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Build Now Project Launches Bold Plan to Restore U.S. Competitive Edge Through Urgent Infrastructure Renewal Actions.

Tennessee Valley Proposed as “Garden Zone”—A Strategic National Development Area to Accelerate American Innovation, Industry, and infrastructure.

[Tennessee Valley] — A bold, citizen-led campaign is calling for a new era of American construction and industrial revitalization. Today, the Build Now Project (BNP) officially launched its initiative to transform the Tennessee Valley into a high-performance engine of national renewal, designated as the “Garden Zone.” This proposed Strategic National Development Zone (SNDZ) aims to fast-track the deployment of infrastructure, housing, energy, and advanced technology at a scale not seen since the post-war boom.

Central to the campaign is the Garden Zone Act of 2025, a legislative proposal that reimagines how America builds—by removing outdated barriers, accelerating federal support, and coordinating public-private partnerships to meet urgent national goals.

“We’re not waiting on promises—we’re demanding results,” said Terry Marsh, CEO of the Build Now Project. “This is about proving America can still build big, build smart, and build fast—and the Tennessee Valley is the place to start.”

The Build Now Project’s Vision Includes:

250,000 new homes constructed within three years to solve the region’s housing crisis

The Mid-South Express, a 500-mile high-speed rail line connecting Asheville, NC to Memphis, TN

Next-generation nuclear energy assets and solar infrastructure powered by an expanded Tennessee Valley Authority

National drone deployment systems and scalable regulations for commercial flight

A network of AI and ML-ready data centers with reliable bandwidth and abundant clean energy

Development of BlueTiQ, a quantum optimization supercomputer to solve critical problems in defense, logistics, and medicine

A transformed education system, including major increases in teacher pay and workforce-aligned training

Skilled immigration reforms to address labor shortages in advanced industries

To support this vision, the BNP is calling for the federal designation of the Garden Zone as a Strategic National Development Zone, including the use of emergency powers and a temporary moratorium on duplicative regulations that impede urgent building efforts.

A Legacy of Mobilization, A Moment of Urgency

The initiative draws from historic American efforts like the Manhattan Project, the Interstate Highway System, and Operation Warp Speed—proving the nation’s ability to act decisively when stakes are high. With over 200 counties across Alabama, Georgia, Kentucky, Mississippi, North Carolina, Tennessee, and Virginia, the Garden Zone overlays the TVA service area—a region rich in industrial capacity, workforce potential, and untapped opportunity.

“This is more than a development plan—it’s a movement,” Marsh added. “We’re building the foundation for a new American century, led by the working class and powered by the spirit of innovation.”

Join the Movement www.buildnowproject.org/register

The Build Now Project invites citizens, public officials, investors, labor organizations, and industry leaders to help realize a bold future of shared prosperity, energy independence, and strategic advantage.

For more information or to get involved, visit www.buildnowproject.org and follow #BuildNow and #GardenZone across social media.