

Retail/Business Services/Corporations

- Living Soul Specials
- Providing great food, music, and beer in addition to unique Macon products for sale (retailers)
- Hosting a month-long series of family-friendly events with live music in stores (retailers)
- Soul Ambassador awards for employees demonstrating the highest levels of customer service/safety/leadership
- Incorporating “Macon – Where Soul Lives” into visitor experience and information