



NEWS RELEASE

CITY OF MELISSA

MELISSA CITY HALL

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FOR IMMEDIATE RELEASE

City of Melissa Named One of Texas' Most Successful Cities

Melissa Ranked #6 Most Successful City by Zippia

MELISSA (October 18, 2017) Zippia, a career expert website has ranked **Melissa the #6 Most Successful City in Texas**. Melissa, with a current population of nearly 10,000, came in as the highest rated community in Collin County and the only one to crack the top 10 thanks to the combination of low poverty level (2%), median income of \$102,591, and low unemployment rate (2.5%).

What is success? Zippia's experts set out to answer this question and looked at the three key criteria based on the 2010-2014 American Community Survey to determine where the "best of the best" are living in Texas. To do this, Zippia explained the method to their madness as follows: "median household income is the most digestible way to understand how wealthy a place really is. The unemployment rate tries to capture the prospects for more people to become rich. And finally, if more people are employed, the brighter (and more successful) that place's future looks."

After collecting data for all 340 communities in Texas with more than 5,000 people, they ranked each from 1 to 340 for each of the criteria: poverty level, median household income, and unemployment rate, and then averaged all the rankings for each community into a "Success Score". The community having the lowest overall Success Score was crowned the "Most Successful City in Texas" **Here are the top 10 "Most Successful Cities" in Texas (according to Zippia.com):**

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|--------------------------|-------------------|
| 1. West University Place | 6. Melissa |
| 2. Trophy Club | 7. Helotes |
| 3. Bellaire | 8. Colleyville |
| 4. Fair Oaks Ranch | 9. Flower Mound |
| 5. Highland Village | 10. Terrell Hills |

"We are honored to have been selected as one of the "Most Successful Cities" in Texas," stated Melissa Mayor Reed Greer, "we are also thankful to Zippia for helping shine a light on one of the many factors that has contributed to the continued growth and quality of our community in recent years."

Other cities located in Collin County ranked in the top 25 include: Murphy (14), Frisco (16), Allen (23), and Prosper (25). For a listing of the top 100, visit <https://www.zippia.com/advice/most-successful-cities-in-texas/>

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ABOUT THE CITY OF MELISSA – *The City of Melissa is a fast-growing progressive suburb with a small-town feel, located 35 miles north of downtown Dallas in the dynamic growth area of northeast Collin County. Melissa sits on 21 square miles, is home to over 10,000 people, and is easily accessible by way of three intersecting highways. Melissa has ample inventory of the highly-sought-after undeveloped frontage available on US 75 and SH 121, primed to serve a retail trade area of over 40,000 people. A home-rule municipality, governed by a council-manager form of government, Melissa's vision is to, "Leverage our community spirit, our passion for service and our beauty to grow a unique community that welcomes your future with us."*