

BUSINESS CREATION, RETENTION AND ATTRACTION SERVICES AGREEMENT

THIS AGREEMENT is entered into effective October 1, 2025, (the “Effective Date” even though it may be executed on subsequent dates) between City of Ocala, a Florida municipal corporation (“City”), and Ocala/Marion County Chamber of Commerce, Inc., a Florida not for profit corporation doing business as the Ocala Metro Chamber & Economic Partnership (“CEP”).

WHEREAS:

- A. The City owns and operates the Ocala International Airport (“Airport”), and desires to develop a portion of the Airport as an industrial park (“Airport Park”) for aeronautical and non-aeronautical uses.
- B. The City desires to retain the CEP to promote City and Airport Park as viable business destinations for prospective companies to expand or relocate their operations, and thereby create quality jobs for the community.
- C. The City desires to promote the continual redevelopment and revitalization of Downtown and Midtown Ocala.
- D. The CEP’s mission to be a catalyst for a prosperous community is also executed through its subsidiaries: the Ocala Downtown Market Inc., and the Foundation for Chamber and Economic Partnership.
- E. The City has granted to the CEP, a License to operate a Farmer’s Market known as the “Ocala Downtown Market” at the Market Pavilion Premises located at the corner of SE 3rd Street and SE 3rd Avenue, Downtown Ocala.
- F. The CEP and the City are parties to an Incubator Lease, and amendments thereto, (collectively, the “Incubator Lease”) pursuant to which the CEP has been operating the Ocala/Marion Country Business Incubator and providing a nurturing development environment for new entrepreneurs.
- G. The CEP serves as an official local representative to Florida Commerce.
- H. The City acknowledges the crucial role of the CEP in enhancing the vitality of Ocala and is committed to supporting the longevity and growth of the CEP's impact through sponsorship or other means, as the CEP and its subsidiaries strive to become a sustainable organization backed by its network of community partners.
- I. The City Council of the City of Ocala has determined that the services and payments set forth herein are in the public’s interest because they will help promote a prosperous economy in the City of Ocala by, without limitation, spurring economic development within city limits.

- J. The CEP is willing to perform such services pursuant to the terms and conditions hereof.

NOW THEREFORE, in consideration of the matters set forth above (which are incorporated herein by reference), the exchange of the mutual promises set forth herein, and other good and valuable consideration, the parties hereto agree as follows:

Definitions. In addition to the terms defined above, the following terms have the following meanings:

- 1.1. *Agreement* – This agreement, including any Exhibits attached hereto, and any revisions or amendments to this agreement.
- 1.2. *Airport Master Plan* - The airport's strategy for operations and future development outlined in the Airport Master Plan Updated May 2014. Document: <https://www.ocalafl.gov/home/showpublisheddocument/816/637492576548270000>
- 1.3. *Annual MSA Wage Data* – The average annual wage for Ocala Metropolitan Statistical Area (Ocala MSA) as presented in the State of Florida Incentive Average Wage Requirements.
- 1.4. *Business Day* (regardless of whether the term is capitalized) – Any day other than Saturday, Sunday, any legal holiday, any day on which the government offices of City are closed, and any other day on which commercial banks in the State of Florida are required or authorized to be closed.
- 1.5. *CEP Requirements* - One or more of the obligations of the CEP under paragraph 2.
- 1.6. *City Limits* – The official jurisdiction of the City of Ocala, which may be amended over time through annexations.
- 1.7. *City Requirement* - One or more of the obligations of the City under paragraph 3.
- 1.8. *CEP Services Payment* – Payments to be made by the City to the CEP pursuant to paragraph 3.2.2.
- 1.9. *City Sponsorship Grant* – Grant payments to be made by the City to the CEP pursuant to paragraph 3.2.1.
- 1.10. *Financial Review Committee* – As and when required, the Financial Review Committee conducts financial reviews of proposed projects and evaluates the financial ability of potential partners and their principals to develop these projects.
- 1.11. *Focus Areas* – Areas of focus for the implementation of the Ocala Work Plan, referenced in paragraph 2.1, included but not limited to the Airport Park, Airport proper, and/or adjoining properties; Downtown and Midtown; OEU Service Territory; and other CRA areas.

