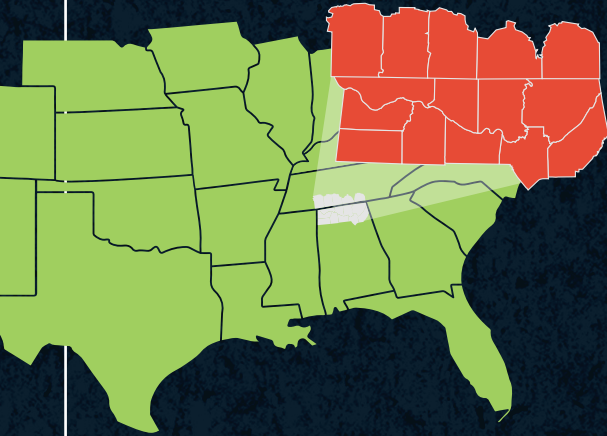




LAUNCH

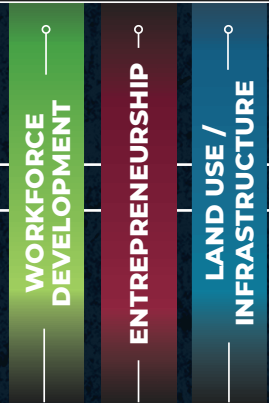
TENNESSEE VALLEY REGIONAL PARTNERSHIP



REALIZING A REGIONAL VISION

THE BIG IDEA

Connecting the Tennessee Valley through collaborative effort and a shared vision for advancing our region's economic growth in three strategic focus areas: Workforce, Entrepreneurship and Land Use/Infrastructure.



BE A PART OF THIS MOVEMENT

NOW AND FOR THE FUTURE

The Tennessee Valley economy is booming with new businesses, new residents, and new ways for people to live, work, and play. The Launch mission is to drive ongoing strategic collaboration that ensures prosperity not only now, but for decades to come.

ARE YOU IN?

We're building something amazing through planning, investment, and hard work. Launch is at the core a shared project, and we want YOU to be part of it.

COMMUNITY LEADERS · COMMUNITIES OF IMPACT · STAKEHOLDERS



HERE ARE THREE WAYS YOU CAN GET INVOLVED



COLLABORATE

Join an incredible group of business and community leaders, subject matter experts, educators, and elected officials as we shape a dynamic future.



SPONSOR

Support Singing River Trail, Launch Tank, and our other emerging initiatives as a financial partner. Your dollars will make an immediate impact.



BECOME AN AMBASSADOR

Help us get the word out about Launch and its vision for the Tennessee Valley's future.

BUILDING MOMENTUM



2015

- The Launch 2035 regional partnership is formed, ensuring the North Alabama region prospers.

2016

- Three focus areas are finalized: Entrepreneurship, Workforce Development, and Land Use/Infrastructure.

FEBRUARY 2018

- **SRT Master Plan Proposed**
Launch & Alta Planning and Design envision a Master Plan for a 70-mile greenway system connecting the entire region.

OCTOBER 2019

- **Launch Initiates 3-County Regional Workforce & Labor Study**
3-County Regional Workforce & Labor Study leaders jump-start a landmark assessment focused on workforce, entrepreneurship, and land use planning, forming a foundation for major initiatives driving Tennessee Valley development.

MAY 2019

- SRT Master Plan presented to the public for implementation.

DECEMBER 2018

- Regional Collaboration Initiative of North Alabama forms, bringing together 40+ municipal and regional elected leaders.



MARCH 2022

- **First Singing River Trail Launch Tank**
"Shark Tank-style" competition showcases entrepreneurs from eight counties, nine winners receive funding.

OCTOBER 2022

- **Athens State Hosts Innovate Alabama & Launch Roundtable**
LaunchBox event connects educational leadership, entrepreneurial ecosystem builders, rural community leaders, and lawmakers.

NOVEMBER 2022

- **Singing River Trail Milestones Reached** 1818 Farms provides new headquarters for Singing River Trail; system reaches 200+ miles and expands partnerships with non-profits, private businesses, and public organizations.



JULY 2023

- RCI 5th annual event held in Decatur at the Cook Museum with over 125 local, regional, and state elected and business leaders.

JUNE 2023

- The Launch Executive Team grew to include 8 North Alabama counties and 1 Tennessee county.

MARCH 2023

- The 3rd Annual SRT Launch Tank was held at Athens State, with 44 applications, 185 attendees, and 8 finalist entrepreneurs awarded grants.



✉ HELLO@LAUNCHTNVALLEY.ORG

WE'VE ACHIEVED A LOT IN A VERY SHORT AMOUNT OF TIME AND WE'RE JUST GETTING STARTED.

FIND YOUR PATH TODAY AT

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