

Q1
20
22

PROGRESS REPORT





Macon Young Professionals at Macon Startup Week

2022 Q1 INVESTOR REPORT

Thanks to increased partnership and cooperation among community stakeholders, Forward Macon is addressing challenges identified in the comprehensive five-year plan created by the Greater Macon Chamber of Commerce and One Macon. Key initiatives focus on building workforce, attracting and retaining talent and revitalizing neighborhoods.

The Greater Macon Chamber of Commerce, in partnership with United Way, the Community Foundation of Central Georgia and SparkMacon, will execute the Forward Macon plan. In February 2021, the Greater Macon Chamber launched [gretermaconworks.com](https://www.gretermaconworks.com) and began executing workforce tactics through Macon Works programs.

The Forward Macon plan is expected to increase jobs through its workforce development initiative through an increased available workforce pool, better skills matching and shortened job vacancy period, and from jobs created through entrepreneurship and community revitalization. This report will highlight the current progress of the active programs.

By 2025, we expect the Forward Macon plan to have played a role in creating 2,400 to 3,100 direct and indirect jobs in Macon-Bibb County. These additional jobs will bring an additional \$56 million in consumer expenditures.

56M

Additional Consumer
Expenditures in Five Years

#1

Create Best Place for
Business in Georgia

3,100

Direct and Indirect Jobs
Created in Macon-Bibb



Atrium Health Navicent CEO Delvecchio Finley hosted a job fair on GreaterMaconWorks.com.

WORKFORCE DEVELOPMENT PLAN

Pillar I: Improve Workforce

Through Greater Macon Macon Works, Forward Macon will ensure our graduates are college/career-ready by connecting business and education providers at all levels.

Implement GreaterMaconWorks.com, a web-based app that links recruitment, skill-building, and career navigation into one collaborative system.

Provide local businesses a seamless venue to post jobs, participate in virtual job fairs, and take advantage of hundreds of training modules.

Provide education providers analytics to assess skills needed in the community, access to promote or host job fairs for students, usage of training modules as part of their curriculum, and a place to promote their programs and training.

Provide job seekers a local resource for finding jobs and training at no charge.

GreaterMaconWorks.com Educational Engagement

Bibb Students 4,508

Bibb School Counselors 360

Organizations 293

Job Postings 897

Completed Courses 22

Users on Site 5,175

Career Cards 857

Career Card Views 61,457

**Three Public School Systems
Bibb/Crawford/Peach**

Statistics Effective 2.28.22

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MACON GO-HIRE CAREER FAIR

The Greater Macon Chamber of Commerce recently partnered with Visit Macon and Goodwill Industries to host a two-day career fair for the hospitality and industrial sectors. Over 650 positions were available. Applicants were allowed to participate in person by visiting live booths at the Anderson Conference Center or virtual booths at greatermaconworks.com. By collaborating, we were able to reach a larger audience and bring new awareness to community stakeholders about the demands and opportunities for Central Georgia residents and those looking to relocate to our vibrant area.

A new **"Someone is Looking"** marketing campaign to launch the talent platform and to advertise career fairs was launched on cable, digital and social media and was supported by print and email campaigns to targeted lists.

WORKFORCE HIGHLIGHTS

- Acquired regional license for greatermaconworks.com
- Began with "0" users and currently with **5,176** registered users on greatermaconworks.com
- **3,000** users are **Bibb County School District** students
- Partnered with **Crawford County Schools** and **Peach County Schools** to engage students on greatermaconworks.com
- Three **Virtual Job Fairs** (2 with BCSD and 1 community)
- **20** local career card videos (examples: **Embraer, GEICO, & Prince Precision Products**)
- Partnered with **CGTC's Adult Literacy** program to give access to **2,400** new users/adult learners

897

Current Jobs Posted
greatermaconworks.com
February 2022

650

Jobs Available at Macon Go-Hire Career Fair Hosted with Visit Macon and Goodwill

293

Organizations
Created Profiles on
greatermaconworks.com



PILLAR II: ATTRACT & RETAIN TALENT

Proactively market Macon as the place to live, work and play in the Southeast.

