

## Other Initiatives

- Partnership with Campbell University School of Pharmacy to advance the Pharmaceutical Research Institute and recruit life sciences companies to Harnett County.
- Active in BRAC related initiatives. Leadership roles on economic development and marketing committees.
- Working to locate a public library in western Harnett.
- Design and installation of new "Welcome to Harnett County" road signs at all major entrances into the county.
- Assisted with the passage of the Alcohol Referendum in western Harnett.
- With the support of the Harnett County Board of Commissioners and collections from recreation fees, HFTC spent \$3.1m to purchase a scenic, rolling tract in Anderson Creek. This 1,014-acre property will become a major recreation and park site.
- Lobbied for a runway extension at the Harnett County Airport, extending the runway from 4,300 to 5,000 feet.
- Due in large part to public/ private economic development efforts, a private industrial park recently opened on US 401 North (Tri-South Industrial Park). In addition, Stoney Run Industrial Park in Dunn continues to expand.
- Active supporter and participant in the efforts to improve K-12 education through the Harnett County Business Education Partnership.



## Industry Indicators

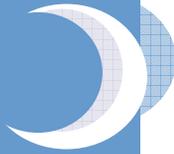
From 2001 to 2007:

- Civilian labor pool increased from 40,210 to 47,884
- Unemployment decreased from 6% to 4.8%
- Aggregate wage increased 24%; manufacturing wage increased 31%
- Total tax collections increased by \$10.6m
- Sales tax collections increased by \$7.9m
- Per Capita Income increased by 49%

As of the 2nd quarter of 2007, there were 3,899 manufacturing/ transportation/ warehousing jobs in Harnett County.

Largest industries include:

1. Food Lion Distribution Center (725)
2. Energy Conversion Systems (428)
3. Edwards Brothers (291)
4. Saab Barracuda (280)
5. Machine and Welding Supply (225)
6. Gray Metal South (206)
7. Godwin Manufacturing (198)
8. Champion Homes (150)
9. Gray Flex Systems (150)
10. Boon Edam Tomsed (120)
11. Esterline Defense Systems (120)



## Harnett County Economic Development Initiatives

Supported by the Harnett County Board of Commissioners and the Harnett Forward Together Committee

March 2001— March 2007

## Background

In March 2001, more than 250 citizens, along with government, political and business leaders, gathered at Campbell University to review the Leak-Goforth report, a plan for reviving the county's industrial base. The centerpiece of the study was the development of strategically located certified industrial parks. Four industrial park locations were recommended: the I-95 corridor, NC Hwy 87, US 421 near Campbell University, and US 401 near Wake County. The county committed financial resources to develop these parks and to improve infrastructure. The Harnett Forward Together Committee (HFTC) was formed and accepted the leadership role for developing partnerships with landowners and overseeing the development of these parks.

## Industrial Product Development

Edgerton Industrial Park Phase I and II, Dunn; Edgerton Industrial Park Corporation was formed and obtained a 501(c) 3 status; certified as "shovel ready" in 2002; paving of interior roads and installation of permanent signs/ landscaping completed; covenants recorded; directional signs placed on I-95; shell building sold to existing industry; additional tract sold to existing industry; Old Castle/ Adams Products recruited to 42-acre site and will open \$23m plant in spring 2009. Western Harnett Industrial Park, NC 87; Western Harnett Industrial Park Corporation was formed and obtained 501(c)3 status; certified as "shovel ready" in 2003; paving of interior roads and installation of permanent signs/ landscaping completed; covenants recorded; donated a 15-acre tract to Central Carolina Community College (CCCC) for construction of a new campus, which will open in fall of 2008; construction of a spec building will begin in summer 2008.

Swift Denim Weave facility, Erwin; purchased from Galey and Lord, Inc. in February 2005 for \$1.325 million. Renovations totaling \$950,000 were completed in September 2005. Five-year lease signed by Pentair Pool and Spa in March 2007; seventy five jobs created to date.

US 401 Corridor, Lillington; purchased and planned Brightwater, a 130- acre science and technology campus. Development and construction expected to begin in fall 2008.

## Marketing

Another Key recommendation of the Leak-Goforth report was to employ marketing staff to develop and maintain a distinctive economic development web site, market Harnett County both internally and externally, improve client materials, and initiate a targeted marketing program to complement regional marketing activities.

- Marketing analyst hired in November 2001.
- Economic development web site launched in June 2002. In 2007, averaged 9,586 distinct visitors per week from all over the world.
- New county identity (logo and tag line) introduced in June 2002; incorporated into all county departments and operations.
- New county web site launched in September 2002.
- Eleven ads, five brochures and three postcards produced to support economic development. Ads placed in local, regional, national and global publications. Brochures and postcards used in proposals and direct mail campaigns.
- Proposal materials redesigned to accommodate quick customization and professional presentation. In 2007, 72 proposals were produced, resulting in 48 client visits.
- HFTC web site launched in May 2002. HFTC newsletter launched in 2005.
- At least three recruitment trips made each year (domestic and international).
- Harnett County economic development profiled multiple times in local, regional, state and national publications.
- Economic impact modeling and project tracking software implemented.
- Helped produce "Harnett Images" magazine in 2007.



## Existing Industry Program

- Designated staff member to develop and manage existing industry visitation and assistance program. In 2007, assisted 36 industries.
- Coordinate between industry and CCCC to maximize benefits available under the community college new and existing industry program.
- Sponsor industry seminars each year and an annual "Industry Appreciation Day."
- In 2007, total investment from industrial expansions assisted by the EDC totaled more than \$25 million.

## Business Friendly Policies

- County incentive policy adopted in November 2001 to support recruitment of new industry and expansion of existing industry.
- In 2001, Harnett County matched a \$90,000 Rural Business Enterprise Grant that was awarded to the HFTC to begin the small business loan program. As of 2007, \$735,000 has been loaned to 10 businesses in Harnett County, creating 74 new jobs.
- Obtained "Agrarian Growth Zone (AGZ)" designation for census tracts 701 and 702, allowing companies who locate in these zones to obtain maximum state incentives. Harnett is one of only two counties to receive this designation.
- Successfully appealed to the Department of Environment and Natural Resources to remove Harnett County from non-attainment status related to air quality.
- Serve as liaison with NCDOT by sponsoring informational luncheons, TIP presentations, and lobbying for highway improvements