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PCDA PERSPECTIVE

TOYOTA Brings Lexus to Buffalo



Mr. Toshiaki "Tag" Taguchi, president and CEO of Toyota North America announces that "this will mark the first time Lexus has produced engines outside of Japan," as Mr. Taguchi explained that Toyota will bring production of engines and transmissions for the popular Lexus RX300 sport utility vehicle to its Buffalo, WV plant.

"What a way to begin 2001," was the way PCDA's Executive Director Gary Walton explained his reaction to the announcement that Toyota would bring production of engines and transmissions for the Lexus RX 300 to the Buffalo, West Virginia plant.

Toyota will invest an additional \$50 million for equipment and tooling to accommodate Lexus V6 engine and automatic transmission production, as well as to expand capacity of the four-cylinder line at the Buffalo

plant by 40,000 engines annually. The four-cylinder line will add production for Toyota's new Matrix, just introduced at the Detroit auto show, and for the GM Vibe, to be produced at New United Motor Manufacturing. Combined four-cylinder and V6 engine capacity will grow to 540,000 annually.

Employment is projected to climb to 1,000 by 2003 and investment will grow to \$950 million.

During the ceremonies, Senator Jay Rockefeller talked about the excellent relationship West Virginia has developed with Toyota, the world's third largest automobile manufacturer.

"Twenty years ago it was a dream of mine

that Toyota would come to West Virginia and set up a production plant. Close to five years ago, that dream came true," Rockefeller said, "and today I'm thrilled that Toyota is bringing their most sophisticated engine to Buffalo." "In addition to the 1,000 high paying jobs Toyota has placed in West Virginia, they have also brought prestige and recognition to our state."



U.S. Senator Jay Rockefeller tries on a new Lexus ball cap during the announcement ceremonies. The Senator has participated in every TMMWV announcement to date.

This is the third time Toyota has expanded TMMWV since the original plant was announced in 1996.

(More stories and pictures on page 2)

All photos by Gary Walton

TOYOTA Announcement (continued from page 1)

Newly elected Governor Bob Wise was enthused at his first major job announcement of 2001. The Governor said that “the announcement of a third expansion of the Toyota plant is a great day for West Virginia and a great start for our new administration. As governor, one of my economic development priorities is investing in existing jobs and retaining existing businesses.” He continued, that “...the growth of a world-class company like Toyota is a testament to the quality of our workforce and sends a strong message that West Virginia is a great place to do business.”

Prior to the announcement, TMMWV President & CEO, Tomoya Toriumi recognized the support and cooperation of Buffalo Mayor Bill Whittington and Putnam County Commissioners James Withrow, James Caruthers and Clinton ‘Bud’ Beaver in the success of Toyota in West Virginia.

Toyota’s Motor Manufacturing WV manufacturing facility includes 1.1 million sq. ft. and occupies 230 acres just south of Buffalo. Current employment at TMMWV is about 725 persons with an annual payroll of \$35 million.



Governor Bob Wise speaks at the Toyota announcement.

\$11.7 billion with direct employment of 31,000. Toyota’s North American annual payroll is \$1.75 billion.

One of the questions always on the minds of area residents is the company’s employment impact on this part of West Virginia. As of January 23, 2001, it is reported that 94% of TMMWV’s production team members are West Virginia residents. Seventy-eight percent of the production team members come from Putnam and the six (6) counties around Putnam County.

Business expansions are one of the most exciting aspects of the Development Authority’s work and our continued efforts will be primarily directed toward growing Putnam County’s existing industrial base and aiding in the enhancement of our firm’s competitiveness.

The plant produces four-cylinder engines for the Toyota Corolla and Prizm; V6 engines for Camry, Avalon and Sienna; and will produce automatic transmissions for the North-American built Camry beginning in 2001.

With facilities all over North America, Toyota’s economic impact includes a di-

PCDA’s Executive Director and representatives of our Business Development Committee will continue to meet with the representatives of Putnam County industries to assist in expansion in any way possible.

Congratulations Toyota Motor Manufacturing, West Virginia

Thank you for your continued faith in Putnam County & West Virginia



At the Lobby Reception after the announcement guests posed for photos. Above (L) is Commissioner Bud Beaver with Governor Bob Wise



Putnam County Commission President Jim Withrow (L) and Toyota MMWV President and CEO Tomoya Toriumi

WVDO Regional Meetings

Representatives of area economic development organizations gathered on February 1, 2001 for their quarterly WV Development Office Regional Meeting hosted by BIDCO in Charleston

WVDO Senior Manager Rolland Phillips (fourth from left in the photo at right) called the meeting. The regional meetings allow development organizations to share information with other agencies and to learn of best practices. WVDO Executive Director John Snider provided a review of the Market Street study.

(L-R, Timothy McNeely and Marlo Scruggs, WVDO, Sharon



Shaw, HADCO, Rolland Phillips, and Martha Sayre of Jackson Co. Development Corp. listen as John Snider explains implementation of the Market Street study.)

