
AUGUST 2024

MOST DYNAMIC MICROPOLITANS 2024

HEARTLANDFORWARD.ORG



**HEARTLAND
FORWARD**

AN INSTITUTE FOR ECONOMIC RENEWAL

AUTHOR BIOS



Jackson Li

Heartland Forward research associate Jackson Li has worked on the annual *Most Dynamic Metropolitans* report and the 2022 *Most Dynamic Micropolitans* report. He also has assisted the research economists on projects including *Keepers of a Healthy Heartland: Strategies for Building a Robust Health Care Workforce*; *Black Business Opportunity Strategies: The Journey of Black Business Owners in Memphis*; and the creation of the Memphis Black Business Owner Interactive Data Tool.

Jackson graduated from the University of Wisconsin-Madison, where he majored in economics. He also attended Johns Hopkins University on the Washington, D.C., campus, where he received his master's degree in applied economics. While working on his master's, Jackson contributed to scholarly reports, including *U.S. Foreign Policy Toward Latin America During the Pandemic Outbreak*, *The Effects of Unemployment Benefits During the Pandemic* and *Sports Team Performances v. GDP Per Capita Growth*.

He was born and raised in China and made his way to the U.S. in 2012 to start his high school education.



Minoli Ratnatunga

Minoli's research at Heartland Forward continues her pursuit of pragmatic and effective place-based policies to spur economic renewal, including exploring the role of research institutions and entrepreneurship in economic development. She draws on both an in-depth local perspective from her time crafting regional-development policy in Pittsburgh, and her knowledge of national best practices built as director of regional economics research at the Milken Institute. Minoli helps mission-driven organizations better understand and address critical issues to increase their community impact with Star Insights, a strategic advisory firm in Los Angeles.

She holds a bachelor's degree in philosophy and economics from the London School of Economics and a master's in public policy and management from Carnegie Mellon University.

ACKNOWLEDGEMENTS

The authors would like to thank William Trolinger for his lead in automating the acquisition and analysis of the data used in this report and Madeline Boss for her data-visualization work. We would also like to thank for sharing their expertise and perspectives with us:

- Tim Lehmberg, executive director of the Gillespie County Economic Development Commission
 - Jonas Arjes, executive vice president and chief economic development officer with the Branson/Lakes Area Chamber of Commerce and Convention and Visitors Bureau
-

CONTENTS

Executive Summary 5

Introduction 8

Tourism 10

Manufacturing 14

Conclusion 16

Endnotes 17

Appendix 18

ABOUT HEARTLAND FORWARD

Heartland Forward’s mission is to improve economic performance in the center of the United States by advocating for fact-based solutions to foster job creation, as well as knowledge-based and inclusive growth and improved health outcomes. We conduct independent, data-driven research to prompt action-oriented discussion and impactful policy recommendations.

The views expressed in this report are solely those of Heartland Forward.



EXECUTIVE SUMMARY

The 2024 Most Dynamic Micropolitans report explores how towns with 10,000 to 50,000 residents and the outlying areas with close economic ties to those communities have fared since the COVID-19 pandemic. And based on data from more than 500 of those communities, micropolitans in the United States (U.S.) are economically strong and well positioned for the future. Los Alamos, New Mexico, held steady as the most dynamic micropolitan region in the U.S.

Many urban areas continue to struggle with office vacancies due to an increase in remote work, more emphasis on quality of life and a resistance to commuting. Those same factors, however, have made micropolitan areas more attractive. Strong tourism, manufacturing and petroleum-related industries contributed to the economic success of the most dynamic micros on this year's index.

This report intends to identify trends across dynamic micropolitans and to highlight top performers, as well as those that significantly improved from last year. While petroleum-fueled micropolitans that depend on oil-and-gas related industries continue their success of recent years, they remain prone to boom-and-bust cycles due to the volatile market nature of nonrenewable sources. As a result, they do not provide universally applicable trends and insights for other communities.

Therefore, we chose to focus our attention in this report on trends that are replicable, such as those in tourism, manufacturing and cultivating quality places. Communities that heavily depend on mining, refining and pipeline distribution—such as Town of Pecos, Texas; Liberal, Kansas; and Gillette, Wyoming—have been featured in previous reports and benefit from unreplicable resource endowments, limiting the additional lessons to be learned for non-endowed micropolitans.

TOURISM

Tourism was a major economic factor in many of the most dynamic micros. Outdoor recreation drew national and international visitors to the beaches of Key West-Key Largo, Florida (5th overall), and the ski slopes of Breckenridge, Colorado (9th overall). Micropolitan regions in the heartland and Mountain West draw visitors to their natural beauty and recreational amenities.

Many dynamic micros are developing additional attractions and building businesses that expand activities for tourists looking to enjoy the outdoors. Sevierville, Tennessee (23rd overall), is an example of a heartland community investing in its tourism sector through “The 407: Gateway to Adventure.” This 200-acre development is funded by the Eastern Band of Cherokee Indians and will develop dining, shopping and other entertainment options in phase one, with high-end amenities planned in the future to diversify offerings.

Tourism-driven economies can fluctuate widely, as they largely depend on discretionary spending. One community that has seen big increases in tourism is Branson, Missouri, in the Ozark Mountains. It ranks 119th overall this year, up 359 spots from 2022. Attractions include shopping at Branson Landing, Silver Dollar City theme park and outdoor recreation at Table Rock and Taneycomo, such as canoeing, fishing, swimming, water skiing, hiking and birdwatching.

Other dynamic micropolitan regions have also leveraged their proximity to major metros by attracting tourists and new residents with their high quality of life and recreational amenities.

Hybrid and remote work models make living outside the traditional commuter radius of big-city jobs feasible, stimulating growth in places like Heber, Utah (fourth overall), next to Provo and Salt Lake City; Brenham, Texas, between Austin and Houston; and Fredericksburg, Texas, near Austin and San Antonio. These heartland communities near major metros are seeing the combined effects of remote work and high urban housing costs spur in-migration. Development that fits into the local economy helps maintain the local character and appeal; however, growth can impact the availability of affordable housing and employment, creating pressing issues for policymakers. Without local jobs that can pay competitive wages in tighter housing markets, former residents may be forced to commute to their jobs in the micro. For long-term prosperity, heartland micropolitan regions must continue to build on local strengths and diversify their economic base to avoid the volatility of individual industries and to create more local economic opportunities.

