



Director of  
Business

Business Advocacy

**Inter-City Visit > The Quest-Savannah:** Coordinating speakers and tours, advocacy webpage updated, invitation distributed to past attendees, blast to all partners first week of March.

**Attended 4 Government Meetings or Workshops:** (2/6 & 2/20) County Commissioners, (2/6) City Council, (2/26) FDOT Safety Strategic Plan. Will reach out to Marion County Procurement to schedule partner training once the new procurement code is finalized.

**Host Quarterly Workshops / Roundtables on Business Issues:** None for February

**Attend Florida Chamber Events:** (2/5, 2/12, 2/26) Advocacy Committee Weekly Call

News from the  
Capitol  
and  
Citizens  
Encouraging  
Progress, Inc.  
(CEPI) Updates

Legislative & Local Issue Updates

Tracking several bills related to: LIVE LOCAL updates, expedited permitting, healthcare workforce development, Business Rent Tax reduction, and the Invest Local Act . Budgeting conferences are the key items being watched.

Weekly Legislative newsletter being sent every Friday at 3PM during the 2024 Florida Legislative Session. The newsletter is in partnership with Old Florida Partners.

CEPI will support the 20 year Transportation and Infrastructure Sales Surtax Referendum for November 5, 2024. CEPI will need to raise an additional \$50K in funding to support this effort.

Marion County School Board members met to discuss a half cent sales tax for school infrastructure as well as an equitable plan for impact fees establishment. The Marion County Board of County Commissioners voted to move the 1/2 penny sales tax forward. The impact fee ordinance will be on the BCC's March 5 public hearing agenda.

Notes:

**Attended 2 Florida Association of Chamber Professionals (FACP) Meetings:** (2/23) Call, (2/29) In Person Meeting Lake City

**Attended Association of Chamber of Commerce Executives (ACCE):** (2/22) Roundtable Government Relations Division



**Bart Rowland,**  
MEDP

VP of Job  
Creation

Job Creation

Our Annual Consultants Weekend was held February 2-4 at WEC and was a huge success. We hosted brokers, consultants, site selectors, and industry experts to discuss Ocala's development opportunities.

Discussed the future of industrial development on Baseline Road with Marion County staff, specifically infrastructure extensions and capability.

Coordinating E-ONE's 50th Anniversary event with WEC staff.

Industrial project activity is hot again. The number of inquiries from end users, brokers, and developers has increased. Outdoor storage has become a common requirement, but we don't have many options for those users.



**Erin Jones**

Director of  
Healthcare  
Development

Healthcare Development

2024 Healthcare Council Lunch; 65 attendees, with outside market support in attendance as well. Great Connections and Networking.

Attended GrowFL Awards Dinner in support of Nona Scientific a molecular lab here in Ocala, who was one of the 50 companies honored that night.

Opportunities for Lifescience projects continue, with the most recent call around a manufacturing company looking at US Sites, coming from one our out of state collaborators who attended our recent consultant weekend.

HCA West Marion ground breaking for new tower expansion for rehabilitation wing.

Sphere Life Science Flex Space; proposal sent to collaborating interested parties for consideration and next steps.



**Bryce Morrison**

Director of  
Business

Business Development

LLH had 1,789 webvisits.

We submitted 1 RFI this month for Project Chill. This is a food manufacturing client seeking 125,000 SF with \$35 mil capex and 25-30 jobs.

We did not attend any trade shows this month.

Our Annual Consultants Weekend was very successful. We also had a Project Reflection call with Hickey & Associate about Project Gray Platinum. This was to review their site selection process in understanding how the selection was made.

Updated Sites & Buildings as necessary.



**Evelyn  
Reyes**

VP, Business  
Creation

Business Creation &

Continue to implement new processes and procedures across the Business Creation team.

Meeting with Strategic Partners to provide opportunities to bring speakers to Ocala; planning procurement workshop in June

Attended FDOT Procurement Event in Orlando

Continued meeting with Hispanic partners in Ocala; gathering additional contacts

Meeting with each Resident of the PPBI; Promotion of SSS Incubator Space for Residents will go out in March



**Dean  
Blinkhorn**

COO/Director Of  
Talent  
Development

NEXTworks

Construction Academy Meetings: Feb. 16

**Primary Contact Meetings:** --

**Assist With Shark Tank Event:** On April 4.

**NEXTworking:** In the fall.

Notes:



**Jessica  
Michel**

Director of  
Business Creation

**Power Plant Incubator**

Total Occupancy at the PPBI - 86%. 14 Residents currently at Incubator. Currently working with VP of BC to revamp our acceptance process.

Community Outreach: Consults Weekend at WEC - 2 companies

Content Creation: first draft of Life Science flyer complete. Created 6 flyers for programming and working on Banner for Manufacturers weekend.

