



Q3 2023 INVESTOR REPORT



FORWARDMACON.COM



CLEAR CALL TO ACTION.



“We are in the business of training students for jobs available today and preparing them for new career opportunities in the future. A skilled workforce is the most critical success factor for economic growth. My colleagues in education and I are excited about GreaterCareerWorks.com and believe this will be a game-changer for our community.”

– Ivan Allen, President
Central Georgia Technical College

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 **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** has already created an impressive impact in the current phase of the Forward Macon Plan's execution. The joint plan, called **Forward Macon**, is currently being implemented and focuses on **Workforce Development & Talent Attraction, Startup Success, and Community Revitalization.**

We anticipate that Forward Macon's plan will **directly impact job creation.** By 2025, we expect that an additional **2,400 to 3,100 jobs will be created.** These new jobs are expected to add an additional **\$56 million of consumer expenditures** annually by 2025.

We have seen so **much progress in the first three years** of implementation of the **Forward Macon Plan.** We are pleased to share some **highlights from our ongoing efforts.** This critical work would not be possible without the **commitment and vision of our investors and community partners.** Together, we can make a difference.

\$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

PILLAR I: IMPROVE WORKFORCE

During Q3, **Twiggs County Public Schools** fully integrated Greater Career Works into their **Classlink** student database, giving students access to the platform app on the **school's dashboard**. Twiggs students can explore regional businesses & industries, discover career pathways, create resumes, apply for jobs, and join **Future Workforce Fridays**.

Local business/industry professionals and educational institutions speak virtually in live presentations to 6th-12th grade students in **Bibb County and Twiggs County** schools. Future Workforce Friday is hosted on **greatercareerworks.com** twice monthly. Students are introduced to **career pathways** and opportunities available to them in the region, and they can actively engage with speakers.

Stephen Adams, Executive Director of the **Macon Bibb County Industrial Authority**, recently shared his personal story and highlighted some of the key industries and **lucrative careers** available in our community. He encouraged them to research professions in **cybersecurity, information technology, aircraft mechanics**, and other in-demand career fields.

The Greater Macon Chamber of Commerce sponsored and co-hosted **three career fairs**. On August 31, we partnered with **Worksource Middle Georgia** at a career fair at **CGTC** in Peach County. On September 21, **Greater Career Works** and **COX** were the presenting sponsors for **Goodwill's Fall Career Fair**. On September 28, we partnered with Worksource Middle Georgia to host a career fair at **Bibb Mount Zion Baptist Church** which is across from **PACTIV**.

WORKFORCE DEVELOPMENT TACTICS

Ensure 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.

Recruit businesses to **provide apprenticeships** and **internships** for high school and post-secondary education students.

GreaterCareerWorks.com Educational Engagement

Students 7,204

Counselors/Teachers 531

Organizations 322

Job Postings 2,636

Applications 550

Completed Courses 104

Users on Site 12,568

Career Card Views 10,233

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

Statistics Effective 09.30.23



PILLAR II: ATTRACT & RETAIN TALENT



ATTRACTION & RETENTION TACTICS

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

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 **Macon Area Connections** and **Leadership Macon** to retain talent already here.

HIGHLIGHTS

The **Greater Macon Chamber of Commerce** has engaged local photographers to capture local **events and culture** throughout the year to continue building a comprehensive image library and brand messaging for the **website and marketing collateral**. The Chamber has also contracted with a local video production company to produce community leader testimonials for **Choose Macon** and to create **videos of interesting people** who choose to live in Macon.

Videos will be produced in Q4 and completed in Q1 of 2024. These elements are critical components of the **DCI marketing plan** created for the **Choose Macon** recruitment launch. A campaign is underway to build **local brand awareness**, and an out-of-market effort in Q1 of 2024 will support **business and industry recruitment**.

