

CEP Performance Matrix 2023-24

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
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												3					
4	CEP will complete at least <b>five</b> Targeted Marketing events/campaigns/trade shows.	3												3					
5	Meet with <b>35</b> site consultants	2												2					
6	CEP will host at least <b>4</b> consultants for a FAM tour	X												0					
7	CEP will send <b>four</b> updates to key prospects, consultants, & brokers.	1												1					
8	<b>Business Retention</b>																		
9	CEP will complete and document in an online CRM at least <b>150</b> retention calls.	15												15					
10	CEP will implement a corporate visitation program and complete at least <b>two</b> corporate visits.	0												0					
11	CEP will engage 300 students & 35 businesses in NEXTworking career development events	100												100					
12	<b>Business Creation</b>																		
13	The Power Plant will graduate at least <b>three</b> businesses.	0												0					
14	At least <b>two</b> Power Plant graduates will be located in Marion County.	0												0					
15	The Power Plant will maintain at least a <b>50%</b> occupancy rate.	87.5												86%					
16	The Business Creation initiative will assist <b>125</b> would be entrepreneurs.	10												10					
17	CEP will assist at least <b>100</b> entrepreneurs through the IMPACT initiative	4												4					
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					
26	CEP will provide City/County with a monthly performance matrix update as to the status of each of these responsibilities.	1												1					