South Putnam PSD Will Provide Sewer Service To Business Park

Recently, Fred Stottlemyer, General Manager of South Putnam PSD and PSD Assistant Manager, Jason Henderson, visited the new Putnam Business Park to examine where the collector line would be installed in order for South Putnam to serve the park.

The line will be installed from the Buffalo Regional Sewage Treatment facility -just south of the Toyota Plant—across the Kanawha river to the business park making sewer service available to a currently un-served area of Putnam County.

The line is projected to be installed to provide sewer service to the Park in the fall of 2001. Sewer service is a key infrastructure item needed to attract business to the county's newest business and industry park located in Fraziers Bottom.

"Life is seldom fair. Ben Franklin discovered electricity; but the man who invented the METER made all the money."



Fred Stottlemyer (L), General Manager of South Putnam Public Service District and Jason Henderson, Assistant Manager, look over plans to install sewer service to Putnam Business Park.

“West Virginia—A Vision Shared”

“West Virginia—A Vision Shared” was the theme and the title of a meeting held recently in Charleston to discuss the Economic Development Strategy completed recently by Market Street Services. In the spring of 2000, the West Virginia Council for Community and Economic Development commissioned Market Street Services, Inc. to assess the economic competitiveness of the state, solicit input from various stakeholders and to assist in the development of a strategy and implementation plan.

In mid-December, 2000 a meeting was held to introduce the strategy and implementation plan. The Year 1 Implementation Plan includes several rather aggressive activities that will require a new level of thinking to meet the performance measures outlined in the plan.

The plan includes several specific areas:

1. **Results-based Government: Planning for the Future.** [Government reform, infrastructure development, and healthy citizens].
2. **Building Bridges and Empowering Citizens.** [Regional cooperation and image improvement].
3. **Further Study and Analysis.** [Restructure and refocus of incentives, new tax structure, and review prevailing wages].

4. **Intellectual Infrastructure in the 21st Century.** [Focus on educational attainment, worker training and research & development].
5. **New Economy: New Challenges and New Solutions.** [Diversification of the state's economy, increase capital formation, and increase entrepreneurship in the state].

The Council has several “action priorities” with regard to the strategy. The priorities include the modification of its membership, the study and evaluation of the state's economic development structure and programming, the establishment of benchmarks, institution of annual progress evaluation, creating/enhancing the council's web site, and finally, instituting an annual summit for stakeholders.



West Virginia Development Office Executive Director John Snider addresses the gathering. Looking on are Council members Mallie Combs (seated), Don Rigby (standing) and Mac Holladay of Market Street Services, Inc. (seated-right).

If you would like a copy of the Strategy or Implementation Plan, if you are interested in plan details, or have questions, please contact the West Virginia Development Office at 304-558-2234. You can also visit the Council's web site. The URL (web

address) is: <http://www.wvcouncil.org>



U.S. 35 Corridor Management Plan

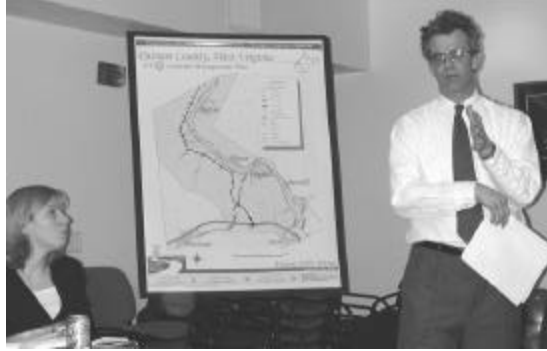
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Kelly Brooker (l) watches as Caleb Faux answers questions during a Steering Committee meeting at the Holiday Inn Express on January 30, 2001

Caleb Faux, Project Manager from Pflum, Kalusmeier & Gehrum (PKG), (photo-left) lead the discussion of potential tools for management of the new U.S. Route 35 corridor at a recent meeting.

The tools discussed included: land use regulations, utility policy, landscaping and design regulations, land development regulations, access management strategies and scenic management.

Members of the Steering Committee appear anxious to provide for orderly and efficient management and development of the U.S. 35 corridor. The management plan is being developed by the consultants in cooperation with the Putnam County Planning Commission, the Chamber of Commerce and the Development Authority.

PCDA Elects 2001 Officers

A public meeting was held in November, 2000 to get public input into the kinds of development considered appropriate. That meeting was held at Valley Park.



David Kimberling (left) accepts a plaque in recognition of his two years of service as PCDA President from incoming President Wayne Bennett at the January regular PCDA board meeting. New officers elected at the January annual meeting of the Development Authority included: Wayne Bennett, President, Courtlandt L. Smith, Vice-President, and Dennis Prisk, Secretary-Treasurer.

The Development Authority has served as Putnam County's lead industrial development contact since 1961.

Welcome to our newest board member: David Copenhaver

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Address Correction Requested

