

Q2
20
22

REPORT TO INVESTORS





2022 Q2 INVESTOR REPORT

Forward Macon continues to address the 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. A new talent and attraction website will launch this summer.

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

Thousands of students are introduced to new career paths on greatermaconworks.com.



Piedmont Urgent Care featured in new career card videos available 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 4,945

Bibb School Counselors/Teachers 366

Organizations 302

Job Postings 2,083

Completed Courses 23

Users on Site 6,844

Career Cards 860

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

Statistics Effective 06.30.22

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Residents from Atrium Health Navicent



HEAL 2022 Moderator Julia Magda and Greater Macon Chamber Interim CEO Ron Shipman

HEAL HEALTHCARE SERIES AND RECEPTION FOR NEW MEDICAL RESIDENTS HOSTED AT HISTORIC DOUGLASS THEATRE

The **Greater Macon Chamber of Commerce** recently partnered with **Atrium Health Navicent** and other sponsors from the medical community to feature local Macon-Bibb healthcare and wellness leaders who provided a compelling industry update, presented healthcare career opportunities, and showcased the innovative ways the industry is pivoting to support the community during this unprecedented environment.

The **HEAL 2022 New Medical Residents Reception** officially welcomed the new class of interns at historic Douglass Theatre. The Greater Macon Chamber of Commerce was pleased to welcome the doctors to the birthplace of southern rock and the city where soul lives. Medical residents and their advisors enjoyed food, drinks, music and networking supported by **Atrium Health Navicent, Central Georgia Cancer Care, Hughston Clinic, Internal Medicine Associates and Skin Care Physicians of Georgia.**

Q2 WORKFORCE HIGHLIGHTS

Began with "0" users and currently with **6,844** registered users on greatermaconworks.com

4,945 users are **Bibb County School District** students

Partnered with **Crawford County Schools** and **Peach County Schools** to engage students on greatermaconworks.com

Senior Job Fair with Bibb County School District

39 local career card videos including **Kumho Tires, HamTech, Piedmont Urgent Care**



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2,083

Current Jobs Posted
greatermaconworks.com
June 2022

39

Macon-Bibb Career Cards
Feature Local Businesses
and Industries

300

Organizations
Created Profiles on
greatermaconworks.com

HEAL 2022 healthcare series featured an official welcome reception and orientation for new medical residents.



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.

Q2 HIGHLIGHTS

Talent recruitment website developed and prepared to **launch** in August 2022

Three-month marketing campaign launched to market **greatermaconworks.com** to job seekers and employers

Custom photography commissioned to showcase Macon neighborhoods, industries and lifestyle

Developed **print concepts** and **itineraries** to encourage talent to experience the local culture and explore the area during site visits

Co-hosted cultural event for **Macon Young Professionals** with Grand Opera House and Macon Orchestra

Leadership Macon Alumni event hosted to continue engagement with Leadership Macon graduates

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New Talent Attraction Website Launch Summer 2022



Rob Betzel of Grit Consulting coordinated a recent meetup with Entrepreneurial Support Organizations (ESOs)



Macon Young Professionals network together at SparkMacon social.

MACON STARTUP DEVELOPMENT PLAN

Pillar II: Attract and Retain Talent Entrepreneurial Support Initiative

SparkMacon will hire an Entrepreneurial Catalyst to support and grow Macon's startup community and attract new entrepreneurs to the area. The goal is to identify, develop, and track 60 entrepreneurs a year by 2025.

SparkMacon held a convening of the ESOs (Entrepreneurial Support Organizations) to review the plan of work and goals for the granted funds from Forward Macon. The group defined the name and theme of the Macon entrepreneurial brand as **Startup Macon** along with defining the work of and title for the resource to be hired.

The Director of **Startup Macon** will be called the **Community Navigator** and will focus efforts on identifying and attracting entrepreneurs to Macon and then helping them navigate our local ESOs to ensure they get the right support from the right organizations at the right time. A Community Navigator job description has been drafted and promoted locally and through online hiring sites. SparkMacon is in the final stages of gathering resumes so that a hiring committee can interview and approve a new director in July.

SparkMacon has also been working to develop the online presence of the program with a resource map of all ESOs so that entrepreneurs can **research 24/7** and connect with support organizations and access programming. Plans for the remainder of 2022 include launching the Community Navigator and Startup Macon brands, supporting programming from local **ESOs**, and identifying gaps in programming. Startup Macon and the ESO community will develop plans to address the gaps in support and try to find solutions.



Youth-centered cleanup at LH Williams School

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.

Q2 MILESONES AND HIGHLIGHTS

- Worked with Historic Macon to promote and recruit resident leaders for the **Leadership Institute**
- Partnered with LH Williams Elementary in the coordination of the **Milestones Training Camp** that focused students on the importance of bringing their best efforts in preparation for this high-stake test
- Youth-centered cleanup** continued with stipends doubled for participating youth
- Focus group sessions scheduled for July 19th through August 6th to collect **stakeholder feedback** related to basic needs, youth, blight, and recreation
- Funding identified to the **"Pleasant Hill Pathway"** project which funds the installation of pedestrian and bike lanes to connect the neighborhood to downtown and the Ocmulgee Heritage Trail
- Community Enhancement Authority** (CEA) continues its home ownership program
- There has been a **30% reduction of shots fired** in the neighborhood since the installation of the Shot Spotter technology.
- Assisted by a lifelong neighborhood resident, **Fuller Center** is scheduled to begin **home repairs** for owner occupied residents in Pleasant Hill.