BUSINESS CREATION, RETENTION, AND ATTRACTION SERVICES AGREEMENT
Performance Summary 2024-2025

	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	$ -	$ -	$ -	$ -	$ -	$ -	$ 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
4	**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**														
6.1	**Incubator Registry (Average)**	**N/A**				13	14	14	13	14	14	13	15	15	14
6.2	**Occupancy Percentage (Average)**	**65%**	87.5	87.5	87.5	68	72	72	70	78	78	84	94	94	81
6.3	**Demographics Report Submitted**	**12**				1	1	1	1	1	1	1	1	1	9
6.4	**Graduates**	**3**				0	0	0	1	0	0	1	0		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	7
N/A - New/First-Time Measures - Tracking Only - Benchmark to be determined based on Year 1 performance.	15
Behind Target	**5**
Total	**27**