MANUFACTURING

The manufacturing sector is a major driver of the U.S. economy, contributing more than \$2 trillion in 2023. Micropolitan regions across the heartland are home to well-paying manufacturing firms. Advancements in manufacturing technologies, favorable trade policies and recollections of the supply-chain disruptions during the COVID-19 pandemic all contribute to this trend.

Blytheville, Arkansas (54th overall), benefits from its proximity to Watco's Blytheville Marine Terminal, a barge-and-rail terminal on the Mississippi River specializing in the transport of bulk fertilizer, liquids and steel. Blytheville also is home to steel-recycling giant Nucor Steel and has seen additional major steel-related investments. The presence of Arkansas Northeastern College in the micro helps attract these investments, as firms can partner with the college to develop workforce-training programs that consistently produce local, highly skilled workers.

A strong manufacturing presence in Magnolia, Arkansas, has helped raise average annual pay by 19% and real GDP by 13.3% over a five-year period. In our rankings, this micro rose from 267th to 243rd overall. The processing of various heavy metals found locally has stimulated interest and investment in Magnolia. In addition to the expansion of bromine-processing facilities recently announced by the Albemarle Corporation, new techniques for lithium extraction for electric-vehicle batteries led ExxonMobil to acquire land in the region with plans of building a lithium production facility.

The 325 micropolitan communities in the heartland of America delivered mixed results this year. More than half (111) of our top 200 most dynamic micros are in the heartland, and roughly half (49) of the top 100. Its important to note the Texas economy is fueling many of the micros in the top tier; of the 17 that are in the top 50, nine are in Texas. The strategies for success in our heartland micros centered around manufacturing or outdoor recreation and tourism. Micropolitans with petroleum-related activity have done well but remain prone to the boom-and-bust volatility of the industry.

Some of the micros are within driving distance of thriving metro areas, allowing local businesses to logistically support the nearby metros while also drawing people to potentially settle in the micro. The heartland manufacturing sector's continuous support for the American economy is no small feat. As technological innovation and advanced manufacturing techniques drive up demand for products like electric vehicles and their battery components, the demand for highly skilled labor has also increased across the heartland. The key to continued steady growth might still rest with these sectors.

ES 1 - TOP 25 MICROPOLITAN AREAS

1. Los Alamos, New Mexico
2. Jefferson, Georgia
3. Jackson, Wyoming - Idaho
4. Heber, Utah
5. Key West-Key Largo, Florida
6. Cedar City, Utah
7. Town of Pecos, Texas
8. Monticello, New York
9. Breckenridge, Colorado
10. Hailey, Idaho
11. Rifle, Colorado
12. Edwards, Colorado
13. Hobbs, New Mexico
14. Fredericksburg, Texas
15. Spearfish, South Dakota
16. Steamboat Springs, Colorado
17. Durant, Oklahoma
18. Brenham, Texas
19. Sandpoint, Idaho
20. Kalispell, Montana
21. Rexburg, Idaho
22. Seaford, Delaware
23. Sevierville, Tennessee
24. Granbury, Texas
25. Nantucket, Massachusetts

Jackson, Wyoming - Idaho



INTRODUCTION

The 2022 edition of the Most Dynamic Micropolitans told how micropolitan statistical areas (or micros) navigated the challenges imposed by COVID-19. This unforeseen threat significantly slowed economic growth across the globe, but this edition shares how these regions have begun a new chapter of recovery and regrowth.

This 2024 edition of Most Dynamic Micropolitans highlights the vital role of three more factors that are shaping economic growth in the top micro areas: tourism, manufacturing and location.

By definition, micros are typically a county with a core city whose population is 10,000 to 50,000, and they are not part of a larger metropolitan statistical area (a group of counties, where each has an economic relationship with a central city of more than 50,000 residents). Micro areas face unique economic-development opportunities, such that diversification and multi-industry strategies used in metro areas often do not work in these smaller regions. But, our analysis shows that micro areas can capitalize on their strengths through specialization.

Los Alamos, New Mexico, maintains its status as the most dynamic micropolitan region in the United States (U.S.), reclaiming its top ranking of 2022. Unusual factors continue contributing to its performance on our index. For instance, in 2018, the \$2.5 billion contract for management of the national lab operations was awarded to Triad National Security by the U.S. Department of Energy (DoE). This increased the area's performance on our young-firm employment share (72.1%) and knowledge intensity (37.3%) metrics. This advantage will fade once Triad is no longer categorized a young firm, given the concentration of employment at this one employer.

The expansion of Los Alamos National Laboratory, however, has contributed to the region registering the highest overall employment growth on our economic momentum measure, which tracks jobs added between September 2022 and September 2023 (12.3%). The

combination of this job growth and high per capita personal income (\$99,183) has the potential to fuel additional local economic activity. You can learn more about Los Alamos by reading our feature in the 2022 Most Dynamic Micropolitans report.

Meanwhile, the oil-and-gas industry continues to fuel the economies of the same communities in both metropolitan and micropolitan areas. Places like The Town of Pecos, Texas (formerly just Pecos), is located in the Permian Basin, which is the top-producing oilfield in the nation—placed seventh and was the only heartland micro in the top 10. Rifle, Colorado (11th overall), straddles the foot of Roan Plateau, which contains some of the world's largest deposits of natural gas and oil shale. Hobbs, New Mexico (13th overall), is the largest city in Lea County and also one of the top oil-producing counties in the U.S. We explored the influence the oil-and-gas industry had on micro regions in more detail in our [2022 edition of the Most Dynamic Micropolitans report](#).

The rebound in the manufacturing specialized communities aided economic development in general. Jefferson, Georgia, secured its 2nd overall ranking through a long-term investment made in 2018 with the South Korean firm SK Innovation to develop lithium battery manufacturing plants in Jackson County. In the heartland, especially in the state of Arkansas, a shining example is Blytheville, which ranks an impressive 54th overall, due mostly to its steel-manufacturing concentration; and Magnolia, with a tremendous amount of investments and support by firms and state government to expand operational capacities in terms of battery components to support the electric-vehicle industry.

