

Q4
20
22

REPORT TO INVESTORS





Greater Macon Works Vice Chair Scott Seigel congratulates 2022 Small Business Leader Scott Mitchell, owner of downtown's newly expanded Bohemian Den.

2022 Q4 INVESTOR REPORT

Forward Macon initiatives continue to be successfully implemented into a 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 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 2022. 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
Projected in Five Years

#1

Create Best Place for
Business in Georgia

3,100

Create Direct and Indirect
Jobs in Macon-Bibb



Over **10,100** students and adults have been actively engaged with educators and employers on **greatercareerworks.com** in 2022.



More than 866 career card videos are available for viewing on **greatercareerworks.com**.

WORKFORCE DEVELOPMENT PLAN

Pillar I: Improve Workforce

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

Implement GreaterCareerWorks.com, a web-based hub 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 educational institutions with 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.

GreaterCareerWorks.com Educational Engagement

Students 7,204

Counselors/Teachers 531

Organizations 322

Job Postings 1,987

Completed Courses 36

Users on Site 10,100

Career Card Views 7,046

Three Public School Systems
Bibb/Crawford/Peach

Statistics Effective 12.31.22

Q4
20
22



Piedmont Healthcare histology technicians solve problems you might not know you have.

PILLAR II: ATTRACT & RETAIN TALENT

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

As part of Greater 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.

Q4 HIGHLIGHTS

GreaterCareerWorks.com became the new moniker for the web-based hub linking workforce development and career navigation tools. The digital footprint has been enhanced to serve a more expansive regional audience of job seekers and employers. Over **10,100 users** engaged with educators and employers in 2022.

A **Macon Promotional Kit** featuring branded collateral, digital itineraries, overview presentations and cool swag has been **curated for industry partners** to showcase Macon neighborhoods, industries and lifestyle **when recruiting new talent**. The package includes print campaign collateral with a comprehensive 16-page recruitment brochure and a pocket guide along with apparel and specialty items.

Andrea Griner was recently recognized as a **Workforce Development Champion** at the 2022 Chamber Awards for her inspired leadership and commitment to Macon-Bibb.

**Q4
20
22**

Talent Attraction Website
maconworks.com



"In the past 41 years, over 1,300 participants learned how to influence positive change and build an inclusive community through participation in Leadership Macon."

-- Lynn Farmer, Leadership Macon Director

LEADERSHIP MACON EMPOWERS NEW TALENT

Since 1979, Leadership Macon has promoted **civic responsibility** by encouraging involvement, as well as developing **genuine enthusiasm and dedication**. In 2022, 36 graduates joined the ranks of **1,300 other alumni** who completed the community development program. **Malcolm Burgess, Jr.**, a dedicated community advocate was recognized for his contributions as the **2022 Robert F. Hatcher Distinguished Leadership Macon Alumni** during the 2022 Chamber Awards. LM Co-Founder Charles Jay presented the **Charles Jay Fellow Award** to **Peyton Jeter** for outstanding leadership in the Class of 2022.

An impressive **118 nominations** for the LM Class of 2023 resulted in **75 applicants** who interviewed to fill 46 positions for the new year. The nominations reflected one of the **highest interest levels in two decades**, a testament to the success of the program. The **Class of 2023** will begin the new session by attending a **team building retreat** in January.

Leadership Macon is a year-long intensive program that introduces a class of **upcoming community leaders** to the attributes and challenges in **Macon and Bibb County**. The class is **immersed in the local culture** and engages political and community leaders, learning how to strategically influence positive change by **implementing an impactful community project** while building lasting friendships. Class members develop lasting connections that will benefit them and the community for years to come.

A two-day retreat builds camaraderie, offers **diverse perspectives**, and jump starts the hands-on program. Monthly seminars offer a deep dive into sensitive and critical issues like **Housing, Education, Servant Leadership, Economic Development, Diversity, Tourism and Local Government**. Graduates leave with a better understanding of how to build an **inclusive and compassionate community**.

Leadership Macon's mission is to identify and develop leaders through **continuing education, networking, and community involvement** for the purpose of creating opportunities and encouraging graduates to participate in community leadership.



