



**Tamara
Fleischhaker**
VP of Business
Advocacy &
Partner Services

Business Advocacy

Plan and Implement an Inter-City Visit (Quest): The Quest: Asheville trip will be September 7-9. Hotel and airline contracts updated. Working on additional location contracts and reaching out to pre-registered attendees to confirm participation.

Attend at least 1 hearing or workshop a month: None for April

Survey partners twice annually on issues: None for April

Host 2 workshops on local issues: No workshops for April

Tracking Legislative Agenda items as the Session winds down. Beginning the U.S. Chamber Accreditation application process. Due August 31st.



Joe Reichel
Director of
Business
Advocacy

Business Advocacy

Avg exCEPtional mornings attendance of 275: 180

Host 2 opportunities for elected officials to address the local business community: None in April

Develop and publish an election guide for candidate & issues: Eliminated guides and produced a broadcast forum with candidates on key issues for the business community.

Attend four local government meetings per month: 3

Advocate for CEP partners: There were seven connections with the city and two connections with the county made for eight different partners.

Notes: Attended the Florida Chamber's weekly Advocacy Zoom calls.



Brett Barnes

VP of
Job Creation

Business Attraction

Submitted RFT's for 3 large new manufacturing projects: Project Blue, Darwin, Squid, and Nitro. More info next month.

Had multiple meetings with large multi-family developers considering our metro for new facilities with amenities.

Currently there are 6 national and one local developer pursuing 4 million square feet of speculative in our market. Our Metro is on fire.

Project Alien: Fortune 500 company considering Ocala for a 600,000 s.f. production facility. Jobs: 250, Investment: \$42M.

Project Grain: Fortune 300 food company considering Ocala for a 600,000 s.f. production facility. Jobs: 200, Investment: \$50M.



Erin Jones

Director of
Healthcare
Development

Healthcare Development

Project Lorem Grand opening R/C May

Project Armor, still awaiting connection direct from CEO

Project Pasafino- CEO able to use county funds for research with hospitals and then separate intro to Renstar for additional research project

HC Incubator and new CEP partner acquired. Looking for collab with Artemis for lab use and 1 more resident needed for HC tech. Visiting Gainesville to see how it is set up in May

LLH HC Page Launched. 3 month analytic pull in May- looking for redirection of states if needed.

Activity is through the roof. Increased time spent with multi-family developers considering our metro for projects.





Ryan Lilly
VP of
Business
Creation

2nd Stage Businesses

Clients: Met with 18 clients in the month of April - client activity remains steady.

Shows: Now targeting National Fire Industry Trade Show in August 2021 and smaller, regional tradeshow as they come back online.

Prospects: Two new second stage prospects in the month of April

Site Visits: There was one call and site visit in April.

Locations: There were no new locations in April.



Jessica Cairnes
Director of
Business Creation

Power Plant Incubator

Total occupancy at the Power Plant Incubator campus - 100%

1 Million Cups - Started back meetings in person at PPBI with an average in person attendance of 12 people and 14 online watching. Currently looking for a coffee sponsor each week for program.

Total jobs created by PPBI (current and graduates): 700

Resident programming - none for April. Meeting planned for May with new residents incoming.

We welcome three new Residents: Rising Essence LLC, IWT Health, and Zeneration Media. Two more residents incoming for May.



Cherrietta Prince
Director of
Impact

Impact

IMPACT coordinated the first class completely in Spanish "Introduction to Business" training with the SBA.

Counseled 22 new entrepreneurs; 74 hours TA to verify County Micro Loan expenditures, train WMBE certification for Construction (sponsored by Ausley) and assist SBA loan programs. Coordinated new City Microenterprise Loan (with BC team).

IMPACT FastTrac® III graduated 15 students. Cherrietta attended FastTrac® Directors' Training on "Marketing Your FastTrac® Program," and shared tools utilized in the IMPACT FastTrac® Training series to market and develop local Ocala Metro classes.

Coordinated "Student Highlight" V. Richard Charles (owner, TL Marion HVAC Services) for College of Central Florida. A FastTrac® graduate and IMPACT Construction partner, he will receive CF's first Rapid Credentialing Entrepreneurship Certificate.

Javier Rojas of Fontana Realty was featured on the IMPACT Review Video Series (sponsored by Duke Energy). He shared a realtor's perspective of the current housing market. Javier graduated from the first FastTrac® Entrepreneurship Training cohort.



April
2021



Technical Assistance: Five (5) client meetings in month of April

Support CEP Team with Five (5) Ribbon Cuttings, Annual Luncheon, BAH & ExCEptional Mornings

IMPACT - Supported City of Ocala Micro Loan program (Cherrietta) - 97 total applications, 11 Full Applications, 6 Completed Apps, 5 pending Documents, 28 Disqualified

[illegible]



Bart Rowland

Director of
Job Creation

Business Retention

Retention visits: 16 and 1 visit from out of state industrial broker.

Coordinated 3 vaccination clinics for 3 Marion County businesses with Marion County Emergency Management: **FedEx Ground, Amazon, Dollar Tree.**

Added **3 existing industry expansion projects** to my project list.

CareerSource CLM referrals: Made 13 referrals including 5 businesses needing recruiting assistance.

2021 CareerSource Citrus, Levy, Marion State of the Workforce Conference, Enterprise Florida Marketing Webinar, and ACCE From the Winner's Circle: Manufacturing Day webinar.



