Greenville called top 'micro' city



HEIDI HEILBRUNN / Staff

Greenville leads a magazine's list of "micro" cities for economic development.

Ranking should offer 'significant' global exposure

By Angelia Davis
STAFF WRITER
davisal@greenvilleonline.com

Greenville's strong economic potential, cost effectiveness, business friendliness and other qualities have helped it again earn the top spot in a global magazine's annual ranking of North American cities.

Greenville ranked No. 1 among fDi magazine's Top 10 "Micro Cities of the Future" — cities with population under 100,000 — with the Canadian cities of Fredericton and Waterloo; Greenville, N.C.; and Bismarck-Mandan, N.D., completing the top five listing.

fDi, a product of The Financial Times Ltd., follows issues that concern foreign investors. Its "American Cities of the Future" 2011/12 listings ranks cities that have the best prospects for inward investment, economic development and business expansion.

Greenville was also a Micro City of the Future for 2009/2010.

Greg Strait, economic development analyst for the city of Greenville, told GreenvilleOnline.com that the No. 1 ranking is an affirmation of the cooperation between the public and private sectors in the Greenville area "as well as the collaborative efforts of all of our economic development partners."

He said the successes in Greenville would not have been possible without the efforts and leadership of City Council and the support of partners such as the Greenville Chamber and the Greenville Area Development Corp.

The magazine said Greenville has the second best economic potential, behind Waterloo, Ontario. The city ranked third in the promotion strategy category and ninth in Top 10 micro human resources category.

Strait said the rankings will provide "significant exposure for Greenville around the world, in particular Europe."

John Moore, executive vice president of the Greenville Chamber, said, " It's very valuable to see the external validation, that other experts around the country and around the world are looking at what we're doing to grow our economic development approach and telling us that we're doing the right thing."

JOIN THE CONVERSATION

What makes Greenville a top city for economic development? Share your thoughts with other readers at Facebook.com/GreenvilleOnline