As for the top 25 micros overall, tourism is the dominant theme—it has been a primary determinant of economic growth in the post-COVID-19 era across the U.S., both in metro and micro areas. This trend is evident, as seven of our top 10 micros specialize in tourism. Jackson, Wyoming-Idaho (3rd); Heber and Cedar City, Utah (4th and 6th); Key West-Key-Largo,



Florida (5th); Monticello, New York (8th); Breckenridge, Colorado (9th); and Hailey, Idaho (10th), have all benefited from a strong tourism sector, with frequent travelers seeking leisure time in the mountains or at ski resorts, beaches or historic museums.

Beyond the top 10, tourism communities are following the same path as most of the elite micros by offering plenty of activities in places like Edwards, Colorado (12th); Fredericksburg, Texas (14th); Spearfish, South Dakota (15th); Steamboat Springs, Colorado (16th); Standpoint, Idaho (19th); Kalispell, Montana (20th); Rexburg, Idaho (21st); and Nantucket, Massachusetts

(25th). Heartland micros such as Durant, Oklahoma (17th); Brenham, Texas (18th); and Granbury, Texas (24th) also have a strong presence in tourism. Durant is the capital of the Choctaw Nation, famous for its casino resorts and other tourist attractions; Brenham is known for its annual Maifest, a celebration of the German heritage that was first held in 1881, making it one of the oldest festivals in Texas; and Granbury prides itself on being named USA Today's Best Historic Small Town in America three years in a row, starting in 2019. It was also designated the Celebration Capital of Texas in 2023.

TOURISM

Micropolitan communities specializing in tourism have leveraged their geographic advantages to post relatively strong performances in this year's rankings.

As we found in the micropolitan report in 2022, people sought comfort and tranquility after the COVID-19 pandemic, particularly in metro and micro areas across the heartland and Mountain West states. These regions have provided excellent escapes because they offer sanctuaries where people can decompress and restore their sense of equilibrium. Some communities have invested in major attractions to pull in visitors, while others have relied on their tranquility and proximity to major population centers to draw local visitors alongside new residents willing to take on a longer commute in exchange for life in a scenic community.

TOURISM: INVESTING IN MAJOR ATTRACTIONS

As the nation's economy began to regroup, these tourism-strong communities continued to attract visitors seeking to maintain the work-life balance they found during the pandemic. The heartland's micro areas, specifically, are no strangers to this phenomenon and, thus, continue to thrive.

Sevierville, Tennessee (23rd overall), located about 30 miles southeast of metropolitan Knoxville, has invested in tourism in a big way over the past few years.

One of its most ambitious economic development projects—The 407: Gateway to Adventure—is a 200-acre development at exit 407 off Interstate 40. Leaders envision the project as the crown jewel of entertainment destinations in Sevierville, aiming to transform the region's profile by adding top-tier amenities.

This \$75 million project¹ is funded by the Eastern Band of Cherokee Indians through its business-development firm, Kituwah, LLC. Work began in April 2023 on the first phase of the project called The Smokey Gap, which will feature dining, shopping and other

entertainment. It is expected to open in 2025. The site will also welcome businesses like Buc-ee's and the French theme park franchise Puy du Fou, which will open its first North American location. The diverse project is also looking to include a world-class golf course, luxury hotels, an indoor go-kart facility and a distillery.

Mayor Robbie Fox of Sevierville, Tennessee, and the Chief and Chief Richard Sneed of the Eastern Band of Cherokee Indians both expressed unwavering support for this initiative, praising it as a necessity for economic development.²

Exit 407 serves as a strategic location on Interstate 40. In 2021, for instance, more than 40,000 vehicles a day took this exit, according to the Tennessee Department of Transportation.³ Project 407 will bring in more traffic as the development nears the finish line and for years to come.

Sevierville's medium-term (2017-22) growth rates in employment (9.3%), average annual pay (33%) and real GDP (22.1%) together have produced a top 30 ranking this year. The cooperation of local government and private entities solidifies the city's goals to foster its economic growth and enhance its quality of life. The positive growth in employment, average annual pay and real GDP over the five-year period exemplifies its competitive position in comparison to other micros around the country. Once Project 407 is built and opens to the public, the Sevierville micro is poised to further increase its attractiveness to tourists and investors and to maintain its economic specialty.

Branson, Missouri, also stood out this year. The Ozark Mountain getaway is 119th overall, up a whopping 359 spots from 2022. Its tourism industry is mainly fueled by attractions like the established theme park Silver Dollar City; the Thunder Ridge Nature Arena, an amphitheater in Ridgedale, Missouri; and various other outdoor recreational activities involving the area's lakes and mountains.

Branson's short-term employment growth (2.4% for 2021-22), along with short-term employment momentum (1.9% for September 2022-September 2023), are important indicators of the Branson micro's ability to ensure its supply of workers meets the increasing demand of tourists in these post-pandemic times. Their 2017-22 and 2021-22 real GDP growth (11% and 4.6%, respectively) also testifies to their economic specialty in the tourism sector.

Branson's location in the rolling Ozark Mountains provides tremendous outdoor recreational activities. The Branson lakes area is perfect for enthusiasts who enjoy just about any outdoor activity, including simply wandering through the hills. Branson also has world-class golf courses such as the Ozark National Golf Course near Ridgedale, that provide opportunities for the novice and the experienced player alike.

The ever-increasing stream of travelers flowing to Branson is beneficial to its economy and sets an example of showcasing geographic advantages to attract visitors from far and wide.

Naturally, tourism fluctuates just like every other sector of the economy. Jonas Arjes, executive vice president and chief economic development officer with the Branson Lakes Area Chamber of Commerce & Convention and Visitors Bureau (CVB), described some challenges his community faces.

"Even though Branson has a robust tourism industry, it is still seasonal," he said. "There's not a steady 12-month tourism economy. During the offseason [January-late March], we have some businesses that close. People and businesses must figure out how to adapt, and they do. The seasonality has a pattern, allowing some people to work secondary jobs, and most businesses learn how to schedule based on those historic fluctuations throughout the season."

