



**Erin Jones**

Director of  
Healthcare  
Development

Healthcare Development

Attended the Duke Energy 101 Conference with fellow EDC colleagues, Site Selectors, Rail and Space Florida

Hosted Developers looking to expand on a project site in Ocala for Commercial Project.

Hosted the new business Development Partner from CPPI, looking at opportunities in the Ocala Metro for Development and build to suite options.

Project Genesis, coordinated call for new project for Ocala, to create an est. 160 jobs.

Continuing the attraction push to external markets with newly revamped materials and targeted campaigns.



**Bryce Morrison**

Director of  
Business  
Development

Business Development

LLH had 825 Visit this month.

We submitted 2 RFI's this month. Project Sink and Project Vertigo.

I did not attend any trade shows this month. Attended Electricity 101 with Duke Energy.

Our LinkedIn presence and impressions are growing due to our increased targeted marketed efforts. Several posts focused on our target industries.

Updated Sites & Buildings as necessary.



**Beth McCall**

Director Of  
Advocacy &  
Talent  
Development

Talent Development & Advocacy

**Government Meetings or Workshops** / July 21, County Commission Public Hearing for the WEC Sports Complex / July 31, attended the Community Foundations Legislative wrap up with Jessica McClain and Representative Ryan Chamberlain

**Host Quarterly Workshops / Round tables on Business Issues / Meet One-on-One with school and business leaders:** July 8, Met with Interim Superintendent Dr. Danielle Brewer / July 9, met with Matt Johnson, principal of North Marion High School / July 23, lunch with Jennifer Fryns, VP of Workforce Development & Innovation for the College of Central Florida

**Construction Academy Meetings:**

**NEXTworking (Students):**

**NEXTworking (Industry):** July 8, Met with Rob Bowman of R&L Global Logistics and Ginger Cruze, principal of WPHS to discuss R&L partnering with the WPHS Logistics Program / July 9, Lunch with Sarah Thacker, Senior Director of Sales for WEC, to discuss WEC partnership for NEXTworking / July 21, met with Marni Tovsen, Chief Human Resource Officer for Optimum RV, to discuss Optimum's

NOTE: July 16, met with Congressman Randy Fines staff to begin planning the Congressman's Meet & Greet / July 23, attending Florida Chamber Future of Work Florida Webinar / July 23, Met with Pete Lee to tour city sites with prospective developer



**Evelyn  
Reyes**

VP, Business  
Creation

Business Creation

Attended the Latinas in Tech event in Tampa Florida.

Met with the president of the Puerto Rican Chamber of Orlando

OMCF-Created a contribution card to hand out to Potential funders of the OMCF.

Met with SBA Florida Regional Manager to discuss new opportunities for OMCF.



**Jessica Michel**  
Director of  
Business Creation

Power Plant Incubator

Power Plant Business Incubator Occupancy: 85% and IMPACT Business Incubator Occupancy: 83%. 1 Prospect in the works for PPBI. Art Song and Story Palace Graduates PPBI this month. 2 offices available at IMPACT & (2) offices available in PPBI

Community Outreach: Met with Vet>Works group to reengage and are now meeting at IMPACT Business Incubator for meetings. Set up to speak at Girl Night Out Networking event on August 19.

Content Creation: Created OMCF Pledge Card and Invite.

Website: Creating a Business Consulting Landing Page for PPBI website to separate PPBI Incubator Programming from Free biz consults. In July, our digital platforms continued to engage a strong audience:

PPBI Facebook reached 1,254 followers.

PPBI LinkedIn grew slightly to 232 followers.

PPBI Instagram rose to 398 followers.

Power Plant Website saw 304 visits.

Total Audience across all platforms stands at 2,188.

While overall audience numbers dipped slightly from June (2,296), engagement remains steady and shows consistent growth over the year. Continued outreach and content efforts will help drive numbers upward into Q3.

