

MEDIA RELEASE



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Franklin TN as Good As Gold TVA Recognizes Franklin With Gold Status for Sustainable Efforts



Franklin, Tennessee, November 19, 2013 – Franklin, Tenn., has been designated as a **Valley Sustainable Gold Community** by the Tennessee Valley Authority (TVA). The Valley Sustainable Communities Program initiated by TVA Economic Development helps communities improve existing sustainability programs and increase their ability to attract new investment in their community.

Franklin recently completed the program sponsored by TVA and developed and administered by consultant Boyette Strategic Advisors (BSA). The program documents a community's assets to increase the likelihood that it will be viewed as progressive and competitive by companies looking to invest in new or expanded locations.

“We are proud that Franklin has completed the Valley Sustainable Communities Program,” said Del Boyette, president/CEO of Boyette Strategic Advisors. “The gold level designation recognizes that a community has taken a leadership role in implementing sustainable practices and has made a commitment to sustainability efforts focused on 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 search for a community where they can locate, grow, and enhance their company and employee sustainability commitments,” said TVA Senior Vice President of Economic Development John Bradley. “As a result, we began this program to help communities like Franklin be prepared to document and highlight their efforts in order to better compete in global markets.”

Franklin is home to eleven (11) LEED certified Class A office buildings with green space and walking trails and 13 of the 25 publicly-traded companies in the Nashville MSA have their headquarters in Cool Springs including the 10-story 460,000 square foot Nissan North Americas building.



Franklin Sustainability Commission Members along with Planning & Sustainability Dept. employees, the City Administrator and the Assistant City Administrator wear their gold!

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The City is leading by example with a LEED Gold Police Headquarters complete with a green roof, a residential curbside recycling program, and internal energy conservation initiatives. The City also offers companies a Live Green Partnership program where businesses are recognized for their sustainable efforts. These ongoing programs led to the Gold level achievement.

“We are proud to attain this level with TVA’s new Sustainable Communities Program,” said Franklin Mayor, Dr. Ken Moore. “We are committed to being a competitive community and recruiting the best companies to Franklin. While we are on the road to success now, there is room to grow and continue in this program and reach the highest level of platinum in the coming years.”

For more information about TVA’s Valley Sustainable Community program, visit TVAed.com/sustainable and franklintn.gov/livegreen. You can also contact Andrew Orr at Andrew.orr@franklintn.gov.

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