

Role of Workforce and Workforce Development in Site Selection

Toyota's 8th North American
Assembly Plant in Tupelo, MS

Dennis Cuneo

Arent Fox LLP

Senior Advisor & Former Senior Vice President

Toyota North America

Toyota Site August 2008



Area Colleges



THE UNIVERSITY OF
MEMPHIS

Rust College

northeast
MISSISSIPPI COMMUNITY COLLEGE

Northwest
Mississippi Community College

THE UNIVERSITY
OF MISSISSIPPI

THE
UNIVERSITY
OF MISSISSIPPI
TUPELO

TIANA MERA COMMUNITY COLLEGE
1948

Mississippi State
UNIVERSITY

The
1884
MISSISSIPPI UNIVERSITY FOR WOMEN



Mississippi Corridor Consortium



Itawamba Community College

- Specializes in Workforce Training and LEAN Manufacturing, to include an Industrial Engineer on the Workforce Staff



Northeast Mississippi Community College

- Automotive Technology and Industrial Maintenance



East Mississippi Community College

- Industrial Maintenance Technology including an emerging composite program

Northwest Mississippi Community College

Mold and Die program in Advanced Manufacturing



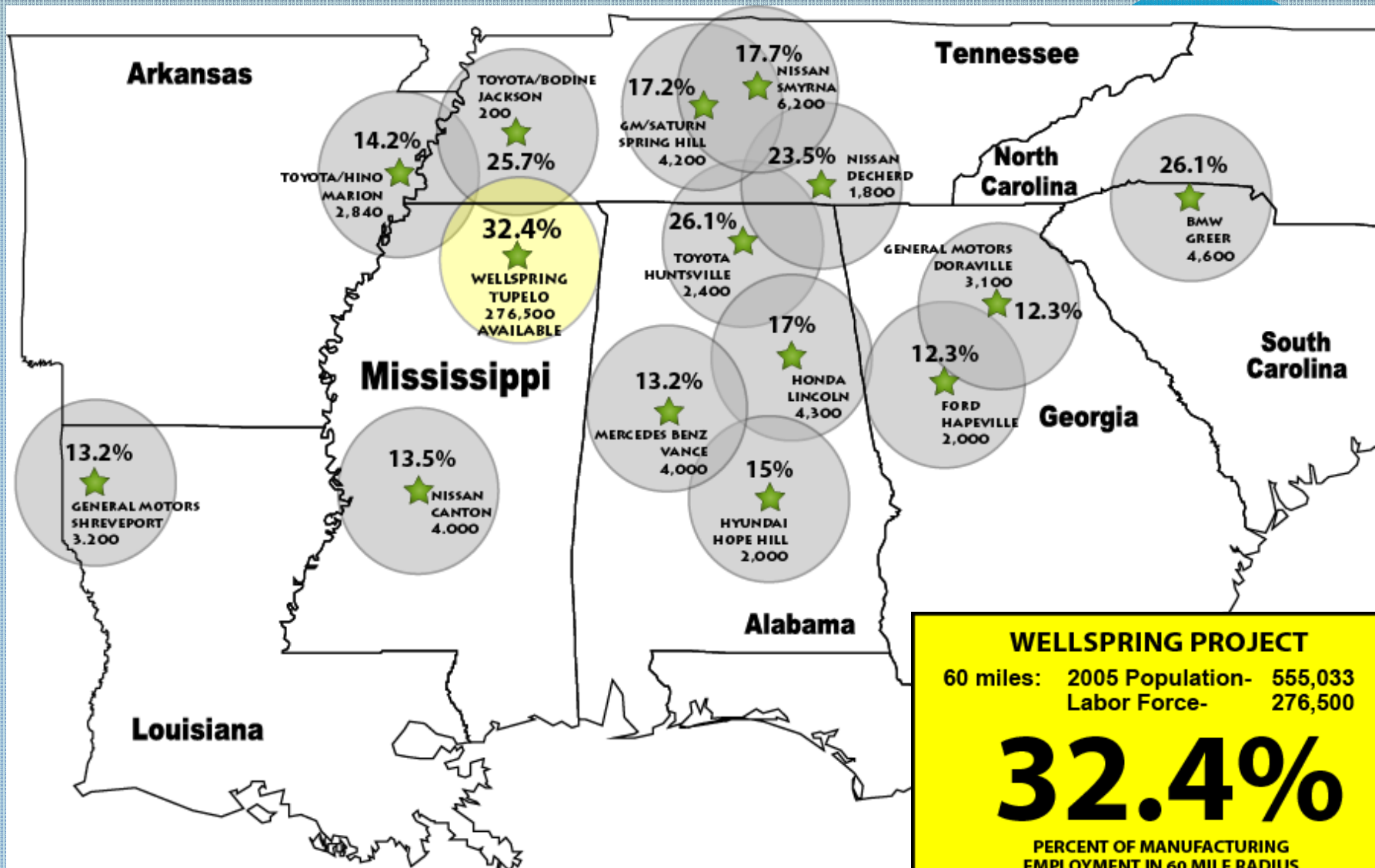
Tupelo High School

A Blue Ribbon School



North Mississippi Medical Center





WELLSPRING PROJECT

60 miles: 2005 Population- 555,033
 Labor Force- 276,500

32.4%

PERCENT OF MANUFACTURING EMPLOYMENT IN 60 MILE RADIUS

Sources: Demographic data © 2005 by Experian/Applied Geographic Solutions Pathfinders, Inc.