As part of Macon Works, the Greater Macon Chamber of Commerce will create and implement a talent attraction plan that builds on the region's cultural and business narrative.

Identify Macon's unique brand assets and develop a brand proposition around those assets.

Identify top talent markets for Macon.

Create and execute a marketing blueprint to include, but not be limited to, website, social media, content development, ambassador & alumni outreach, media relations, and advertising.

Enhance Young Professionals and Leadership Macon to retain talent already here.

● Contracted with Development Counsellors Inc. ✓

Develop a talent attraction website and marketing blueprint for Macon, GA.

● Hosted Immersion Tour ✓

Featuring three focus groups, major employer interviews and new resident interviews

● Top Talent Markets Identified ✓

(Georgia, Florida, and New York/New Jersey)

● Identified Eight Key Messages ✓

Where History and Your Future Meet; In Good Company; Downtown on the Rise; More Housing, Fraction of the Cost; Prioritizing Education and Healthcare; There's More to Life in Macon; Welcome In, Make Yourself at Home.

● Created Brand Concepts and Brand Identity ✓

● Hosted Macon Young Professionals ✓

Sponsor of Macon Startup Week in December

New Talent Attraction Website Launch Spring 2022



"In spite of the challenges brought on by the pandemic, this neighborhood has seen significant gains toward revitalization."

**--Sundra Woodford
Neighborhood Catalyst**

PILLAR III: REVITALIZE NEIGHBORHOODS

Enhance Macon's quality of place through increased civic engagement and neighborhood revitalization.

Fund, in partnership with United Way, the Community Engagement Project Manager position, a neighborhood catalyst for implementing a systematic, comprehensive revitalization plan in **Pleasant Hill**.

Establish a neighborhood profile.

Create a portal of neighborhood-specific data for upload to the **OneMacon!** website.

Identify, manage, and evaluate neighborhood centric funding.

Serve as a conduit to community resources and information and convener of external stakeholders and target neighborhoods.

Support the Community Foundation of Central Georgia's micro-grant program that will fund initiatives in the underserved neighborhoods that comply with the Economic Revitalization section of the OneMacon! 2.0 plan.

Pleasant Hill Code Enforcement ✓

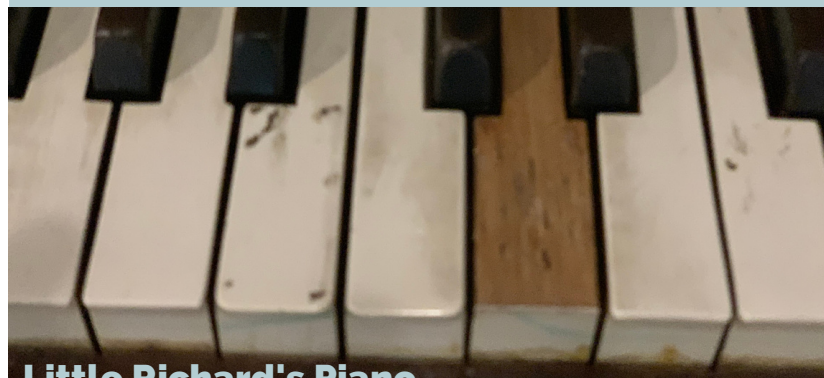
- Conducted quarterly cleanups
- **SeeClickFix** Training attended by 17 neighbors including five youth who created 11 tickets which were submitted, antitified and referred 79 Heirs properties to Middle Georgia Justice

Pleasant Hill Neighborhood Planning ✓

- Completed LH Williams Needs Assessment
- Completed Housing Marketing Study
- Comprehensive Neighborhood Plan in progress
- Implemented LH Williams Community Schools Strategy
- Conducted COVID-19 Vaccination Campaign

Pleasant Hill Blight Transformation ✓

- Brought 21 structures into compliance or demolished
- Constructed six new houses
- Repaired 17 houses
- Started Mounts Public Housing renovations



Little Richard's Piano



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Join community leaders that want to see Macon's economic growth accelerated.
Email our Investor Development Manager, Tanner Smith, tsmith@MaconChamber.com
or call us at 478.621.2000 for more information.