

# FORWARD MACON! Q4 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**  
17,394 to 17,487



**Applications**  
75 New Applications Submitted



**Career Card Views**  
180 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.
- Planned and hosted Biz Bazaar upside-down job fair with 20 service providers in attendance
- Accepted draft workforce asset map with partners at MGA's Center for Middle Georgia Studies
- Hosted first Workforce Roundtable on workplace safety with Piedmont Occupational Medicine

## 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 agriculture, local government, a year-end wrap up, as well as the Graduation Gala with support from alumni advisors
- Accepted nearly 120 nominations, hosted over 70 interviews and sent offers to 43 applicants to compose the Leadership Macon Class of 2026 while also interviewing and onboarding 20 new Alumni Advisory Board Members to support curriculum planning
- Welcomed new resident Heather as part of the MakeMyMove incentive program totaling \$1,183,824 in new household income for Macon across 3 movers so far
- Organized November's speed-dating themed MAC Mingle with Singles at Hightails with over 60 in attendance

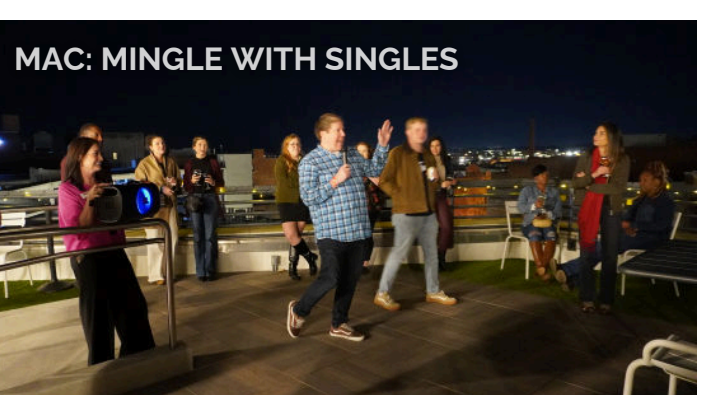
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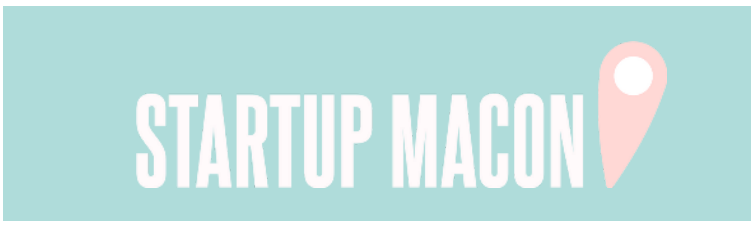
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## PILLAR III - ATTRACT STARTUPS

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.





**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 are pleased to share with you the final report of the Forward Macon campaign. Over the last five years, your investment has helped drive measurable progress in workforce development, talent attraction, entrepreneurship, and neighborhood revitalization across Macon-Bibb.

To mark the close of this campaign, we invite you to watch the video recap below, highlighting the impact made possible because of your support

Following the video, you will find our final quarterly update. As always, this report reflects the continued work of the Greater Macon Chamber of Commerce and our many partners committed to strengthening our workforce, expanding economic opportunity and improving quality of life for all residents. Your investment helped create and grow Greater Career Works, advanced the Choose Macon talent strategy, supported entrepreneurs, and empowered residents.

We are grateful for the trust you placed in Forward Macon and for the shared belief that coordinated, community-driven solutions can accelerate Macon's growth.

As we look ahead, we are preparing to launch our next five year effort, Choose Macon 2030. This expanded plan builds on the success of Forward Macon with broader goals for talent, workforce, and quality of place. We look forward to sharing more and would truly value your continued partnership in the work to come.

Thank you again for helping move Macon forward.

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