Programming: Launched FastTrac Class on 2/22. Have 7 students in the class.

Total Jobs Created at the PPBI: 700 Total Graduate in 2024 - 1



**Cherrietta  
Prince**

Director of  
Impact

**Impact Initiative**

Coordinated IMPACT Initiative Construction training at the Power Plant Business Incubator with Jeremy Jacobs & Mireyli Hernandez of Ameris Bank, sponsored by Ausley Construction. Ken Ausley reviewed key issues in construction.

Continued Ice House Entrepreneurship training (ELI Program) "Cultivating Entrepreneurial Mindsets: In Classroom, Organizations and Communities" to help engage early-stage entrepreneurs.

Communicated with 11 entrepreneurs while cold-calling for Hispanic businesses in Silver Springs Shores.

Supported the Business Creation team to kick off FastTrac® training at the Power Plant with Facilitator Jessica Michel.

Addressed a group of young entrepreneurs about careers in business at Howard Academy.



**Tyler  
LeCompte**

Director of  
Entrepreneurship  
Services

**2nd Stage Businesses**

Technical Assistance - Assisted FIVE (5) Entrepreneurs with Technical Assistance Appts

CDFI - Application for Certification Submitted/Processing - Initial Nanoloan Group processing

2024 BC Programs - FastTrac Programs Begun (Power PLant 2024), EIR Series underway (2/8)

2nd Stage Programs - EiR Series 2024 - 2nd Meeting (Taxes) Completed / StartupSpace Platform Launch Jan2024 - 65 users

GrowthBiz Prospects - One (1) FL-based Venture Capital group



**Tom James**

Director of  
Executive

Sponsorship & Executive Tier

**Executive Partner Visits (175/yr):** Boyd, Grandview Cycles/dales, The Kelly, Haven Home Health, City of Ocala, HCA Florida Ocala Hospital, Reveille, Coca-Cola, Cone Distributing, Tri-Eagle, James Moore & Co, WEC, Ocala 489, Optimum RV, Seacoast Bank, HFHC, Avison Young, TD Bank, Horse Farms Forever, Cox Business, Citizens First Bank, College of Central Florida, Duke Energy, Liquid Creative, Wilmek, Wiley Productions, Dollar Tree, Dunkin, Marion County

**Executive Partner Events (10/yr):** Executive Roundtable Lunch is scheduled for March 14th. CEO Network Reception is scheduled for March 27th. The Spring Biannual Chairman's Lunch is scheduled for May 22nd.

**Executive Tier Introductions:** Dunkin/LEAD, Dunkin/Bank of America, Cox Business/HFHC, Biznct/Koontz Furniture, Biznct/Absolute Law, Biznct/Artemis Plastic, Deem-It/Absolute Law, Cox Business/Citizens First Bank.

**Sponsorships (\$260K/yr):** CEO Network Reception (1Q): Wiley Productions... Fastest Growing Company Awards: James Moore & Company...

**CEP 101s (200 attend./yr):** Not held in Feb due to Annual Luncheon. Will be held twice in March (6th & 27th)



**Andrea Bailey**

Director of  
Business Services

Leadership & Education

**Tuesday Talks** > February 5 - Rhoda Walkup, Ergle Financial: Cognitive Bias in Personal Finance (15 CEP partners)

**Friday Talks** > February 23 - SBA Loans with TD Bank (20 CEP partners)

**Leadership Ocala Marion (LOM)** > LOM Environment Session (30 students)

**Leadership Ocala Marion Youth (LOMY)** > Arts Session at the Reilly with MCA, OCT and Reilly and Ag Session at Southeastern Youth Fair (35 students)

