

America's Most Livable: *Traverse City Region, MI*

Most Livable Home

Large Cities

- Charlotte, NC
- Cincinnati USA
- Denver, CO
- Ft. Worth, TX
- Jacksonville, FL
- Kansas City, MO
- Louisville, KY
- San Diego, CA
- San Jose, CA
- Tulsa, OK

Mid-Sized Cities

- Birmingham, AL
- Columbia, SC
- Grand Rapids, MI
- Jackson, MS
- Richmond, VA
- Riverside, CA
- Santa Rosa, CA
- St. Paul, MN
- St. Petersburg, FL
- Winston-Salem, NC

Small Cities

- Elkhart, IN
- Fayetteville, AR
- Roanoke, VA
- Salem, MA
- Ventura, CA

Regions

- Greater Sacramento, CA
- Marquette County, MI
- Memphis/Shelby County, TN
- Tacoma-Pierce County, WA
- Traverse City Region, MI



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Cherry blossoms. Cherry harvests. Cherries Jubilee. In many ways, life in Traverse City revolves around little red berries. Michigan is the leading producer of tart cherries, growing nearly 75 percent of the nation's crop each year. And the majority of the ruby-red fruit comes from Traverse City. It's no surprise the community has been dubbed the "Cherry Capital of the World."

In 1852, Peter Dougherty, the first European settler in the Traverse City area, planted a number of cherry trees on Old Mission Peninsula. No one believed his agricultural experiment would be successful. But soon a thriving cherry orchard came into bloom. Native Americans and settlers alike were amazed that the trees had thrived on the peninsula. As it turned out, the sandy soil was the perfect breeding ground for the fruit. Nearby Lake Michigan tempered the winter wind and cooled the hot summer air, providing an excellent growing environment for the berries. Today the majority of Michigan's 200-million-pound cherry crop is produced in the Traverse City area.

Agriculture is certainly a vital business in Traverse City, but the community's economy is built on more than just succulent fruit. Manufacturing and industry are flourishing. New construction is expanding retail, office, hotel, and living space. Vineyards and winemaking ventures are becoming more successful every year. Also contributing to the community's health and growth are medical facilities, high tech ventures, oil and gas companies, a community college, and a university center. In fact, *Site Selection Magazine* twice named Traverse City the top small town in America when it comes to business growth.

Of course, employment isn't the only thing bringing people to this part of the Great Lakes Basin. Located at the bases of East and West Grand Traverse Bay, the area is also a popular travel destination. *Golf Magazine* ranked it number 12 on its list of the top 50 golf destinations. And *Travel America Magazine* named the Traverse City area one of the best vacation destinations in the world. The beauty of its clear water, rolling golf courses, and sand dunes has brought tourism to the forefront of the overall economic picture. The region's vast cultural amenities and outstanding educational resources also add substance to its high quality of life.

Traverse City's robust business environment and beautiful natural surroundings make this Michigan town a great place to live, work, and visit. In this rapidly growing community, life is just as sweet as the homemade cherry pie.

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