



2019 Strategic Plan



Our Vision
Our Mission
Core Values

Creating the best place for business
Advance regional business success
Ethical. Inclusive. Respectful. Fiscally Responsible

REGIONALISM

- * Initiate and support regional collaboration and partnerships
- * Advance the implementation of the following transportation projects: Sardis Church Road Extension, Middle Georgia Regional Airport Runway Extension, Export/Import Highway and High Speed Passenger Rail
- * Participate in the 2019 Macon-Bibb Intercity Trip
- * Continue to advocate for the Ocmulgee Mounds National Historical Park and Preserve
- * Maintain effective relationships with the base command structure and the Air Force Material Command leadership team
- * Work with the 21st Century Partnership and the legislative delegation to protect and grow missions at Robins Air Force Base and the Air Logistics Complex
- * Join the 21st Century Partnership in the Annual Washington DC Legislative Breakfast

INVESTOR ENGAGEMENT

- * Maintain the Chamber's fiscal responsibility
- * Continue the focus on increasing diversity with our membership and chamber leadership
- * Continue to improve and expand existing Chamber events, services and recognition programs to retain existing members and recruit new members
- * Maintain two-way communication with our members and the community through enhanced social media, mobile apps, online surveys and focus groups
- * Aggressively promote our members' successes and services through our marketing efforts and social media
- * Partner with Central Georgia Technical College to provide a direct link from the Chamber to their online learning platform
- * Implement quarterly meetings of small business owners and entrepreneurs to share best practices and exchange information
- * Advocate at the local, state and national level on issues and legislation important to our members' business success

MACON WORKS

- * Promote and support programs to align current and future workforce needs with both existing and emerging businesses
- * Work with our K-12 education partners to ensure that our graduates are college or career ready
- * Connect our education partners with business leaders to optimize the success of our current intern, apprenticeship and co-op programs
- * Monitor and enhance Leadership Macon and Young Professionals Network program to ensure the continued development of future leaders
- * Develop a strategy and plan for the recruitment and retention of talent
- * Formalize a comprehensive existing industry program to encourage and support business growth and retention
- * Support existing programs and promote new initiatives that address the needs of small and minority enterprises
- * Promote an environment where entrepreneurs and creative talent can start up and grow their businesses

#MACONMATTERS