

CEP Performance Matrix 2024-25

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	ACTIVITY	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
2	<b>Business Attraction</b>													
3	CEP will host at least <b>25</b> prospect visits during the year.	3	6	3	1	5	3	7	5	5				38
4	CEP will complete at least <b>five</b> Targeted Marketing events/campaigns/trade shows.	3	1	1	2	2	2	2	2	5				20
5	Meet with <b>35</b> site consultants	2	6	2	10	0	75	1	25	3				124
6	CEP will host at least <b>4</b> consultants for a FAM tour	0	6	0	0	1	1	2	0	1				7
7	CEP will send <b>four</b> updates to key prospects, consultants, & brokers.	1	5	3	2	2	5	4	5	5				32
8	<b>Business Retention</b>													
9	CEP will complete and document in an online CRM at least <b>150</b> retention calls.	15	20	22	12	18	18	19	17	19				160
10	CEP will implement a corporate visitation program and complete at least <b>two</b> corporate visits.	0	0	0	0	0	0	0	0	0				0
11	CEP will engage 300 students & 35 businesses in NEXTworking career development events	100	0	0	0	0	0	0	0	0				100
12	<b>Business Creation</b>													
13	The Power Plant will graduate at least <b>three</b> businesses.	0	0	0	0	0	1	0	0	0				1
14	At least <b>two</b> Power Plant graduates will be located in Marion County.	0	0	0	0	0	1	0	0	0				1
15	The Power Plant will maintain at least a <b>50%</b> occupancy rate.	87.5	87.5	87.5	68.0%	70.0%	70.0%	72.0%	72.0%	78.0%				70
16	The Business Creation initiative will assist <b>125</b> would be entrepreneurs.	10	14	7	10	10	29	11	6	12				109
17	CEP will assist at least <b>100</b> entrepreneurs through the IMPACT initiative	4	3	3	4	26	35	15	18	20				128
18	The CEP will work to open at least one neighborhood incubator in a targeted IMPACT neighborhoods.	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓
19	<b>Ongoing</b>													
20	CEP will serve as the official local representative to Enterprise Florida.	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓
21	The CEP will continue to build and maintain the Sites & Buildings database through ZoomProspector or a comparable program.	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓
22	The CEP will continue to implement an online CRM.	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓
23	CEP will continue the operation & promotion of the Power Plant as part of the Business Creation initiative.	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓
24	<b>Reporting</b>													
25	CEP will provide County/City with monthly ( <b>twelve</b> ) written reports of its activities.	1	1	1	1	1	1	1	1	1				9
26	CEP will provide City/County with a monthly performance matrix update as to the status of each of these responsibilities.	1	1	1	1	1	1	1	1	1				9