

CEXP	OCALA ME CHAMBER&ECO PARTNERSHIP	TRO NOMIC		Performance Matrix <u>Job Creation</u>									June 2024	
		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Retention Visits (200)	15	15	15	12	15	16							88
	New Jobs Created (400)	48	0	50	0	0	0							98
Bart Rowland,	Capital Invest. (\$40MM)	\$3	0	4	16	3	43							\$69.0
MEDP	Primary Employer Events	0	1	0	0	0	0							1
VP of Job Creation	Corporate Visits (2)	0	0	0	0	0	0							0
	HC Council/ NEXTworking (150)	65	0	38	0	0	36							139
	Comm. Touchpoint (120)	25	20	25	20	18	15							123
Erin Jones	HC Conf/ Trade Show(2-4)	1	1	0	3	0	1							6
Director of	HC Exc. Tier Touch Base/Mtg.(15)	5	4	6	3	2	1							21
Healthcare Development	Healthcare Insider (100)	0	0	55	0	31	0							86
	LLH Website Visits (20k)	1,315	1,789	1,697	1,625	1,576	1,593							9595
	RFI's (10/yr)	2	1	2	2	0	2							9
Bryce	Trade Shows (6)	2	0	0	1	1	1							5
Morrison  Director of	Consultant & Project Updates	3	2	2	5	5	4							21
Business	Sites & Buildings Updated	✓	<b>√</b>	✓	✓	✓	✓							0

CEXP	OCALA N CHAMBER&E PARTNERSHI	METRO CONOMIC P				erforma Busine			June 2024					
		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Construction Academy meetings (12)	1	1	N/A	1	1	0							4
	Primary Contact Meetings (12)	0	0	2	1	4	1							8
Dean Blinkhorn	Assist With Youth Biz Plan Comp. (1)	0	0	1	1	0	0							2
COO/Director of	NEXTworking (400 students)	Fall	Fall	Fall	Fall	Fall	Fall							0
Talent Development	NEXTworking (70 businesses)	Fall	Fall	Fall	Fall	Fall	Fall							0
	Create 1 Biz Procurment Event	0	0	0	0	0	0							0
	Create 1 Biz Access to Capital Event	0	0	0	0	0	0							0
Evelyn	1-on-1 With (20) Lenders	4	1	6	4	5	6							26
Reyes  VP, Business	1- on-1 With (20) Strategic Partners	2	3	7	6	7								25
Creation	Silver Springs Shores Occupancy (50)	Not Open	Not Open	Not Open	June 19th	June 19th	Done							0

CEX	OCALA M CHAMBER&ECC PARTNERSHIP	ETRO DNOMIC					ince Ma ss Crea					Jur 202		
		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Technical Assistance (100)	20	5	10	0	3	3							41
	Avg. 1MC Attendees (45)	55	60	55	55	56	56							337
Freddie	2023 BC Programs (4)	0	1	1	0	1	0							3
Morris  Director of	2nd Stage Programs (15)	1	1	1	1	0	0							4
ntrepreneurship Services	GrowthBiz Prospects (12)	1	1	1	0	2	0							5
	PPBI Occupancy (min 50%)	86	86	78	78	83	83							494
	Community Outreach	10	2	2	1	3	2							20
Jessica	OP Produced Content 1x12	1	7	1	3	3	4							19
Michel  Director of	Resident 1 on 1 (44)	5	2	2	1	2	2							14
Business Creation	Graduate 3 companies	1	0	1	0	2	0							4
	Technical Assistance (105)	21	11	5	0	8	7							52
	FastTrac Courses (2)	0	1	0	0	0	0							1
Cherrietta	West Ocala Touches (35)	8	4	1	0	1	2							16
Prince Director of	Marion Oaks Touches (35)	7	1	0	0	3	2							13
MPACT Initiative	Silver Springs Shores Touches (35)	5	4	3	0	3	3							18

CEXP	OCALA N CHAMBER&E PARTNERSHI	METRO CONOMIC P					ance M Servi					Jun 202		
		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Exec Partner Visits - 175	20	29	17	15	22	18							121
	Exec Partner Events-10	Х	х	2	Х	1	1							4
Tom James	Exec. Tier Introductions	8	\$8	\$10	\$5	\$5	\$10							\$46
Director of	Sponsorship Rev - \$260K	\$36,000	6500	10,700	29,600	7500	12,500							102800
Executive Engagement	CEP 101 200 Attendees	19	Х	24	19	22	12							96
	Tuesday Talks 18 Attendees	24	15	31	10	50	50							30
	Friday Talks 18 Attendees	54	20	17	22	30	15							26
Andrea Bailey	LOM 30 Participants	30	30	30	30	30	X							30
Director of	LOMY 33 Participants	33	33	35	35	38	38							35
Business Services	EM Breakfast 380 Attendees	436	285	308	351	395	302							346
	Partner Events (10)	8	12	14	9	8	9							60
	Partner Meetings (15)	26	22	20	19	15	12							114
Jess Schultz	Business After Hours (400))	482	350	330	460	340	380							2342
VP of Partner	Bview Events AM+PM (500)	2500	500	370	380	263	302							4315
Engagement	Other Events (100)	120	95	103	145	183	92							738