Seasonality will always impact communities that rely on tourism. Nonetheless, the foundation of economic resilience comes down to people and how well they navigate and adapt to economic uncertainties.

Every community's survival relies on its people, and every tourism community's ability to survive relies on the service industry. Hospitality draws travelers around the country to come back to visit these tourism towns. Tourists travel to make fond memories and to tell stories to their friends and family when they return home. It's vital for tourism-dependent micro areas to maintain a high degree of hospitality and to ensure that growing numbers of people are willing to travel hundreds of miles just to visit their communities.

"Our [Branson's] customer-service culture is Ozark Mountain hospitality," Arjes said. "It isn't a marketing ploy or strategy; it's just our way of life. One of the things that this community has done a really good job of over the decades is the ability to secure repeat business. Once the visitors come here for the first time, there is a high probability that they are going to come back the next year, or the year after. That is a testament to the hardworking and genuine people in Branson."

TOURISM: LEVERAGING LOCATION AND QUALITY OF PLACE

Several micropolitan regions, and especially those near major metro areas, have successfully leveraged their location to anchor their local economies. The combination of rising housing costs and the options for remote work have made living outside the traditional commuter shed—the area within which one might reasonably commute daily to work—more attractive. Coming out of the COVID-19 pandemic, there has also been a shift in the perceived value of quality-of-life factors relative to proximity to the office.

Micropolitan areas strong in local tourism and easy access to the outdoors rated among the most dynamic on our list. Those that continue to build on local strengths and support a more economically diverse industry base will be more likely to sustain this dynamism.

A strong state economy drawing people and businesses has helped micropolitan areas outside the major urban centers in Texas make their presence known on our most dynamic micros index, with nine in the top 50.

Shooting up the rankings from 192 to 18 this year, the Brenham micropolitan statistical area covers Washington County and sits between Houston and Austin. The region has experienced steady population growth in recent years and ranked 4th in 12-month job growth at 6.9%.

Rising oil prices have helped Houston prosper, and nearby Brenham's tourism has benefited with an increase of visitors to events such as Maifest, the annual German heritage festival.⁴ It has established businesses like Blue Bell Creameries, which has made ice cream in the Brenham micro since 1907 and now serves a multistate market.⁵ And Brenham's strong highway and rail connections to Houston and Austin make it attractive to new businesses.

Outside the heartland, three of Utah's four micros rank in the top 50, paced by Heber (ranked 4th overall). Located next to the growing Salt Lake City and Provo-Orem metros and enjoying a high quality of life, Heber has seen rapid in-migration. It offers outdoor recreation in the mountains, state parks and national forests, along with easy access to jobs in Provo and Salt Lake City.⁶ The region had the second-highest per capita income in 2022 (\$171,191), but affordable housing has become a concern, as competition for housing has increased and the local workforce increasingly has to drive from outside the micro (up to 75 percent of workers by some estimates for Summit County).⁷

Fredericksburg, in central Texas, moves up seven places to 14th overall this year. The region markets itself as the Texas Hill Country and offers residents a mix of access to nature and a greater variety of amenities than the local population could support, thanks to drive-in tourism from nearby San Antonio and Austin. Since the Austin-Round Rock-Georgetown metro continues to outperform its peers—it has the best five-year record among large metros on Heartland Forward's Most Dynamic Metros index—proximity to this consistent economic engine presents many opportunities to nearby communities to attract some

discretionary spending. Entrepreneurs are seizing the opportunity, which led to the region being ranked 3rd for share of local employment in young firms (20.6%).

Weekend visitors to Fredericksburg can enjoy activities year-round, reducing the seasonality factor that can limit tourism in more specialized micros. Options include hiking and climbing in the Enchanted Rock State Natural Area or viewing fields of colorful wildflowers in the spring.⁸ Agritourism is a major year-round draw, with a growing number of wineries, vineyards and tasting rooms attracting new types of visitors to the region. With its mom-and-pop stores in the historic core protected by restrictions on chain businesses, Fredericksburg works to keep its distinct local character.

Some visitors are tempted to take up residence and enjoy a higher quality of life and sense of community. Like many rural micros, the median age of the local population (49.7 years) is significantly higher than the Texas average (35.6 years), and attracting new residents could help the area's long-term sustainability. The region has experienced moderate population growth in recent years. Too distant to serve as a bedroom community, housing prices have not risen as fast as some rural micros near booming cities that have seen rapid in-migration. However, housing is still a concern.

Strong medium-term (2017-22) employment growth (14.1%) and the 11th-highest per capita personal income (\$94,701) have helped build the local tax base in recent years. The lack of affordable housing and competition for labor keeps local wages higher than might be expected in a community of its size, and like in Heber, Utah, many service workers have to drive into town for work.

Fredericksburg is pursuing an economic-development strategy that builds on its strengths. Thanks to the robust Texas economy and businesses relocating there, the micro gets its share of interest. Fredericksburg is judicious about encouraging the opportunities that best fit the local resources, community and character. This means choosing not to pursue some great firms and instead directing them to partners in other communities that might be a better fit.



Employment is concentrated in leisure and hospitality, retail and wholesale, health care and administrative services; however, there is a desire to expand into new areas, thus building a more diversified economic base. Although rural access to health care is a critical challenge in other micros, Fredericksburg has the advantage of being home to a regional hospital. In the medium term, more high-wage jobs are needed to round out the city's economic profile, though the expertise and financial resources of new residents could yield startups in new fields.

Micropolitan areas near major metros can benefit from local tourism and draw those seeking access to the outdoors and a slower pace of life. Proximity to major economic hubs can push high earners from the cities out to bedroom communities, pricing out locals who then must drive in to work in service jobs. The challenges for bedroom communities extend beyond concerns about affordability of housing for locals. They can lead to a lack of local economic diversity, a dearth of local high-wage jobs and limited opportunities for those wishing to work locally. Finding a balance, or using policy and investments to steward the character of local places, can help micros build on their strengths and maintain quality of life-driven communities that continue to evolve and attract new residents.