- 1.12. *Report* - One or more of the Monthly Reports or the Quarterly Financial Reports to be provided by the CEP under the Reporting Requirement.
- 1.13. *Ocala Metro* – The Ocala Metropolitan Statistical Area, consisting of one or more counties, and contains a core area with a substantial population that has a high degree of economic and social integration with the surrounding areas. It is entirely within the Marion County Metropolitan Statistical Area boundary and areas served by the CEP.
- 1.14. *Ocala 2050 Vision* - The Ocala 2050 reflects broad views from the community of how Ocala will be viewed in the future regarding its physical character and function. It provides a roadmap for the future, built upon community consensus to promote continued support and implementation over time.
- 1.15. *CEP Services* – Tasks and activities to be performed by the CEP under this Agreement and their accompanying costs attached hereto as **Exhibit A**.
- 1.16. *OEU Service Territory* - The official boundary of the City of Ocala Electric Utility Service territory, which may be amended over time.
- 1.17. *Quality jobs* – New full-time employees who are to be paid in excess of 15% of the Average Annual-MSA Wages for businesses located within City Limits or the Ocala Metro. The State of Florida Programs Average Wage report serves as the official wage source and a January 2026 report will serve as the guide for this agreement.
- 1.18. *Statement of Position* – Written communication between the City and CEP establishing a formal stance pertaining to a proposed project or initiative.
- 1.19. *Targeted Marketing Campaign* – The CEP will provide the full schedule of targeted marketing efforts for 2026 within 30 days of execution of the agreement.

CEP Requirements.

2. Work Plan Requirement

2.1.1. *General*

- 2.1.1.1. The CEP will execute the CEP Services Plan, attached hereto as **Exhibit A**, to foster business attraction, creation, and retention within City limits and identified Focus Areas.
- 2.1.1.2. The CEP Services aligns with the key tenants of the CEP Strategic Plan, a summary attached hereto as **Exhibit E**, to ensure coherence with overall economic objectives for the City of Ocala and Ocala Metro. The CEP will continue to engage stakeholders through transparent communication and be the catalyst for a prosperous community.

2.1.2. *Business Attraction*

- 2.1.2.1. The CEP will host prospects throughout the year with different companies evaluating the City of Ocala for potential facility locations. These visits will also focus on companies considering expansion or establishment of operations within the Focus Areas described in Paragraph 1.11.
- 2.1.2.2. The CEP will execute targeted marketing campaigns aimed at businesses considering relocation or expansion in key industries or metropolitan areas.
- 2.1.2.3. The CEP will continue to convene meetings of the Financial Review Committee (FRC) to independently review financial information provided in response to solicitations aimed at redeveloping catalytic sites and other locations identified by the City.

2.1.3. *Business Creation and Retention*

- 2.1.3.1. The CEP will engage and assist business, entrepreneurs, and students through multiple initiatives. This includes providing support, resources, and opportunities to foster growth and innovation in the local community. The CEP will continue the operation and promotion of the Power Plant as part of a complete Business Creation initiative.
- 2.1.3.2. The CEP will guide businesses to transition from the incubator, ensuring they are able to operate independently and sustainably.

2.2. Reporting Requirement

- 2.2.1. The CEP will provide City with a monthly report (Exhibit B), which is to include a written and performance update as to the status of each of these responsibilities.
 - 2.2.1.1. The Monthly reports will be due within 15 business days following the end of the reporting period and must be submitted via email to City contacts identified in paragraph 11.1.
- 2.2.2. ~~The CEP will provide City with a quarterly financial report of how City investment is being used with the reports being submitted on or by January 15, 2025; April 15, 2025; July 15, 2025; and September 30, 2025. All of the foregoing shall be accomplished by the CEP at its expense unless otherwise noted.~~

Commented [RE1]: See 3.2.2.1

2.3. Conflict of Interest Requirement

- 2.3.1. The mission of the CEP is to be the catalyst for a prosperous community. While City and CEP activities may come in conflict, it would be rare and unusual. Both parties will work to identify areas for disagreement on a continual basis and seek to address challenges as they are presented.

2.3.1.1. The CEP shall provide timely notification to the City, detailing any actual, potential, or perceived conflicts of interest that may affect either party. The City shall provide a response to the CEP within 5 business days of receipt of such notification via a statement of position.

2.3.2. The City and the CEP shall undertake reasonable measures and pursue all available remedies to resolve any conflicts that arise before either party adopts a final organizational position on any conflict.

2.3.3. Failure to adhere to the Conflict of Interest Requirement described in paragraph 2.3 may constitute a default and be subject to termination of this agreement pursuant to paragraph 4. The City or the CEP may seek to terminate this Agreement, in whole or in part, as a means of resolving, any conflicts that have been brought forward.

