CEP Performance Matrix 2024-25

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	**ACTIVITY**	**OCTOBER**	**NOVEMBER**	**DECEMBER**	**JANUARY**	**FEBRUARY**	**MARCH**	**APRIL**	**MAY**	**JUNE**	**JULY**	**AUGUST**	**SEPTEMBER**	**TOTAL**
2	**Business Attraction**													
3	CEP will host at least **25** prospect visits during the year.	3	6	3										12
4	CEP will complete at least **five** Targeted Marketing events/campaigns/trade shows.	3	1	1										5
5	Meet with **35** site consultants	2	6	2										10
6	CEP will host at least **4** consultants for a FAM tour	0	6	0										6
7	CEP will send **four** updates to key prospects, consultants, & brokers.	1	5	3										9
8	**Business Retention**													
9	CEP will complete and document in an online CRM at least **150** retention calls.	15	20	22										57
10	CEP will implement a corporate visitation program and complete at least **two** corporate visits.	0	0	0										0
11	CEP will engage 300 students & 35 businesses in NEXTworking career development events	100	0	0										100
12	**Business Creation**													
13	The Power Plant will graduate at least **three** businesses.	0	0	0										0
14	At least **two** Power Plant graduates will be located in Marion County.	0	0	0										0
15	The Power Plant will maintain at least a **50%** occupancy rate.	87.5	87.5	87.5										86%
16	The Business Creation initiative will assist **125** would be entrepreneurs.	10	14	7										31
17	CEP will assist at least **100** entrepreneurs through the IMPACT initiative	4	3	3										10
18	The CEP will work to open at least one neighborhood incubator in a targeted IMPACT neighborhoods.	✓	✓	✓										✓
19	**Ongoing**													
20	CEP will serve as the official local representative to Enterprise Florida.	✓	✓	✓										
21	The CEP will continue to build and maintain the Sites & Buildings database through ZoomProspector or a comparable program.	✓	✓	✓										
22	The CEP will continue to implement an online CRM.	✓	✓	✓										
23	CEP will continue the operation & promotion of the Power Plant as part of the Business Creation initiative.	✓	✓	✓										
24	**Reporting**													
25	CEP will provide County/City with monthly (**twelve**) written reports of its activities.	1	1	1										3
26	CEP will provide City/County with a monthly performance matrix update as to the status of each of these responsibilities.	1	1	1										3