

Reporting Month:

June 2026

Fiscal Year: 2025-2026

## BUSINESS ATTRACTION

| Performance Snapshot         | Annual Goal | Current Month | YTD Total |
|------------------------------|-------------|---------------|-----------|
| Prospect Visits              | 25          | 3             | 22        |
| Targeted Marketing Campaigns | 5           | 2             | 12        |
| Site Consultant Meetings     | 35          | 4             | 30        |
| Consultant FAM Tours         | 4           | 0             | 3         |
| Prospect/Broker Updates      | 4           | 7             | 22        |

### Notes Summary

Project Site Outreach: Met with Jon from Sembler Group around opportunity around healthcare out near Calesa. Met with Sarah and Megan at Duke Next Level Event. Also met with Dustin from FloridaMakes Collab with Thomas and potential project around waste. Met with potential company looking to relocate their operations to Ocala Airport. Outreach: Pushed out marketing for Associated Grochers and Florida Commerce Park site.

## BUSINESS RETENTION

| Performance Snapshot            | Annual Goal | Current Month | YTD Total |
|---------------------------------|-------------|---------------|-----------|
| Retention Calls Logged in CRM   | 150         | 10            | 159       |
| Corporate Visits                | 2           | 0             | 0         |
| NEXTworking Student Engagement  | 300         | 0             | 390       |
| NEXTworking Business Engagement | 35          | 0             | 60        |

### Notes Summary

Retention Updates: Met with Owens Corning. Call with Duke Energy. Met with ID logistics.

## BUSINESS CREATION

| Performance Snapshot               | Annual Goal | Current Month | YTD Total |
|------------------------------------|-------------|---------------|-----------|
| Entrepreneurs Assisted             | 125         | 32            | 210       |
| IMPACT Participants                | 100         | 44            | 296       |
| Power Plant Occupancy %            | Above 50%   | 83            | 83        |
| Power Plant Graduates              | 3           | 0             | 1         |
| Graduates Located in Marion County | 2           | 0             | 1         |

### Notes Summary

Assistance Provided: We continued our IMPACT financial literacy program with over 40 registered attendees. FastTrac Dates for 2026: 1st class began April 1st and ended June 3rd 2026 - People Registered: 34. 2nd Cohort: September 16th - November 18th 2026.

## ONGOING CONTRACTUAL RESPONSIBILITIES

| Performance Snapshot                   | Annual Goal | Current Month |  |
|----------------------------------------|-------------|---------------|--|
| FloridaCommerce Representation         | Ongoing     | Active        |  |
| Sites & Buildings Database Maintenance | Ongoing     | Active        |  |
| CRM Maintenance & Tracking             | Ongoing     | Active        |  |
| Power Plant Operations & Promotion     | Ongoing     | Active        |  |

### Notes Summary

**Florida Commerce:** Work with their team for state requested RFI, Projects locally for Incentives (State and Local) example: E-one Expansion, Dollar Tree, ID logistics. Also working with Select Florida the international designation for Florida Commerce on Trade mission opportunities in market opportunities. Project Affirm (Duke Energy Tax Credit Incentive)

**Sites and buildings:** We use Guru GIS Webtech for our sites and building listings. We are updating monthly through automative contract with Resimplifi as well as manual updates for sites that need to be listed sooner or removed. Ongoing trainings with GIS happening with the Director of Economic Research, Jessica Michel and the annual GIS webtech confrence in 2026 will be attended by Director of Economic Research for contiuing education. **In June We were recognized by GIS WebTech for their Trailblazer series, showcasing Ocala's Sites and building database as an example community utilizing their Configurable Tab Feature to showcase opportunities in the Ocala Metro. Also Did cleanup of database scrubbing expired, taken or duplicate sites from database.**

Trade Shows/Conferences/Professional Development: Attended Duke Energy Next Level Event Site selector Conference. Attended SpaceFlorida Stakeholders Meeting. Attend Select Florida Economic Development Advisory Council Meeting (EDAC) as well as Board of Director Meeting.

**BRE Efforts;** New feature of GIS our featured tabs: Examples are highlighting opportunity areas such as CRAs, specialized funding opportunities.

**CRM Maintenance:** We use Salesforce for projects, numbers associated with Capital investments, Job creation, project contacts for BRE purposes. We use for retention

## Sites & Buildings / Reporting

| Performance Snapshot | Annual Goal | Current Month |  |
|----------------------|-------------|---------------|--|
| Monthly Site Visits  | None        | 13            |  |
| Total Listings       | None        | 515           |  |

### Notes Summary

380 buildings/ 135 Sites