

BUSINESS CREATION, RETENTION, AND ATTRACTION SERVICES AGREEMENT Monthly Report Form

MON	NTH:					
	MEASURE	PERFORMANCE	WRITTEN REPORT			
1. P	1. PROSPECT VISITS WITHIN FOCUS AREAS					
1.1	Ocala Prospect Visits (15)		Enter prospect's industry, short summary of visits and outcomes.			
2. A	IRPORT PARK, AIRPORT PROPER, AN	D/OR ADJOINI	ING PROPERTIES			
2.1	Prospect Visits (5)		Enter prospect's industry, short summary of visits and outcomes. Enter project details for capital investments leveraged. Identify major trends in properties sold or leased.			
2.3	Acres Sold or Leased (Vacant Property)					
2.4	Capital Investment (\$)					
2.5	Square Footage Sold or Leased (Existing Buildings)					
3. N	IARKETING & BUSINESS RETENTION					
3.1	Targeted Marketing Campaigns (5)		Detail marketing messages, media, target audience and response/feedback.			
3.2	Business Outreach/Retention Calls					



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4. FI	NANCIAL REVIEW COMMITTEE (QUA	RTERLY)	
4.1	No. of Meetings		Description of project reviewed. Number of Committee members in attendance.
5. SI	TES AND BUILDINGS DATABASE		
5.1	Monthly Site Visits		Identify and explain trends in the data based on month-to-month fluctuations.
5.2	Total Listings		
6. BU	USINESS INCUBATOR (QUARTERLY)		
6.1	Incubator Registry		Number of new businesses registered, successful exits, and the composition of minority-owned businesses.
6.2	Occupancy Percentage (65%)		
6.3	Demographics Summary		
6.4	Graduates (3 per year)		



and events held. Track participants
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