



Annual Workplan (Q2-Q4, 2022)

Harnett County Economic Development

Goal	Strategic Actions	Timeline
(1.0) Transition Harnett Co.'s public EDO to a public-private model	(1.1) Work with stakeholders to administer the recommendations outlined in the Sanford Holshouser Organizational Review and Enhancements Final Report.	Q2-Q3
(2.0) Enhance Harnett County's ability to recruit and retain companies through product development initiatives	(2.1) Assess and identify new land for future industrial expansion by leveraging economic drivers like the Harnett County Regional Jetport, major transportation corridors, and growth areas.	Q2-Q4 & into 2023
	(2.2) Explore speculative building development through public-private-partnerships to provide adequate places of business to capture companies locating and expanding through the State RFI process.	Q2-Q4 & into 2023
	(2.3) Increase shovel-readiness of County-owned business parks and privately-owned sites in close proximity to economic drivers by exploring State Certification, Duke Site Readiness, master planning, feasibility analysis, and infrastructure improvements. Certification & Feasibility Analysis Ongoing for Edgerton Industrial Park.	Q2-Q4 & into 2023
(3.0) Increase economic development marketing efforts to promote Harnett County	(3.1) Create a new economic development website.	Q2-Q3
	(3.2) Coordinate updated photography for the new website and marketing.	Q2
	(3.3) Define Harnett County's labor-shed to understand regional population, educational attainment, degree and certificate programs, # of graduates within core educational programs, commuting patterns, and wages.	Q2
	(3.4) Hire a new marketing position to promote Harnett County's economic development priorities and assets.	Q3
	(3.5) Create new marketing material for target sectors (Life Sciences, Military & Defense, Manufacturing, Food & Beverage Processing, and Logistics & Distribution), business parks, quality of life, labor-shed/top employers, educational climate, Jetport, real estate market, and a general County piece.	Q4 & into 2023
	(3.6) Create a marketing plan for 2023. This plan will formalize marketing efforts to include social media, familiarization tours, website, downtown culture and events, target sector trade shows, area publications, and other aspects to best position and promote Harnett County for investment.	Q4

Goal	Strategic Action	Timeline
(4.0) Support existing Harnett County companies	(4.1) Inventory existing companies to update our employer database, understand their corresponding sector, number of employees, existing building size and age, customer base, suppliers, and other relevant information for connecting with various State and local resources.	Q2-Q4
	(4.2) Proactively conduct industry visits to County employers to assess workforce needs, space requirements, expansion opportunities, and illustrate incentives and other resources.	ongoing
	(4.3) Produce quarterly newsletter for distribution to employers promoting Commissioner Economic Development priorities, Harnett County's pro-business climate, workforce training and grant programs, highlighting employer success stories, and other info.	ongoing starting in Q2, 2022
	(4.4) Develop a BRE Program for 2023. This plan will formalize Business retention and expansion best practices to include identifying a team consisting of ED staff and partners, frequency of visits, information to be shared, and questions asked, formal employer events, and other aspects to foster a strong relationship between the County/Partnership and employers.	Q4
(5.0) Review of Economic Development Incentive guidelines	(5.1) Review the County's 2017 incentive guidelines and make recommendations to the Board of Commissioners regarding any revisions based on changes in business climate or amendments to the NC General Statutes governing local government appropriations for economic development. This specifically aligns with the recently adopted 2032 Harnett County Strategic Plan, goal and strategic action 4.1.	Q4 into Q1 2023
(6.0) Support Harnett County's 2022 Legislative Priorities	(6.1) Support Harnett County's 2022 Legislative Priorities regarding the Jetport, broadband expansion, natural gas expansion, and transportation infrastructure initiatives. Our office will be prepared to provide administrative and technical support to facilitate management of any grant funds, marketing, or other items related to these economic development priorities.	ongoing

* Harnett County's 2022 Legislative Priorities are supported with strategic action steps 2.1, 2.2, 2.3, and 6.0.

* Harnett County's 2032 Strategic Plan items are supported with strategic actions step 5.1.

* Harnett County's 2021 Economic Development Strong Roots, Smart Growth Strategic Plan items are supported with strategic action steps 1.1, 3.5, 3.6, and 4.4.