CHOOSEMACON.COM

PILLAR III: ATTRACT STARTUPS



The **Forward Macon plan** included the hiring of an **entrepreneurial community catalyst** to ensure people with **new business ideas** have the right resources to help them be more successful faster. It means more jobs, more creativity, and **more opportunity** for the people of Macon and those who want to **move to our vibrant city**.

Startup-Macon hosted or sponsored events that brought in just over **95 attendees** with **32 unique entrepreneurs** at those events. In the third quarter **Community Catalyst Andrew Eck** held one-on-one meetings with eight aspiring entrepreneurs, offering specific **recommendations to enhance** their operations.

Following, the first **Entrepreneurial Support Organization (ESO)** meetup, the group was able to get an early win by creating a **"Small Business" category on community calendar site, Macon365**. This distinction provides a clear category for **entrepreneur-based events** to be categorized and advertised. This makes it easier for interested individuals to find **local entrepreneurial events** and allows ESO's to create programming that is the most needed.

FORWARD MACON BOARD CHAIR ON INVESTMENT

I know that this investment will deliver a better prepared workforce, will bring talent to Macon, and jumpstart grass-roots revitalization in underserved neighborhoods.

Robert "Robbo" Hatcher, Jr.,
Forward Macon Campaign Co-chair, CEO, H2Capital, Inc.



PILLAR IV: REVITALIZE NEIGHBORHOODS

The **community revitalization** pillar seeks to **increase prosperity in underserved communities**. The One Macon 2.0 plan identified that a Community Engagement Project Manager working within underserved communities could make a difference. Forward Macon helps fund the position currently housed with **United Way of Central Georgia**.



REVITALIZATION HIGHLIGHTS

Forty-one (41) **structural issues and code violations** were identified during the walk audits conducted for **LH Williams and Burdell-Hunt Elementary Schools** ahead of their walking school bus projects and forwarded to Macon-Bibb County for remediation.

In August, **Macon-Bibb County** and the **Pleasant Hill Neighborhood Organization** hosted a family-friendly event to hear what residents would like to see done to improve Linear Park. Thirty-seven (37) unique projects were suggested by 19 stakeholders in the areas of public safety (9), infrastructure & public spaces (8), economic development (8), youth and education (6), and culture (6) during a strategic planning session.

A **neighborhood cleanup** was conducted to clear paths along four identified routes across the Pleasant Hill neighborhood as part of the walk audit for LW Williams walking school bus.

