



FOR IMMEDIATE RELEASE

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Sampson County Board of Commissioners to Receive Economic Development Strategic Plan

SAMPSON COUNTY, NC – Earlier this year, the Sampson County Board of Commissioners launched a comprehensive effort to develop a new Strategic Plan for Sampson County Economic Development, reflecting the Board's strong commitment to creating a clear and actionable roadmap for the county's long-term economic prosperity.

Creative Economic Development Consulting was selected to lead the initiative, bringing expertise in facilitating planning processes, conducting in-depth research and analysis, and applying proven best practices in economic development.

The process was guided by a Steering Committee of nine community leaders from across Sampson County who met frequently over a five-month period. Community input was a key cornerstone of the plan's development, with more than 400 residents participating through in-person workshops, one-on-one interviews, and online surveys.

"The development of a strategic plan for economic development was considered a critical step that demonstrates the Board's commitment to Sampson County's future," said Allen McLamb, Chair of the Sampson County Board of Commissioners. "My fellow commissioners and I understand its importance in guiding our efforts to grow our economy, attract new investments, create new job opportunities, and support our businesses, all of which will help enhance the quality of life for our county's residents."

"As we look to the future, the Board's action to create a strategic plan demonstrated their clear commitment to building a stronger economy for Sampson County," said Allen Vann, Sampson County Manager. "By establishing a foundation and laying the groundwork today, we can work collaboratively to create new opportunities that will benefit our residents, attract new investment, and ensure our communities and residents thrive and prosper well into the future."

The Board of Commissioners invites community leaders and stakeholders to attend a Special Called Meeting where they will receive the official presentation of the Strategic Plan. Crystal Morphis, President of Creative Economic Development Consulting, will present the plan's key strategies and recommendations. A brief Q&A session will follow, after which the Board will consider formal adoption of the plan.

Meeting Details:

Date: Tuesday, August 19, 2025

Time: 6:00 PM

Location: Heritage Hall, Sampson County Exposition Center – 414 Warsaw Road, Clinton, NC 28328

This meeting is open to the public.

For more information, contact:

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