



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

Business Advocacy

Inter-City Visit - The Quest: Asheville held September 7-9. With a loss of 12 travelers due to COVID, we took 50 community & business leaders to Asheville and had great interaction on a variety of topics from growth to homelessness.

Attend at least 1 hearing or workshop a month: September 7 (via YouTube): Marion County School Board Special Meeting & Public Hearing on Final Millage and Budget for FY 2021-22.

Survey partners twice annually on issues: Working on Legislative issues survey for early October.

Host 2 workshops on local issues: Working with City of Ocala to plan a local purchasing workshop.

Working on the U.S. Chamber Accreditation application. Due December 31st.



**Joe Reichel**  
Director of  
Business  
Advocacy

Business Advocacy

Avg exCEPtional mornings attendance of 275: 305

Host 2 opportunities for elected officials to address the local business community: None this month.

Develop and publish an election guide for candidate & issues: Done. Eliminated guides and produced a broadcast forum with candidates on key issues for the business community.

Attend four local government meetings per month: 4

Advocate for CEP partners: Six - There were two connections with the City and three with the County one with State.

**Notes:**

Biggest Advocacy win was helping Mutiny Bar with a connection through State Representative Stan McClain at ABT Division to get their inspection and be able to open up.



**Brett Barnes**

VP of  
Job Creation

Business Attraction

Tremendous amount of ongoing project activity. Working a number of very large projects as well as support projects.

By Q1 2022 expect to see half a dozen or more additional spec buildings starting construction. Red Rock will be going vertical by the end of the year.

Several calls with Savannah and Jacksonville port and receiving many leads from them. Bryce and I recently toured Jaxport.

We are planning our annual Brokers Weekend for 15-17 October. Great list of brokers, developers, and end-users attending.

Airport project have made great progress. Interest in the McGinley property remains sky high. We plan on attending SEDC "Meet the Consultants" event in Atlanta and Cannabis Industry Expo in November.



**Erin Jones**

Director of  
Healthcare  
Development

Healthcare Development

CHIP project - waiting on County decision

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

Outreach from outside VA source, looking for location, Follow up they are looking at sites closer to the villages

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Pruitt looking at new Florida market and Ocala for location of a facility. Call set for early October.





**Ryan Lilly**  
VP of  
Business  
Creation

**2nd Stage Businesses**

Clients: Met with 22 clients in the month of September - client activity remains steady.

Shows: Followed-up with 8 leads from August FDIC National Fire Industry Tradeshow. Attended Allied Equine Tradeshow in Sept.

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

Site Visits: There were no site visits of a second stage company in September.

Locations: There were no new locations in September.



**Jessica  
McCallum**  
Director of  
Business Creation

**Power Plant Incubator**

Total occupancy at the Power Plant Incubator campus - 71%

1 Million Cups - New Coffee Sponsor (Buzz N Grind/Symmetry Coffee) average 15 in-person and 15 online.

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

Resident programming - Planned for October

October lease starting in Ocala Health Building. Looking to fill 5 vacant spots in Incubator



**Cherrietta  
Prince**  
Director of  
Impact

**Impact**

Conducted Annual FastTrac® Affiliate Review and training with Ewing Marion Kauffman Foundation. Explored various areas of change within the FastTrac® entrepreneurial education delivery system.

Explored entrepreneurship and City/County/Chamber collaborations during the Asheville, NC - Quest Trip with IMPACT Partners Latasha Hawk, (Paieko Healthcare Solutions) and Regina Jaramillo (Bright Corners Cleaning), sponsored by Ocala Health.

IMPACT FastTrac® V began a new training series at The Ocala Power Plant. New entrepreneurs and early-stage business owners were introduced to the small business arena by Business Creation VP Ryan Lilly and IMPACT Director Cherrietta Prince.

Provided technical assistance (TA) for entrepreneurs, small businesses, City & County Microenterprise Loans recipients. Continued to close-out first round of County loans. Provided additional TA to assist start-ups & early-stage businesses.

Began collaborations with 21 other ACCE Fellows of Inclusive Economic Growth during three half-day sessions on key issues of Diversity and Inclusion among communities across the country.





**Bart Rowland**

Director of  
Job Creation

Business Retention

Retention visits: 26 Retention visits and including several expansion/relocation projects. Industrial activity at an all-time high.

Connected Artemis Plastics to Wells Pharmacy Network for possible future collaboration in their Dry Rooms. Could create several high-paying medical manufacturing jobs and provide stability for each company.

Coordinating Industrial Maintenance Certification/Training Roundtable with Marion Technical College, MCPS, CareerSource CLM, MRMA, and private industry. The goal is to create a pipeline of talent for our local employers. 26 registered to attend.

Project Stone Cold has secured a site and is working through the due diligence period. This project would create 50+ jobs and over \$6MM in capital investment. This company uses technology to reduce waste entering the landfill and supporting a large Ocala employer in the process.

Connected Habitat for Humanity with Signature Brands HR Dept. Within 8 days, Habitat had approved their first Signature Brands employee to purchase a house and provide stability for his family. Working to push this program into more local employers.



**Beth McCall**

Director of  
Talent

NextWorks

One-on-one meetings: Lunch with Sara Lafief, Ben Whitehouse Lauren Debick and Meghan Magamoll of MCPS

Committee meetings: Community Partnership School, Career Awareness Days committee

CTE meetings: Career Fair at Forest High School / Debriefing of Career Fairs

School Board Engagement: 9/24 One on one communication with Nancy Thrower, Kelly King, Eric Cummings, Allison Campbell 9/24 and 9/27 One on one communicaiton with Don Browning

Educator engagements: none



**Bryce Morrison**

Director of

Live Life Here

LLH site had 2,562 Unique Visitors. Slight dip in web visits due to changes in targets

19 LLH Requests came in this month.

Monitored Sites and Buildings on ZoomProspector. Made updates as necessary

Sent out information on McGinley and Badwin to several entities. Industrial website is nearing completion.