**Q4
20
22**



SparkMacon and Startup Macon Team
Collaborate to Offer Entrepreneurs Support

Pillar II: Attract and Retain Talent Entrepreneurial Support Initiative

Startup-Macon has made significant progress on our goal to establish our organization as a resource in the community. From community events to **working one on one with entrepreneurs** and growing our relationships with local entrepreneurial service organizations we are proud of our progress in Q4. We are eager to continue growing our impact in the community and look forward to promoting, engaging, and matching local entrepreneurs with resources in our area.

In Q4, we met with **30 new entrepreneurs** and conducted **27 assessments**. Our assessments allow us to measure entrepreneurs on basic economic benchmarks relevant to the success of their businesses. In addition, we engaged with those entrepreneurs 40 additional times, and engaged local entrepreneurial service organizations 25 times, made 11 referrals to local ESO's.

Entrepreneurs began to use our website **www.startup-macon.com** to engage with the program and our local ESO's 24/7. The site continues to function as an imperative resource to assist new and existing entrepreneurs in the establishment of their business. Our **Community Catalyst** also completed the process to become a **SCORE** Admin and engaged **opportunities to connect** with the community through her participation as a judge in the FLEX competition. This unique opportunity provided local students with the **opportunity to pitch their business** and receive seed funding and brick and mortar location to sell their product. Over 17 students participated in this event.

We were able to attend the **Startup Champion's Network** conference in Ft. Worth. This opportunity allowed our entrepreneurial ecosystem leader to learn new techniques to support entrepreneurs in the area.

Startup-Macon continues to meet with new and existing entrepreneurs and connect them with ESO's relevant to their business. All metrics and data related to the program are tracked on a CRM platform, **CLICKUP**, in detail.

**Q4
20
22**



Pleasant Hill CPDE Safety Audit



PILLAR III: REVITALIZE NEIGHBORHOODS

Crime Prevention through Environmental Design (CPTED, pronounced sep-ted-er) is an approach that focuses on improving the design of the built environment to help reduce opportunities for disputes and violence and promote positive behavior. **CPTED** alters the environment of blocks, neighborhoods, or even entire cities to prevent and reduce crime by taking away criminal opportunities, showing would-be offenders that the neighborhood is cared for and **building relationships among neighbors** to strengthen social and cultural norms against crime.

Fundamentally, CPTED suggests that you can **change how people act in a place by altering its design**. The goal is to **reduce crime and fear and improve quality of life** for residents. CPTED strategies are ideal for law enforcement officers, city planners, city managers, commissioners, architects, security consultants, educators or anyone involved in designing neighborhoods, schools, downtowns, buildings, or revitalization efforts. It is an effective way of fighting crime by helping neighbors take and keep control of their space: CPTED theory is **deeply rooted in community building**. Strategies are aimed at creating a positive neighborhood culture that reduces social motives for crime. They work by building **social health, togetherness, and identity** among neighbors.

The **Pleasant Hill CPTED safety audit** was borne out of a **concern of residents** about the **increase in gun violence** and overall safety in their neighborhood. The CPTED safety audits will inform ways residents can partner to **comply with code enforcement, reduce blight, and unify diverse community development** activities such as in education, housing, economic development, and public safety through long term vision, goals, conditions assessments, strategies, objectives, and programs. The first session yielded **362 unique checklists** completed on 21 streets, 6 with no addresses, 55 checklists created digitally, and 307 paper forms. Thirty-nine volunteers assembled at the **LH Williams Recreation Center** for the CPTED safety audit.

DOWNTOWN CHALLENGE GRANT FOCUSES ON DOWNTOWN LIVING

Two Hands International received a Downtown Challenge 2.0 grant for the **Pleasant Hill Strategic Plan (Phase 2)** | in the amount of \$45,000. This project engages Pleasant Hill residents, community stakeholders, & gatekeepers in a strategic plan implementation that responds to neighborhood priorities for development, investment, & community engagement to **increase quality of life** in the neighborhood.