Programming: Separated our Power Hour meetings into two meetings between IMPACT and PPBI with both meeting the 1st Thursday of each month.



**Freddie Morris**  
Director of  
Entrepreneurship  
Services

2nd Stage Businesses

Assisted with facilitating the start of Fast Trac's 2nd Cohort and presented a several sessions.

Attended Kauffman's Fast Trac & 1 Million Cups Summit in Kansas City, MO

Created Marketing Videos for Fast Trac, 1 Million Cups, & our YouTube

Community outreach efforts, met with Workspace Collective to discuss a referral program for entrepreneurs who aren't going to become Incubator Partners.

Created LinkedIn for 1 Million Cups and provided proper training opportunities for organizers



**Tom James**

Director of  
Executive

Sponsorship & Executive Tier

**Executive Partner Visits (175/yr):** Optimum RV, James Moore, Engel & Volkers, Seacoast Bank, Clymer Farner Barley, CPPI, Cogent Bank, HCA Florida Ocala Health, Sherman Mechanical, Tri-Eagle Sales, WEC, Roam Electric, Wilmek Construction, Hilton Ocala, Hilton Garden Inn Downtown, Horse Farms Forever, Ark Hospitality, North Central Florida Media Group, Batterbee Roofing, Bart Blessing State Farm, Angie Lewis State Farm, Pat Myers Electric, Wire3, Grandview Clydesdales

**Executive Partner Events (10/yr):** Executive Roundtable Lunch was held at The Reilly's Black Box on July 10th with 64 CEP "Executive Tier" Partners on hand. CEO Network Reception was July 30th at the Hilton Garden Inn Downtown with 66 CEP "Executive Tier" Partners in attendance.

**Executive Tier Introductions:** Clymer Farner Barley/Sherman Mechanical, CPPI/Seacoast Bank, CPPI/Bart Blessing Insurance, Wilmek Construction/Bart Blessing Insurance, Grandview Clydesdales/SouthState Bank, Cogent Bank/CPPI, Hilton Ocala/Seacoast Bank,

**Sponsorships (\$260K/yr):** Brookdale (Nov. BAH), Gulf Atlantic Bank (Dec. BAH)

**CEP 101s (200 attend./yr):** 8 Attendees in July.



**Andrea Bailey**

Director of  
Business Services

Leadership & Education

**Tuesday Talks** > July 8: Jim Bowie with Roxtar Consulting (20 CEP partners)

**Friday Talks** > July 25: NEXTworking with Beth McCall (5 CEP partners)

**Leadership Ocala Marion (LOM)** > July - accepting applications

**Leadership Ocala Marion Youth (LOMY)** > May 1: LOMY Interviews for new class - 90 applications, 37 accepted

**exCEptional Mornings** > July 16: Bill Gladson State Attorney (280 CEP Partners)



**Jess Schultz**

VP, Partner  
Engagement

Partnership Sales and  
Engagement

**CEP Ribbon Cuttings/Groundbreakings (10/mo):** 9 ribbon cutting/groundbreaking events

**Partner Meetings:** 19 meetings - 6 Business, 2 premium, 6 Legacy, 3 Leadership, 2 Founders

**Engagement Events (150 attendees/mo):** approximately 85 attendees at events; 70 at Conexion Hispana, CEP Power Network, YBL, BBL, Vetworks, and Stiletto Networks meetings, and President's Luncheon - 85

