



BUSINESS CREATION, RETENTION, AND ATTRACTION SERVICES AGREEMENT

Monthly Report Form

MONTH:

MEASURE		PERFORMANCE	WRITTEN REPORT
1. PROSPECT VISITS WITHIN FOCUS AREAS			
1.1	Ocala Prospect Visits (15)		<i>Enter prospect's industry, short summary of visits and outcomes.</i>
2. AIRPORT PARK, AIRPORT PROPER, AND/OR ADJOINING PROPERTIES			
2.1	Prospect Visits (5)		<i>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.</i>
2.3	Acres Sold or Leased (Vacant Property)		
2.4	Capital Investment (\$)		
2.5	Square Footage Sold or Leased (Existing Buildings)		
3. MARKETING & BUSINESS RETENTION			
3.1	Targeted Marketing Campaigns (5)		<i>Detail marketing messages, media, target audience and response/feedback.</i>
3.2	Business Outreach/Retention Calls		

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4. FINANCIAL REVIEW COMMITTEE (QUARTERLY)			
4.1	No. of Meetings		Description of project reviewed. Number of Committee members in attendance.
5. SITES 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. BUSINESS 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)		



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7. BUSINESS ASSISTANCE AND FASTRAC COHORTS			
7.1	Business Assistance Provided Citywide (100)		Short description of the type of assistance provided. Detailed summary of training and events held. Track participants from CRA subareas.
7.2	Fastrac Training (2 cohorts)		
7.3	Fastrac Participants from CRA subareas		
7.4	NEXTworking -Students (300)		
7.5	NEXTworking -Businesses (35)		
8. DOWNTOWN AND MIDTOWN ACTIVITIES			
8.1	Downtown Businesses Assisted (25)		Short description of the type of assistance provided.
9. FLORIDA COMMERCE			
9.1	Request for Information Processed		Summarize RFI reports and detail other collaborations with FloridaCommerce.
10. FINANCIAL REPORT- QUARTERLY			
10.1	No. of Employees Assigned to Ocala Services		Number of employees dedicating time to contract.