

FORWARD MACON! Q3 2025 INVESTOR REPORT

The Greater Macon Chamber of Commerce and One Macon identified key initiatives aimed at accelerating our community's growth. This joint effort, known as Forward Macon, focuses on four main priorities: building a skilled workforce, attracting and retaining top talent, fostering startups, and revitalizing neighborhoods.

PILLAR I - IMPROVE WORKFORCE

Implement GreaterCareerWorks.org, a web-based app that links recruitment, skill-building, and career navigation into one collaborative system.



Users
17,089 to 17,394

Applications
148 New Applications Submitted

Career Card Views
482 New Views

- Greater Macon Chamber of Commerce continues to operate and update the Greater Career Works platform (greatercareerworks.org), with most metrics continuing to grow - see sidebar
- Launched ChooseMacon.com/jobs, a new job search tool backed by JobsEQ which automatically scrubs and complies active, local job postings daily with no manual input from Investors.
- Launched geofenced marketing campaign around closing International Paper sites and related job fairs.

PILLAR II - ATTRACT & RETAIN TALENT

As part of Choose Macon, the Greater Macon Chamber of Commerce will create and implement a talent attraction plan that builds on the region's cultural and business narrative.

- Hosted Leadership Macon class days focused on economic development and industrial recruitment, diversity equity and inclusion, as well as education all planned in partnership with Alumni Advisors
- Welcomed 2 new residents as part of the MakeMyMove incentive program totaling \$1,083,824 in new household income for Macon.
- Planned and hosted New Teacher Welcome program welcoming hundreds of attendees.
- Organized August's games themed "Mingle with Singles" MAC program at The Overlook with over 60 in attendance
- Planned and hosted remaining 2 Supplier Opportunity Certification Academy Workshops partnership with Georgia Minority Supplier Development Council



NEW TEACHER WELCOME



FORWARD Q3 2025 INVESTOR REPORT



MAKEMYMOVE RESIDENT



LM EDUCATION DAY



MAKEMYMOVE RESIDENT



MAC MINGLE WITH SINGLES



NEW TEACHER WELCOME

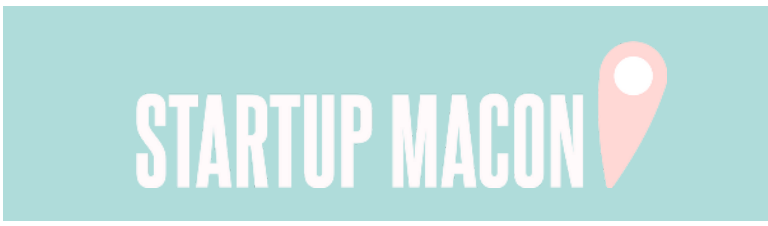


LM DEI DAY

PILLAR III - ATTRACT STARTUPS

Startup Macon hired an Entrepreneur Catalyst, Andrew Eck, who connects entrepreneurs to the resources they need to be successful.

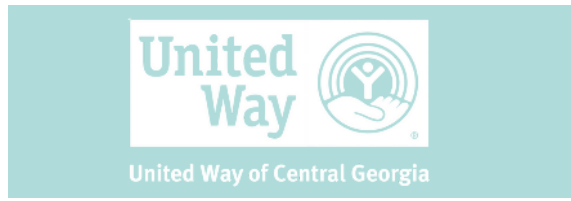
Pillar III of the Forward Macon campaign has concluded. This effort was led by Startup-Macon, an entrepreneur-led network dedicated to connecting Central Georgia entrepreneurs. Through free monthly meetups, cross-promotion of Entrepreneur Support Organization (ESO) programming, and coordinated referrals to partners, Startup-Macon continues to play a key role in advancing this pillar's goals of fostering collaboration, removing barriers to entrepreneurship, and creating a more supportive environment for startups in Macon.



PILLAR IV - REVITALIZE NEIGHBORHOODS

The Community Engagement Project Manager, Dr. Sundra Woodford, managed by United Way of Central Georgia, serves as a neighborhood catalyst implementing a systemic, comprehensive revitalization plan for the Pleasant Hill neighborhood.

- **Walking School Bus:** Nineteen volunteer route leaders and community partners safely escorted students to L.H. Williams Elementary after an asynchronous learning day, achieving a 96% attendance rate.
- **Financial Literacy & Wealth Building:** The Generate program graduated nine families who collectively raised credit scores by four points in six months; participants received matched stipends through MidSouth Community Credit Union.
- **BRUH Mentorship Program:** Officially launched the Being Resilient, Unique and Helpful male mentoring group, tracking attendance and behavior data to evaluate impact.
- **Coordinator Recognition:** United Way's Community Schools United coordinators were honored by Mayor Lester Miller and Superintendent Dr. Dan Sims during National Community Schools Coordinator Appreciation Week.
- **Community Engagement:** CSU coordinators actively connected families and educators at Bibb County School District open houses, strengthening partnerships to support student success.



COORDINATOR RECOGNITION

FORWARD **Q3 2025** **MACON!** **INVESTOR REPORT**

FINANCES AT A GLANCE

TOTAL CAMPAIGN REVENUES	\$3,443,202
EXPENSES	
PILLAR I	\$1,342,282
PILLAR II	\$860,396
PILLAR III	\$152,500
CAMPAIGN EXPENSES & OVERHEAD	\$534,218
TOTAL CAMPAIGN EXPENSES	\$2,889,396





Forward Macon focuses on economic development, community engagement, and enhancing the quality of life in the Macon area by addressing local challenges, supporting job creation and promoting sustainable growth, ultimately leading to a stronger and more vibrant community.

Dear Forward Macon Stakeholder,

We present to you a progress update that marks the work being accomplished thanks to Forward Macon funding.

As you will see from the report, the Greater Macon Chamber of Commerce continues to support workforce development and talent attraction and retention through several community-based initiatives, including the Greater Career Works digital platform and the Choose Macon marketing strategy. The Chamber continues to partner with the Bibb County School District and local industries to make the most of these opportunities for businesses to meet their talent and workforce needs.

In addition to the work of the Chamber, Spark Macon is supporting entrepreneurship efforts, and the United Way of Central Georgia houses the neighborhood initiatives focused on Pleasant Hill.

Previous reports of Forward Macon accomplishments can be found [here](#).

In addition to the status updates you'll find from the Greater Macon Chamber of Commerce in this report, you will also see a snapshot of our current Forward Macon financials, as part of our five-year capital campaign.

Thank you for your support as we work collaboratively to move Macon forward.

Sincerely,

A handwritten signature in black ink that reads 'Jessica Walden'.

Jessica Walden
President & CEO, Greater Macon Chamber of Commerce
Forward Macon, Inc., Director

A handwritten signature in black ink that reads 'Robbo'.

Robbo Hatcher
H2Capital
Forward Macon, Board Chair