

Top 25 Cities & Towns with the Best American Values



Newsmax magazine commissioned Peter Greenberg, best-selling author and travel editor of NBC's *Today* show, to compile a list of the nation's most uniquely American communities.



Greenberg

Greenberg sought out cities and towns that embody America's core values. In addition to ranking the top 25 American locales, Greenberg graded each town and city on a 1 (low) to 10 (high) scale, for 9 different categories, including Hospitality, Culture, Scenic Beauty, and Business-Friendliness.

Newsmax magazine recently ranked Coeur d'Alene, Idaho, as No. 12 of the top 25 cities and towns that best embrace core American values.

To see the complete list of Newsmax's Top 25 American Cities & Towns, log on to: www.newsmax.com/cities

#12 Coeur d'Alene, Idaho

Coeur d'Alene lands a spot on this list for embracing its natural beauty and creating a small business-friendly environment that has helped develop its thriving tourism industry.

Coeur d'Alene ranked second on the 2008 tally of "Best Performing Cities" (small metro), according to the Milken Institute. It shot from sixth the year before because employment grew almost 19 percent above the national average. This came after its double-digit employment rut in the mid-1980s. Now tourism is one of its major industries, accounting for 31.1 percent of jobs in that metro, followed by a strong healthcare sector.

The 30-mile long Lake Coeur d'Alene sits between two ski resorts: Silver Mountain Resort and Schweitzer Mountain Ski Resort, which also generates plenty of business opportunities.

The real boom for the city came in the mid-1980s when the 330-room, five-star Coeur d'Alene Resort was completed. The



COEUR D'ALENE, IDAHO

Overall Rank: #12

- Hospitality 8
- Wholesomeness 8
- Family-Friendliness 8
- Business-Friendliness 9
- Devotion to Religion 7
- Culture 6
- Community Activities 7
- Scenic Beauty 9
- Education 7

resort's convention space put this area on the map as a destination for both leisure and business. The city is known for its lighting show, one of the best in the country, which features 1.5 million lights along the lake, as well as the world's tallest living Christmas tree, at 161 feet.

Idaho in general is friendly to small businesses. The state minimizes regulations; taxes for unemployment and

workers' compensation are reasonable; and energy and labor costs tend to be low, compared with the rest of the country.

The Coeur d'Alene Convention and Visitors Bureau even has an initiative to help businesses maintain their curb appeal. Despite the business angle of the city, Main Street is all mom-and-pop shops such as Leather Works, where the owner makes sheepskin slippers by hand, each pair taking four to five hours to complete.

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