3. City Requirements.

3.1. General

3.1.1. The City will promptly review, approve or provide suggested revisions concerning drafts of documents or other materials or information prepared by the CEP hereunder to ensure deadlines can be met.

3.1.2. The City will have representatives available to meet with prospective company representatives, ~~and will provide staff support to meet with prospective company representatives.~~

3.1.3. The City will keep open communication lines as to stated expectations and projects. The City and the CEP will meet at least once each month to provide updates on activities related to business creation, retention, and attraction.

3.1.4. The City will review the CEPs services to provide feedback to ensure the City's needs are met.

3.1.5. All of the foregoing shall be accomplished by the City at its expense unless otherwise noted.

3.2. Payments

3.2.1. *City Sponsorship Grant.* The City hereby acknowledges the significant benefit by virtue of implementing the CEP's Strategic Plan within City limits and OEU Service Territory, subject to the limitations set forth herein, the City shall provide a grant to the CEP (the "*City Sponsorship Grant*") to be applied towards costs associated with certain Events and Initiatives, and the agreed Founder's Club investment tier ~~(Exhibit C) category~~, in an amount of **One Hundred Thousand Dollars (\$100,000).**

3.2.1.1. The City Sponsorship Grant payments shall make payment within (30) thirty days of the effective date.

~~3.2.1.2. The City's obligation to pay the CEP, the City Sponsorship Grant is conditioned upon the CEP's timely submittal of monthly and quarterly reports, as described in paragraph 2.2.~~

3.2.2. *CEP Services Payment.* As total compensation for the CEP's performance hereunder, the City will pay the outlined costs to the CEP for services rendered in fulfillment of the CEP Services Plan, hereto attached as **Exhibit A**, in four quarterly installments. The first quarterly installment is due on January 15, 202~~6~~⁵, with the remaining quarterly installments due on April 15, 202~~6~~⁵; July 15, 202~~6~~⁵; and September 30, 202~~6~~⁵.

3.2.2.1. The City shall cause for the City Payments to be made after review of monthly reports hereto attached as **Exhibit B**, invoice and accompanying Invoice Summary hereto attached as **Exhibit D**.

3.2.2.2. The CEP costs of services are outlined for both Job Creation (Business Attraction & Retention) and Business Creation. The costs are 15-17% of direct delivery costs and do not include the CEP costs in administration, support, marketing, research, travel, etc.

4. **Termination.**

4.1. If either party defaults under this Agreement and fails to cure such default within ten (10) business days after written notice from the non-defaulting party, the non-defaulting party may terminate this Agreement by providing written notice thereof to the defaulting party. Provided, however, in the event that the non-defaulting party has already given notice to the defaulting party of a prior default of the same provision of this Agreement, the non-defaulting party may immediately terminate this Agreement upon a subsequent default under the same provision without providing notice and an opportunity to cure.

4.2. Such termination is without prejudice to any other remedies available to the non-defaulting party.

5. **Duration of Contract.** This Agreement shall be effective upon the Effective Date and shall terminate (except to the extent any obligation is expressly stated as surviving termination) on September 30, 2026.

6. **Ownership of Brand and Materials.** All such brands, materials and other information referred to in paragraph 2 will belong to and be the property of the CEP. However, the CEP will provide the brand in requested size and format needed at the City's request for City marketing materials throughout the duration of this agreement.

7. **Assignment.** This Agreement shall not be assigned by either party without the prior written consent of the other party.

8. **Rights of Third Parties.** Unless expressly stated herein to the contrary, nothing in this Agreement, whether express or implied, is intended to confer any rights or remedies under

or by reason of this Agreement on any persons other than the parties hereto and their respective legal representatives, successors and permitted assigns. Nothing in this Agreement is intended to relieve or discharge the obligation or liability of any third persons to any party to this Agreement, nor shall any provision give any third persons any right of subrogation or action over or against any party to this Agreement.