Dean Blinkhorn

Director of
Talent

NextWorks

One-on-one meetings: Jennifer Fryns at CF, Melissa with CareerSource, Ashley Morgan with CTE, Mike with MTC, Ken with MCPS, Rick Vander Weele, Angela with Wawa, Sara Lefils with SE Youth Fair

Committee meetings: Community Partnership School, GOMARION!, Career Signing Day (2), Healthcare Council

CTE meetings: none

NEXTworking: Done virtually. 3 classes participated, 6 industry experts, 75 students

Educator engagements: Live Life Here seminars (3), Private School Luncheon (8), Power BAC, Business/IT BAC



Bryce Morrison

Director of

Live Life Here

LLH site had 6,378 Unique Visitors. Webvisits are strong and consistent.

38 Relo Guides were sent out.

Monitored Sites and Buildings on ZoomProspector. Made updates as necessary

Attended Enterprise Florida zoom marketing meeting, Meetings with Mike Mullis, Meeting with Nick Robinson

Director of
Business
Development

Received and Submitted 4 RFI's this month (Blue, Icarus, Nitro, Squid)



Tom James

Director of
Networking &
Partner Services

Networking & Executive Tier

Executive Tier Visits in April included: Cox Communications, Encompass, Family's Choice Electrical Repair, Campus USA.

Executive Tier events: CEO Network Reception, April 1.

Sponsorships: ***Business After Hours: Mid-Fla Agencies/Fla. Blue (Sept), Elevation 89 at the Ocala Airport (Oct). ***exCEptional Mornings: H2 Advisors (June).

Business After Hours: April's BAH was hosted by Zone Health & Fitness. Zone did a spectacular job of showcasing its main location to the 245 Partners who were in attendance. May's host will be the Paddock Mall.

CEP 101 (Sponsored by Digital Savvy) was held with 19 CEP Partners in attendance.



Andrea Bailey

Director of
Business Services

Leadership & Education

Tuesday Talks > April 6 - Clay Lehman, Resolute Real Estate - Leadership Lessons I learned from my dad (20 CEP partners). April 20 - April Savarese, Boys and Girls Club - Perfecting your Elevator Speech (26 CEP partners)

Friday Talks > April 30 - "Who are you post Covid?" with Brandy Currie and Julee McCammon (14 CEP Partners)

Leadership Ocala Marion (LOM) > April 13 - Economic Development: Cardinal Glass, NPD, Legacy, Celebritys Soul Food, OMCAR MCBIA (20 partners)

Leradership Ocala Marion Youth (LOMY) > April 12 - Career Readiness: Rondo, Signature Brands, Cox Communications, Interview Skills (28 students). April 26 - Arts and Culture: Tusawilla Art Park, City of Ocala, MCA, Reilly, Appleton, Pappy and EJ Nieves

Young Professionals Ocala (YPO) > April 27 - WinePO at The Keep (10 Members)



Jess Schultz

Partnership Sales

New Partner Sales: 12 New partners valued at \$9800

Cold Calls to Potential Partners: 33

Upgrades: \$5000

Partners Relations Associate	Partn	



Louisa
Barton

Director of Equine
Engagement

Equine Engagement

Equine Meetings: The April equine initiative meeting, presented by Chairman's Circle partner Pyranha, was held at the Florida Horse Park with 26 CEP partners present. Jason Reynolds gave n educational talk and tour of the facility.. Everglades Equipment provided the refreshments and gave atalk on their products and services also.

Equine 101: No 101 in April

Farm Visits: No visits in April

No CEP Equine Events, but more work was done on the Quarantine facility with a potential investor, who is also interested in the Equine Industry Trade School.

Equine Industry Promotion: Wrote On the Bit enewsletter to CEP's equine interest group and Ocala Magazine story for the Everything Equine section about the success of the Equine Industry Expo



Rene Ibarra
VP of Finance
& Operations

Finance

Preparing to audit all staff files for compliance.

Complete 4 annual trainings(One per quarter)

Bi-monthly payroll was submitted on time for payroll dates.

Financials were not complete due to the CRM and QB change. We are diligently working on them to get them done as soon as possible.

All deposits and invoices were processed by the end of the week.



Kimberly Langley

Executive
Assistant

Finance

90 Day Past Due Outreach - 10

Add All Reoccurring Invoices in Atlas For New Partners - March & April

Pull Renewal Report - Completed

Pay All Open Invoices - Completed

ACH Outreach For All New Vendors - 2



Jim Pazda
Director of
First Impressions

First Impressions

Monthly Invoices & Statements sent out prior to the last day of the month.

17 New Partner entries and subsequent new partner packets for April within same week of receiving application and payment

27 Relocation guide packets sent within 48-72 hours of receipt via phone or email

34 Paid Renewal packets were sent in April

75 Touchpoint mailed: 6 mo new partner(21), 10 mo new partner(16), 1 Mo dropped (6) and 6 Mo dropped (28)by 10th



**Olana
McDonald**
Director of
Communications

Communications

Weekly Buzz views: 9,300 (Facebook only)

Facebook post reach: 53,339 (up 97% from March)

Number of people who opened email blasts: 6,510

Website reach: 5,880

Number of extra videos (not the Weekly Buzz): 6



TBD

Communications
Specialist

Communications



**Dawn
Bowman**

Director
Ocala Downtown

ODM

Increase FaceBook Followers (50/mo): Currently 13,494 Facebook followers ODM (up 160)

Increase Market Vendors (2/mo): April 112 increase of 33

8 Pavillion Rentals for the year: 9 events in the first

3 Self-generated ODM events: Line Dancing Class 4x month - 1 banquet -1 Birthday -1 fundraiser

Could Downtown
Market

Provide 2 workshops a year: On hold