











<div> <div>CEP</div> <div> OCALA METRO CHAMBER &amp; ECONOMIC PARTNERSHIP </div> </div>		<div> Performance Matrix Job Creation </div>												August 2025
		January	February	March	April	May	June	July	August	September	October	November	December	Total
<div> Open Position VP of Job Creation </div>	Retention Visits (150)	12	18	18	19	17	19		5					108
	New Jobs Created (400)	28	0	20	0	0	0		100					148
	Capital Invest. (\$40MM)	25	1.6	1.5	0	0	2.5		70					100.6
	Prospect Visits	1	5	3	7	2	2		4					24
	Corporate Visits (2)	0	0	0	0	0	0		0					0
<div>  <div> Erin Jones Director of Healthcare Development </div> </div>	HC Council/ Insider (150)	65	52	32	0	34	0	0	48					231
	Healthcare Retention Visits	2	2	1	2	3	4	5	6					25
	HC Conf/ Trade Show(6)	0	1	1	2	1	0	1	1					7
	HC Exc. Tier Touch Base/Mtg.(15)	2	3	1	1	1	2	1	3					14
	Healthcare Incubator	✓	✓	✓	✓	✓	✓	✓	✓					✓

<div><div><div>CEP</div><div>OCALA METRO</div><div>CHAMBER &amp; ECONOMIC PARTNERSHIP</div></div></div>		Performance Matrix												August 2025	
		Job/Business Creation													
		January	February	March	April	May	June	July	August	September	October	November	December	Total	
<div><div></div><div><div>Beth McCall</div><div>Director of Advocacy &amp; Talent Development</div></div></div>	Attend 4+ Gov Meetings	3	2	2	3	4	0	2	1					17	
	4+ Partner Workshops or Roundtables	1	0	0	0	1	2	3	2					9	
	Construction Academy meetings (12)					0	2	0	1					3	
	NEXTworking (400 students)					1	1	0	0					2	
	NEXTworking (70 industry experts)					1	1	4	3					9	
<div><div></div><div><div>Evelyn Reyes</div><div>VP, Business Creation</div></div></div>	Incubator Partner /Prospects Meetings	11	3	6	4	0	2	6	11					43	
	Business Educational Workshops 6	0	1	2	1	1	0	2	1					8	
	Strategic Partner Meetings (24)	2	4	4	13	15	2	6	7					53	
	OMCF Loans (6)	1	0	0	0	0	2	1	0					4	
	CDFI Board Meetings	1	0	0	0	1	0	1	0					2	

		January	February	March	April	May	June	July	August	September	October	November	December	Total
 <b>Freddie Morris</b> Director of Entrepreneurship Services	Business Consultations (100)	10	10	11	11	6	9	6	7					70
	Business Educational Workshops (25)	0	5	5	7	4	3	3	6					33
	Startup Space Report	7	63	65	60	61	76	81	78					491
	Community Outreach (24)	2	3	2	2	2	2	3	5					21
	1MC Attendance(avg.)	49	50	55	65	58	56	44	47					424
 <b>Jessica Michel</b> Director of Incubators	Incubator Partner /Prospects Meetings(100)	2	2	1	2	2	2	3	2					16
	Community Outreach (24)	2	1	2	3	1	4	0	1					14
	Incubator Community Presentations (24)	1	1	2	1	1	0	0	1					7
	PPBI Social Media Report	1873	1929	2,163	2192	2203	2296	2188	2155					16999
	Incubators Occupancy	68%	70%	70%	0.72	72%	84%	84%	95%					77%
 <b>Norman Velasquez</b> Director of IMPACT Entrepreneur Services	Business Consultations (100)	0	0	19	12	18	12	14	14					89
	Business Educational Workshops (35)	0	1	2	4	0	2	1	1					11
	Fast Trac (2)	0	0	0	5	4	1	4	4					18
	IMPACT Communities Program	0	0	0	6	2	1	1	1					11
	Entrepreneurial Mentoring Pilot Program m(6 biz)	0	0	0	0	0	0	0	0					0%

<div> <div>  <div> <div>OCALA METRO</div> <div>CHAMBER &amp; ECONOMIC PARTNERSHIP</div> </div> </div> <div> <div>Performance Matrix</div> <div><u>Business Services</u></div> </div> <div> <div>August 2025</div> </div> </div>														
		January	February	March	April	May	June	July	August	September	October	November	December	Total
<div>  <div> <div>Tom James</div> <div>Director of Executive Engagement</div> </div> </div>	Exec Partner Visits - 175	20	17	20	21	30	18	24	20					170
	Exec Partner Events-10	\$1	0	1	0	2	0	2	1					7
	Exec. Tier Introductions	6	10	7	7	7	7	7	9					60
	Sponsorship Rev - \$260K	\$16,000	\$12,500	\$2,500	\$16,000	\$29,000	\$13,500	\$3,000	\$9,900					\$102,400
	CEP 101 200 Attendees	20	x	39	21	16	13	8	15					132
<div>  <div> <div>Andrea Bailey</div> <div>Director of Business Services</div> </div> </div>	Tuesday Talks 24 Attendees	11	18	20	22	16	15	20	22					18
	Friday Talks 20 Attendees	30	10	16	8	15	10	5						13
	LOM 35 Participants	36	36	36	36	36	-		37					36
	LOMY 38 Participants	38	38	38	38	38	-		37					38
	EM Breakfast 340 Attendees	350	320	265	295	320	300	280	317					306
<div>  <div> <div>Jess Schultz</div> <div>VP of Partner Engagement</div> </div> </div>	Partner Events (10/mo)	6	14	10	9	9	14	9						71
	Partner Meetings (15)	18	26	29	20	19	13	18						20
	Engagement Events (150att/mo)	3	105	210	157	130	105	85						114
	Bview Events AM+PM (300)	270	290	285	260	245	290	260						271
	Other Outreach (100)	62	220	90	72	65	65	54						90