Director of  
Business  
Development

Several meetings about the Baldwin property with the developer. Several ongoing smaller projects.



**Tom James**

Director of  
Networking &  
Partner Services

**Networking & Executive Tier**

Executive Tier Visits in September included: Townley, Florida Express Environmental, John Thorman & Co., Horse Farms Forever, Siemens Development, Biznct, Duke Energy.

Executive Tier events: Executive Roundtable Lunch was held Thursday, Sept. 2nd at Hilton Garden Inn Downtown, with 31 Partners in attendance.

Sponsorships: \*\*\*Annual Luncheon: Duke Energy. \*\*\*BAH: World Equestrian Center (Jan. '22)

Business After Hours: September's BAH was hosted by Chairman's Circle Partner Mid-Florida Agencies/Florida Blue! It was a beautifully planned event, with 230 Partners on hand!

CEP 101 (Sponsored by Digital Savvy) was held with 9 CEP Partners in attendance.



**Andrea Bailey**

Director of  
Business Services

**Leadership & Education**

Tuesday Talks > September 7 - Leading Marketing Solutions, Sonda Eunus - Marketing Success, Spend Less, Earn More (18 CEP partners). September 21 - The Vines, Lindsay King - Behavioral Health in the Workplace (17 CEP partners)

Friday Talks > September 24 - Using Culture to Increase Team Engagement with Lisa Lombardo, HDG (29 CEP Partners)

Leadership Ocala Marion (LOM) > Class XXXV Criminal Justice Session on September 14 - Courthouse, OPD, MCSO, Jail Tour (34 participants)

Leradership Ocala Marion Youth (LOMY) > Class XXXIII Leadership Session on September 13 at MCSO and then DISC Assessment (37 participants)

Young Professionals Ocala (YPO) > September 1 - WinePO at The Keep (20 Members) September 9 - Leaders Lunch with Jeromy Williams (20 Members)



**Jess Schultz**

**Partnership Sales**

New Partner Sales: 16 New partners valued at \$20,500

Cold Calls to Potential Partners: 32

Upgrades: 0

Partners  
Relations  
Associate

Partners



Louisa  
Barton

Director of Equine  
Engagement

Equine Engagement

Equine Meetings: Held the September Equine Initiative Meeting, presented by Chairman's Circle partner Pyranha, Inc with 47 partners present. Our speaker was Dr. Angela from Synchrony Chiropractic, discussing keeping equestrians and equine in sync. Demos were done on Honey the Miniature Service Horse. We also received an update from Ocala Paralympian Cayla Van Der Walt, as she had just arrived back from Tokyo, where she competed in the Olympics.

Equine 101: Chestnuthill Arabians Equine 101 on September 3 in conjunction with their ribbon cutting. Demos, learning opportunities and hands on experiences with the Arabian horses.

Farm Visits: No farm visits this month

CEP Equine Events - Ribbon Cutting at Chestnuthill Arabians

Equine Industry Promotion: Wrote On the Bit newsletter and Ocala Magazine story for the Everything Equine section. Met with the City of Ocala to lay the first bricks in the Gallop of Fame in downtown Ocala. Met with Chestnuthill Arabians to assist with their equine industry school curriculum. Met with Larsen Hay about the upcoming Horse-O-Ween equine awareness event.



**Rene Ibarra**  
VP of Finance  
& Operations

Finance

- Started to audit all staff files for compliance.
- Complete 4 annual trainings(One per quarter) - Completed First Aid and CPR. Scheduling Cyber Security Training
- 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.



**Kimberly Langley**  
Executive  
Assistant

Finance

- 90 Day Past Due Outreach - 17
- Check for All Reoccurring Invoices in Atlas For New Partners - September
- Pull Renewal Report - Completed
- Pay All Open Invoices - Completed
- Ribbon Cutting Request per month - 7



**Jim Pazda**  
Director of  
First Impressions

First Impressions

- Monthly Invoices & Statements sent out prior to the last day of the month.
- 20 New Partner entries and subsequent new partner packets for Septemeber within same week of receiving application and payment
- 16 Relocation guide packets sent within same week of receipt via phone or email
- 52 Paid Renewal packets were sent in September
- 58 Touchpoint mailed: 6 mo new partner(25), 10 mo new partner(25), 1 Mo dropped (2) and 6 Mo dropped (6)by 10th



**Sullivan  
Hogan**

Director of Video  
Communications

Communications

Website videos (2/mo)

Promotional/CEP Partner videos (2/mo)

Event Recap videos (2/mo)

Staff Highlight videos (2/mo)

Kevin's Corner videos (2/mo)



**Kelly McAtee**

Communications  
Specialist

Communications

Facebook/LinkedIn new page followers: 367 Facebook (Total: 9,279) | 47 LinkedIn (Total 1,286)

Facebook/LinkedIn post reach: 166,088 Facebook | 3,700 LinkedIn

Number of people who opened email blasts: 5,833

Website reach: 5,691

Instagram Insights: 470 accounts reached | 1,035 Impressions



**Dawn  
Bowman**

Director  
Ocala Downtown  
Market

ODM

Increase FaceBook Followers (50/mo): Currently 14,633 Facebook followers ODM (up 205)

Increase Market Vendors (2/mo): Aug 180 increase of 2

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

3 Self-generated ODM events: Line Dancing Class 4x month - 1 monthly Last Friday Food Truck Themed event with Vendors. 1 Party rental, 2 Community events

Provide 2 workshops a year: On hold