

2019 GOALS & PROGRESS

Presented by Chairman Jim Manley and CEO Yvonne Williams



GREATER THAN EVER.

The Greater Macon Chamber of Commerce challenges you to do the math.

159 years. 1,000 members. 50,000 employees.

One unified vision. It all adds up.

When community stakeholders collaborate, the sum is greater than the parts.

Ultimately, we are Greater Together.

The Greater Macon Chamber is evolving.

We will respect our legacy and champion innovative concepts from visionary leaders.

We believe that each member brings value, with unique insights and perspectives.

The Greater Macon Chamber of Commerce and the Macon Economic Development Commission

are moving forward with a new Talent Development Strategy.

bringing education, business, technology and government partners together.

By creating an optimal environment for education, engagement and employment,

Macon-Bibb will successfully attract and retain talent.

Our vision for 2020 is clear, and the Greater Macon Chamber is Greater Than Ever.

2019 YEAR IN REVIEW

MACON WORKS GOALS AND PROGRESS



Promote and support programs to align current and future workforce needs with both existing and emerging businesses

The Chamber and MEDC have begun the process of re-imagining the future of talent development and retention for our regional area. A recently formed work group will deliver a formal plan and recommendations by the end of the 2nd quarter in 2020.

Work with our K-12 education partners to ensure that our graduates are college or career ready

The Chamber developed a talent resolution that has been endorsed by Bibb County Schools and a technology pathway program to educate and prepare students to excel in high-demand tech careers.

Connect our education partners with business leaders to optimize the success of our current intern apprenticeship and co-op programs

A technology initiative to link schools, business and government to a Digital Talent Development Center located at the Greater Macon Chamber in partnership with Vizitech USA has been presented to the Georgians First Commission.

Promote and enhance Leadership Macon and Young Professionals Network (YPN) programs to ensure the continued development of future leaders

An integrated online and social media 40th Anniversary campaign for Leadership Macon has been created and will be hosted in Spring 2020. YPN attendance and participation continues to rise with a diverse crowd of engaged members.

Formalize a comprehensive existing industry program to encourage and support business growth and retention

A new committee has been tasked with utilizing the research gathered in the One Macon Plan to update the MEDC strategic plan and address new challenges identified in the study.

Support existing programs and promote new initiatives that address needs of small and minority enterprises

The Greater Macon Chamber hosted three "On the Table" conversations to gain community insight and input.

Promote an environment where entrepreneurs and creative talent can start up and grow their businesses

The Chamber is working with Vizitech USA to co-host a Digital Talent Development Center that will offer members access to Virtual Reality, Augmented Reality and Mixed Reality technologies for development, training, and presentations through a linked network connecting schools, businesses and government. The Greater Macon Chamber was a presenting sponsor of Startup Week, a free entrepreneurial series of workshops, meetups and professional development opportunities.

2019 YEAR IN REVIEW

ENGAGEMENT GOALS AND PROGRESS



Continue to improve and expand existing Chamber events, services and recognition programs to retain existing members and recruit new members.

The traditional "Taste of Macon" event held annually in Atlanta during the legislative session was re-purposed into "Macon Matters". The inaugural event, to be held annually in Macon, featured a keynote address by Governor Brian Kemp. Agriculture Commissioner Gary Black and GA Ports Authority Executive Director Griffith V. Lynch delivered informative keynotes at Good Morning Macon sessions and the State of the Community luncheon featuring Mayor Robert Reichert's keynote address set a new record for attendance.

Continue the focus on increasing diversity within our membership and chamber leadership

Produced testimonial ads and promotions for minority and diverse members who have been recognized for regional and national excellence. Increased membership with new African American, Hispanic and Woman-Owned companies and our board diversity continues to improve.

Aggressively promote our members' successes and services through our marketing efforts and social media. Maintain two-way communication with our members and the community through enhanced social media, mobile apps, online surveys and focus groups.

A new Chamber brand was developed and officially launched on a new web platform at the 2019 Annual meeting. The new site offers a more modern and dynamic environment for promoting and sharing membership news and content, continuing the Macon Matters platform focused on connecting our 1,000 members and the 50,000 employees they represent..A digital membership survey offered valuable feedback and membership benefits are being updated to address the areas of interest. All Chamber events are promoted through Facebook, Instagram and on the Chamber website.

Partner with Central Georgia Technical College to provide a direct link from the Chamber to their online learning platform

The Chamber developed and received endorsement from CGTC to form a new alliance to focus on technology and talent.

Implement quarterly meetings of small business owners and entrepreneurs to share best practices and exchange information

The Chamber hosted several Small Business professional development seminars, "Connecting over Coffee" sessions and a Workforce Summit that offered access for members, connecting them with new resources

Advocate at the local, state and national level on issues and legislation important to our members' business success.

CEO Yvonne Williams supported local businesses by testifying at Business Occupational Tax hearing resulting in the withdrawal of the issue from the agenda, effectively blocking tax increases and supporting a pro-business climate. A regional advocacy effort supported Avionics funding for Middle Georgia Regional Commission projects. National advocacy efforts resulted in the passage of a bill designating the Ocmulgee National Monument officially as the Ocmulgee Mounds National Historical Park.

2019 YEAR IN REVIEW

REGIONALISM GOALS AND PROGRESS



Initiate and support regional collaboration and partnerships

Chamber leaders served on key initiatives including the Macon Cultural Plan, One Macon Plan, and New Talent Task Force

Advance the implementation of the following transportation projects: Sardis Church Road Extension, Middle Georgia Regional Airport Runway Extension, Export/Import Highway and High Speed Passenger Rail

Hosted a local transportation briefing in Macon with DOT Chairman, Tim Golden, followed by a meeting with Chairman Golden and local leaders to discuss a "Gateway Initiative" grant

Participate in the 2019 Macon-Bibb Intercity Trip

CEO Yvonne Williams, Chamber Chair-Elect Julia Magda, MEDC Chair Ron Shipman and Board Treasurer Bruce Leicht represented the Greater Macon Chamber in Richmond, along with several other former Chamber leaders.

Continue to advocate for the Ocmulgee Mounds National Historical Park and Preserve

Advocated for and celebrated the designation for the Ocmulgee Mounds National Historical Park (OMNHP) by producing effective advocacy campaign targeting local, regional and national government leaders supporting bill passage and hosting bipartisan press conference at the site, which included Senator Isakson and Congressman Bishop. Leadership Macon Class of 2019 raised awareness and funds to develop a STEM educational program at the OMNHP and to preserve a historic structure in the park.

Maintain effective relationships with the base command structure and the Air Force Material Command leadership team.

The Chamber Board and leadership promoted and attended the 2019 Thunder Over Georgia Air Show in addition to serving on local RAFB committees and participating in the Honorary Commander Program. General Kubinec and other base leaders were recognized and attended State of the Community Luncheon featuring Mayor Robert Reichert's keynote address.

Work with the 21st Century Partnership and the legislative delegation to protect and grow missions at Robins Air Force Base and the Air Logistics Complex

The Chamber is leading a Technical Talent Initiative to engage, educate, and employ skilled workers in high-demand tech jobs. A past Chamber Chair is the acting Chairman of the Talent Partnership and continues to lead increased engagement by Macon-Bibb stakeholders.

Join the 21st Century Partnership in the Annual Washington DC Legislative Breakfast

CEO Yvonne Williams and Chamber Chair-Elect Julia Magda attended the DC Fly-In.