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REPORT TO INVESTORS





2022 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, the Greater Macon Chamber launched greatermaconworks.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



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

Students 2,776

Bibb School Counselors 152

Organizations 261

Job Postings 1200

Completed Courses 20

Users on Site 3,396

Local Company Career Cards 20

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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 ended the year with **4,800** users on greatermaconworks.com

3,000 users are **Bibb County School District** students

Partnered with **Crawford 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

1200

Current Jobs Posted
greatermaconworks.com
October 2021

650

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

35

Businesses Created Profiles on greatermaconworks.com



PILLAR 2: 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 Targeted ✓

(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