DeLuca Toyota, Roberts of Ocala, HCA Florida Ocala Hospital, College of Central Florida, Florida Express Waste & Recycling, James Moore & Co, Courtyard by Marriott, Benmar Construction, CareerSource, Miller & Sons Plumbing.

**Executive Partner Events (10/yr):** The Biannual Chairman's Lunch Oct. 23rd with 61 in attendance. The next Executive Roundtable Lunch will be Nov. 6th, followed by the next CEO Network Reception in early December.

**Executive Tier Introductions:** Scott Siemens/Estella Byrd Whitman, The Ocalan/DeLuca Toyota, The Ocalan/18 South, Reveille/Adena, Jumbolair/AdventHealth, Reveille/Jumbolair.

**Sponsorships (\$260K/yr):** Brookdale Chambrel Pinecastle (Nov. BAH), Larsen Hay (Equine Expo), Florida Express Waste & Recycling (CEP Weekly Buzz), Florida Express Waste & Recycling (CEP LinkedIn page).

**CEP 101s (200 attend./yr):** We had 6 on hand.



Andrea Bailey

Director of  
Business

Leadership & Education

**Tuesday Talks** > October 1 - Mindfulness with Amy Robertsm RBOI (20 CEP partners)

**Friday Talks** > October 25: Free Resources from the MC Public Library (4 CEP partners)

**Leadership Ocala Marion (LOM)** > October 22: Local Government - OEU, County and City Governments (36 partners)

**Leadership Ocala Marion Youth (LOMY)** > October 7: Community Session at MSS (38 students)

**exCEptional Mornings** > October 16: State of the City with Pete Lee (352 CEP Partners)



Jess Schultz

VP, Partner  
Engagement

Partnership Sales and  
Engagement

**OCEP Partner Events (10/mo):** 9 ribbon cutting events

**Business After Hours (400/month):** 4000 attendees at Business After Hours Deluca

**Other CEP Events (150/mo):** approximately 180 attendees at partner events MBA, President's Luncheon, CEP 201, Networks Meetings; 70 attendees at Evento de Networking

**BCEP BAH/BotR (300/mo):** BotR 90 attendees, BBAH 200

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



Chris  
Blakenship  
Partner Relations  
Associate

Partner Sales

**New Partner Sales:** 18 @ \$23,900

**Cold Calls:** 151

**New Partner Meetings:** 28

**End of First Year Renewals:** 9 @ \$4925

**Partner Upgrades:** 1 @ \$1200



Ron Hipner  
Partner Relations  
Associate

Partner Sales

**New Partner Sales:** 1

**Cold Calls:** 2

**New Partner Meetings:** 1

**End of First Year Renewals:**



Matt  
Wilkerson  
Director of  
Partner Success

Partner Engagement

**Partner Visits (10/mo):** 26 in-person visits ( multiple " pop-ins " to introduce myself )

**Partner Calls (30/mo):** 32 in-depth calls

**Partner Videos (8/mo):** 21 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

Bellevue CEP Office

**BCEP New Partners:** 1

**BCEP Cold Calls:** 32

**BCEP New Partner Meetings:** 4

**BCEP Sponsorship:** \$0

**BCEP Partner Upgrades:** none



Jim Pazda

Director of Partner  
Services

Partner Services

**Partner Touches:** 88 Outreaches > includes service requests/updates/profile changes/constant contact updates/troubleshooting

**Retained Partners:** 5 partners retained from 60-90+ days past due

**Partner Upgrades & Value:** **Renewal Primary Care:** Business-->Premium=\$1200  
**and WSKY FM:** Business-->Legacy Trustee = \$2500

**WKTK FM**

**Partner Events (Scheduling & posting):** 48



Louisa Barton

Director of Equine  
Engagement

Equine Engagement

**Equine Initiative Meeting:** The Equine Initiative Meeting, presented by Pyranha, was held at the CEP Boardroom with 42 partners present with refreshments provided by Ocala Dog Ranch and we joined the pinning of the new OPD Mounted Unit at Citizen's Circle. .

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

**Farm/Venue/School Visit:** Diamonds Oaks Farm, Trail Riding and B and B , CF Vinatge Farm

**Equine Events and Community Meetings:** Ceremony for pinning of the Mounted Unit with Chief Balken, OBS Yearling Sale, CEP Equine/Ag Nextworking, Iberian Showcase

**Equine Industry Promotion:** Wrote the equine enewsletter and wrote the Everything Equine section for Ocala Magazine. Assited with promoting the Iberian Showcase bringing horses and equestrians from all over the world.



Kimberly  
Langley

Executive  
Assistant

Finance & Administration

Past Due Outreach - 34

Verify All New Partners Billing: October 2024

Pull Renewal Report - October 2024

Pay All Open Invoices Weekly - October 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 35 downloads/views between all channels including YouTube. New episodes to premiere in September: Levonda Goodson



Sullivan  
Hogan  
Director of Video

Communications

Weekly Buzz Views: There were 5558 for episodes 284 - 287 over doubling our stretch goal average of around 2650 views per month, with episode 286 notably reaching over 1.1K views.

CEP on the Scene Views: There 525 views for CEP on the Scene this month, although notably the episode had only been posted four days before this number was taken

POV Ocala Views: There were 2089 views for episodes 65 & 66, spread evenly across platforms.

**Irregular Series Views** (Closer Look, Leading): The repost of A Closer Look gained 1147 views this month

Additional Internal Videos: N/A

Director of Social  
Media &  
Marketing

Communications

**New Facebook Followers:** 67 new monthly followers | 13k total followers

FACEBOOK Post Reach: 16,700 | Engagement: 6,023 | Top posts were Ribbon Cuttings: Smalls Sliders- 9.5k, 18 South Sports Bar-4.6k, Grave Hot Dogs and Beer-1.9k, Cogent Bank-1.5k, Friday Talks (1601), Tuesday Talks (2104), EM Flyer (2442), EM Photos (107), BAH Flyer (1456), BAH Photos (773), Weekly Buzz (ep 280 -283 -2000), CEP On The Scene (504), POV (2178), Belleview- BOTR/BBAH (2215), Equine Expo (1500), Podcast (720). Slightly lower post reach this month due to Summer and less RC events. Engagement still remains at average.

**FACEBOOK Group Reach:** 8,573 | **INSTAGRAM Reach:** 7731 (CEP), 1492 (ODM), 88 (Equine), 678 (BelleviewCEP)

**Email Blast Open Rate:** Number of people opening email blasts are at 29,137 - click rate 1665

**CEP Website Visits:** Number of people visiting the CEP website are at an overall increase from prior months due to event registrations, partner event submissions to calendar, and additional registration link clicks shared through our social media platforms

**LinkedIn Followers & Post Impressions:** 4,003 organic impressions with 30 new followers at 3,075 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**

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

**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

**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

**Provide 2 Vendor Workshops a Year:**



N/A

TBD

<div></div> <div>Dawn Bowman</div> <div>Director Ocala Downtown Market</div>	Ocala Downtown Market	<b>Increase Social Media Followers (333/mo):</b> Starting 2024 FB 22,446 and IG 2,798 : <b>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</b>
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