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									12
CEP will complete at least **five** Targeted Marketing events/ campaigns/trade shows.	3	2	0	0									5
Meet with **35** site consultants	10	6	3	2									21
CEP will host at least **4** consultants for a FAM tour	1	1	0	0									2
CEP will send **four** updates to key prospects, consultants, & brokers.	2	2	2	3									9
Business Retention													
CEP will complete and document in an online CRM at least **150** retention calls.	15	20	10	12									57
CEP will implement a corporate visitation program and complete at least **two** corporate visits.	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									390 Students/60 Business
Business Creation													
The Power Plant will graduate at least **three** businesses.	0	0	1	0									1
At least **two** Power Plant graduates will be located in Marion County.	0	0	1	0									1
The Power Plant will maintain at least a **50%** occupancy rate.	81.5%	81.5%	81.5%	76.0%									80.1%
The Business Creation initiative will assist **125** would be entrepreneurs.	21	24	27	27									99
CEP will assist at least **100** entrepreneurs through the IMPACT initiative	71	0	90	0									161
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.	☑	☑	☑	☑									
CEP will provide City/County with a monthly performance matrix update as to the status of each of these responsibilities.	☑	☑	☑	☑									