

Economic Development Workplan Summary

QUARTER 2 - QUARTER 4, 2022

Priorities for Harnett County Economic Development

The Harnett County Economic Development Workplan was approved by the Harnett County Board of Commissioners on March 21. This operational plan takes priorities from the County's strategic plan, the Strong Roots, Smart Growth Economic Development Strategic Plan, and the County's Legislative Priorities. Listed below is a summary of the workplan priorities for our Economic Development team.

Business Development



- Transition ED organization to a public-private partnership
- Identify land for a new business park
- Partner with a builder to construct a shell building
- Make our business parks and sites shovel-ready

Marketing



- Hire a new marketing position
- Launch a new website
- Create new marketing material
- Launch quarterly newsletter
- Develop marketing plan

Long-term Planning



- Develop a Business Retention & Expansion Policy
- Review & update 2017 incentive policy
- Support County's legislative priorities
 - Harnett Regional Jetport
 - Natural gas expansion
 - Broadband expansion
 - 4-lane connectivity to other marketplaces