## Performance Matrix Business Services

July  
2025






**Chris Blankenship**  
Partner  
Relations  
Associate









**Ron Hipner**  
Partner Relations  
Associate



## Director of Partner Success

<div> <div>  <div> <div>OCALA METRO</div> <div>CHAMBER &amp; ECONOMIC PARTNERSHIP</div> </div> </div> <div> <div>Performance Matrix</div> <div><u>Business Services</u></div> </div> <div> <div>August</div> <div>2025</div> </div> </div>														
		January	February	March	April	May	June	July	August	September	October	November	December	Total
<div>  <div> <div>Joe Reichel</div> <div>Director of Belleview CEP</div> </div> </div>	BCEP New Partners	3	7	2	5	5	3	3	4					32
	BCEP Cold Calls	99	117	145	183	129	289	208	198					1368
	BCEP Partner Meetings	6	46	22	36	32	21	5	18					186
	BCEP Sponsorship \$	\$1,600	\$600	\$1,350	\$1,850	\$2,850	0	\$6,350	\$1,350					\$15,950
	Engagement/ Outreach	25	168	167	183	129	150	98	108					1028
<div>  <div> <div>Jim Pazda</div> <div>Director of Business Services</div> </div> </div>	Partner Touches	80	77	66	58	66	70	93	101					611
	Retained Partners	6	3	7	12	6	7	12	20					73
	Partner Upgrades	1	3	1	3	3	0	3	0					14
	Value of Upgrades	\$ 30,000	\$15,000	\$5,000	\$32,400	\$31,000	\$0	\$5,600.00	\$0					\$ 119,000
	Partner Events	44	53	55	52	48	61	54	52					419

<div> <div>  <div> <div>OCALA METRO</div> <div>CHAMBER &amp; ECONOMIC PARTNERSHIP</div> </div> </div> <div> <div>Performance Matrix</div> <div>Business Support</div> </div> <div> <div>July 2025</div> </div> </div>														
		January	February	March	April	May	June	July	August	September	October	November	December	Total
Executive Assistant	Past Due Outreach	30	15	69	51									30
	Verify Partner Billing	✓	✓	✓	✓									✓
	Renewal Report	✓	✓	✓	✓									✓
	Pay All Invoice	✓	✓	✓	✓									✓
 Donna Director of First Impressions	Monthly Invoices & Statements	✓	✓	✓	✓	✓	✓	✓	✓					✓
	New Partner Packets (250)	22	34	30	15	23	27	20	24					101
	Relocation Packets two Week (80)	5	4	8	2	8	10	10	5					19
	Renewal Packets (720)	83	69	83	80	44	61	107	81					315
	Touchpoint Postcards (1,000)	86	60	61	64	48	22	54	30					271
 Amie Marsh Director of Finance & Operations	Ensure receipts for all CC charges (Weekly) (50)	✓	✓	✓	✓	✓	✓	✓						✓
	Resolve Partner Billing Discrepancies (Weekly) (50)	14	91	21	18	82	23	9						258
	Verify bills are in the accounting software have support (Weekly) (50)	✓	✓	✓	✓	✓	✓	✓						✓
	Record credit card charges (Weekly) (50)	4	3	5	5	7	1	6						31
	Renewal Letters & Invoices	✓	✓	✓	✓	✓	✓	✓						

CEP OCALA METRO CHAMBER & ECONOMIC PARTNERSHIP														
Performance Matrix Business Support												August 2025		
		January	February	March	April	May	June	July	August	September	October	Nov	Dec	Total
 Jessica Gilbert VP Foundation for CEP	Grant Funding Secured (G:\$100k)	\$60,000	\$0	\$300,000	\$0	\$10,000	\$11,000	\$0	\$0					\$381,000
	Submitted Grant Apps (Goal: 12)	0	0	2	0	2	1	1	2					2
	Income (Goal: \$250k)	\$60,000	\$0	\$360,000	\$0	\$10,000	\$11,000	\$0	\$0					\$381,000
	Foundation Visits (Goal:36)	4	8	6	5	8	6	2	6					45
	Podcast Downloads (Goal: 800)	28	26	22	21	0	0	9	Switched to CEP					106
 Sullivan Hogan Director of Video Communications	Weekly Buzz Views (Goal: 32,000)	5024	7666	6706	4357	5674	3778	3664						36,869
	CEP on the Scene Views (Goal: 10,000)	585	376	2183	2257	3458	486	0	0					9,345
	POV Views (Goal: 20,000)	2582	1890	2860	1956	2340	1841	1770						15,239
	A Closer Look & Leading the Way View (Goal: 5,000)	N/A	N/A	N/A	N/A	n/a	500	0	0					500
	Additional Internal Videos (Goal: 20)	2	2	0	1	0	1	0						6
 Arin Conrad Director of Communications & Marketing	FB New Follows (Goal: 1,200)	133	245	206	259	181	175	141						1,340
	Facebook Posts Reach (Goal: 425,000)	78,941	113,593	91,364	104,766	41,913	48,948	46,551						526,076
	LinkedIn Posts Reach (Goal: 80,000)	6,248	4,528	4,508	6,522	5,510	6,584	8,330						42,230
	Email Opens (Goal: 50% Average)	55%	49%	47%	47%	46%	44%	46%						48%
	Website Reach (Goal: 95,000)	6,641	8,809	7,180	7,054	6,906	6,661							43,251





## Business Support

August  
2025



**Dawn  
Bowman**

## Director Ocala Downtown Market

[illegible]