MANUFACTURING

The manufacturing sector serves as an important indicator for the health of the entire U.S. economy, adding about \$2.89 trillion in value to the national economy in 2023, according to the National Association of Manufacturers.⁹ And the industry is deeply connected to the heartland.

This reality is magnified in Arkansas, where manufacturing jobs in 2022 accounted for more than 10% of all nonfarm jobs. Moreover, Arkansas recorded \$24.1 billion in value added to the economy from manufacturing, which comprised 14.5% of the state's GDP in 2022. The fruits of this labor yield the \$5.2 billion worth of goods exported from the state to countries including Canada, Mexico, the United Kingdom, China and the Netherlands.¹⁰ Manufacturing strongholds in Arkansas towns like Blytheville and Magnolia employ thousands of highly skilled workers, paying them competitive wages that help fuel the state's economy.

The Blytheville micro (54th overall) is in Mississippi County, about 70 miles northwest of Memphis. Its strong transportation infrastructure includes Interstate 55, and the region benefits from its proximity to the Mississippi River that houses the Watco Terminals, a barge and rail terminal that specializes in handling bulk fertilizer, liquids and steel.

The Arkansas Aeroplex, meanwhile, is one of the largest industrial complexes in the state, with 1.5 million square feet of space. This multifunctional complex comprises a variety of facilities, such as commercial, recreational and warehousing spaces. The Arkansas International Airport at this complex has the state's longest runway available for public use, measuring about 11,600 feet (more than two miles).¹¹

The Blytheville micro also prides itself for its steel-manufacturing sector, which has seen a constant inflow of multimillion-dollar investments. Blytheville is home to Nucor Steel, the world's largest steel recycler. The firm owns several mills, led by Nucor-Yamato and Nucor Steel Arkansas.

Zekelman Industries, North America's largest steel pipe and tube manufacturer, recently announced a planned investment up to \$120 million to improve manufacturing capabilities and product range through its Mississippi County subsidiary, Atlas Tube. The expansion is projected to double Zekelman's workforce to more than 300 employees. More importantly, the announcement includes a commitment to collaborate with Arkansas Northeastern College on a workforce training program to prepare the next generation of Arkansas' highly skilled workforce.¹²

Blytheville performed well in several categories that solidify its strong showing in our overall rankings, notably in short-term employment growth (3.1%) and impressive momentum growth during the 12-month period (5.2%). Its five-year growth in average annual pay and real GDP are both more than 30% (39.2% and 33.2%, respectively). These few measures were enough to position Blytheville as Arkansas' top micro.

In the southern part of the state, Magnolia is an important industrial center. Thanks to significant involvement in the oil and bromine industries, it improved its position by 267 spots from its previous ranking, landing at 243rd overall.

Magnolia has an impressive record of 19% growth in average annual pay and a solid 13.3% increase in real GDP over the five-year period of 2017-2022. An industrial presence provides a foundation for the local economy and creates diversified employment opportunities in manufacturing.

Significant investments in recent years point to the potential for Magnolia to keep improving its ranking. The \$540 million expansion by Albemarle Corporation includes two bromine facilities that are set to create around 250 construction jobs and a projected 15% increase in total jobs across the two facilities, with an average annual salary of \$100,000.¹³ This investment signals the micro's capacity for developing large-scale industrial projects.

The recent discovery of significant brine deposits in the region's Smackover Formation generated national and social media coverage touting its potential impact on the Magnolia micro's economic growth. Brines contain concentrations of lithium, a heavy metal that is extremely valuable for commercial use thanks to the increasing demand for electric-vehicle battery production. Using a technique known as end-to-end direct lithium extraction (DLE), companies can efficiently extract lithium from the Smackover brine and turn it into battery-grade lithium for commercial use.

ExxonMobil, which acquired 120,000 acres in south Arkansas, hopes to create a lithium production facility there by 2027. The company's ambitious goal is to produce enough lithium to supply more than 1 million electric vehicles by 2030.¹⁴

Southern Arkansas has a history of being a powerhouse in petroleum, natural gas and bromine manufacturing. Manufacturing trends in recent years lean toward serving the increasing demand for the production of semiconductors, electric vehicles and their battery components. With the addition of lithium extraction in Magnolia, the state is on the edge of experiencing a manufacturing boom for years to come.

Mississippi County, Arkansas



CONCLUSION

Unpredictable external shocks like the COVID-19 pandemic can topple any economy rather quickly, but micropolitan communities dependent upon a single industry are more vulnerable to boom-and-bust cycles. It is vital for these smaller communities to explore new ways to nurture a diversified industrial base and an economy that runs 12 months of the year.

Achieving economic diversification is always easier said than done because regions have to build on their existing strengths and capacities, starting from the realities of their infrastructure, workforce, resources and culture to promote growth.

Partnerships between private entities, local governments and educational institutions could help foster the growth of new industries in micro communities. Collaborations could range from developing appropriate training for the local workforce to stimulating a culture of innovation and entrepreneurship. As quality-of-life and cost-of-living

factors make urban centers less attractive, micro regions have the opportunity to attract highly skilled workers to settle; in time this could draw firms and investment capital that can help bolster economic diversity.

Building a diversified economy requires time, effort and faith in the community. Many micros have the benefit of passionate local leaders who are dedicated to fostering a robust economic future for their community. While every modern metropolitan area once was a small community, not every micropolitan aspires to be that large. Efforts to strengthen the economic resilience of micro communities in a way that creates opportunities and security for residents while maintaining community values will benefit from a clear shared vision of the future.

