

# NEWS RELEASE

## Duffield, Virginia Identified for Data Center Potential

DUFFIELD, Virginia – A site in Duffield, Virginia has favorable attributes to attract a data center project according to a recent Deloitte Consulting study, an economic development study sponsored by the Tennessee Valley Authority.

TVA and Chicago-based Deloitte Consulting assessed more than 50 sites across the TVA service area for their capacity to accommodate data centers -- specially designed facilities that house computer systems and components for Internet search engine companies, financial transaction processors, and other high-tech industries.

Duffield was one of 12 sites named as a primary ready-for-development site in the search. The locations were evaluated for accessibility, strong telecommunications infrastructure, electric power availability and reliability, and other characteristics beneficial to data center development.

“Demand for data centers is growing as increased use of electronic commerce and information technologies requires more data storage space,” said John Bradley, senior vice president for TVA Economic Development. “There are exceptional opportunities for regional growth potential in this industry. This site has the resources, infrastructure, and other qualities needed to support strong data center development.”

The 12 sites named are considered ready for development and meet necessary requirements and criteria to support a major data center project. TVA is partnering with local power distributors like Powell Valley Electric Co-operative, regional, state and community economic development leaders to begin marketing these sites as part of its economic development region’s data center project recruitment initiative.

“We are excited to be selected as one of the Primary Data Center Sites within the TVA region,” said John Kilgore, Executive Director, of the Scott County Economic Development Authority. “Our success is attributable to the existing infrastructure that is in place within the Duffield area with two telecommunication broadband providers, LENOWISCO, Inc. and Scott County Telephone Co-operative, as well as, our electric utility provider, Powell Valley Electric Co-operative. Their capabilities were a significant part of the process.

Other prospective sites identified in the TVA survey are located in: Athens, Tenn.; Bristol, Tenn.; Fayetteville, Tenn.; Guntersville, Ala.; Hartselle, Ala.; Jackson, Tenn.; Lenoir City, Tenn.; Maryville, Tenn.; Murfreesboro, Tenn.; Olive Branch, Miss.; and Tullahoma, Tenn.

“Data centers provide highly-skilled, good-paying job opportunities,” Bradley said. “TVA’s goal is to help make the region more competitive in attracting and retaining these types of industries and the economic benefits associated with them.”

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Duffield is home to an existing ATAC data center, OnePartner, ([www.onepartner.com](http://www.onepartner.com)). Scott County wants to build on the success of their data center, and continue to grow our economy. For more information, visit [www.scottcountyva.org](http://www.scottcountyva.org).

The Tennessee Valley Authority (TVA), a corporation owned by the U.S. government, provides electricity to large industries and 155 power distributors that serve approximately 9 million consumers in seven southeastern states. Economic development is a major part of TVA's core mission. TVA's Economic Development services are focused on attracting targeted new industries, retaining and growing existing businesses and helping communities be better prepared for economic growth. More information is available at [TVAed.com](http://TVAed.com).

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