**BCEP BAH/BotR (300/mo):** Belleview events BotR July 24th @ and BBAH July 26th @ 260

**Outreach Activity (100/mo):** Apprx 54 outreach calls - prospective, new, and established partner check-ins;



Chris  
Blakenship

Partner Relations  
Associate

Partner Sales

**New Partner Sales:** 17 @ \$19,700 (4 Ent, 10 Bus, 1 Leg, 2 Lead)

**Cold Calls:** 112 (15 to recently dropped partners)

**New Partner Meetings:** 20 (13 in person)

**End of First Year Renewals:** 11 @ \$8,800 (1 Ent, 7 Bus, 2 Prem, 1 Leg)

**Partner Upgrades:** 0



Ron Hipner

Partner Relations  
Associate

Partner Sales

**New Partner Sales:** 1

**Cold Calls:** 2

**New Partner Meetings:** 2

**End of First Year Renewals:** 3



Matt  
Wilkerson

Director of  
Partner Success

Partner Engagement

**Partner Visits (10/mo):** 13 in-person visits ( multiple " pop-ins " to introduce myself )

**Partner Calls (30/mo):** 33 in-depth calls

**Partner Videos (8/mo):** 9 videos. Partners very receptive to these videos. Started the short introduction request videos for partners. Encouraged them to create a TOP 5 list. **Some have requested a second video. Discussing a different approach moving forward for better response from partners.**



**Joe Reichel**

Director of  
Bellevue CEP

Bellevue CEP Office

**BCEP New Partners (report revenue then tiers):** \$1,800. (three Business Partners!)

**BCEP Cold Calls:** 208 - Four times canvassing and sharing invitations to events -canvassing with ambassadors!! (And sharing invites at Foodie Fest) Also specific outreach for Beautify Bellevue to share information.

**BCEP Partner Meetings:** 5 meetings with prospective partners and 12 meetings/visits with partners.

**BCEP Sponsorship:** \$6350

**BCEP Other Engagement:** Thank you outreach to PME with ambassadors, Canvassing the community sharing Beautify Bellevue and our events, Bellevue Foodie Fest, PRAC meeting, exCEptional Mornings, Bellevue Business After Hours hosted by FleetForce Truck Driving (150), Bellevue on the Rise speaker was Dr. Daniel Brewer with MCPS- (80), Bellevue Business Leaders meeting (8), monthly Bellevue CEP Ambassador meeting, Attended the County budget hearings, Met with Commissioner McClain, Met with Congressman Fines staff, attended four ribbon cuttings.



**Jim Pazda**

Director of Partner  
Services

Partner Services

**Partner Touches: 93** Outreaches > includes service requests/updates/profile changes/constant contact updates/troubleshooting

**Retained Partners:** 12 partners retained from 30+ days past due

**Partner Upgrades & Value:** Jenny E Photography Business-->Legacy \$2500 Sheltering Hands Entrepreneur-->Business \$600 TomL Publishing Business-->Legacy \$2500

**Partner Events (Scheduling & posting):** 54



**Louisa Barton**

Director of Equine  
Engagement

Equine Engagement

**Equine Initiative Meeting:** The Equine Meeting was held at the Southeastern Livestock Pavilion in conjunction with the Bureau of Land Management for equine advocacy in a Mustang Adoption with refreshments by Element Spin Studio with 38 partners present

**Equine 101 & 201:** BLM Mustang 101

**Farm/Venue/School Visit:** Churchill Downs, NH Jones Elementary and Reddick Collier Elementary

**Equine Events and Community Meetings:** FTBOA Gala and the Kentucky Derby

**Equine Industry Promotion:** Wrote the equine newsletter, wrote the Everything Equine section for Ocala Magazine about the Triple Crown and the significance of this for racing and assisted with equine industry career demos at two elementary schools



**Open Position**

Executive  
Assistant

Finance & Administration



**Donna  
Marseco**

Director of First  
Impressions

Operations

Monthly Invoices & Statements sent out prior to the last day of the month.

