



FAR WEST  
enterprises

Your  
Public Relations  
Navigator



## **COLUMBIA MAKES LIST OF HIGH-TECH CITIES (Published in the Columbia Business Times, June 11, 2005) - 6/11/2005**

June 8, 2005

About 450 words

Contact:            Jim Muench  
                          President  
                          Far West Enterprises  
                          (573) 499-4897

### COLUMBIA MAKES LIST OF HIGH-TECH CITIES

COLUMBIA, Mo. – It's fun, even for a city, to wear that big Superman "S" on your shirt.

Columbia was named one of "America's Super Cities of the Future" in last month's issue of Expansion Management magazine, one of 76 "Five-Star Knowledge Worker Metros" in the United States for 2005, and it ranked 13<sup>th</sup> on the list of Ph.D.'s per capita.

Expansion Management is one of the major magazines read by people who work in the site selection industry, those who work for companies searching for a location and those in the economic development field whose job is to make those companies an offer they can't refuse. The ranking might give Columbia an edge when trying to attract a business to mid-Missouri, especially a company that needs a particularly well-educated workforce.

"Anytime we get a favorable write-up in a nationally published magazine, where they're ranking Columbia in good stead, that's always good for the community," said David Meyer, marketing director for Regional Economic Development Inc. "And that's always something that we can use in our marketing efforts in trying to attract new business to our community."

The magazine's Knowledge Worker Quotient ranking of 362 metro areas put Columbia in the same league as cities in regions known for their high-technology, such as California's Silicon Valley and North Carolina's Research Triangle, as well as alongside other Midwestern university towns such as Ames, Iowa; Austin, Texas; Champaign-Urbana, Ill.; Boulder, Colo. and Lawrence, Kan. Seven of California's metropolitan areas made the list, followed by five in New York, and four in Colorado and Texas. In Missouri, St. Louis and Columbia made the list, but Kansas City did not.

In calculating its rankings of the metropolitan areas, the magazine compared each city's

college-educated work force, looking at advanced degrees, the number of medical doctors, the number of adults employed in science and engineering jobs, the number and types of colleges and universities, and the amount of science and engineering research and development spending by the research universities.

According to the MU News Bureau, over the past seven years, the University of Missouri-Columbia ranked second in the growth of federal research dollars among public universities in the Association of American Universities. Last year, MU was one of the top 25 institutions in the country to receive National Science Foundation funding, and the university spent \$162 million for research in the areas of human and animal health, food and nutrition and the environment. MU's new \$60 million Life Sciences Center opened last fall, and its Mid-Missouri Technology Business Incubator is nearing the end of its \$8.7 million fundraising campaign, making Columbia even more attractive to high technology companies.

