		BUS	INESS C	REATION	I, RETENTIC Performa	N, AND AT nce Summar	TRACTION S y 2024-2025	SERVICES A	AGREEMEN [*]	Γ				
MEASURE	Target	October	November	December	January	February	March	April	May	June	July	August	September	Total
1 PROSPECT VISITS WITHIN FOCUS AREA														
1.1 No. of Visits	10	3	6	3	4	3	1	9	2	5	2	1	1	40
2 AIRPORT PARK, AIRPORT PROPER, AND/OR ADJOINING PROPERTIES.														
2.1 Prospect Visits (3)	3				2	1	1	2	1	2	2	1	0	12
2.2 Acres Sold or Leased (Vacant Property)	N/A				0	0	0	0	0	0	0	0	0	0
2.3 Capital Investment	N/A				\$ -	\$ -	\$ 25,000,000 \$	- 9	5 - 9	-	\$ -	\$ -	\$ -	\$ 25,000,000
2.4 Square Footage Sold or Leased (Exisiting Buildings)	N/A				0	0	131,000	0	0	0	0	0	0	131000
3 MARKETING & BUSINESS RETENTION														
3.3 New Contacts Established	N/A				120	0	10	4	55	0	2	5	0	196
3.4 Leads Generated	N/A				40	0	0	1	25	0	0	1	0	67
3.6 Targeted Marketing Campaigns	5	3	1	1	4	3	1	1	2	0	2	3	1	22
3.4 Retention Calls	181	15	20	22	12	0	18	19	17	19	5	1	0	148
FINANCIAL REVIEW COMMITTEE (QUARTERLY)														
4.1 No. of Meetings	N/A				1	0	0	1	0	0	1	0	1	4
5 SITES AND BUILDINGS DATABASE (AVERAGE)														
5.1 Monthly Site Visits (Average)	N/A				68	74	94	67	106	75	75	60	51	74
5.2 Total Listings (Average)	N/A				381	385	389	390	393	396	406	443	470	406
5.3 Total Square Feet of Available Buildings (Average)	N/A				20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	34,582,738	35,817,880	23,377,846
5.4 Total Acreage Listed (Average)	N/A				31,415	31,415	31,415	31,415	31,415	31,415	31,416	31,475	31,451	31426
6 BUSINESS INCUBATOR	N1/A											. –	. –	
6.1 Incubator Registry (Average)	N/A	07.5	07.5	07.5	13	14	14	13	14	14	13	15	15	14
6.2 Occupancy Percentage (Average)6.3 Demographics Report Submitted	65% 12	87.5	87.5	87.5	68	72 1	72 1	70 1	78 1	78 1	84	94	94	81 9
6.4 Graduates	3				0	0	0	1	0	0	1	0	1	2
7 BUSINESS ASSISTANCE AND FASTRAC COHORTS						-					·			
7.1 First-Time Assistance Provided	N/A				8	6	19	12	18	12	12	7	0	94
7.2 Continued Assistance Provided	N/A	10	14	7	2	4	11	11	6	9	6	14	0	94
7.3 FastTrac Training Held	2				0	0	0	1	0	0	1	0	0	2
7.4 No. of Participants from Target Areas	N/A				0	0	0	15	0	0	22	0	0	37
7.5 NEXTworking -Students	300	100	0	0	0	0	0	0	0	0	0	150	0	250
7.6 NEXTworking -Business	35				0	0	0	0	0	0	0	35	0	35
8 DOWNTOWN AND MIDTOWN ACTIVITIES														
8.1 Downtown and Midtown Business Assistance	N/A				13	14	14	13	14	14	18	1	3	104
9 FLORIDACOMMERCE														
9.1 Communication	N/A				0	3	4	3	0	1	2	3	2	18
10 FINANCIAL REPORT					-	-		-	-			-	-	
10.1 Employees assigned to Ocala Services (Average)	N/A				7	7	7	7	8	8	8	8	8	8

Target Met or Exceeded
N/A - New/First-Time Measures - Tracking Only -
Benchmark to be determined based on Year 1 performance.
Behind Target
Total