ENDNOTES

¹ Kituwah LLC breaks ground on Smoky Gap Entertainment District at the 407: Gateway to Adventure. (2023, April 10). The One Feather. <https://theonefeather.com/2023/04/10/kituwah-llc-breaks-ground-on-smoky-gap-entertainment-district-at-the-407-gateway-to-adventure/>

² Lossiah, J (2023, April 13). “An experience for the ages”: 407 Project holds latest groundbreaking. One Feather. <https://theonefeather.com/2023/04/13/an-experience-for-the-ages-407-project-holds-latest-groundbreaking/>

³ Russell, M (2023, December 19). Exit 408 funding included in new TDOT 10-year project plan. WJHL. <https://www.wjhl.com/news/regional/tennessee/exit-408-funding-included-in-new-tdot-10-year-project-plan/>

⁴ Lange, N. L. (2024, February 12). Brenham Maifest: The Oldest Festival in Texas. Visit Brenham Texas. <https://visitbrenhamtexas.com/maifest/>

⁵ Blue Bell Creameries & Ice Cream Parlor - Visit Brenham Texas. (2024, June 4). Visit Brenham Texas. <https://visitbrenhamtexas.com/accounts/blue-bell-creameries-ice-cream-parlor/>

⁶ Heber Valley Tourism and Economic Development | Attractions. (n.d.). <https://www.gohebertvalley.com/attractions/>

⁷ M, L., & M, L. (2024, May 15). Wasatch Back Summit charts future with focus on affordable housing, transit, and zoning innovations. TownLift, Park City News. <https://townlift.com/2024/05/wasatch-back-summit-charts-future-with-focus-on-affordable-housing-transit-and-zoning-innovations/>

⁸ Things to do in Fredericksburg, Texas | Attractions & Nightlife. (n.d.). <https://www.visitfredericksburgtx.com/things-to-do/>

⁹ National Association of Manufacturers. <https://nam.org/manufacturing-in-the-united-states/>

¹⁰ National Association of Manufacturers. <https://nam.org/manufacturing-in-the-united-states/regions/arkansas/>

¹¹ Encyclopedia of Arkansas. <https://encyclopediaofarkansas.net/entries/eaker-air-force-base-2795/#:~:text=The%20Arkansas%20Aeroplex%20has%20utilized,-public%20use%20in%20the%20state>

¹² Business Facilities (2024, May 6). Steel Industry In Arkansas Grows With Bekaert And Zekelman Expansions. <https://businessfacilities.com/steel-industry-in-arkansas-grows-with-bekaert-and-zekelman-expansions/>

¹³ Brock, R (2022, November 9). Albemarle Corp. Investing Up to \$540 Million in Magnolia Facilities. Talk Business & Politics. <https://talkbusiness.net/2022/11/albemarle-corp-investing-up-to-540-million-in-magnolia-facilities/>

¹⁴ Demillo, A (2023, November 13). Exxon Mobil Is Drilling for Lithium in Arkansas and Expects to Begin Production by 2027. Associated Press. <https://apnews.com/article/exxon-mobil-lithium-electric-vehicles-mining-arkansas-ae08d5835ff8600d71b78d03aa746b83>

APPENDIX

The 2024 Most Dynamic Micros are derived from analyzing economic indicators across available micropolitan statistical areas in the U.S. These measurements are selected as:

- Average annual pay
- Employment
- Real gross domestic product (GDP, measured in 2017 dollars)
- Per-capita personal income
- Share of total employment at firms ages five years and under (young-firm employment share)
- Share of employees at young firms with a bachelor’s degree or higher (young-firm knowledge intensity)

These metrics are then placed into time-sensitive categories for analyzing short- and medium-term economic trends in each micropolitan area. Short-term growth (2021-2022) examines yearly shifts in metrics, including growth in real GDP, jobs and wages. The September 2022 to September 2023 job growth is defined as short-term employment momentum.

Medium-term growth is defined through growth in jobs, wages and real GDP in the five years from 2017 to 2022. We also included the 2022 personal income per capita level to indicate the general well-being of residents in a micro, measured in dollars. Furthermore, measurements such as employment share in young firms and knowledge intensity are

taken into consideration when examining a region’s entrepreneurial activity and innovation potential. These evaluations closely follow the micropolitan statistical area definitions by the federal Office of Management and Budget (OMB), whose accessible data this year allowed for the analysis of 527 micros.

A notice by the Census Bureau on June 6, 2022, announced that Connecticut would no longer have a system of counties. Instead, it would introduce nine planning regions, which will act as county-equivalent geographic units. As a result, all micropolitan statistical areas in the state will not be taken into consideration regarding the overall analysis due to the Bureau of Economic Analysis (BEA) and the Bureau of Labor Statistics (BLS) not being able to adopt the changes in time.

Additionally, the regional price parity (RPP) from the BEA is applied to adjust income and wage measurements to compare prices of local goods and services against the national average.

Lastly, we calculate all aforementioned measurements from the BLS, BEA and Census Bureau to arrive at a standardized z-score for each micropolitan area, which serves as an indicator for its economic performance relative to the mean, measured in standard deviation units. Micro areas are then ranked based on their average z-scores across all evaluated metrics.

TABLE 1 - MEASUREMENTS AND SOURCES

MEASURE	TIME PERIOD	SOURCE
Young Firm Employment Ratio	2022	Census Bureau
Young Firm Knowledge Intensity	2022	Census Bureau
Per-Capita Personal Income	2022	Bureau of Economic Analysis
Medium-Term Job Growth	2017-2022	Bureau of Labor Statistics
Short-Term Job Growth	2021-2022	Bureau of Labor Statistics
Short-Term Job Growth Momentum	September 2022-September 2023	Bureau of Labor Statistics
Medium-Term Average Annual Pay Growth	2017-2022	Bureau of Labor Statistics
Short-Term Average Annual Pay Growth	2021-2022	Bureau of Labor Statistics
Medium-Term GDP Growth	2017-2022	Bureau of Economic Analysis
Short-Term GDP Growth	2021-2022	Bureau of Economic Analysis

