

CEP Performance Matrix 2024-25

ACTIVITY	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
Business Attraction													
CEP will host at least 25 prospect visits during the year.	2	3	3	4	3	2	2	1					20
CEP will complete at least five Targeted Marketing events/campaigns/trade shows.	3	2	0	0	1	1	3	5					15
Meet with 35 site consultants	10	6	3	2	5	2	2	3					33
CEP will host at least 4 consultants for a FAM tour	1	1	0	0	0	0	1	0					3
CEP will send four updates to key prospects, consultants, & brokers.	2	2	2	3	6	3	4	1					23
Business Retention													
CEP will complete and document in an online CRM at least 150 retention calls.	15	20	10	12	25	48	19	16					165
CEP will implement a corporate visitation program and complete at least two corporate visits.	0	0	0	0	0	0	0	0					0
CEP will engage 300 students & 35 businesses in NEXTworking career development events	390 students / 60 business leaders	0	0	0	0	0	0	0					390 Students/60 Business
Business Creation													
The Power Plant will graduate at least three businesses.	0	0	1	0	0	0	0	0					1
At least two Power Plant graduates will be located in Marion County.	0	0	1	0	0	0	0	0					1
The Power Plant will maintain at least a 50% occupancy rate.	81.5%	81.5%	81.5%	76.0%	83.0%	83.0%	83.0%	83.0%					81.6%
The Business Creation initiative will assist 125 would be entrepreneurs.	21	24	27	27	34	23	22	26					204
CEP will assist at least 100 entrepreneurs through the IMPACT initiative	71	0	90	0	42	15	34	15					267
The CEP will work to open at least one neighborhood incubator in a targeted IMPACT neighborhoods.	✓	✓	✓	✓	✓	✓	✓	✓					
Ongoing													
CEP will serve as the official local representative to Enterprise Florida.	✓	✓	✓	✓	✓	✓	✓	✓					
The CEP will continue to build and maintain the Sites & Buildings database through ZoomProspector or a comparable program.	✓	✓	✓	✓	✓	✓	✓	✓					
The CEP will continue to implement an online CRM.	✓	✓	✓	✓	✓	✓	✓	✓					

