

Government/Economic Development Agencies

- Department of Public Works developing a new website and tagline to emphasize its revitalized efforts to improve the quality of the city for residents and visitors
- “Soul Info” in materials relating to quality of life for new residents or potential employers
- “Where Soul Lives” mailing labels/stickers for internal messaging to staff
- Adding a new section to the Chamber e-newsletter that recognizes a member using “Where Soul Lives” to promote the community
- Changing from the routine ribbon-cutting or ground-breaking for new businesses to a “Soul Lives Here” plaque or marker

Government/Economic Development Agencies (cont.)

- “Where Soul Lives for Business,” “Macon’s Soul for Business,” or “Business of the Month Award”
- Applying Macon branding in communication - this could be integrated into email, a routine resident newsletter, or section of the website
- Adding a “Soul Lives Here” section of the M-BC website that highlights Macon’s historic soul
- “Macon Soul” awards for demonstrating highest level of customer service
- Declaring a day dedicated to Macon Soul, celebrating Macon’s unique soul