TABLE 2 - OVERALL TABLE

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Los Alamos, NM	New Mexico	1	19,187	72.1%	37.3%	8.2%	17.8%	12.3%	4.9%	32.0%	\$99,183	22.6%	8.7%
Jefferson, GA	Georgia	2	83,936	12.7%	22.0%	40.8%	73.8%	1.9%	3.5%	11.9%	\$62,340	43.0%	9.1%
Jackson, WY-ID	Wyoming	3	35,831	15.6%	25.9%	7.4%	12.2%	3.9%	4.1%	58.4%	\$260,015	39.8%	-1.0%
Heber, UT	Utah	4	79,655	19.1%	29.4%	7.1%	15.1%	5.3%	9.1%	46.1%	\$171,191	27.3%	2.6%
Key West-Key Largo, FL	Florida	5	81,708	19.8%	24.4%	7.9%	7.9%	3.7%	6.6%	30.5%	\$127,928	20.1%	6.2%
Cedar City, UT	Utah	6	62,429	20.3%	22.2%	7.6%	32.2%	4.6%	4.9%	33.6%	\$43,919	39.8%	7.3%
Town of Pecos, TX	Texas	7	12,905	17.3%	13.6%	3.9%	25.2%	9.6%	12.1%	46.2%	\$68,941	53.3%	-15.4%
Monticello, NY	New York	8	79,658	10.8%	27.6%	5.5%	7.6%	6.1%	10.5%	44.2%	\$60,267	15.0%	7.4%
Breckenridge, CO	Colorado	9	37,892	18.4%	26.8%	5.4%	4.1%	2.4%	8.3%	48.6%	\$76,426	16.9%	4.4%
Hailey, ID	Idaho	10	31,348	17.2%	24.5%	4.9%	5.3%	3.0%	10.9%	33.0%	\$104,878	22.5%	3.0%
Rifle, CO	Colorado	11	79,147	16.0%	24.7%	4.2%	2.0%	4.1%	7.9%	39.0%	\$147,822	3.9%	0.4%
Edwards, CO	Colorado	12	55,285	14.2%	26.8%	3.6%	5.0%	3.1%	6.2%	37.7%	\$118,662	19.2%	3.6%
Hobbs, NM	New Mexico	13	72,452	10.8%	17.2%	11.1%	6.3%	5.2%	11.8%	33.3%	\$60,502	27.8%	4.2%
Fredericksburg, TX	Texas	14	27,477	20.6%	22.6%	7.1%	14.1%	1.0%	5.6%	22.7%	\$94,701	29.5%	1.8%
Spearfish, SD	South Dakota	15	27,214	15.8%	20.9%	4.7%	9.8%	5.6%	8.4%	35.5%	\$79,337	16.2%	3.6%
Steamboat Springs, CO	Colorado	16	38,184	17.0%	25.6%	4.3%	2.5%	6.4%	5.3%	28.3%	\$87,084	13.2%	4.9%
Durant, OK	Oklahoma	17	48,182	17.2%	19.1%	6.9%	15.8%	5.0%	6.6%	29.3%	\$52,639	23.4%	6.7%
Brenham, TX	Texas	18	36,159	10.1%	19.8%	1.9%	4.0%	6.9%	8.9%	22.4%	\$82,125	49.0%	4.0%
Sandpoint, ID	Idaho	19	51,414	18.0%	22.2%	3.3%	13.8%	0.0%	6.7%	37.0%	\$58,583	29.3%	4.1%
Kalispell, MT	Montana	20	111,814	15.0%	22.7%	3.8%	11.1%	4.2%	8.3%	33.2%	\$70,278	15.9%	0.2%
Rexburg, ID	Idaho	21	68,954	20.0%	23.3%	2.0%	13.6%	1.6%	6.1%	27.1%	\$41,952	30.8%	9.3%
Seaford, DE	Delaware	22	255,956	15.0%	24.1%	5.3%	10.4%	3.7%	5.2%	31.1%	\$66,312	18.2%	1.8%
Sevierville, TN	Tennessee	23	98,789	14.7%	21.1%	4.2%	9.3%	4.6%	5.7%	33.0%	\$61,726	22.1%	4.5%
Granbury, TX	Texas	24	66,373	20.4%	20.3%	6.7%	11.1%	2.9%	8.9%	17.6%	\$71,302	15.2%	3.4%
Nantucket, MA	Massachusetts	25	14,421	17.8%	27.6%	5.9%	8.0%	3.9%	-6.0%	35.7%	\$95,046	10.6%	0.5%
Moscow, ID	Idaho	26	40,978	14.4%	26.5%	3.8%	2.2%	3.7%	4.2%	32.8%	\$59,312	20.9%	3.8%
Vernal, UT	Utah	27	37,141	16.0%	19.0%	7.6%	8.2%	5.8%	10.3%	17.6%	\$40,424	3.5%	7.7%
Sulphur Springs, TX	Texas	28	37,804	11.6%	21.7%	3.7%	7.3%	4.5%	6.7%	23.5%	\$59,907	19.6%	7.1%
Kearney, NE	Nebraska	29	57,276	10.5%	24.7%	0.8%	-0.7%	2.6%	12.7%	22.6%	\$78,022	24.9%	1.9%
Truckee-Grass Valley, CA	California	30	102,293	18.9%	24.3%	5.6%	5.5%	4.8%	0.7%	26.0%	\$70,436	6.4%	2.0%
Brevard, NC	North Carolina	31	33,355	13.9%	24.0%	2.8%	4.9%	2.0%	7.2%	24.8%	\$62,613	22.2%	4.9%
Dumas, TX	Texas	32	20,996	13.4%	20.8%	3.7%	9.5%	4.4%	6.8%	22.0%	\$65,180	46.0%	-7.0%
Washington, IN	Indiana	33	33,418	12.0%	18.6%	2.5%	7.2%	4.2%	6.6%	22.9%	\$66,711	22.8%	9.2%
Albemarle, NC	North Carolina	34	64,153	14.2%	27.7%	5.5%	3.7%	3.3%	7.4%	23.8%	\$54,484	2.6%	3.2%
Hemlock Farms, PA	Pennsylvania	35	60,558	17.0%	25.2%	5.3%	3.1%	3.5%	5.3%	29.6%	\$64,661	0.9%	0.8%
Burley, ID	Idaho	36	47,849	16.1%	18.4%	2.8%	10.9%	2.4%	7.1%	28.2%	\$57,800	15.8%	6.7%
Kill Devil Hills, NC	North Carolina	37	37,956	15.1%	24.7%	1.8%	1.6%	2.8%	5.3%	27.0%	\$85,999	13.2%	2.0%
Danville, IL	Illinois	38	72,337	23.3%	37.6%	1.5%	-5.9%	-0.9%	7.5%	20.9%	\$56,716	0.7%	2.2%
Othello, WA	Washington	39	20,961	9.4%	18.8%	4.2%	14.0%	1.7%	2.3%	18.8%	\$47,414	36.4%	17.1%
Fremont, NE	Nebraska	40	36,997	14.9%	18.4%	3.2%	5.6%	1.7%	10.8%	28.7%	\$69,737	18.8%	1.0%
Bonham, TX	Texas	41	37,125	16.3%	19.6%	0.8%	10.3%	6.9%	7.8%	18.8%	\$52,803	21.1%	2.9%
Frankfort, KY	Kentucky	42	75,831	9.8%	26.5%	3.7%	3.7%	2.4%	8.7%	25.3%	\$55,939	7.1%	5.1%
Kapaa, HI	Hawaii	43	73,810	13.7%	27.6%	8.0%	-2.0%	2.3%	6.5%	20.1%	\$54,143	5.2%	3.9%
Hudson, NY	New York	44	61,286	13.3%	27.8%	1.7%	-6.0%	1.1%	7.7%	35.0%	\$76,577	0.7%	2.3%
Silver City, NM	New Mexico	45	27,686	8.2%	18.8%	5.6%	-0.4%	2.4%	9.3%	40.6%	\$59,462	2.6%	5.4%
Gillette, WY	Wyoming	46	47,058	11.3%	18.0%	4.9%	-0.8%	1.7%	7.9%	21.1%	\$61,708	5.4%	18.6%
Oak Harbor, WA	Washington	47	86,625	18.3%	25.3%	4.6%	7.2%	3.0%	2.3%	30.0%	\$64,854	3.5%	-2.8%

