

**Q3**  
**20**  
**22**

# REPORT TO INVESTORS





## 2022 Q3 INVESTOR REPORT

**Forward Macon** initiatives are being successfully implemented into the collaborative strategy to create new jobs, recruit new residents, and develop new talent in Macon-Bibb. Our downtown is vibrant, neighborhoods are improving, and industries are choosing to expand operations and to consider relocation to **Georgia's sweet spot for jobs and good living**.

The unprecedented level of cooperation between government, business, education, and nonprofits continues to create a distinctive destination for commerce and culture. By working together, we see positive results more quickly. The **Greater Macon Chamber of Commerce** and **One Macon** have endorsed Forward Macon key initiatives that we believe are accelerating our trajectory. The Greater Macon Chamber of Commerce, in partnership with **United Way**, the **Community Foundation of Central Georgia** and **SparkMacon** have already created an impressive impact in the first year of the Forward Macon Plan's execution.

We are pleased to share some highlights from our work in year one. We thank you for your past support of the Forward Macon campaign and appreciate your current contributions. This critical work would not be possible without your commitment and vision.

# \$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](http://greatermaconworks.com) during Future Workforce Fridays in Bibb County Schools.



More than 850 career card videos are available for viewing on [greatermaconworks.com](http://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](http://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

**Students 7,204**

**Counselors/Teachers 531**

**Organizations 317**

**Job Postings 2,311**

**Completed Courses 25**

**Users on Site 9,177**

**Career Card Views 5,620**

**Active Adult Job Seekers 2,504**

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

Statistics Effective 09.30.22

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# Georgia's Sweet Spot for Jobs & Good Living



## 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.

## Q3 HIGHLIGHTS

Talent recruitment **website launched** in September with an **executive preview** and a public site demonstration at **Capricron Studios**.

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

Additional photography commissioned and curated to showcase Macon **neighborhoods, industries and lifestyle**

Completion of **print campaign collateral** featuring a large eight-page recruitment brochure, and a pocket guide. Three targeted two-page itineraries were developed to appeal to young professionals, executives and families. The campaign encourages talent to experience the local culture and explore the area during site visits.

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# New Talent Attraction Website maconworks.com



Maconworks.com talent attraction website preview and launch was hosted at historic Capricorn Music Studios.



## TALENT ATTRACTION WEBSITE LAUNCH AT CAPRICORN STUDIOS

At the Greater Macon Chamber, we believe that a proactive talent attraction campaign showcasing Macon's quality of life, cultural narrative, and economic vitality will help our business and industry community recruit the right-fit prospects. Maconworks.com was officially launched to position Macon-Bibb as Georgia's Sweet Spot for Jobs and Good Living.

The Peyton Anderson Foundation came forward with a generous lead grant with designated funds to create and implement a talent attraction plan building on the region's cultural and business narrative. The new campaign will proactively market Macon as THE place to live, work and thrive in the Southeast. The Greater Macon Chamber contracted with Development Counsellors International, one of the nation's top destination development firms to develop a marketing blueprint. Phase one of the campaign will target Georgia, Florida, New York, and New Jersey. A comprehensive plan for Macon includes a branded website, social media, content development, ambassador & alumni outreach, media relations, and advertising. In addition, the Chamber will continue to enhance Macon Young Professionals and Leadership Macon Graduates to retain talent already here.

Lynn Farmer, Director of Workforce Development and Talent, thanked community collaborators, business leaders and industry partners who invested time, talent, resources, and energy into this initiative at a VIP preview held at Capricorn Music Studios. "We have compelling content and innovative strategies to share that will be highlighted on maconworks.com," stated Farmer.

Heart. Soul. Macon. The new website epitomizes Macon's brand promise to be a city of opportunity. Jobs, diverse industries, home ownership, higher education, and a high quality of life puts the world at your fingertips. Macon promises good living. Every brand has its own distinctive voice and personality. Macon's talent recruitment messaging is authentic, trustworthy, straightforward, neighborly, and spirited. The website highlights the central location, opportunity, key industries, education, healthcare, natural assets, and culture. The value proposition promotes the variety and accessibility of housing options in diverse neighborhoods. Users can check out the Cost of Living Calculator to see how far their dollars can go. Guests are invited to settle down, spread out and move to town. All are welcome, so make yourself at home.



