WHY IT’S BETTER HERE IN MINNEAPOLIS-SAINT PAUL

OK, we may be running the risk of being called homers, but the truth is, Greater MSP has the facts to back it up. On almost any dimension—the economy, health, education, arts—Minneapolis and St. Paul show up on or near the top of the list. Let your finger float down our digital Mississippi and discover for yourself.

BUSINESS CLIMATE
There’s a reason so many Fortune 500 companies are headquartered here.
- Highest concentration of Fortune 500 HQs in any large metro (17)
- Best City in America for Jobs Right Now (ZipRecruiter, 2017)
- MN ranked 3rd best state for business (CNBC, 2017)
- MN healthcare startups raised more funding than any other state in the first half of 2017 (BioEnterprise, 2017)
- Best Airport Retail Program of any large airport in North America. (ACI-NA 2017)

ARTS/CULTURE/FOOD
Minnesota values the arts so much, it voted to fund it through a Constitutional amendment.
- More theater seats sold per capita than anywhere except NYC
- One of the Top 12 Cities for Music Lovers (The Culture Trip, 2017)
- 5th Most Vibrant Arts Community in America (NCAR Arts Vibrancy Index, 2017)
- 6th best Beer Scene in 2017 (USA Today)
- MN named the Happiest State in America (WalletHub, 2017)

OUTDOORS/HEALTH
We’re home to leading health and wellness companies, and we practice what we preach.
- Minneapolis: Fittest City in America (American Fitness Index, 2017)
- Best Parks system in the Country (ParkScore index, 2017)
- America’s Cleanest City (tied with Dallas) (YouGov, 2017)
- 2nd best city for Runners (SmartAsset, 2017)
- 90,000 miles of shoreline—more than California, Florida and Hawaii combined

EDUCATION
When we say “all the kids are above average,” it’s kinda true. Period.
- Highest Average ACT score among states with 100% participation (ACT Inc, 2017)
- 2nd Best State to Get An Education in 2017 (CNBC)
- 3rd most literate city in the U.S. (America's Most Literate Cities Case Study, 2016)
- University of Minnesota is one of the top 20 Public Colleges in the country (Business First, 2017)
- 36 Colleges and Universities in 16-Country Metro

DIVERSITY
Minnesota prides itself in being an equal opportunity state.
- One in twenty Minnesota residents identify as Hispanic.
- 126 languages and dialects are spoken in MSP.
- The number of foreign-born residents in Greater MSP increased by 16% from 2011-2015 (U.S. Census Bureau)
- Minnesota voted for the 1st Hmong State Legislator, Somali City Councilperson and Muslim US Representative.
- Medtronic and Target are Top Companies for Diversity (DiversityInc, 2017)

WEATHER
Stop watching “Fargo” and start looking at the reality. It’s much better!
- 4 distinctly beautiful seasons—enjoy ‘em all!
- More clear days than Miami, Pittsburgh or Houston (Current Records)
- Winter is fun! (cf. ice bars, ice castles, Red Bull Crashed Ice cross downhill racing, US Pond Hockey Championships, ice fishing, snowboarding, skiing, snowmobiling, etc.)
- Over 2000 plant species thrive in Minnesota—get gardening!
- With over 10,000 lakes, water’s not a big issue.