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Effort to land Toyota project recognized

By **MAX SHOWALTER**

mshowalter@journalandcourier.com

The process of hiring people to build Toyota Camrys at the Subaru of Indiana Automotive Inc. plant has begun, with production of the vehicles scheduled to start next spring.

But the work that was required to bring the \$230 million investment to Lafayette will soon be recognized nationwide.

The editors of *Business Facilities* magazine feature Lafayette's success in their December issue by awarding the project a 2006 High Honors Award.

The recognition is part of the site selection magazine's annual Economic Development Deal of the Year Awards.



Kelley

"Everyone on the team pitched in with enthusiasm, time and a determination to land this production for our community," said Cinda Kelley, director of business development for the Lafayette-West Lafayette Development Corp. "That was key in Toyota's and SIA's decisions, so we're pleased to take a bow for this EDDY Award."

Winners were chosen on criteria that included economic impact, unique challenges presented, and methods and efforts used by economic development organizations to secure the deal.

"Our community responded by tap-



Roswarski

ping assistance from the city, county, state, our development corporation, utilities, educational institutions and others," said Lafayette Mayor Tony Roswarski.

"Recognition by top economic development people in the nation that we worked well together is quite gratifying."

Business Facilities also named Gold, Silver and Bronze EDDY Award winners, with the Toyota/SIA effort being one of four High Honor Awards. Other winners were projects in Connecticut, Georgia, Kentucky, New York, Utah and Virginia.

A city tax abatement, training



Benson

funds, recruitment and relocation assistance and utility discounts were part of the package that convinced

Toyota Motor Corp. to contract with SIA. The project is expected to eventually result in 1,000 new jobs and the production of 100,000 vehicles annually.

"The cornfield-turned-auto plant on State Road 38 and our community's ability to work together for the benefit of all are now in the spotlight," said Tippecanoe County commissioner KD Benson. "When governments work together, good things happen for Tippecanoe County. Toyota is a nice feather in Tippecanoe County's cap."