SparkMacon and Startup Macon Team  
Collaborate to Offer Entrepreneurs Support

## Pillar II: Attract and Retain Talent Entrepreneurial Support Initiative



**Startup-Macon** is proud to announce the hiring of **Heaven Whitby** as **Director and Community Navigator**. Heaven is a proud Macon entrepreneur with a passion for her community and supporting entrepreneurs. Heaven will work daily with entrepreneurs throughout the community to ensure they are getting the support they need and track their growth and impact on Macon.

In Q3 Startup-Macon met with **24 unique entrepreneurs** and 22 have actively engaged with the Community Navigator. Engagement means that a one-on-one meeting was scheduled and took place. 10 entrepreneurs were given an assessment to identify their needs, and two were referred to ESO's. Fifteen unique ESO's have been engaged since Heaven's onboarding however several more were engaged by our team prior to her hiring.

In addition, entrepreneurs can use **[www.startup-macon.com](http://www.startup-macon.com)** to engage with the program and our local ESO's 24/7. This community ecosystem website is dedicated to educating and connecting entrepreneurs with all local ESO's, their services, and support. The site also provides a **central calendar of programming and events** for entrepreneurs as well as a platform for entrepreneurs to digitally engage with each other.

"My first official Quarter has been a journey of discovery and implementation. I began meeting with entrepreneurs immediately after being hired. I was excited to serve our community. I quickly realized that I needed to have a deeper understanding of our program before having deeper conversations with the people I have connected with. I am glad that I have a solid group of excited entrepreneurs ready to be connected, and even more excited now that I truly have the resources and connections to follow through on the Startup-Macon promise. We already have data that shows there is a genuine response from the community towards the Startup-Macon brand. The people of Macon want to be a part of this organization. They want benefits and will offer support. I'm looking forward to moving forward and collecting more data that further proves this fact and supports the idea that the service organizations will also benefit greatly from our work." -- Heaven Whitby

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## Bibb County Schools Engage Community at Job Fair



Retired Lieutenant Colonel Leads  
Boy Scout Troop 100 in Pleasant Hill

## PILLAR III: REVITALIZE NEIGHBORHOODS

**Achieving Legacy** hosted a job fair and resume workshop on October 7, 2022 at Booker T. Washington Center. Confirmed employers included **Atrium Health Navicent** and **Bibb County School District**.

Historic Macon continues its **Neighborhood Leadership Institute**. The third of five sessions will be held on Sat. Oct. 22, 2022, with graduation planning Nov. 12, 2022. Nineteen (19) Participants (Pleasant Hill -1; East Macon - 5). The program is led by JW Fanning Institute of Leadership Development.

Troup Committee Chairman **Daniel Morgan, a retired Army Lieutenant Colonel**, has restarted the **Boy Scout Troup 100** in the Pleasant Hill neighborhood following the pandemic. President Bruce Riggins of the **100 Black Men of Macon-Middle Georgia** led the effort. Sixteen boys have been recruited since July 2022.

Seven **Neighborhood Town Hall** style focus groups were held over a span of a month and included 130 participants who completed surveys, focus groups comprised 75 participants 200 unique responses on educational survey. Sessions were scheduled from July 19th through August 6th to collect stakeholder feedback related to basic needs, youth, blight, and recreation.

Funding has been identified for 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. Bike Walk Macon is leading the effort working with Pleasant Hill residents and Reimagining the Civic Commons group.

**Community Enhancement Authority** (CEA) continues its home ownership program. CEA will be working with the Google team to build the blight tool. CEA hopes to share the prototype for the blight reporting tool and get some resident feedback.

The **OneMacon! Neighborhood Catalyst** will be partnering with the **Cure Violence** team to conduct CPTED safety audits. 'Crime Prevention Through Environmental Design' (CPTED) is a crime prevention theory focusing on tactical design and the effective use of the built environment, which when applied, **reduces both crime and the fear of crime**. Mounts Homes renovation -Mounts Homes, comprises 86 units in the Pleasant Hill Community. The contractor is 30% complete and they are on target (pending any material/labor shortage delays) to be complete in late 2023 or early 2024. When complete, it will represent an \$11M investment back into the community. This same effort is being duplicated at Davis Village, LP (previously Davis Homes) and Murphy Village, LP (Previously Murphy Homes).

The **Macon Affordable Housing Fund** is progressing, **Macon Housing Authority** is working with the **Mayor's Office** and the 501 (c) 3 is being reviewed and approved soon by the IRS. Once that occurs, we will be forming a Board to move forward with bi-laws, appointments, etc.