Wellspring

60-Mile Radius

Population

555,033

Labor Force

276,500

Manufacturing Workers

76,973

Comparison with San Antonio

60-Mile Radius

Population

2,051,598

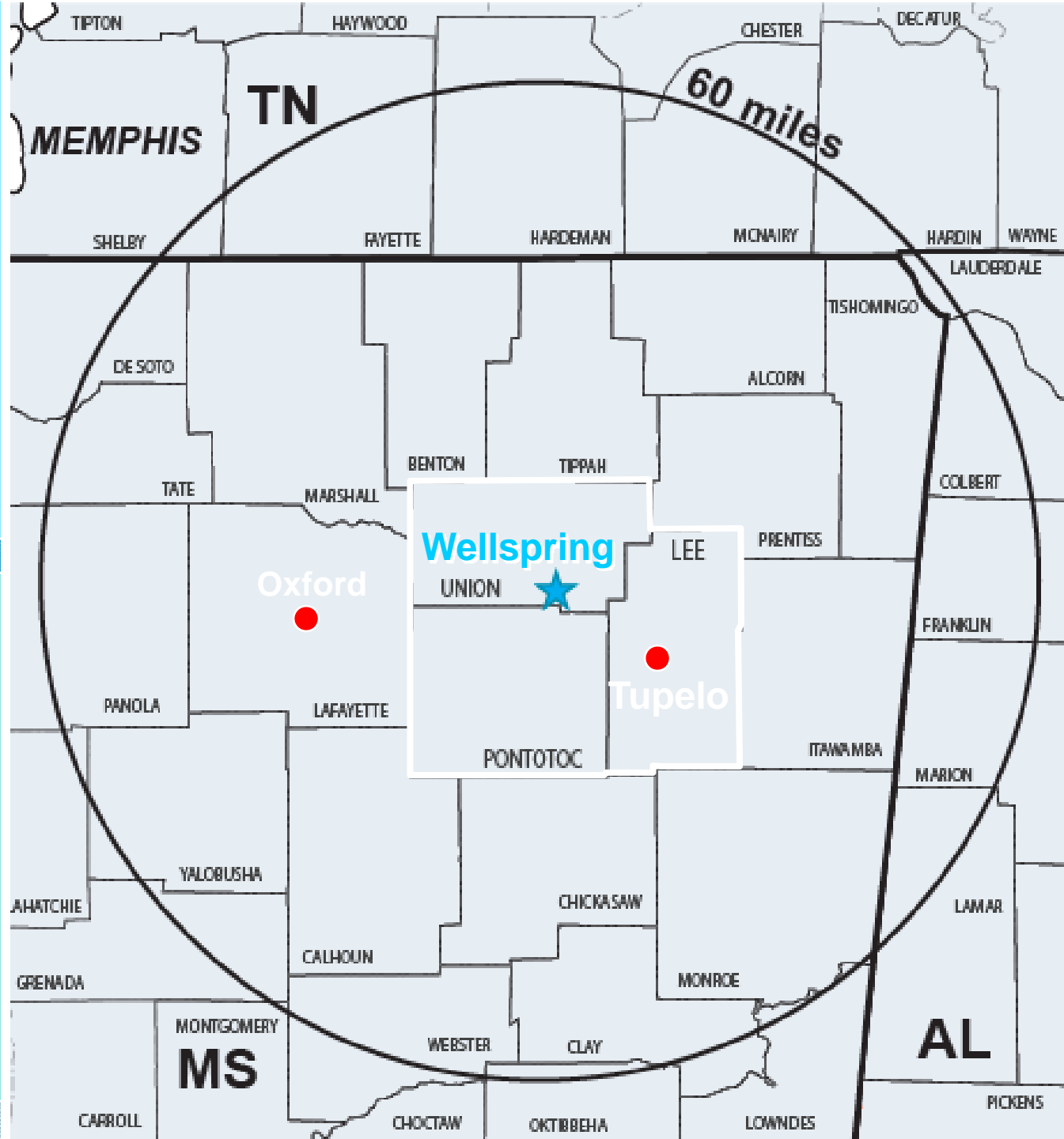
Labor Force

977,790

Manufacturing Workers

69,107

Sources: Demographics Now, US Census 2000



Site Advantages

- **276,500 workforce population within 60 miles of site**
- **76,973 manufacturing employment in same area**
- **Non-union labor climate in region (99% of plants non-union)**
- **Three major universities within one and a half hours: University of Mississippi, Mississippi State University, and University of Memphis**
- **Workforce Development provided by the Mississippi Corridor Consortium of Itawamba Community College, Northeast Mississippi Community College, and East Mississippi Community College**
- **Progressive, pro-business, and fiscally responsible local governments**