

# COLUMBIA KUDOS

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Columbia, Missouri is consistently listed among the top cities in the United States by magazines, leading newspapers and other national publications. With its healthy and growing economy, excellent public school system, top-notch healthcare facilities, central location, prime transportation services and positive attitude towards business, Columbia has much to brag about.

## BUSINESS AND TECHNOLOGY

Columbia is one of only 10 cities in the country to have a permit for a bioreactor, the first in the State of Missouri. The bioreactor will provide a source of renewable energy for Columbia.

*BusinessWeek* named Columbia the best small city for startup companies in Missouri. The magazine picked one city with a population between 20,000 and 200,000 in each of the 50 states.

*Plant Engineering Magazine* awarded the Schneider Electric/Square D plant in Columbia the “2008 Top Plant of the Year” award.

*Ball State University* lists Missouri #1 in the “2008 State of the Industry Report” conducted by Michael Hicks, Director of Ball State’s Bureau of Business Research. In addition to outranking in production-based industries, Missouri fared well regarding lower corporate and property taxes than other states, and for research and development efforts.

*Forbes* listed Columbia 5<sup>th</sup> “Best Place for Business and Careers” in a 2009 study that ranked 179 MSA’s with populations up to 240,000. Factors included cost of doing business, job growth and educational attainment. This is the tenth year in a row Columbia has ranked in the top 60.

*Forbes* ranked Columbia the 11<sup>th</sup> smartest city in its 2008 Smartest Cities in America study that looked at education levels among residents.

Moody’s Economy.com’s 2007 Business Vitality Index rated Columbia 41<sup>st</sup> (of 379 metros) based on household income, growth, labor availability and regional cost structure and employment volatility.

The 2007 Mayor’s Challenge (as featured in *Expansion Management*) ranked Columbia a five-star Business Opportunity Metro and 12<sup>th</sup> overall in terms of public schools, quality of life, college educated workers, logistics infrastructure, healthcare costs, taxes/government spending and reputation among site selection consultants.

The Center for Digital Government in 2007 ranked Boone County in the top 10 counties in the country (with populations less than 150,000) for their use of technology to improve the delivery of services to residents.

*Expansion Management* magazine ranked Columbia a five-star metro in their 2007 Knowledge Worker Quotient, which ranks areas based on their ability to provide the depth of talent and innovative environment upon which knowledge-driven technologies thrive. That same study ranked Columbia the 4<sup>th</sup> Best Metro for College-Educated Workers.

*USA Today* in 2005 ranked Boone County in the Top 100 of Tech Savvy Counties in the nation. The study states that Boone County residents are more likely than average to buy and use the latest technology such as Wi-Fi and internet phone service.

The 2004 Restaurant Growth Index, published by *Restaurant Business* magazine, ranked Columbia in the top 15 percent (52<sup>nd</sup>) of communities nationwide in which a restaurant is likely to succeed. Factors included total restaurant sales, sales as a percent of income and per capita sales.

## EDUCATION

The University of Missouri was named a Community-Engaged Campus by the Carnegie Foundation. Less than 5% of colleges and universities nationwide have been awarded this honor. The honor is based on mutually beneficial collaboration between students, faculty and the community.

Columbia's Hickman High School received the distinction of having the most National Merit Finalists in the State of Missouri. Hickman had 18 seniors received the award.

*American Institute for Economic Research* named Columbia as the eighth best city for college students with a population under 250,000. Cities are judged on 12 different measures including cost of living and job opportunities.

Columbia College was selected as one of the top 20 Military-Friendly Colleges & Universities by *Military Advanced Education* in 2008. Judging involved both military and education personnel based on policies toward students in the Military.

Public Accounting Report ranked the masters accounting program in the Robert J. Trulaske, Sr. College of Business 15<sup>th</sup> in the nation. The PhD program came in at 19<sup>th</sup>. The rankings are based on surveys filled out by 1,500 professors nationwide.

Research at the University of Missouri reached record levels in 2007-2008. Sponsors included the U.S. Department of Energy, U.S. Department of Agriculture, U.S. Department of Defense, National Institutes of Health and National Science Foundation.

The Robert J. Trulaske, Sr. College of Business at the University of Missouri was ranked in the top 5 percent of undergraduate business schools by *U.S. News & World Report* in 2009.

Stephens College was ranked the 7<sup>th</sup> best college theater by *The Princeton Review*. This is the fifth year in a row that Stephens has been ranked in the top 10. Stephens also gained a ranking of 5<sup>th</sup> in "Town-Gown Relations are Great."

*U.S. News & World Report* ranked Rock Bridge Senior High School a Silver Medalist. Rankings were based on a college-readiness index.

Columbia College earned a top-tier ranking for the fifth consecutive year in *U.S. News & World Report's* 2009 edition of America's Best Colleges.

*Expansion Management* magazine's 2007 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.

*Expansion Management* magazine's 2007 Metro Public Schools Quotient a 5-star Public School Metro and 11<sup>th</sup> overall in districts with populations less than 500,000.

RelocateAmerica named Columbia one of the Top 25 Places to Live to Go to School in a 2007 study that recognized communities that offer families a great place to live considering the quality of schools and have choices in education offerings for children.

*Newsweek* magazine's 2006 article entitled "What Makes a High School Great?" listed Columbia's David H. Hickman High School in the top five percent of public high schools nationwide using a method that takes into account AP and/or IB tests taken.

