

# THE TOP 70 REASONS WHY...

# Central TEXAS

IS THE  
"IT" SPOT  
TO CALL

Home



ONE OF THE  
HAPPIEST  
CITIES *in* AMERICA

Top  
STARTUP  
ECOSYSTEM

Best City for  
DATING



HOME TO  
THE BEST  
SANDWICH  
*in Texas*

Top  
CYBERCITY



2019 MEDIA ACCOLADES PROVING THAT CENTRAL TEXAS IS THE PLACE TO BE

If viewing electronic PDF, click each accolade to read the full article in your browser.

## LIFESTYLE

**Austin is one of the 15 Happiest Cities in America.** (WalletHub, March 2019)

**Austin is one of North America's 5 Most Romantic Cities.** (DatingAdvice.com, February 2019)

**Austin is America's Best College Town** according to comparison of 400+ U.S. cities and towns based on 31 key indicators of academic, social and economic opportunities for students. (WalletHub, December 2019)

**Round Rock, TX is one of the Top 10 Boomtowns** in America according to analysis of the 500 largest U.S. cities across 7 metrics of growth. (SmartAsset, December 2019)

**Austin is No. 2 on ranking of the Best Cities for Veterans to Live** based on comparison of the 100 largest U.S. cities across 20 key indicators of livability, affordability and veteran-friendliness. (WalletHub, November 2019)

**Cedar Park is one of the 10 Best Small Cities** in America—based on measures of affordability, economic health, education and health, quality of life and safety. (WalletHub, October 2019)

**Round Rock is the No. 2 Best Places to Live 2019** ranking of U.S. cities with 50,000 or greater population. (Money, September 2019)

**Austin has one of the Top 20 Public Transportation Systems.** (WalletHub, Sept. 2019)

**Austin is 6th in ranking of the Most Livable State Capitals.** (SmartAsset, September 2019)

**Austin is the 2nd Best City for Young Professionals** based on data for the 150 largest U.S. cities. (SmartAsset, August 2019)

**Austin is one of the Top 10 Hardest-Working Cities in the U.S.** (WalletHub, February 2019)

**Austin is one of the Top 10 'New World Cities'**—cities that have gained a competitive advantage on the global stage because of their innovation capabilities (Austin ranks 3rd), quality-of-life advantages (Austin ranks 2nd), or institutional strength. (JLL, August 2019)

**Cedar Park is one of the 10 Best Cities for Families** in ranking of over 500 cities based on metrics including safety, housing affordability, school quality, and child friendliness. (ApartmentList.com, April 2019)

**Austin is the Best Place to Live in the U.S.** for the 3rd year in a row. (U.S. News & World Report, April 2019)

**Austin is No. 1 for the city where Tech Professionals Want to Put Down Roots.** (CompTIA, July 2019)

**Austin is 4th on ranking of the Best Cities for STEM Professionals.** (WalletHub, January 2019)

**Austin is No. 11 on America's Most Dynamic Urban Centers** ranking of the 150 largest U.S. cities. (Point2 Homes, October 2019)

**Austin is No. 2 on ranking of Metros with the Most Female-Owned Startups** according to analysis of the Census Bureau's Annual Survey of Entrepreneurs. (Seek Business Capital, April 2019)

**Austin is 7th nationally & 14th globally in Women Entrepreneur Cities** Index ranking of 50 global cities on their ability to foster growth for women entrepreneurs. (Dell Technologies, July 2019)

**Austin is one of the top 20 Best Cities for Hispanic Entrepreneurs** in ranking of 180 U.S. cities. (WalletHub, May 2019)

**Austin is 4th on ranking of Places where People with Disabilities are Faring Best.** (MagnifyMoney, February 2019)

**Austin is the No. 1 Smart City in Texas** based on smart city initiatives related to internet connectivity, transportation & green infrastructure. (AT&T All Home Connections, February 2019)

**Austin is America's Best City for Dating** with nearly 40% of singles reporting satisfaction with their dating opportunities. (ApartmentList.com, February 2019)

**Austin ranks 5th for average annual net migration gains of young adults aged 25 to 34 over the last 5 years** (trailing only the much larger Houston, Denver, Dallas, and Seattle metros). (Brookings Institution, January 2019)

**Austin is one of 25 winning cities in the American Cities Climate Challenge** based on innovative and ambitious city climate action planning efforts. (Bloomberg Philanthropies, January 2019)

**Austin has the 5th highest concentration (51%) of college-educated adults**, the 9th highest concentration of adults with a graduate degree (20%), and the 2nd fastest growing share of adults with graduate degrees, among the 50 largest U.S. cities. (CityLab, August 2019)

**Austin is one of the Top 10 Most Educated U.S. Metros.** (WalletHub, July 2019)

**Austin ranks 20th (in the top 6%) out of 328 metros for adults with at least a bachelor's degree in 2017 and ranks 58th (in the top 18%) for growth in this rate over the last decade.** (State Science & Technology Institute, February 2019)

**TNT**  
TEXAS NATIONAL TITLE  
A MOTHER LODE COMPANY

## CULTURE & ENTERTAINMENT

**Austin is one of the Top 10 Foodie Cities** in America in ranking of 180 cities based on 30 metrics of diversity, accessibility, quality and affordability. (WalletHub, October 2019)

**Austin's Second Street District is one of the 28 Friendliest Neighborhoods in U.S. Cities.** (National Geographic Traveler, May 2019)

**Austin is one of the 20 Best Cities in the U.S. for Live Music.** (ClickitTicket, May 2019)

**The 10 Best Music Festivals in North America include Austin's Old Settler's Music Festival and the Austin City Limits Music Festival** according to USA Today's Readers' Choice awards. (USA Today, March 2019)

