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**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

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***BURLINGTON NAMED ONE OF 10 BEST CITIES FOR THE NEXT  
DECADE BY KIPLINGER'S PERSONAL FINANCE***

*Top Ten Cities are "great places to start a business or find a job"  
Innovative Thinking, Economic Vitality, High Quality Job Growth and Livability  
Drives Rankings*

Washington, DC and Burlington, VT, May 26, 2010 — *Kiplinger's Personal Finance* announced today that it has named Burlington one of its 10 Best Cities for the Next Decade—with a focus on locales that specialize in innovative thinking. This year's picks are profiled in the July issue of *Kiplinger's Personal Finance* magazine, on newsstands June 8, and online now at [www.kiplinger.com/links/bestcities](http://www.kiplinger.com/links/bestcities) with additional interactive features.

To identify the winners, *Kiplinger's* teamed up with Kevin Stolarick, research director at the Martin Prosperity Institute, a think tank that studies economic prosperity. "New ideas generate new businesses," says Stolarick, who this year evaluated U.S. cities for growth and growth potential. "In the places where innovation works, it really works. People in fields such as science, engineering, architecture, and education are catalysts of vitality and livability in a city."

*Kiplinger's* methodology included the consideration of several economic indicators and the use of a formula to identify cities with current and likely future growth in high-quality jobs and income. *Kiplinger's* also looked at affordability, public transit infrastructure, and the number of "creative class" workers (such as educators, writers, and scientists) in the area. *Kiplinger's* also made visits to each city to interview residents, business leaders, and community leaders.

The *Kiplinger's* profile of Burlington states that “this mountain city wants to be a role model for saving the planet. Environmentalism isn’t just ingrained in the city’s diverse economy; it’s the driver for much of its economic growth” and continues on to say that “Creativity and entrepreneurship define Burlington. The town is a haven for writers and artists, and that innovative spirit energizes white-collar workers as well.” (full profile: <http://www.kiplinger.com/magazine/archives/best-cities-2010-burlington-vt.html>)

“It’s no coincidence that economic vitality and livability go hand in hand,” says *Kiplinger's* senior editor Robert Frick. “Creativity in music, arts and culture, plus neighborhoods and recreational facilities that rank high for ‘coolness,’ attract like-minded professionals who go on to cultivate a region’s business scene. All of these factors make our 2010 Best Cities more than just great places to live. They’re also great places to start a business or find a job.”

“It’s always gratifying to have the efforts of residents, local businesses and organizations, and City government recognized nationally,” said Mayor Bob Kiss. “Burlington has distinguished itself with its focus on green economic development and encouragement of a diverse and creative economy. I appreciate *Kiplinger's* prestigious designation of Burlington as a city of the present as well as the future.”

*Kiplinger's* Best Cities 2010 includes the following online features at [www.kiplinger.com/links/bestcities](http://www.kiplinger.com/links/bestcities):

- Narrated walking-tour slide shows with *Kiplinger's* editors and writers
- A *Which City is Best for You?* calculator to help readers determine the city which best matches their goals and tastes
- A spreadsheet that lets readers see where their own city ranks in different key categories
- A Facebook “Readers’ Choice” poll where audiences can vote for their favorite city among *Kiplinger's* top 10 picks or add their own favorite city to the mix

Burlington was listed 8<sup>th</sup> among the cities recognized, which included: Austin, TX; Seattle, WA; Washington, DC; Boulder, CO; Salt Lake City, UT; Rochester, MN; Des Moines, IA; West Hartford, CT; and Topeka, KS.

The *Kiplinger's* recognition follows upon Burlington’s recent appreciation by Forbes.com as one of America’s “Prettiest Towns” and a 2010 Top 100 Place to Live by RelocateAmerica.com. Burlington was also recently chosen as a “First Wave City” for the Carbon War Room Initiative, which seeks to leverage private investment for environmental initiatives in cities such as Burlington with a commitment to environmentalism and green economic development (see <http://www.ci.burlington.vt.us/docs/1912.pdf>). Burlington has been engaged in a comprehensive rewrite and update of its climate action plan (<http://burlingtonclimateaction.com/>) and recently released an extensive carbon cost-benefit analysis to guide the City in prioritizing greenhouse gas reduction initiatives. Mayor Kiss has set a goal of reducing Burlington’s carbon footprint 20 percent by 2020 and 80 percent by 2050.

### **More on Ranking Methodology**

*Kiplinger's* included data on population growth, unemployment rate, income growth, and cost of living to determine city rankings. Martin Prosperity Institute research director Kevin Stolarick derived a formula that identifies cities with current and likely future growth in high-quality jobs and income. *Kiplinger's* also weighed affordability and public-transit infrastructure—the latter being an important factor to ensure continued growth in certain metro areas. Also included in the formula is a “creative class” measure, which stems from Stolarick’s work with Richard Florida, academic director of the Martin Institute and author of *The Rise of the Creative Class*. This measure reflects the number of creative-class workers—including educators, writers, and scientists—living in the area. Further research involved traveling to cities to interview business and community leaders and residents. The rankings factor in both the data and the results of *Kiplinger's* reporting.

### **About *Kiplinger's Personal Finance***

For nine decades, the Kiplinger organization has led the way in personal finance and business forecasting. Founded in 1920 by W.M. Kiplinger, the company developed one of the nation's first successful newsletters in modern times. The Kiplinger Letter, launched in 1923, remains the longest continually published newsletter in the United States. In 1947, Kiplinger created *Kiplinger's Personal Finance*, the nation's first personal finance magazine. Located in the heart of our nation's capital, the Kiplinger mission is to deliver sound, unbiased advice for families and businesses in clear, concise language.

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