

# Tuscaloosa County IDA Announces New Name & Logo

**FOR IMMEDIATE RELEASE**

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Tuscaloosa, Ala. – The Tuscaloosa County Industrial Development Authority has a fresh, new look as the Tuscaloosa County Economic Development Authority. During their March TCIDA Board meeting, the Board of Directors passed a resolution to do business as TCEDA and adopted a new logo featuring the new name.

“The new brand and logo reflect the organizational mission as the economic development engine of Tuscaloosa County,” said Mark Crews, chairman of the TCEDA Board of Directors. “We believe that updating the brand aligns with our goal of diversifying our target industry sectors. This rebrand puts us in a better position to recruit more knowledge-based industries, facilitate business retention and expansion, and enhance overall quality of life for the citizens of Tuscaloosa County.”

In the immediate future, the TCEDA and stakeholders will work with their communications firm to implement the newly established identity across the organization and in all marketing materials including a new website, print collateral, social media channels, and more. Post-brand launch activities include developing and executing an ongoing marketing and communications plan.

“For us, building a brand is not simply about a new logo, name or tagline. It’s about discovering Tuscaloosa County’s competitive advantages and building a strategy to attract business investments and talent”, said TCEDA Executive Director Danielle Winningham. “During the discovery stage, we hosted multiple virtual meetings with the TCIDA Marketing Advisory Committee and Board Members, in addition to surveying elected officials, community stakeholders, existing industry leaders and site selection consultants across the United States. We are thankful for great participation and proud of the brand we are building as a team.”

In early 2021, the organization embarked on rebranding and comprehensive strategic marketing initiative with the objective of developing a fresh, innovative economic development identity and strategic marketing plan that resonates with stakeholders, existing industries and site location decision-makers. This ongoing initiative is being developed by Red Sage Communications, Inc. in collaboration with the TCEDA and TCEDA Marketing Advisory Committee.

The multifaceted rebranding process included research, strategic planning sessions and surveying internal and external groups, including TCIDA staff, Board of Directors, Marketing Advisory Committee and community stakeholders. As a primary audience of the TCIDA, site consultants from across the

United States were surveyed to share their thoughts and preferences about economic development branding and marketing. Findings from all groups indicated the need for a new DBA name, logo and tagline. This new identity will take the Tuscaloosa County Economic Development Authority into the next decade of growth and position Tuscaloosa County as an innovative and preferred location for economic development success.

“This contemporary name and look will better position Tuscaloosa County EDA to leverage past success into future opportunities,” said Dave Pass, TCEDA Marketing Advisory Committee Chair. “Our Marketing Advisory Committee cannot wait to deploy this new brand across all mediums. Stay tuned.”

### ***About TCEDA***

The Tuscaloosa County Economic Development Authority is the economic development agency for all jurisdictions within Tuscaloosa County, Alabama and is a one stop source for accessing all site location data including available sites and buildings, financing, employee training, incentives and quality of life.

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