

## KUDOS ARCHIVE

*Forbes* listed Columbia 3<sup>rd</sup> Best Metro for Business and Careers in a 2007 study that ranked 179 MSA s with populations up to 232,000. Factors included cost of living, job growth and educational attainment. This is the eighth year in a row Columbia has ranked in the top 60.

The 2006 Mayor s Challenge (as featured in *Expansion Management* magazine) ranked Columbia a five-star Best Metro for Future Business Locations. Factors included Columbia s college-educated workforce, public education, quality of life, logistics infrastructure, healthcare cost and availability and taxes/government spending.

*Expansion Management* magazine rated Columbia a five-star city in their 2006 Quality of Life Quotient, which rated 362 MSA s based on the best places for manufacturing companies to grow and prosper from a livability and affordability standpoint.

*Expansion Management* magazine ranked Columbia a five-star city in their 2006 Knowledge Worker Quotient, which ranks areas based on their ability to support the technology revolution in the U.S. The same study named Columbia sixth in the nation for college educated workers.

*Forbes* listed Columbia the 16<sup>th</sup> Best Small Metro for Business and Careers in a 2006 study that ranked 179 MSA s with populations up to 231,000. Factors included cost of living, job growth and educational attainment. This is the seventh year in a row Columbia has ranked in the top 60.

In their 2005 Health Care Cost Quotient, *Expansion Management* magazine ranked Missouri sixth in the nation in terms of lowest health care costs, adequate coverage and least amount of risks to employers.

*Expansion Management* magazine s 2005 Education Quotient rated the Columbia Public School District a Gold Medal District in their study based on graduate outcomes and the community s commitment to public education (teacher s salaries, student-teacher ratios, and per pupil expenditures). Districts receiving the gold distinction are in the top 17 percent of US school districts with enrollment above 3,300 students. In a similar study, the magazine ranked Columbia in the Top 10 Metros for Public Schools.

*Newsweek* magazine s 2005 Complete List of the Top U.S. Schools report listed Columbia s David H. Hickman High School in the top four percent of high schools nationwide.

The 2005 Reader s Choice Awards published by *Rural Missouri* magazine ranked Columbia the Best Town to Live in Missouri. Columbia has held the top spot since the publication s first Reader s Choice Awards in 2002.

The May 2005 issue of *Expansion Management* magazine ranked Columbia a five-star city in their 2005 Knowledge Worker Quotient, which identified metro areas that are exceptionally well placed to attract and nurture high-tech companies and entrepreneurs because of their concentration of extremely well-educated workers. The study evaluated 362 MSA s in the areas of adult education levels among college graduates, number of medical doctors, number of colleges and universities and the R&D spending among those universities. That same study named Columbia one of America s Super Cities of the Future and ranked Columbia 13<sup>th</sup> in the number of Ph.D s per capita.

A 2005 study by Policom Corporation ranked all US Metropolitan (populations over 50,000) and Micropolitan (populations over 10,000 but less than 50,000) Statistical Areas in terms of economic strength. Columbia ranked 136<sup>th</sup> of all metros, due to its rapid, consistent growth in both size and quality for an extended period of time.

*Expansion Management* magazine rated Columbia a five-star city in their 2005 Quality of Life Quotient. Measured against 362 other MSA s, Columbia fared well in traditional quality of life indicators, as well as the quality of its public schools, adult education levels, standard of living, spousal employment opportunities and traffic and commute times. Columbia also received favorable rankings for its lower crime rate, affordable housing and continuing education opportunities.

The 2004 Mayor s Challenge ranked Columbia 14<sup>th</sup> overall out of 331 US MSA s for Business Expansion and Relocation. MSA s were judged based upon public education, college-educated work force, health care costs and availability, government taxes and spending, quality of life and logistics infrastructure. Columbia ranked fifth in metro areas with populations of 250,000 or less.

*Expansion Management* magazine s 2004 Education Quotient rated the Columbia Public School District a Blue Ribbon District in their study based on graduate outcomes and the community s commitment to public education (teacher s salaries, student-teacher ratios, and per pupil expenditures). Districts receiving the blue ribbon distinction are in the top one-third of US school districts with enrollment figures above 3,300 students. In a similar study, the magazine ranked Columbia Public School District 11<sup>th</sup> in districts with less than 40,000 students.