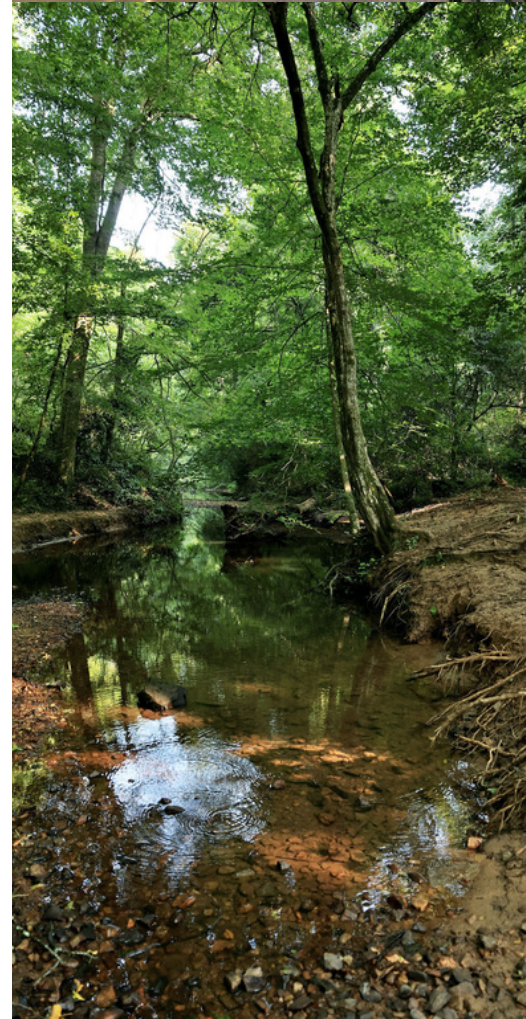
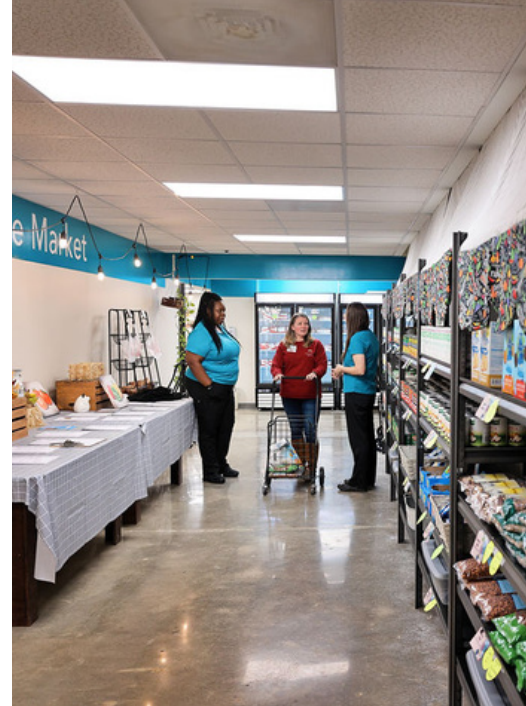
A **Warrant Clinic** was held to help **clear minor offenses and misdemeanors** that hinder job seekers for employment. The clinic had **226 pre-registrations** including 102 adjudication seekers. During the event, organizers assisted 36 residents with signups for COVID-19 vaccines, **helped 11 neighbors register to vote** and enlisted 26 new volunteers and community partners.

A **Vaccination Campaign** helped to decrease the incidence of illness, hospitalizations, and deaths resulting from COVID infections among the African American population. An impressive 54 COVID vaccinations were incentivized by a generous grant from the **Atrium Health Navicent Foundation** following the warrant clinic in August.

The **Path to Success Safe Routes to School Project** was started to create safe, clean routes for students walking and biking to school. A walk audit enlisted 14 volunteers. Over 100 neighbors participated in a neighborhood cleanup along the Pleasant Hill school route. The participants **collected 3,580 pounds of garbage and debris**. During the event, **41 new structural and blight issues** were recorded and shared with Macon-Bibb County.

The **Macon Violence Prevention Pilot** plan was launched to **fortify properties owned by senior residents**. Home safety improvements and tactics will be implemented by local neighborhood male youth to help reduce crime. Eight youth participants were identified to help protect 10 senior owner-occupied homes.

A branded effort to improve the neighborhood was launched as **Pleasant Hill Home Team MVP**.



FORWARD INVESTORS MACON

PLATINUM



**KNIGHT
FOUNDATION**

THE
**PEYTON
ANDERSON**
FOUNDATION

GOLD



BURGESS
PIGMENT COMPANY

GEICO



Georgia Pine Level Foundation, Inc.

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Additional Investors: Adams, Jordan & Herrington P.C. | Atlanta Gas Light | American Pride Bank | Capital City Bank | Career Smart | Constangy, Brooks, Smith & Prophete, LLP | Cox Communications | Geotechnical & Environmental Consultants, Inc. | GIGA, Inc. | Habersham Enterprises | Howard, Moore & McDuffie P.C. | Jones Cork LLC | Kingdom Life LLC | Lisenby & Associates | Magda Law LLC | McNair, McLemore, Middlebrooks & Co. | Miller-Motte Technical College | OrthoGeorgia | Smith, Brown and Groover Inc. | Spivey, Pope, Green LLC | Helen and Asbury Stembridge | The Summit Group | The Urban CEO | Vulcan Materials | Walsh Honda | Walthall Oil