



GREATER MADISON
CHAMBER of COMMERCE

NEWS

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Madison Named 2021 Best Place to Live by Livability.com

***Ranking again highlights Greater Madison as
the place to make a career, life and difference***

MADISON – Today, Livability.com released its list of the 2021 Top 100 Best Places to Live, with Madison being named number one. Madison has steadily climbed the Livability rankings over the past few years, having placed third in 2020 and 2019, seventh in 2018 and eighth in 2017.

In giving Madison the top spot, Livability.com cited the city's high rate of employment, resilient economy and opportunities for recent graduates and retirees alike, among other factors. They also mentioned Madison's architecture and natural beauty, including lakes and more than 200 miles of hiking and biking trails. Recent studies and analysis from [Brookings Institution](#), [Moody's Analytics](#), [Bloomberg](#), [LinkedIn](#), [U-Haul](#) and the [National Association of Realtors](#) have all highlighted Greater Madison as an economic bright spot during the pandemic.

"As millions of Americans consider their next move, particularly with remote work allowing for more flexibility, these rankings are helpful validators to the many opportunities we have here. The Livability ranking is further confirmation that Greater Madison is the place to be as we accelerate toward recovery," said Greater Madison Chamber of Commerce President Zach Brandon. "With the nation's most sector-diverse economy, locally built companies exporting global solutions, an intentionality toward being a more just place, a wide variety of food and cultural attractions, and countless opportunities to drive positive change, this is truly the community where you can make a career, make a life and make a difference."

To help tell that collective story during the pandemic and beyond, this year the Chamber launched [Meet-Madison.com](#), a website and virtual reality platform developed to provide a virtual experience for online visitors to explore Greater Madison. Meet-Madison.com is the culmination of years of work in branding and talent recruitment, and it provides community access to a state-of-the-art VR platform that enables companies to make the Greater Madison experience portable and accessible to prospects all over the world.

Livability analyzed more than 1,000 small to mid-sized cities on factors including safety, affordability, economic stability, outdoor recreation, accessibility and community engagement. Respondents were asked if they could work from anywhere, which factors would be most heavily considered when choosing to relocate and how housing needs and priorities have changed since the beginning of the pandemic.

See the full 2021 list [here](#).

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| ***About the Greater Madison Chamber of Commerce:***

The Greater Madison Chamber of Commerce is the voice of business with more than 1,200 organizations – ranging from one-person shops to corporations with more than 10,000 employees – working to bring the Greater Madison area to its full potential. The Greater Madison region is a leader in innovation. From cutting-edge technologies to distinctive retail shops to inventive services and products, our members vary greatly but are united by the region's entrepreneurial spirit. More information can be found at madisonbiz.com.

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