**exCEPTIONAL Mornings** > February 21 - JJ Jarrell, Cone Distributing: People over Product (285 CEP Partners)



**Jess Schultz**

VP, Partner  
Engagement

Partnership Sales and  
Engagement

**OCEP Partner Events (10/mo):** 11 ribbon cutting events

**Business After Hours (400/month):** 420 attendees at Business After Hours WEC

**Other CEP Events (150/mo):** approximately 95 attendees at partner events MBA, President's Luncheon, Networks Meetups

**BCEP BAH/Breakfast (300/mo):** BCEP Launch 500+ attendees

**BCEP Other events (5/mo):** 1 ribbon cutting



**Chris Blakenship**

Partner Relations Associate

Partner Sales

**New Partner Sales:** 21 @ \$16,600

**Cold Calls:** 166

**New Partner Meetings:** 33

**End of First Year Renewals:** 6

**Partner Upgrades:** 0



**Ron Hipner**

Partner Relations Associate

Partner Sales

**New Partner Sales:** 3

**Cold Calls:** 0

**New Partner Meetings:** 0

**End of First Year Renewals:** 2



**Matt Wilkerson**

Director of Partner Success

Partner Engagement

**Partner Visits (10/mo):** 22 in-person visits

**Partner Calls (30/mo):** 37 in-depth calls

**Partner Videos (8/mo):** 17 videos and getting more popular



**Joe Reichel**

Director of  
Bellevue CEP

Bellevue CEP Office

**BCEP New Partners: 8**

**BCEP Cold Calls: 30**

**BCEP New Partner Meetings: 13**

**BCEP Sponsorship: \$800**

**BCEP Partner Upgrades: 0**



**Jim Pazda**

Director of Partner  
Services

Partner Services

**Partner Touches:** 111 Outreaches > includes service requests/updates/profile changes/constant contact updates/troubleshooting

**Retained Partners:** 13 partners retained from 60-90+ days past due

**Partner Upgrades & Value:** Business and Beyond LLC Business --> Leadership \$5000

**Partner Events (Scheduling & posting): 25**



**Louisa Barton**

Director of Equine  
Engagement

Equine Engagement

**Equine Initiative Meeting:** The Equine Initiative Meeting, presented by Pyranha, was held at HITS Ocala Post Time Farm with 69 CEP partners present and refreshments provided by JB Golf Carts, who also gave tours of HITS

**Equine 101 & 201:** Show Jumping 101

**Farm/Venue/School Visit:** N/A

**Equine Events:** Grandview Invitational Gala

**Equine Industry Promotion:** Wrote the equine newsletter, wrote the equine story for Ocala Magazine and organized the installation of the bronze plaques in to the sidewalks downtown.



**Kimberly Langley**

Executive Assistant

Finance & Administration

- Past Due Outreach - 38
- Verify All New Partners Billing: Feb 2024
- Pull Renewal Report - Feb 2024
- Pay All Open Invoices Weekly - Feb 2024



**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 (Weekly Basis) (50)
- Resolve Partner Billing Discrepancies (Weekly Basis) (50)
- Verify that all bills recorded in the accounting software have an invoice/support (Weekly Basis) (50)
- Record credit card charges (Weekly Basis) (50)
- Operational Meetings.,Met with Dean 4 times, Met with Ops crew once

**New Staff Starts  
March 2024**

VP Foundation  
for CEP

Foundation



**Sullivan  
Hogan**

Director of Video

Communications

**Weekly Buzz Views:** There were 3158 for episodes 250 - 253 at an overall increase in views breaking the 3000 view mark.

**CEP on the Scene Views:** There were 690 views for episode 37, as views increase and find a new rhythm after the schedule change.

**POV Ocala Views:** There were 1594 views for episodes 50 & 41, displaying a slight increase

**Irregular Series Views** (Closer Look, Leading): N/A

**Additional Internal Videos:** Sponsor Compilation, Assistance on entrance video, and motion graphics animated video for Annual Luncheon presentation



**Kelly McAtee**

Director of Social  
Media &  
Marketing

Communications

**New Facebook Followers:** 141 new monthly followers | 12,427 total followers

**FACEBOOK Post Reach:** 102,602 | **Engagement:** 20,099 | Top posts were (Ribbon Cuttings: HCA West Marion-4733, Dulce Aesthetics-1642, Scott Cameron SF-3115, E-one Anniversary-1547, **Big Lee's-49,236**, SmallCakes-2897, Arts in Health-1410, Horse Country Chiropractic-1784, Chick-fil-A-4400, AR Workshop-2098, DR Horton Laurel Commons-2665, DR Horton Summerfield-1381, Lennar Homes-7289, ), Podcast 13 (1113), Friday Talks (1914), Tuesday Talks (1931), EM Flyer (1930), EM Photos (1647), BAH Flyer (1116), BAH Photos (4639), Weekly Buzz (ep 250 - 253 - 3452), CEP On The Scene (1643), POV (1130), MBA DR Horton (2757), Annual Lunch ads (3542), Conexion Hispana (518), Heart of HR (780), YPO Events (1600) Marion County Hiring (1908)

**FACEBOOK Group Reach:** 9,600 | **INSTAGRAM Reach:** 1322 (CEP), 1,024 (ODM), 117 (Equine), 74 (BellevueCEP)

**Email Blast Open Rate:** Number of people opening email blasts are at an increase of 26,046

**CEP Website Visits:** Number of people visiting the CEP website are at an overall increase from prior months due to event registrations, partner event submissions to calendar, and additional registration link clicks shared through our social media platforms at 22,885

**LinkedIn Followers & Post Impressions:** 8,300 impressions with 60 new followers. LinkedIn views continue to increase due to more frequent posts and our video series. Starting in 2024, LinkedIn stats will be shared with Bryce and Bart.

