

News Release
For Immediate Release



Scottsboro Designated a Valley Sustainable Gold Community

SCOTTSBORO, AL, November 10, 2014 – The City of Scottsboro has been designated as a Valley Sustainable Gold Community in Tennessee Valley Authority’s (TVA) economic development program. Scottsboro recently completed the program sponsored by TVA and developed and administered by consultant Boyette Strategic Advisors (BSA). “Our community has implemented sustainable practices that are quite impressive for a city the size of Scottsboro. Because of this recognition, companies focused on sustainability will take notice and this will build on our existing economic development marketing efforts.” said Marilyn Lott, Marketing Director for Jackson County Economic Development Authority (JCEDA), the organization that took the lead in participation of the program and established a Sustainability Team that helped document Scottsboro’s environmental, economic, and social goals.

The Valley Sustainable Communities Program, now in its second year, was initiated by TVA Economic Development as part of its community preparedness offerings to assist communities in evaluating existing sustainable programs, cataloging their sustainable assets, and increasing future commitments to sustainability. “Our goal in participating in this program is to attract new investment and jobs by demonstrating to companies looking to invest in new or expanded locations that we’re competitive and forward-thinking,” said Dus Rogers, President and CEO of JCEDA.

“We are proud that the City of Scottsboro has successfully completed the Valley Sustainable Communities Program,” said Del Boyette, President/CEO of Boyette Strategic Advisors. “The gold level designation recognizes that a community has community-wide sustainability initiatives in place, with programs available to support the existing business community and promote economic development.”

Sustainability has become a key issue for economic development organizations and communities as more corporations have demonstrated an increasing commitment to sustainability. More than 90 percent of corporate real estate executives who responded to a CoreNet Global survey on sustainability said that it is a consideration in their company location decisions. The typical reasons for this corporate commitment are reduced operating costs for increased profitability and greater employee satisfaction.

“This program is the first of its kind to connect the dots between corporate America’s commitment to sustainability and its impact on economic development, which ultimately will ensure that our communities are more prepared to compete in global markets,” added John Bradley, TVA Senior Vice President of Economic Development. “We are seeing that more and more companies have an increasing business emphasis on sustainable operations, and are adding this component to their RFIs as they search for a community where they can locate, grow, and enhance their company and employee sustainability commitments.”

Thirteen communities were recognized as Valley Sustainable Communities in 2013, and an additional 12 communities are seeking recognition this year. In addition to completing the inventory of sustainable assets and utilizing the Valley Sustainable Communities designation in their marketing materials, communities that complete the program also receive marketing support from TVA Economic Development.

“The City of Scottsboro has already made a significant commitment to sustainability,” said Mayor Melton Potter. “This Valley Sustainable Gold Community designation provides us with the opportunity to document, plan for, and further develop our ongoing sustainable initiatives.”

About Jackson County EDA: Jackson County Economic Development Authority's mission is to attract new industries to Jackson County, Alabama and help existing industries expand and prosper to provide quality jobs for local citizens.

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