

# LETTER TO OUR MEMBERS

Members,

The year 2020 taught us a lot. It taught us how to come together as an organization, a community, and a nation. It taught us how to slow down and remember what is most important. Moreover, it taught us how to be resilient in the face of adversity.

We are proud to say that over the past year, despite a global pandemic, our Chamber is stronger than ever. We never faltered in advocating for local businesses and organizations providing programs, resources, and support to aid in the economic recovery necessary to see Macon thrive again.

With fresh eyes, the Greater Macon Chamber of Commerce has refined the way we serve our members and do business in the Macon-Bibb community. The Chamber will connect, educate, advocate, and accelerate the business community in Middle Georgia, and we are confident in our plan for future success.

To that end, the Greater Macon Chamber of Commerce will connect businesses to clients, programs, and resources to help their business grow. We will develop and educate the next generation of our region's leaders and community stakeholders. We will advocate on behalf of the Macon-Bibb business community at the local, state, and federal level. Lastly, we will accelerate regional economic growth through workforce development and talent retention strategies.

Thank you for continuing to support us in our mission to provide the resources and support necessary to advance business success in the Middle Georgia region.

*Yvonne Williams*

Yvonne Williams, IOM, GACCE  
Chamber President & CEO

*Julia Magda*

Julia Magda  
2020 Chamber Chair

# 2020 PROGRESS REPORT



## MAJOR ACCOMPLISHMENTS



Awarded \$50,000 grant from the Central Georgia COVID-19 Recovery and Response Fund for the Greater Macon Educational Fund.

President/CEO selected to serve on the State of Georgia's Chamber of Commerce Resilience and Recovery Team.

President/CEO awarded Georgia Trend's Most Notable.

President/CEO selected to serve on Mayor-Elect Lester Miller's Transition Team.

93% positive rating of CEO and Staff According to the Convergent Feasibility Study.

Streamlined the process, programs, and procedures of the Chamber through the input of six Chamber workgroups.

Partnered with several local organizations during the Pandemic to share COVID-19 resources and create the "Macon It Safe Pledge" encouraging local businesses and patrons to follow recommended safety guidelines for a quick economic recovery.

Convened Past Board Chairs to discuss becoming highly engaged in the future of the Greater Macon Chamber of Commerce.



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This certainly wasn't the year anyone expected, but I am still happy to report that the Greater Macon Chamber is still standing strong. I am proud to have worked with such a visionary group of executives who have risen to the unprecedented challenges presented during the pandemic. This year, we commemorated the 160-year legacy of advocacy and leadership. It has been my pleasure to serve our members, and I want to thank you for placing your confidence in me and this organization. I am looking forward to the year ahead and all of the amazing things the Chamber will be working on. When we work together, we truly are unstoppable.

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- Julia Magda, 2020 Chair for the Greater Macon Chamber of Commerce



PAGE 01



In alignment with One Macon, the Chamber formalized workforce development and talent retention as a strategic priority.

Board members and community partners made up a work group dedicated to studying Bibb County's workforce and skills gap challenges to determine best practices moving forward.

Partnered with educational institutions, local businesses, and community stakeholders to collaborate on workforce and talent initiatives.

Identified a program of work that will assist our community in making a shift to reduce unemployment numbers and grow talent in Macon-Bibb: **Macon Works**.

Developed a digital job/career platform to promote Macon-Bibb's employment opportunities.



VISIT [GREATERMACONWORKS.COM](http://GREATERMACONWORKS.COM) TO VIEW THE DIGITAL JOB/CAREER PLATFORM

## KEY NUMBERS



Hosted over **20 virtual Town Hall meetings** with state officials, community leaders, and healthcare professionals from April to November.

Recorded **19 Thoughtful Thursday videos** featuring Leadership Macon Alumni.

Hosted **6 small business webinars** in partnership with SCORE Middle Georgia.

Created **24 unique videos** to promote engagement with members and the Macon-Bibb community.

Received **more than 29,000 video views and impressions** on the Chamber Facebook page and YouTube channel.

Surpassed the Modified Total Resource Campaign goal of \$130,000 by **\$23,844**.

Welcomed **70 new members** to the Greater Macon Chamber family!

**Countless hours of volunteer work** was put in by Chamber Ambassadors, Board of Directors, and workgroup participants. **26 people** volunteered as Chamber Ambassadors.



# MARKETING EFFORTS



Created "HOME Campaign" at the onset of the Pandemic. HOME stands for: Help Our Macon Economy.

Created HOMEbase: a dedicated place on the website for COVID-19 resources.

Initiated video campaigns to stay engaged with members.

Created a Business Safety Toolkit with COVID-19 best practices and business resources.

Partnered with local organizations on a community-wide safety pledge for Macon-Bibb businesses and patrons. Launched the campaign with a press conference in September.

Supported members with a member-to-member discount, deals, and good news section in each newsletter.

Hosted a press conference at Macon Matters to launch Greater Macon Works platform.

# SIGNATURE EVENTS



## PRE COVID-19

STATE OF THE COMMUNITY

## POST COVID-19

VIRTUAL MAYORAL FORUM

NEW MEMBER RECEPTION

MACON MATTERS

LEGISLATIVE DINNER

LEGACY GOLF CLASSIC

CHAMBER AWARDS

Hosted six major events from February to November. Whether in-person, digitally, or little bit of both, the focus of Chamber events is to connect, educate, advocate, and accelerate Macon-Bibb's business community.

Championed virtual events when in-person events were no longer feasible. Created virtual experiences that received high praises from membership.