New Partner entries completed day of application receipt with payment, and new partner packets mailed within two weeks

Relocation guide packets sent within two weeks of receipt via phone or email

Paid Renewal packets mailed within two weeks of receipt of updated list(s)

Touchpoint mailed by month end: 6 mo new partner, 10 mo new partner, 1 Mo dropped and 6 Mo dropped



**Amie Marsh**

Director of  
Finance &  
Operations

Finance & Operations

Ensure we have receipts/support for all credit card charges

Resolve Partner Billing Discrepancies

Verify that all bills recorded in the accounting software have an invoice/support

Record & reconcile credit card charges

Print monthly renewal letters and invoices to be sent out the first of every month





Jessica Gilbert

VP Foundation  
for CEP

Foundation

Grant Funding: Duke ED Grant \$11,0000 - PNC Grant \$10,000

2 grant applications submitted

Ended 2024 with total Foundation income of \$298,204.

CEP First Friday with Audacy - June 27th with Ocala Design Group



Sullivan  
Hogan

Director of Video

Communications

Weekly Buzz Views: There were 3778 views for the Weekly Buzz this month well exceeding our stretch goal average of around 2650 views per month, with episodes breaking over 1K views on multiple platforms.

CEP on the Scene Views: There were 2257 views for CEP on the Scene this month.

POV Ocala Views: There were 1841 views for POV Ocala this month

**Irregular Series Views** (Closer Look, Leading): HDG

Additional Internal Videos: tiktok



Arin  
Conrad

Director of  
Communications &  
Marketing

Communications

**New Facebook Followers:** 141 new monthly followers | 14,281 total followers.

**FACEBOOK Post Reach:** 46.6k | **Engagement:** 3k | **Top posts:** Magnolia Soap RC-20.6k, Mortgages with Brittany RC-14.1K, COTY Finalist Photos-13.4K, Optimize U RC-13.2K, DZ Corp RC-9K, AdventHealth Primary Care RC-8.4K, Central City Realtyb RC-8.2K, July BAH Photos-6.4k | **Overview:** Posts that are shared by our followers expand our audience, further amplifying our overall reach. Our top performing posts by VIEWS is consistly ribbon cuttings and event photos.

**FACEBOOK Group Reach:** 8,027 | **INSTAGRAM Reach:** 24k (CEP), 31.1k (ODM), 22 (Equine), 551 (BellevueCEP)

**Email Blast Open Rate: Open Rate: 46% | Overview:** Over the past few months, we have reduced the volume of emails sent, resulting in a 6% increase in our open rate. This demonstrates that our emails are now more targeted and purposeful, with recipients engaging with them before deleting.

**CEP Website Visits: Sessions:** 6,906 | **Average Session:** 00:04:17 | **Overview:** Website traffic has increased compared to previous months, driven by event registrations, partner event submissions to the calendar, and additional registration link clicks shared.

**LinkedIn Followers & Post Impressions:** 8,330 organic impressions with 47 new followers at 3,580 total. LinkedIn views continue to increase due to more frequent posts and our video series. LinkedIn stats are shared with Bryce.





**Dawn  
Bowman**

Director  
Ocala Downtown  
Market

# Ocala Downtown Market

Increase Social Media Followers (333/mo): Starting 2025 FB 25,781 and IG 4,158 : Jan FB 25,942 +161 , IG 4,309+ 151, Feb FB 26,056 = 275+ IG 4,415 = 106+, March FB 26,197=141+ IG 4,579 = 164+, April FB 26,253 =+56, IG 4,745 =+166 May 26,457 =204+, IG =+, June 26,553=96+, IG 5,027 = 282+, July = + IG =+, Nov IG Dec IG

**Market Vendors (336/mo):** Jan 350, Feb 408 , March 521 , April 402, May 498 , June 370, July 392, Aug , Sept ,Oct , Nov , Dec

**36 Pavillion Rentals for the year:** Jan 3, Feb 5, March 3, April 7 , May 6 , June 6, July 10, Aug. , Sept , Oct , Nov , Dec

**12 Self-generated ODM events:** Jan 0, Feb 1, March 1, April 1, May 1 , June 1 , July 0 ., Aug. , Sept , Oct , Nov , Dec

### Provide 2 Vendor Workshops a Year:



N/A

TBD