

## 2016 STRATEGIC PLAN

### CHAMBER VIABILITY, EXCELLENCE & OUTREACH

- Maintain fiscal responsibility.
- Increase non-dues revenues from programs including the Total Resource Campaign.
- Continue focus on an increased diverse Chamber leadership and membership.
- Achieve American Chamber of Commerce Executives (ACCE) certification.

### ECONOMIC DEVELOPMENT

- Create jobs and increase capital investment by recruiting new businesses and helping existing businesses expand.
- Support the MGRA Master Plan and Dual Use of RAFB to increase aircraft and maintenance repair and overhaul (MRO) facilities in the region.
- Support all efforts to transition Ocmulgee National Monument to the Ocmulgee National Park.
- Support and participate in the development of a regional plan to exploit new economic opportunities from the port of Savannah expansion.
- Develop a dataset of regional manufacturers and service providers to encourage local businesses to purchase goods and services locally.
- Continue to work with the Macon-Bibb County Industrial Authority to identify additional sites needed to successfully market our targeted industries and site specific improvements needed in the existing industrial parks.
- Continue to optimize MEDC's general economic development marketing communications and public relations efforts to more effectively market Macon-Bibb.
- Conduct targeted existing business visits to companies headquartered outside of Macon-Bibb to support the retention and expansion of major employers.
- Continue to support the Macon Economic Development Commission position as the single point of contact for companies interested in moving to Macon-Bibb County.
- Partner with the following organizations on an as requested basis to aid in the execution of their strategic marketing plans and initiatives:
  - One Macon
  - NewTown Macon
  - Macon-Bibb County Convention & Visitors Bureau
  - Urban Development Authority
  - Macon-Bibb
  - Macon-Bibb County Industrial Authority
  - 100 Black Men
  - Spark Macon

### COMMUNITY LEADERSHIP

- Support Leadership Macon and the Young Professionals Network's future program growth and sustainability.
- Identify Leadership Macon graduates and alumni for servant leadership roles in the community as well as talent identification and retention.

### EXISTING BUSINESS & INDUSTRY

- Establish business and industry roundtables (i.e. Manufacturing, Logistics and Distribution) to bring together employers to discuss common practices and concerns.
- Recognize and celebrate existing business expansions and new job creation.

### MILITARY AFFAIRS

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

### MEMBER ENGAGEMENT

- Continue to improve and expand existing Chamber events, services and recognition programs to retain existing members and recruit new members.
- Maintain communications with members and the community at large through enhanced social media and other communications methods.
- Continue to sustain a strong Ambassadors program.

### WORKFORCE DEVELOPMENT

- Continue efforts included in the Macon Now 3.0 plan to enhance workforce development initiatives in Macon-Bibb.
- Collaborate with the Bibb County School District and community partners to educate and provide a world class workforce.
- Work with colleges and universities to develop new certificate and degree programs that support target industry sectors.
- Work with the business community to develop summer internships and apprenticeships that expose high school and college students to career opportunities in target sectors.

### REGIONAL & GOVERNMENT PARTNERSHIPS

- Support regional collaboration and partnerships.
- Support improved transit systems in support of businesses and employees.
- Support and advocate for the TSPLST (Transportation Special Purpose Local Option Sales Tax).
- Advance the implementation of critical transportation infrastructure projects that improve the viability and competitiveness of Macon-Bibb as a logistics/distribution hub.
- Provide a platform for local candidates seeking office to address business issues of importance to community leaders and Chamber members.
- Advocate for the Greater Macon Chamber of Commerce legislative agenda to address federal, state and local issues.
- Participate in the 2016 Intercity Leadership Conference with the Columbus Chamber of Commerce.

### ENTREPRENEURSHIP & SMALL BUSINESS DEVELOPMENT

- Implement the Young Entrepreneurs Academy for middle and high school students.
- Partner and support the entrepreneurship efforts of Spark Macon and Mercer's Innovation Center.
- Collaborate with our partners from SCORE, Small Business Development Commission, and NewTown Macon to design programs to assist entrepreneurs and local small business as they advance through each stage of their development.
- Continue to promote our local small businesses through our marketing efforts and other programs.
- Coordinate a quarterly meeting of small business owners for best practices sharing and information exchange.
- Conduct a survey of small business owners to identify their business needs.

### EDUCATION

- Support One Macon's Business Education Partnership (BEP) initiatives.
- Host Macon-Bibb and Regional STAR award ceremonies.
- Improve college and career standards in K-12 public education to promote a more globally competitive workforce.
- Enhance the state and local focus on STEM education to effectively meet the future hiring needs of key employers such as Robins Air Force Base.

### Vision Statement

Creating the best place for business

### Mission Statement

Advance regional business success

### Core Values

Ethical      Respectful  
Inclusive      Fiscally Responsible