9. **Exclusive Venue.** The parties agree that the exclusive venue for any litigation, suit, action, counterclaim, or proceeding, whether at law or in equity, which arises out of concerns, or relates to this Agreement, any and all transactions contemplated hereunder, the performance hereof, or the relationship created hereby, whether sounding in contract, tort, strict liability, or otherwise, shall be in Marion County, Florida.
10. **JURY WAIVER.** EACH PARTY HEREBY COVENANTS AND AGREES THAT IN ANY LITIGATION, SUIT, ACTION, COUNTERCLAIM, OR PROCEEDING, WHETHER AT LAW OR IN EQUITY, WHICH ARISES OUT OF CONCERNS, OR RELATES TO THIS AGREEMENT, ANY AND ALL TRANSACTIONS CONTEMPLATED HEREUNDER, THE PERFORMANCE HEREOF, OR THE RELATIONSHIP CREATED HEREBY, WHETHER SOUNDING IN CONTRACT, TORT, STRICT LIABILITY, OR OTHERWISE, TRIAL SHALL BE TO A COURT OF COMPETENT JURISDICTION AND NOT TO A JURY. EACH PARTY HEREBY IRREVOCABLY WAIVES ANY RIGHT IT MAY HAVE TO A TRIAL BY JURY. ANY PARTY MAY FILE AN ORIGINAL COUNTERPART OR A COPY OF THIS AGREEMENT WITH ANY COURT, AS WRITTEN EVIDENCE OF THE CONSENT OF THE PARTIES HERETO OF THE WAIVER OF THEIR RIGHT TO TRIAL BY JURY. NEITHER PARTY HAS MADE OR RELIED UPON ANY ORAL REPRESENTATIONS TO OR BY THE OTHER PARTY REGARDING THE ENFORCEABILITY OF THIS PROVISION. EACH PARTY HAS READ AND UNDERSTANDS THE EFFECT OF THIS JURY WAIVER PROVISION.

11. **Notices.**

- 11.1. All notices, requests, consents and other communications required or permitted under this Agreement shall be in writing (including faxed communication) and shall be (as elected by the person giving such notice) hand delivered by messenger or courier service, faxed, or mailed by Registered or Certified Mail (postage pre-paid), Return Receipt Requested, addressed to the following or to such other addresses as any party may designate by notice complying with the terms of this paragraph:

11.1.1.1. If to City: Peter Lee, City Manager, 110 SE Watula Avenue, Ocala, FL 34471; fax 352-629-839; PLee@ocalafl.gov

11.1.1.1.1. With copy to: Aubrey Hale, Planning Director, 201 SE 3rd Street, 2nd Floor, Ocala, FL 34471; fax: 352-629-8242; ahale@ocalafl.gov and economicdev@ocalafl.gov

11.1.1.2. If to CEP: Matt McCormick, President, 310 SE 3rd Street, Ocala, FL 34471; fax: 352-629-7651; matt@ocalacep.com

- 11.2. Each such notice shall be deemed delivered:

- 11.2.1. On the date delivered if by personal delivery;
- 11.2.2. On the date of facsimile transmission if by facsimile; and
- 11.2.3. If the notice is mailed, on the earlier of: (a) the date upon which the Return Receipt is signed; (b) the date upon which delivery is refused; (c) the date upon which notice is designated by the postal authorities as not having been delivered; or (d) the third business day after mailing.
- 11.2.4. Notwithstanding the foregoing, service by personal delivery delivered, or by facsimile sent, after 5:00 p.m. shall be deemed to have been made on the next day that is not a Saturday, Sunday or legal holiday.
- 11.3. If a notice is delivered by multiple means, the notice shall be deemed delivered upon the earliest date determined in accordance with the preceding subparagraph.
12. **Governing Laws.** This Agreement and all transactions contemplated by this Agreement shall be governed by, and construed and enforced in accordance with, the laws of the State of Florida without regard to principles of conflicts of laws.
13. **Attorneys' Fees.** If any legal action or other proceeding (including, without limitation, appeals or bankruptcy proceedings) whether at law or in equity, which: arises out of, concerns, or relates to this Agreement, any and all transactions contemplated hereunder, the performance hereof, or the relationship created hereby; or is brought for the enforcement of this Agreement, or because of an alleged dispute, breach, default or misrepresentation in connection with any provisions of this Agreement, the successful or prevailing party or parties shall be entitled to recover reasonable attorney's fees, court costs and all expenses even if not taxable as court costs, incurred in that action or proceeding, in addition to any other relief to which such party or parties may be entitled.
14. **Counterparts.** This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.
15. **Signatures by Facsimile or Digital Execution.** It is the intent and agreement of the parties hereto that the signatures, initials and handwritten or typewritten modifications to this Agreement shall be as legally binding upon the parties if in the form of a facsimile or digital execution (such as scanning and emailing) as if the original signatures, initials, and modifications were present on the documents in the hands of each party. Neither party shall assert the statute of frauds nor unenforceability or invalidity of this Agreement, or any addendum or modification of this Agreement, because of the use of facsimile or digital copies and not originals in any litigation; both parties simply waive and relinquish any such defense.
16. **Remedies.** No remedy herein conferred upon any party is intended to be exclusive of any other remedy, and each and every such remedy shall be cumulative and shall be in addition to every other remedy given hereunder or now or hereafter existing at law or in equity or by statute or otherwise. No single or partial exercise by any party of any right, power or remedy hereunder shall preclude any other or further exercise thereof.