**Austin is the No. 1 destination for beer travel** in 2019 due to the number and quality of craft breweries and beer-and-food pairing establishments. (Vinepair, January 2019)

**Austin hosts one of the best ice cream shops in America:** Lick Honest Ice Creams (Thrillist, May 2019)

**Austin honored as home to the Best Sandwich in Texas:** Franklin Barbecue's Tippy Texan. Franklin was also specially mentioned as "the best barbecue in Texas, and maybe in the country." (People Magazine, May 2019)

**Matt's El Rancho ranked #85 on Business's list of highest-grossing independent restaurants in the country.** This was the only restaurant in Texas to make the list. (Restaurant Business, December 2019)

## REAL ESTATE

**Austin is the best city in the U.S. for overall real estate prospects in 2020.** (Urban Land Institute, September 2019)

**Austin is No. 6 on ranking of the best cities for office real estate investment in 2019.** (Marcus & Millichap, February 2019)

**Austin is the Best Place to Buy a House, among 64 cities with 300,000+ population.** (WalletHub, August 2019)

**Austin is one of the Top 10 Metros for Retail Real Estate Investment.** (Marcus & Millichap, February 2019)

**With 61% growth in 2018, Austin was the No. 4 commercial real estate market for growth of inbound capital.** (CBRE, March 2019)

**Austin tops the list of urban economies and real estate markets currently undergoing the most rapid growth.** (JLL, January 2019)

## BUSINESS & ECONOMY

**Austin ranks 16th in Best Cities for Jobs** ranking of 180 U.S. cities across 30 key indicators of job-market strength. (WalletHub, January 2019)

**Austin ranks 6th in the U.S. & 16th globally on ranking of the Top Performing Startup Ecosystems.** (Startup Genome, May 2019)

**Austin has the Hottest Labor Market in the U.S.** according to WSJ analysis of the 53 largest metros based on 5 labor market metrics. (Wall Street Journal, February 2019)

**Austin is No. 3 on ranking of Markets Emerging as the Life Sciences Industry's Next Hot Spots.** (CBRE, February 2019)

**Austin is 4th on the Top Cybercities** ranking based on tech economic impact as a percent of local economy (23.5%). (CompTIA, March 2019)

**Austin is one of the Top 20 Global Talent Hotspots**—ranking 12th globally & 6th in the U.S. (JLL, May 2019)

**Austin is No. 2 on ranking of the Hottest Startup Cities in America.** (Inc., August 2019)

**Austin's is the Top Startup Ecosystem in the United States.** (Business Facilities, July 2019)

**Austin ranks as the No. 4 Best Place to Start a Business overall, among the 100 largest cities, & is No. 1 on the 'business environment' ranking.** (WalletHub, May 2019)

**Austin is the Best U.S. City for Startups & Entrepreneurs** based on factors relevant to early-stage startup success. (Commercial Cafe/Yardi Systems, June 2019)

**Austin ranks 6th on Brookings' Startup Complexity Index** which combines metrics of startup technological diversity and startup ubiquity and is a strong indicator of local prosperity. (Brookings Institution, October 2019)

**Austin is No. 3 in the U.S. and No. 21 globally on Tech Startup FDI Attraction Index.** (FDI Intelligence, October 2019)

**Austin is one of the 5 Best Cities to Launch a Startup in the U.S.** (MeetRV, April 2019)

**Austin is one of 10 Digital Inclusion Trailblazers** based on progress toward creating a digitally inclusive environment for residents. (BroadbandNow, July 2019)

**Austin is one of the top 20 U.S. metros for R&D performed by businesses.** (U.S. National Science Foundation, June 2019)

**FDI Intelligence's American Cities of the Future rankings place Austin ranks 8th for business friendliness & 9th for human capital and lifestyle.** (FDI Intelligence, June 2019)

**Austin is the 6th Best City for Gamer & Developer Opportunities.** (WalletHub, June 2019)

**Austin is No. 6 on annual Tech Talent Scorecard** ranking based on measures of the 50 largest North American markets' depth, vitality, & attractiveness to companies seeking tech talent & tech workers seeking employment. (CBRE, July 2019)

**Austin/San Antonio is one of the Top 10 U.S. Data Center Markets** thanks to its profile as a low-risk area for hazards and Texas' low power cost. (Costar, August 2019)

**Austin has the 2nd fastest growing population among U.S. cities and has the 6th fastest growing metro job market** in analysis of growth from 2012 to 2017. (CityLab, August 2019)

**Austin has the 6th highest share of creative-class workers (48%)** among large U.S. cities, and Austin's creative class is the 5th fastest growing. (CityLab, August 2019)

**Austin is No. 1 on America's Top 20 Tech Towns** ranking of the best places for IT pros to live & work. (CompTIA, December 2019)

**Austin's high tech software/services job growth ranks 5th among the 30 leading technology markets in the U.S. and Canada** while rent growth remains moderate (ranking 17th). (CBRE, October 2019)

**Austin, with GMP averaging 3% growth annually, will be the 3rd fastest growing through 2024, among the 50 largest metro economies.** (U.S. Conference of Mayors, August 2019)

**Austin is the 5th Best Place to Start a Career** according to ranking of over 180 cities based on 29 measures of professional opportunities & quality of life. (WalletHub, May 2019)

**Austin is one of the top 10 U.S. markets** by volume for global commercial investors in multifamily real estate. (CBRE, February 2019)

**Austin is one of the top 10 Global Technology Innovation Hubs** according to annual KPMG survey of over 740 global technology leaders. (KPMG, February 2019)

**Austin has the fastest growing population of skilled independent workers, largely driven by skilled independents in creative services,** according to new analysis of the freelance economy. (fiverr, June 2019)