

Magazines:

Wisconsin cities are great, but for different reasons

- *AARP the Magazine* says Milwaukee is the fourth-best city in which to live for retirees. Why? It's successful urban renewal efforts and affordable waterfront living via the hundreds of downtown condo units that have been built.

- Middleton was named in the August edition of *MONEY* magazine as the No. 1 Best Place to Live in America. Its chief assets are economic vitality, safety, cultural amenities, green space and its family life. Other communities to make the list: Germantown in Washington County, No. 30; New Berlin in Waukesha County, No. 41 and Franklin in Milwaukee County, No. 90.

- Milwaukee was also cited as the city with the eighth-highest volunteer rate by *Forbes* magazine in its July edition. About 35% of Milwaukeeans volunteer and are encouraged to do so because of low commute times, high education levels and the fact that there are about 600 nonprofit groups per 100,000 residents there. Interesting fact: Nationwide, about 35% of volunteers do so through religious organizations.

- Madison returns after being named a 'fast city' by *Fast Company* magazine in the magazine's July-August edition. The state capital is named as a Startup Hub. "If you want a hint at cities that will be able to compete in the next decade, Madison is right in there," *Fast Company's* Executive Editor, Keith Hammonds, said in the article. The article noted that the University of Wisconsin spends more than Stanford, MIT or Harvard University on research and development.

- *Area Development* magazine, a trade journal for site selection officials, awarded Wisconsin a Silver Shovel Award for its economic development awards. Its continued level of manufacturing activity, as well as new plant construction were listed as reasons. Wisconsin tied with Kentucky in the 3- to 10-million-population category.

- *Expansion Management* magazine ambitiously evaluated all 362 of the country's MSAs (metropolitan statistical areas) to determine which scored high on its Quality of Life Quotient and would make good locations for business expansion – and why. The list included a number of Wisconsin cities that scored high for different reasons. They are:

- Madison was again chosen for Overall Quality of Life. It ranked No. 1 for metros with 400,000 to 1 million in population. La Crosse was listed as No. 7 in Overall Quality of Life for metros with population under 400,000. Madison was also cited as No. 1 for its public schools for metros with population between 400,000 and 1 million. It was cited No. 8 for adult education level.

- The Milwaukee-Waukesha area was listed as No. 7 for its low commute times in the Traffic and Commuting category for metros with population over 1 million.

- La Crosse came in at No. 7 on the list for lowest crime overall.

After all the scores were tabulated, the top 20% of metro areas were designated 5-Star Quality of Life areas and the next 20% were designated as 4-Star areas.

- Eight Wisconsin metro areas made the list of 5-Star Quality of Life metro areas. Appleton, Eau Claire, Green Bay, La Crosse, Madison, Oshkosh-Neenah, Sheboygan and Wausau each made the list.

- Fond du Lac was the only Wisconsin metro to make the list of 4-Star Quality of Life metros.