17. **Successors and Assigns.** All covenants, Agreements, warranties, representations, and conditions contained in this Agreement shall bind and inure to the benefit of the respective successors and permitted assigns of the parties to this Agreement.
18. **Severability Clause.** Provisions contained in this Agreement which are contrary to, prohibited by or invalid under applicable laws or regulations shall be deemed omitted from this document and shall not invalidate the remaining provisions thereof.
19. **Waiver.** A failure to assert any rights or remedies available to a party under the terms of this Agreement shall not be deemed a waiver of such rights or remedies, and a waiver of the right to remedies available to a party by a course of dealing or otherwise shall not be deemed to be a waiver of any other right or remedy under this Agreement, unless such waiver of such right or remedy is contained in a writing signed by the party alleged to have waived his other rights or remedies.
20. **Construction of Agreement.** Each party acknowledges that all parties to this Agreement participated equally in the drafting of this Agreement and that it was negotiated at arm's length. Accordingly, no court construing this Agreement shall construe it more strongly against one party than another.
21. **Language.** Whenever used in this Agreement, the singular number shall include the plural, the plural number shall include the singular, and the use of any gender shall include all genders where the context permits.
22. **Paragraph Headings.** The paragraph headings used in this Agreement are for convenience only, and shall not be used in interpreting or construing any provision of this Agreement.
23. **Further Action.** Each of the parties hereto shall execute and deliver any and all additional papers, documents, and other assurances, and shall do any and all acts and things reasonably necessary in connection with the performance of the obligations hereunder and to carry out the intent of the parties hereto.
24. **Time.** Time is of the essence of all of the provisions and terms of this Agreement.
25. **Entire Understanding.** This Agreement represents the entire understanding and Agreement between the parties with respect to the subject matter hereof, and supersedes all other negotiations (if any) made by and between the parties.
26. **Amendments.** The provisions of this Agreement may not be amended, supplemented, waived, or changed orally but only by a writing making specific reference to this Agreement signed by the party as to whom enforcement of any such amendment, supplement, waiver or modification is sought.

THEREFORE, the parties have executed this Agreement on the dates set forth below.

ATTEST:

**City of Ocala, a Florida municipal
corporation**

Angel B. Jacobs
City Clerk

Kristen, Dreyer
President, Ocala City Council

Date: _____

Approved as to form and legality.

William E. Sexton
City Attorney

**Ocala/Marion County Chamber of
Commerce, Inc., a Florida not for profit
corporation**

By: _____
Matt McCormick, President

Date: _____

Exhibit A
CEP Services Plan

Business Attraction & Retention Services

The CEP will perform the following Business Attraction & Business Retention Services for the City of Ocala:

- 1 The CEP will host at least ~~2040~~ prospect ~~visits~~ during the year to consider locations within the Focus Areas. Of the these visits, at least 5 should be targeting airport property.
- 2 The CEP will complete at least five (5) Targeted Marketing campaigns. These campaigns will be ~~conducted~~ aimed at businesses considering relocation or expansion in either key industries or in key metros and will be aimed at setting appointments with top level executives. This may also include digital media, print media, or working appointments at trade shows and meetings.
- 3 The CEP will visit with the premier site selection consultants in key markets such as Dallas, New York, Chicago and Atlanta. This will occasionally be done in conjunction with the Florida Commerce team and key site selector conferences such as IAMC (Industrial Asset Management Council), Consultants Forum, and Site Selectors Guild.
- 4 The CEP will continue to build and maintain the Sites & Buildings database through GIS WebTech or a comparable ~~program~~ platform.
- 5 The CEP will engage 300 students and 35 businesses in NEXT' working career development events.
- 6 The CEP will provide assistance to Downtown and Midtown businesses where needed. The assistance shall include locational guidance on site selection; financial planning support; or operational coaching to improve business operations, and growth.
- 56.1. The target is to assist at least 20 businesses located in Ocala Downtown and Midtown.

