



## Macon NOW! Announces Campaign Chairman

Virgil Adams, partner at Adams, Jordan and Herrington, P.C. will serve as the Campaign Chairman for the **Macon Now! 3.0 Campaign**. Mr. Adams' considerable knowledge of the region's economic development efforts and hands-on experience uniquely qualify him to lead this campaign to create jobs in Macon-Bibb County. Joining Mr. Adams and the Greater Macon Chamber of Commerce in leading this effort will be a Champions Council, made up of community and business leaders who are invested in creating jobs and strengthening Macon-Bibb's workforce.



*"There is so much momentum in Macon and the economic development opportunities are endless; both through recruiting and securing new companies and maintaining and growing our outstanding existing businesses. Macon Now 3.0 will allow us to continue the momentum and secure Macon-Bibb County's place as a regional economic development center for Georgia. I am proud and honored to chair this campaign"*

### Chamber Launches \$2.7 Million Campaign

Following completion of an economic development strategy session involving local business and community leaders, and building off the targeted business analysis and marketing review that Market Street completed in 2014, the Greater Macon Chamber of Commerce launched the third phase of the highly successful **Macon Now!** economic development initiative. Originally started in 2004, Macon Now! is a dynamic plan that leverages new and existing assets to grow our region's economy. Macon Now I, was the Macon Economic Development Commissions' (MEDC) five-year, private public partnership to create and retain jobs and improve the workforce. The Macon Now II initiative, which began in 2011, also focused on job creation and retention, and improving the workforce, but also worked to strengthen the ties with Robins ALC/AFB as well as support efforts to increase missions at the complex and enhance the community image of Macon-Bibb County.

The results since 2004 when the first Macon Now campaign was launched:

- Created **5,198** direct jobs
- Created **5,455** indirect and induced jobs
- Generated **\$198,704,000** in total earning for direct jobs
- Generated **\$1,238,217,690** in new investment in plant and equipment

## **Where We Are .... Where We're Going**

- The task force has prepared a comprehensive 5-year strategic plan
- The campaign evaluation committee, charged with identifying potential investors and suggesting strategies for solicitation has completed its work.
- Campaign staff and key leaders have completed the campaign *case for investment*

Macon Now! 3.0 Strategies

### **#1 Existing Industry – Development, Retention and Expansion**

#### **GOALS**

- To strengthen our existing business, retention & expansion program
- Support existing programs that address the needs of small & minority enterprises

### **#2 New Business Development**

#### **GOALS**

- Recruit a quality mix of large, mid and small companies in targeted industry clusters
- Grow jobs and capital investment in the region
- Employ Macon-Bibb residents at median wages above the current median wage in our labor market shed
- Support an environment where entrepreneurs and creative talent can grow and prosper

### **#3 Workforce Development**

#### **GOALS**

- Align the ongoing workforce development programs in Macon-Bibb with current and emerging industry clusters
- Work with our K-12 education partners to develop new certificate and degree programs that support existing business & industry and our target clusters' current & future workforce needs

*The primary focus of Macon Now! is to benefit all the residents of Macon-Bibb County by creating well-paying sustainable jobs that will expand the tax base to provide vital services, increase the level of consumer spending at local businesses, diversify the local economy and improve the overall quality of life in the area.*