The "America's Best Colleges 2005" study conducted by *U.S. News & World Report* ranked the University of Missouri-Columbia (MU) in the top tier of national universities based on factors such as graduation and retention rates, faculty resources, student/faculty ratio, admissions selectivity, SAT and ACT scores and alumni giving levels. In a related study, "America's Best Graduate Schools 2005", the magazine ranked MU's Medical School ninth in the nation for its primary care program, the graduate program at the College of Education 42<sup>nd</sup>, and the School of Law at 63<sup>rd</sup>.

*U.S. News & World Report's* 2005 study of Midwestern Comprehensive Colleges that offer bachelor's degrees ranked Columbia College 37<sup>th</sup> after examining its graduation and retention rates, faculty resources, student/faculty ratio, admissions selectivity, SAT and ACT scores and alumni giving levels.

## COMMUNITY

Columbia was named a Silver Level Bike Friendly Community by the League of American Bicyclists.

*Forbes* named Columbia the 8<sup>th</sup> best college sports town. Columbia was the only Big 12 Conference town ranked in the top 10. Rankings are based on factors including sports success, quality of life, quality of public schools, and crime rate.

Columbia landed on the top five list for load factor by Mesaba Airlines, a subsidiary of Northwest Airlines. Load Factor is a term for the percentage of seats filled on flights. Columbia has had a load factor of 70% with Mesaba.

*Sporting News* named Columbia the 60<sup>th</sup> best sports city in the US and Canada out of the 400 cities ranked. This put Columbia in the top 15% and third in Missouri behind St. Louis and Kansas City.

*Black Enterprise Magazine* ranked Columbia the 7<sup>th</sup> best city in its ranking of the top 20 places to retire. The rankings looked at quality of life, health care, climate, arts and culture, and taxes and leisure.

*Outside* named Columbia one of the top 10 towns in which to live, according its 2008 study. The magazine publishes the list every year with a different theme. This year's theme was "civic renovation". The article cited many of Columbia's amenities such as restaurants, outdoor activities, festivals, parks and entertainment.

*Country Home* ranked Columbia in the top 100 Best Green Cities in America (2008), which looked at official energy policies, green power, green buildings and the availability of fresh, locally grown food.

Kiplinger.com selected Columbia as one of 10 college towns for grownups. Selection was based on factors including health care, cost of living, cultural environment, academic environment, and natural beauty.

*Expansion Management* magazine rated Columbia a five-star metro in their 2007 Quality of Life Quotient, which rated 362 MSA's to determine which offer the best middle class lifestyle for manufacturing and service

companies. Columbia ranked 2<sup>nd</sup> in Overall Quality of Life, 7<sup>th</sup> in Adult Education Level and 2<sup>nd</sup> in Lowest Crime Rate.

*Money* magazine ranked Columbia in the Top 100 Best Places to Live in their 2006 study that looked at factors including housing, student test scores, air quality, commute time and health of residents.

Kiplinger.com ranked Columbia 24<sup>th</sup> in its 2006 study 50 Smart Places to Live. Columbia ranked well due to its affordable housing, access to quality health care and strong economy.

Relocate-America.com ranked Columbia in the Top 10 Places (#8) to Live in 2006. Communities are judged based using key data regarding education, employment, economy, crime, parks, recreation and housing.

*Sports Illustrated* in 2005 named the University of Missouri-Columbia's Student Recreation Complex the best student rec center in the nation, citing its pools, cardio equipment, aerobic classes and entertainment options.

*Men's Journal* listed Columbia the 42<sup>nd</sup> best place to live in the nation in their 2005 study based on the number of "ample jobs, lots of health care, cheap housing and proximity to hiking and biking in the foggy-bottom valleys of the Ozarks." In the same study, Columbia ranked the 4<sup>th</sup> least stressful metro area in which to live.

In a study of 314 MSA's by InCharge Institute of America, Columbia ranked the ninth most "financially fit" city, when compared to other metro areas with populations less than 200,000. The 2004 study examined real disposable income, employment opportunities, credit worthiness, levels of savings and refinancing activity of Columbia residents.

*Forbes* magazine in 2004 named Columbia a "Porch-Swing Community", deeming it a great place for individuals in search of that Norman Rockwell hometown feeling – vintage Americana infused with parades, country fairs and other family activities. Only 10 cities were named in this category, in which an excellent public school system was a must-have.

A 2004 study by Sperling's Best Places of the "Most and Least Stressful Cities in America" ranked Columbia the 15<sup>th</sup> Least Stressful City in which to live. Significant factors examined include unemployment rate, crime, commute time and suicide. Other factors included divorce rate, mental health, alcohol consumption and number of cloudy days.

Sperling's Best Places and MSN internet service ranked Columbia ninth out of 331 MSA's in their 2003 "Best Places to Live in America" study. The rankings are based on data collected in 70 categories including cost of living, crime rate, education, housing, arts and culture, health, leisure, transportation and weather.

## HEALTH

In their 2007 Health Care Cost Quotient, *Expansion Management* magazine rated Missouri a 5-star state in terms of lowest health care costs. That same study ranked the state 2<sup>nd</sup> in both Health Insurance Costs and Healthcare Provider Visit Costs.

*Organic Style* magazine listed Columbia ninth in their 2003 "healthy cities" study. Factors included air quality, toxics, agricultural area and regional pollution.

## 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.