Cost of Services - \$45,000

Business Creation Services

The CEP will perform the following Business Creation Services for the City of Ocala:

1. The CEP will continue the operation and promotion of the Power Plant as part of a complete Business Creation initiative. ~~The Power Plant currently has a maximum capacity of thirteen (13) businesses. The CEP will maintain an average occupancy rate of 65% during the year.~~ These businesses should be registered with the City, have their primary office located at the Power Plant, and have a lease agreement with the CEP.

~~4.1. The CEP will maintain an average occupancy rate of 65% during the year.~~
~~4.2. The goal is to have three (3) companies graduate by the end of the year and have one graduate relocate within the Focus Area. *~~
2. The CEP will assist at least 100 entrepreneurs with primary location or residence within the Focus Area.
3. The CEP will offer at least two (2) FastTrac® cohorts in the City targeting residents of West Ocala for inclusion in the City's Diverse Small Business Enterprise initiative.
4. The CEP will continue to work with City staff and other partners to identify potential funding and locations for a West Ocala Impact Incubator.

Cost of Services - \$45,000

Exhibit B
Monthly Reports
(SEE ATTACHED DOCUMENT)

Exhibit C
CEP Investment Tiers

Tier	Investment
1 Founder's Club	\$35,000 & Above
2 Chairman's Circle	\$20,000 - \$34,999
3 Champion	\$10,000 - \$19,999
4 Leadership	\$5,000 - \$9,999
5 Legacy Trustee	\$2,500 - \$4,999

2024 CEP Partner Investment Levels

Benefits apply to all representatives of the partner business and are not calculated by number of employees or industry type

Partner Benefits

	Business \$600 \$300 CEP credit	Premium \$1,200 \$200 CEP credit	Legacy \$2,500 \$300 CEP credit	Leadership \$5,000 \$300 CEP credit	Champion \$10,000 \$300 CEP credit	Chairman's Circle \$20,000 \$300 CEP credit	Founder's Club \$35,000 \$300 CEP credit
Listings in online & printed directories	•	•	•	•	•	•	•
Participation in Net-Works Referral & Advisory Groups	•	•	•	•	•	•	•
CEP Partner Certificate, Proud Partner decal, web-use logo	•	•	•	•	•	•	•
Ribbon cutting ceremony with officials & Ambassadors	•	•	•	•	•	•	•
Use of CEP Board Room/PPBI Training Room (1/4 X per year)	•	•	•	•	•	•	•
Complimentary Certificates of Origin	•	•	•	•	•	•	•
Complimentary "Chamber Perks" discounts available	•	•	•	•	•	•	•
Ability to have Partnership Payment Plan	•	•	•	•	•	•	•
Placement of literature in CEP lobby	•	•	•	•	•	•	•
Opportunity to sponsor & host CEP events	•	•	•	•	•	•	•
Two additional Categories listing in print & online directories	•	•	•	•	•	•	•
Opportunity to add a branch business location to directories	•	•	•	•	•	•	•
Four Concierge Connections to other CEP Partners	•	•	•	•	•	•	•
Complimentary Notary Public Services	•	•	•	•	•	•	•
Additional use of Boardroom/PPBI Training Room (+2X/year)	•	•	•	•	•	•	•
Company recognition in print directory Leadership section	•	•	•	•	•	•	•
Enhanced content on online CEP business directory	•	•	•	•	•	•	•
Three additional Categories listing in print & online directories	•	•	•	•	•	•	•
Company logo on digital boards in CEP boardroom	•	•	•	•	•	•	•
Additional use of CEP Boardroom (6 Total per year)	•	•	•	•	•	•	•
Opportunity to add up to two branch businesses	•	•	•	•	•	•	•
Leadership Ocala/Marion (LOM) 10% discounted tuition	•	•	•	•	•	•	•
Ticket to quarterly CEO Network Reception	•	•	•	•	•	•	•
Equine Advocacy Committee Participation	•	•	•	•	•	•	•
Logo recognition on CEP website	•	•	•	•	•	•	•
Logo recognition in print directory Leadership section	•	•	•	•	•	•	•
Four additional Categories listing in print & online directories	•	•	•	•	•	•	•
Two tickets to monthly exCEptional Mornings Breakfast	•	•	•	•	•	•	•
Two tickets to quarterly <i>Catalytic Connections</i>	•	•	•	•	•	•	•
One-half Corporate table at Annual Luncheon	•	•	•	•	•	•	•
Invite to quarterly Executive Roundtable Lunch	•	•	•	•	•	•	•
Opportunity to add up to five branch businesses	•	•	•	•	•	•	•
Executive Tier Benefit for Branch location	•	•	•	•	•	•	•
Use of CEP Boardroom (As Available)	•	•	•	•	•	•	•
Two Tickets to bi-annual Chairman's Lunch	•	•	•	•	•	•	•
Four tickets to monthly exCEptional Mornings Breakfasts	•	•	•	•	•	•	•
Reserved table at Annual Luncheon	•	•	•	•	•	•	•
Opportunity to customize Tier Benefits	•	•	•	•	•	•	•
Six additional Categories listing in print & online directories	•	•	•	•	•	•	•
First choice of available sponsorship opportunities	•	•	•	•	•	•	•
Weekly Buzz feature	•	•	•	•	•	•	•
Four Tickets to bi-annual Chairman's Lunch	•	•	•	•	•	•	•
Invite to private reception with companies new to Ocala	•	•	•	•	•	•	•
Premium reserved table at Annual Luncheon	•	•	•	•	•	•	•
Eight tickets to monthly exCEptional Mornings Breakfasts	•	•	•	•	•	•	•
Logo on CEP website homepage	•	•	•	•	•	•	•
Corporate Briefing from the CEO	•	•	•	•	•	•	•
A dinner for four with the CEO	•	•	•	•	•	•	•
Founder's Club company logo recognition in the CEP lobby	•	•	•	•	•	•	•
<i>Leading the Way</i> > One-minute company video	•	•	•	•	•	•	•