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_		January	February	March	April	May	June	July	August	September	October	November	December	Total
	BCEP New Partners	9	8	7	3	9	7							43
	BCEP Cold Calls	300	30	180	175	77	53							815
Joe Reichel	BCEP New Partner Meetings	9	13	6	6	15	10							59
Director of	BCEP Sponsorship	\$6,000	\$800	7600	\$1,600	\$0	3000							\$19,000
Belleview CEP	BCEP Partner Upgrades	0	0	0	1 (\$1900)	0	0							0
	Partner Touches	98	111	104	108	90	82							593
	Retained Partners	8	13	10	10	11	13							65
Jim Pazda	Partner Upgrades	4	2	2	2	2	1							13
Director of	Value of Upgrades	\$ 37,500	\$5,000	\$45,000	\$7,500	\$3,700	\$2,500.00							\$ 101,200
Business Services	Partner Events	26	25	24	22	38	57							192

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		January	February	March	April	May	June	July	August	September	October	November	December	Total
	New Partners This Month	20	21	12	23	19	17							112
train.	Cold Calls	145	166	152	165	158	155							941
Chris	New Partner Meetings	30	33	36	38	29	29							195
Blankenship Partner	End of First Year Renewals	9	6	9	9	18	9							60
Relations Associate	Partner Upgrades	0	0	0	1	3	1							5
	New Partners This Month	3	0	2	1	1								7
	Cold Calls	0	0	0	0	0								0
	New Partner Meetings	0	4	2	3	0								9
Ron Hipner  Partner	End of First Year Renewals	2	0	0	1	1								4
Relations Associate	Partner Upgrades	0	0	0	0	0								0
	Partner Visits	22	25	24	23	22	21							137
	Partner Calls	37	37	36	36	37	41							224
Matt	Partner Videos	17	22	19	20	21	24							123
Wilkerson  Director of														
Partner Success														

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		January	February	March	April	May	June	July	August	September	October	November	December	Total
	Past Due Outreach	39	38	37	46	50	71							281
	Verify Partner Billing	$\sqrt{}$	√	V	V	√	V							V
Kimberly	Renewal Report	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	√							$\sqrt{}$
Langley	Pay All Invoice	$\sqrt{}$	√	$\sqrt{}$	$\sqrt{}$	√	√							V
Executive Assistant														V
	Monthly Invoices & Statements	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$							<b>√</b>
a <sub>r</sub>	New Partner Packets (250)	18	24	11	27	30	24							134
Donna Marseco	Relocation Packets two Week (80)	7	10	9	9	7	6							48
Director of	Renewal Packets (720)	76	63	44	81	101	43							408
First Impressions	Touchpoint Postcards (1,000)	79	116	56	98	73	91							513
	Ensure we have receipts/support for all credit card charges	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	√	√	<b>V</b>							V
	Resolve Partner Billing Discrepancies (Weekly Basis) (50)	5	5	7	8	6	6							37
Amia Mareh	Verify that all bills recorded in the accounting software	$\sqrt{}$	√	√	V	√	√							V
Amie Marsh  Director of	Record credit card charges (Weekly Basis) (50)	5	5	4	4	4	4							26
Finance & Operations	Operational Meetings (50)	4	4	5	10	6	2							31

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		January	February	March	April	May	June	July	August	September	October	NovemberDecember	Total
65	Grant Funding Secured (G:\$100k)	0	0	N/A	-	-	10,000						10,000
	Submitted Grant Apps (Goal: 12)	1	0	N/A	1	2	2						6
	Income (Goal: \$250k)	TBD	0	N/A	0	0							-
Jessica Gilbert	Foundation Visits (Goal:36)	3	0	N/A	1	2	2						8
VP Foundation for CEP	Podcast Downloads (Goal: 800)	79	0	N/A	29	27	28						163
	Weekly Buzz Views (Goal: 32,000)	2885	3158	2806	4566	5560	4159						23,134
	CEP on the Scene Views (Goal: 10,000)	480	690	644	N/A	4793	1849						8,456
Sullivan Hogan	POV Views (Goal: 20,000)	1440	1594	1470	3074	2845	4090						14,513
Director of Video Communications	A Closer Look & Leading the Way View (Goal: 5,000)	N/A	N/A	995	N/A	N/A	N/A						995
	Additional Internal Videos (Goal: 20)	1	2	0	1	2	1						7
	FB New Follows (Goal: 1,200)	155	141	125	154	127	121						823
	Facebook Posts Reach (Goal: 425,000)	55,166	102,602	61719	62335	52839	53,878						388,539
Kelly McAtee	LinkedIn Posts Reach (Goal: 80,000)	10,500	8300	9500	6500	13600	10,500						58,900
Director of Social Media &	Email Opens (Goal:150,000)	26,698	26046	21534	14867	12114	18469						119,728
Marketing	Website Reach (Goal: 95,000)	10,217	22885	9095	5600	5284							53,081

CEXP	OCALA N CHAMBER&E PARTNERSHI	/ETRO					ance M SS Sup						ine )24	
		January	February	March	April	May	June	July	August	September	October	November	December	Total/Avg.
	Increase Facebook Followers (333/mo)	409	994	498	470	98	116							2585
	Market Vendors (336/mo)	332	311	462	408	417	402							389
Dawn Bowman	Pavillion Rentals (36/year)	6	4	4	5	4	4							27
Director Ocala Downtown	Self-generated ODM events (12/year)	0	1	1	1	0	1							4
Market	Provide Vendor Workshops (2/yr)	0	0	0	0	0	0							0
									S					