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.	3	6	3	1	5	3	7	5	5	3			41
CEP will complete at least five Targeted Marketing events/ campaigns/trade shows.	3	1	1	2	2	2	2	2	5	2			22
Meet with 35 site consultants	2	6	2	10	0	75	1	25	3	2			126
CEP will host at least 4 consultants for a FAM tour	0	6	0	0	1	1	2	0	1	1			7
CEP will send four updates to key prospects, consultants, & brokers.	1	5	3	2	2	5	4	5	5	2			34
Business Retention													
CEP will complete and document in an online CRM at least 150 retention calls.	15	20	22	12	18	18	19	17	19	10			170
CEP will implement a corporate visitation program and complete at least two corporate visits.	0	0	0	0	0	0	0	0	0	0			0
CEP will engage 300 students & 35 businesses in NEXTworking career development events	100	0	0	0	0	0	0	0	0	0			100
Business Creation													
The Power Plant will graduate at least three businesses.	0	0	0	0	0	1	0	0	0	1			2
At least two Power Plant graduates will be located in Marion County.	0	0	0	0	0	1	0	0	0	1			2
The Power Plant will maintain at least a 50% occupancy rate.	87.5%	87.5%	87.5%	68.0%	70.0%	70.0%	72.0%	72.0%	78.0%	84.0%			77.7%
The Business Creation initiative will assist 125 would be entrepreneurs.	10	14	7	10	10	29	11	6	12	6			115
CEP will assist at least 100 entrepreneurs through the IMPACT initiative	4	3	3	4	26	35	15	18	20	12			140
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.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓

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CEP will continue the operation & promotion of the Power Plant as part of the Business Creation initiative.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓
Reporting													
CEP will provide County/City with monthly (twelve) written reports of its activities.	1	1	1	1	1	1	1	1	1	1			10
CEP will provide City/County with a monthly performance matrix update as to the status of each of these responsibilities.	1	1	1	1	1	1	1	1	1	1			10