



To: The Mayor & City Council
From: Phil Nelson, City Manager
Subject: CNNMoney.com Designation of America's Best Cities
Date: June 17, 2008

I know that you have seen a copy of the attached articles regarding Troy's designation as one of CNN & Money Magazines best small cities in which to live, but I felt it important to follow up on what the designation might mean, and what staff feels are imperatives to keep momentum for the future.

One of the articles points out that "while the city lacks a significant downtown, it thrives around its green space, featuring 900 acres of parkland, as well as museums, theaters and parks". This statement as well as the fact that Troy features some of the best schools, low taxes and safe streets goes a long way in marketing the City as the place to be in the future.

The Budgeting for Outcomes budget preparation format, and using the Downtown Development Authority to start the process of building a "significant downtown", should help to keep Troy as one of America's most livable cities. Staff will also utilize Council direction with regard to weighting outputs to appropriation of resources to Council priorities. Staff will also tie other policy related documents such as the Troy Futures Report and the Comprehensive Plan to keep improving the city's role in building a complete community.

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CNN Names 6 Mich. Cities Best Places To Live

ClickonDetroit.com
updated 2:40 p.m. ET, Tues., July. 15, 2008

DETROIT - CNNMoney.com has announced its list of America's best small cities in which to live, and even with a sagging economy, six Michigan cities made the list. Troy was ranked the best Michigan city, snagging the No. 22 spot on the list, Ann Arbor came in at 27, West Bloomfield ranked 36, Novi grabbed No. 48 and it was a close call for Sterling Heights at 61 and Shelby Township at 62.

The list includes detailed city profiles, including homes for sale, health, education, quality of life, culture, weather and divorce statistics.

Troy was credited with having some of the highest-ranked schools in Michigan, great community culture, safe streets and a great place to raise a family.



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The article touts West Bloomfield's luxury living, with lakefront property and higher-than-average home costs. Also West Bloomfield will soon gain an expansion of Detroit's Henry Ford Hospital, bringing another 1,600 jobs to the area.

Cultural diversity, green space and the convergence of three major expressways makes Novi a great place to live, according to CNN.

Sterling Heights and Shelby Township pride themselves in being family friendly and safe cities, with award-winning school districts.

However, the article mentions that many Sterling Heights residents work in the auto industry and have felt the pinch of the Big Three's layoffs.

To read the complete list of America's 100 best small cities in which to live in, [click here](#).

Also, CNNmoney named Marquette the 23rd best city for singles.

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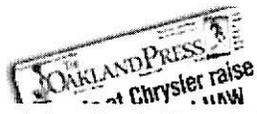
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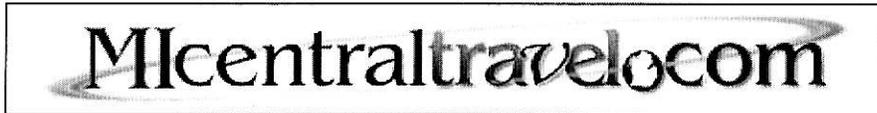
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Local News



PUBLISHED: Wednesday, July 16, 2008

Troy among top cities in country

By EMILY PRAWDZIK GENOFF
 Of The Oakland Press

Troy was named the 22nd best place to live in the nation and, as the highest-rated Michigan location, the best community in the state, according to a recent CNN/ Money Magazine survey.

Other Oakland County communities that made the list were West Bloomfield Township, ranking 36th, and Novi, which came in at 48th.

Troy's city leaders were ready to accept the status.

"It's nice that other people finally know what we have known all along - that Troy is the best place to live, work, learn, play and raise a family," said Cindy Stewart, Troy community affairs director. "Together, our excellent city services, along with the best school district anywhere, make Troy a very, very, enviable place to live."

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In conjunction with CNN, Money Magazine began with a list of U.S. cities with populations between 50,000 and 300,000 people. From a starting point of 716 cities, the magazines whittled down the number to the top 100. Retirement communities were excluded, as were places where income was well above or below the state median.

The remaining contenders were judged on several factors, including job growth, cost of living, housing affordability and the quality of schools.

Some cities were stricken from the list because of high crime rates, large population declines, significant unemployment or long commutes.

Of Troy, the magazine wrote: "With some of the highest ranked schools in Michigan, moderately priced homes, safe streets and low property taxes, Troy is a great place for families.

"It offers events for all ages, including free summer jazz concerts, family festivals and camps for kids. Its annual Troy Daze Festival attracts 100,000 annually, featuring a Miss Troy pageant, rides, games and food."

The survey noted that Troy lacked a downtown, but it focused on the city's museums, theatres and parks, as well as its ample green space, highlighted by 900 acres of parkland.

Stewart said the city has numerous partnerships with businesses, the community and nonprofit organizations, including the Troy Community Coalition, the Boys and Girls Club and Troy Youth Assistance.

"Businesses want to sponsor things in Troy," Stewart said.

With a population of 81,100 and a median income of \$114,094, Stewart calls the city's distinction as "euphoric."

"It's tough times all over, so the fact that we can tout this great accomplishment when people are looking to buy a home or locate their business, this is really big news for us," she said. "We're competing with wonderful cities across Michigan and the nation. This is one more thing we can hang our hat on and say 'Hey, take notice that we are a cut above the rest.'"

Of West Bloomfield, Money Magazine says: "Celebrating its 175th anniversary this year, the city boasts top-ranked schools and extremely low crime - the fifth lowest on our list of more than 500 cities. The only thing residents might lament is some of the highest home prices in the area (median price was in the \$250,000s recently).

The magazine went on to say: "Diverse as well as scenic (the town boasts a 100-acre nature preserve), West Bloomfield will soon gain an expansion of Detroit's Henry Ford Hospital, bringing 1,600 jobs in 2009."

West Bloomfield Township has a population of 65,900 and a median income of \$127,508.

"This is the second time in three years we've been in this, and we're proud of that designation from Money Magazine," West Bloomfield Township Supervisor David Flaisher said.

Of Novi, the magazine wrote: "Excellent schools, lots of green space and cultural diversity are the main reasons residents have made their home here ... Located on Walled Lake, the city values its green space, with more than 10 miles of hiking and biking paths near the lake."

Novi has a population of 54,100 and a median household income of \$112,375.

Northwest Macomb County neighbors Sterling Heights and Shelby Township are also among the top places to live in America. Sterling Heights ranked 61st while Shelby Township checked in just

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behind at No. 62 in Money Magazine's 2008 list of America's best small cities.

"That's not bad," said Richard Notte, Sterling Heights mayor.

Shelby Township Supervisor Ralph Maccarone said the criteria Money Magazine used "fits Shelby fairly well."

"Quality of life, availability of public services and a low tax rate É We have a very community-oriented municipality," Maccarone said. "We're very fortunate to have good neighbors."

Nationally, the top-five best small cities, as ranked by Money, include: Plymouth, Minn., Fort Collins, Colo., Naperville, Ill., Irvine, Calif. and Franklin Township, N.J. Ann Arbor also made the list, coming in 27th.

Contact staff writer Emily Prawdzik Genoff at (248) 745-4639 or emily.genoff@oakpress.com. Frank DeFrank of Journal Register News Service contributed to this report.

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