Who We Are

• 1984 – A Chamber of Commerce Task Force recognized that a coordinated arts community would serve as a catalyst for cultural vibrancy in the area.

• 1988 – Macon Arts Alliance was designated the official arts agency for the City of Macon and Bibb County.

• 2014 – The newly consolidated Macon-Bibb County government reaffirmed the designation at its first official meeting.
The Macon Cultural Plan began as a partnership of community stakeholders seeking a comprehensive cultural plan for Macon that worked in concert with Macon’s other plans – the OneMacon! community and economic development five-year strategic plan and the Macon Action Plan, a roadmap for the future of Macon’s Urban Core.
Wide ranging community input informed the plan.
Macon’s ethnic, cultural, and creative diversity are key to ensuring equity and economic prosperity.
5 Strategic Priorities
  Tourism
  Education
  Creative Industries
  Neighborhood Development
  Audience Cultivation
The PROCESS was as beneficial as the plan

- Macon is a planning community, and we needed wide-spread engagement for the plan to be successful

- The year-long process of community input and planning ended in early March 2020.

- The relationships we built during the process allowed us to respond to artists and arts organizations when the pandemic hit our area.
How to engage the whole community

- We continually checked zip codes and demographics of survey respondents and conversation participants to make sure we were reaching a diverse group.
- We were intentional in sending the survey to the employees of Navicent Health, Bibb County School District, GEICO, Macon-Bibb County and other large diverse populations.
- We held conversations in municipal recreation centers in all geographic sections of the county.