A 2004 study by Policom Corporation ranked all US Metropolitan (populations over 50,000) and Micropolitan (populations over 10,000 but less than 50,000) Statistical Areas in terms of economic strength. Of the 1,035 areas studied, Columbia ranked in the top 11 percent (112<sup>th</sup>), due to its rapid, consistent growth in both size and quality for an extended period of time.

*Forbes* listed Columbia the 38<sup>th</sup> Best Small Metro for Business in a 2004 study that ranked 168 MSA s with populations up to 335,000. Factors included cost of living, job growth and educational attainment. This is the fifth year in a row Columbia has ranked in the top 50.

*Men s Journal* listed Columbia the 34<sup>th</sup> best place to live in the nation in their 2003 study that described Columbia as the idyllic Midwestern college town.

The 2003 Southern Market Business Climate Index ranked Columbia the 15<sup>th</sup> best business environment after studying the area s unemployment rate and number of jobs added to the community.

*U.S. News & World Report* in 2003 ranked the University of Missouri-Columbia s School of Medicine s Department of Family and Community Medicine the second-best in the nation based on expert opinion about program quality, quality of faculty and performance of students when they enter and leave the program.

*Restaurant Business* magazine s 2002 site survey named Columbia the 43<sup>rd</sup> best spot in the nation to open a new restaurant. Factors leading to Columbia s high ranking include recent growth, Columbia s position as a regional destination for dining and shopping, its high levels of disposable income and its high per capita restaurant sales.

*Black Issues in Higher Education* in 2002 ranked Columbia College among the top 75 accredited colleges and universities in the nation to confer bachelor s degrees to African-Americans.

*Inc.* magazine reported in 2001 that Columbia s Socket Internet Services was one of the fastest growing private firms in the United States. Socket provides internet services to cities in eight states.

*Modern Healthcare* and *U.S. News & World Report* in 2001 published studies naming two Columbia hospitals, Columbia Regional Hospital and Boone Hospital Center, among the nation s top 100 orthopedic hospitals.

*U.S. News & World Report* in 2001 named the University of Missouri Healthcare System one of the top 50 cancer treatment hospitals in the country.

*Modern Healthcare* published the results of a 2001 study naming Boone Hospital Center one of the country's top 100 cardiovascular hospitals.

*Modern Maturity* in 2000 selected Columbia as one of 'The 50 Most Alive Places to Live' in the nation. Criteria included ethnic diversity, recreational options, cultural vitality, low crime rate, lifelong learning opportunities, good hospitals and restaurants, public transportation, walking accessibility and civic activities.

*Money* magazine named Columbia a runner-up in the small city division of their 'Best Places to Live 2000' competition due to factors such as economy, schools and healthcare. Columbia has ranked in this competition 13 of the past 15 years.

KBIA, the University of Missouri-Columbia's NPR station, was the most-listened to University-licensed NPR station and the second most-listened to public radio station in the nation in 2000.

Sprint Business ranked Columbia the '26th Most Productive City in America' in a 1999 study of 313 metro areas. Productivity was determined using eight criteria including employment rates, growth and educational attainment.

The US Conference of Mayors recognized Columbia for having the second highest growth rate (22.75 percent) in high-tech output among all US metro cities in 1999.

*Good Housekeeping* magazine's 1999 guide to the 'Top 318 Cancer Specialists for Women' cited Columbia as home to two of those professionals specializing in lung, breast and colon disease in women.

The Editor & Publisher Market Guide ranked Columbia the third best US metropolitan area in 1999 after studying the cost of living index, crime index and education levels in Columbia.

50 Fabulous Places to Raise Your Family (1997) named Columbia one of only a few 'fabulous' Midwestern communities in which to raise a family.

*Fortune* ranked Columbia ninth in the nation in their 1997 'Smart Cities' study based on the percentage of citizens who hold a four-year college degree.

*American Health for Women* called Columbia one of the 10 'Healthiest Cities for Women' in 1997, based on women's health options, career potential, crime index, environment, family life, fitness and urban stressors.