



Lafayette-West Lafayette Development Corporation

Swezey Commerce Center
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*A focused business assistance organization that includes
Business and Industry Council
Capital Resources Council
Chamber of Commerce Council
Downtown Development Council
Workforce Development Council*

FOR IMMEDIATE RELEASE

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Area lands top-of-the-charts rankings for quality of life, business attraction

Lafayette, Ind. – Three top-of-the-chart rankings for quality of life and business attraction were announced by area government and economic development leaders Thursday (August 2).

They include a 5-Star quality-of-life-rating, a No.6 ranking for business recruitment and attraction, and 25th best out of more than 400 metropolitan areas in all of the United States and part of Canada in the *Cities Ranked & Rated* book. All of the rankings apply to the Lafayette metropolitan statistical area (MSA), which includes all of Tippecanoe, Benton and Carroll counties.

“Being recognized by independent sources for being a top-of-the-charts community is a great source of pride for the people who live here,” said Cinda Kelley, executive director of Lafayette-West Lafayette Development Corp.’s Business and Industry Council. “It also spurs us on to keep working, to keep striving, to keep excelling. Businesses want to locate in and grow in a place that’s dynamic, goal-driven and making achievements. That’s what keeps us economically healthy and vital.”

The 5-Star rating of metro areas offering the best middle class lifestyle for manufacturing and service companies was announced in the current issue of *Expansion Magazine*. This top rating was earned by only 20 percent of the MSAs in the U.S. It is based on affordable housing, standard of living, traffic and commuting, low crime levels, public schools, adult educational level, continuing education opportunities, commercial air access and labor market.

(more)

Lafayette-West Lafayette Development Corp.
Top-of-the-charts rankings
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“This 5-Star rating took a close look at all those things that make daily living pleasant,” said Tippecanoe County Commissioner K.D.Benson. “It’s quite a testament to what we enjoy and we have to offer.”

The No. 6 ranking, also from *Expansion Magazine*, was earned in the Top Small Metropolitan areas for business recruitment and attraction. In that same category, Tippecanoe County placed 14th among Top Small Counties. The ranking tallied businesses who moved here and businesses that opened new divisions here in the last eight years, and of those, the number still here today.

“We all know what new and expanding businesses and industries mean: jobs,” said Lafayette Mayor Tony Roswarski. “When our residents can count on good jobs here at home, our community benefits in a multitude of ways. Jobs are the lifeblood for homeownership and stabilizing our neighborhoods, giving families time together, keeping our families healthy, and allowing residents to fully participate in every aspect of our community.”

The third recognition is a ranking of 25th best out of more than 400 metropolitan areas, including all of the United States and many from Canada, just published in *Cities Ranked and Rated* by Frommer’s. It’s based on 10 areas: economy and jobs, cost of living, climate, education, health and healthcare, crime, transportation, leisure, arts and culture and overall quality.

“25th Best is a top-of-the-charts achievement,” said West Lafayette Mayor Jan Mills. “We live it every day—good jobs, affordable cost of living, incredible educational opportunities, abundant leisure activities and delightful arts and culture opportunities. Sounds like a great place to live, and it is.”

Michelle White, executive director of the Benton County Local Economic Development Organization, said, “From affordable housing to successful agribusiness, a viable labor pool and more, Benton County brings many positives to our MSA. We eagerly accept our part in both the successes and the continued work we must do to keep our greater community ranked as one of the highest and best in the nation.”

Daryl Smith, executive director of the Carroll County Economic Development Corp., also spoke of the team approach. “We’ve reached a high note on these charts because government, economic development leaders, businesses and residents have committed to sticking together, working together and pulling together. This morning, we celebrate. This afternoon, we roll up our sleeves and continue that work.”

Founded in 2006 and headquartered in the Swezy Commerce Center, 337 Columbia St., Lafayette, the Lafayette-West Lafayette Development Corp.’s mission is to advance economic and community prosperity for a superior quality of life. The Benton County and Clinton County economic development organizations are committed to similar pursuits.

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BACKGROUNDER

August 2, 2007

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Top of the Charts Rankings

The three top-of-the-charts announcements relate to the Lafayette Metropolitan Statistical Area (MSA), which includes all of Tippecanoe, Benton and Carroll counties. There are 362 MSAs in the United States. The three top-of-the-chart rankings:

1. 5-Star

Quality-of-Life

Expansion Magazine

May/June 2007 issue

2007 Quality of Life Quotient: Five-Star Rating

Article: "What Really Matters is Not the Salary, But What That Salary Will Buy"

- This rating ranks the metro areas that offer the best middle class lifestyle for manufacturing and service companies
- Our MSA is one of just 72 in the nation achieving the five-star rating
- Nine categories were evaluated for this ranking:
 1. Affordable housing
 2. Standard of living
 3. Traffic and commuting
 4. Low crime levels
 5. Good public schools
 6. Adult educational level
 7. Continuing education opportunities
 8. Commercial air access
 9. Labor market
- After tabulations, the top 20 percent of MSAs were designated 5-Star Quality of Life Metros

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**2. No. 6 Nationally
Recruitment and Attraction
Expansion Magazine**

May/June 2007 issue

No. 6 Top Small Metros for Recruitment and Attraction

Article: "These Communities are Literally Magnets for Business"

- This ranking rates communities on their success in attracting business expansions and relocations
- *Expansion Magazine* teamed with the National Policy Research Council to determine the rankings
- Rankings were calculated based on:
 - Relocation Rate: the number of business establishments that relocated to the market during the most recent eight-year period and still survive today, as a percent of all business establishments in the market
 - New Branch Rate: Number of branches opened during the most recent eight-year period and still survive today, as a percent of all business establishments in the market
- This ranking included all 362 metropolitan statistical areas in the U.S.
- Tippecanoe County also placed 14th in the Top Small Counties for Recruitment and Attraction category – placing it in the top one-half of one percent. This ranking covered 3,141 counties in the United States.

3. 25th Best "City"

Frommer's Cities Ranked & Rated

May 2007

- Book: *Cities Ranked and Rated: More Than 400 Metropolitan Areas Evaluated in the U.S. and Canada*, 2nd Edition, by Bert Sperling and Peter Sander, published by Frommer's, May 2007
- The Tippecanoe/Benton/Carroll county MSA ranked No. 25 out of all metropolitan areas based on evaluations of:

Economy and jobs	Crime
Cost of living	Transportation
Climate	Leisure
Education	Arts and culture
Health, healthcare	Overall quality
- Gainesville, Florida, ranked No. 1
- Other rankings:

• Indianapolis/Carmel	19
• Columbus, Indiana	33
• Jefferson County (with Louisville)	44
• Evansville	50
• South Bend/Mishawaka	53
• Bloomington	86