Exhibit D
Quarterly Invoice Summary

Invoice # 00001 (Oct - Dec 2024)		
Contract # GRM/2090006		
Service	Service	Description
<i>CEP Program Area</i>	<i>Activity</i>	<i>Short description of tasks performed event or activity.</i>
Business Attraction & Retention	Hosted 3 prospects	Projects Example, Model, and Idea viewed a total of 10 sites of which 8 were in the Focus Areas
	4 Target Marketing Campaign	Had a booth and appointments at the Bio USA
	Consultant Marketing	Participated in the Site Selectors Guild meeting in NYC
	Sites & Buildings Database	Currently 100 sites & buildings on the database in the Focus Areas
	NEXTworking event	Health Care Networking event had 150 students and 30 businesses
Business Creation	Power Plant Incubator Occupancy	average 85% occupancy over period
	PPBI Graduates	None this quarter
	Entrepreneurial Assistance	15 Focus Area entrepreneurs were assisted this quarter
	West Ocala FastTrac®	12 participants completed FastTrac at Mary Sue Rich Center
	West Ocala Impact Incubator	CEP submitted a grant request to fund the development of the center

Exhibit E
Forward Momentum: 5-Year Strategic Plan Highlights (2022-2026)

FORWARD MOMENTUM

 The top priority for the entire plan is to secure <u>PASSENGER AIR SERVICE</u> at Ocala International Airport for the metro's almost 400,000 residents.	 Creating <u>MORE INCUBATORS!</u> Make a healthcare one with lab space and three satellite incubators for targeted local IMPACT communities.	 Focusing on more <u>WORKFORCE HOUSING</u> by partnering with local government and housing developers in a coordinated marketing plan.
 Boost <u>FEMALE WORKFORCE PARTICIPATION RATES</u> by assisting women jobseekers entering and returning to the labor market.	 <u>MORE JOBS!</u> The CEP will create 5,000 new jobs with an average wage 15% above the county average with a direct capital investment of \$500M.	 Assist aspiring <u>ENTREPRENEURS</u> through a Community Development Financial Institute and a robust Entrepreneur In Residence program.
 Develop a local <u>EQUINE QUARANTINE FACILITY</u> that will champion the inspection and certification approvals needed on a local and federal level.	 <u>INCREASE OVERALL OPERATING REVENUE</u> to \$3.5M annually and realize \$150,000 per year from the newly created Foundation CEP, a 501(c)(3).	 The <u>RENEWAL OF THE LOCAL OPTION SALES TAX</u> in 2024 (for 6-8 years ideally) is imperative for the continued growth of the local economy.