



HARNETT COUNTY, NC

ECONOMIC DEVELOPMENT STRATEGIC PLAN

Project : Market Analysis and Economic Development Strategy (2021)

Challenge

To create a long range model for economic development and attracting investment to the region, which includes six municipalities and lies between Raleigh and Fort Bragg/Fayetteville. Assets include the Cape Fear River and Campbell University.



Result

Facilitated an Economic Development Summit and provided a comprehensive detailed action plan for Economic Development, including organizational structure. The Plan was adopted in 2021 and is currently being implemented, including the hiring of a new executive director.