*Shaded rows denote heartland micropolitan statistical areas.

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Port Lavaca, TX	Texas	48	19,706	9.2%	22.2%	2.7%	22.1%	-1.3%	4.4%	18.8%	\$74,535	30.3%	2.8%
Stephenville, TX	Texas	49	43,895	12.3%	21.8%	4.7%	3.5%	3.6%	6.3%	23.0%	\$56,655	13.3%	4.9%
Sheridan, WY	Wyoming	50	32,096	14.5%	19.4%	2.4%	4.4%	1.5%	6.4%	36.0%	\$73,110	5.7%	3.0%
Ellensburg, WA	Washington	51	45,189	20.1%	23.8%	5.2%	7.4%	6.0%	-0.4%	18.3%	\$54,479	13.4%	-1.1%
Blackfoot, ID	Idaho	52	49,923	12.4%	17.0%	2.5%	2.9%	1.3%	5.7%	28.1%	\$52,867	31.2%	9.6%
Port Townsend, WA	Washington	53	33,589	16.2%	24.6%	3.1%	3.6%	-0.6%	4.3%	30.6%	\$62,217	15.1%	1.5%
Blytheville, AR	Arkansas	54	38,896	13.0%	16.6%	3.1%	-3.9%	5.2%	2.7%	39.2%	\$52,643	33.2%	1.2%
Montrose, CO	Colorado	55	43,811	16.4%	17.7%	2.6%	6.9%	5.0%	4.7%	30.7%	\$53,094	12.3%	1.3%
Shelbyville, TN	Tennessee	56	51,950	10.1%	20.7%	4.7%	-0.8%	0.4%	6.3%	26.1%	\$55,591	25.1%	8.4%
Albertville, AL	Alabama	57	99,423	10.6%	20.5%	2.7%	6.7%	2.8%	7.5%	30.5%	\$56,249	10.4%	2.7%
Boone, NC	North Carolina	58	55,089	16.0%	25.5%	2.9%	4.6%	1.9%	5.0%	21.2%	\$54,747	11.0%	2.6%
Cullman, AL	Alabama	59	90,665	8.2%	21.6%	3.3%	4.6%	1.2%	9.4%	30.4%	\$60,208	10.1%	3.1%
Crawfordsville, IN	Indiana	60	38,273	5.9%	26.8%	3.4%	0.0%	0.1%	8.8%	22.7%	\$57,222	15.7%	7.2%
Pahrump, NV	Nevada	61	54,738	15.3%	22.4%	4.3%	14.7%	2.7%	6.4%	25.4%	\$46,878	8.6%	-4.5%
Yankton, SD	South Dakota	62	23,373	6.3%	19.3%	2.5%	0.8%	4.2%	6.9%	23.4%	\$79,541	17.5%	5.0%
Tahlequah, OK	Oklahoma	63	48,098	12.2%	19.1%	1.7%	6.8%	5.8%	5.0%	29.9%	\$49,412	16.2%	1.7%
Auburn, NY	New York	64	74,998	8.2%	23.5%	1.8%	-4.0%	1.6%	7.8%	41.6%	\$57,237	7.8%	3.4%
Big Spring, TX	Texas	65	33,672	12.6%	17.6%	0.6%	-1.0%	2.2%	9.5%	15.9%	\$63,337	67.1%	-4.7%
Hays, KS	Kansas	66	28,941	8.4%	21.0%	0.9%	0.5%	3.7%	8.8%	21.3%	\$65,516	17.0%	5.5%
Laramie, WY	Wyoming	67	38,031	15.6%	24.7%	3.7%	7.3%	0.4%	4.4%	24.5%	\$55,423	2.4%	3.6%
Union City, TN	Tennessee	68	30,394	9.9%	18.4%	7.3%	22.8%	0.0%	4.9%	22.0%	\$57,530	10.3%	-0.2%
Kerrville, TX	Texas	69	53,741	12.9%	18.1%	2.4%	5.3%	1.1%	6.7%	23.7%	\$71,927	20.1%	2.7%
Concord, NH	New Hampshire	70	156,020	9.5%	30.4%	2.1%	-2.1%	1.8%	1.8%	25.3%	\$66,289	6.8%	5.3%
Norfolk, NE	Nebraska	71	48,417	7.4%	21.1%	0.6%	0.0%	2.0%	12.3%	25.5%	\$80,824	11.2%	0.1%
Fayetteville, TN	Tennessee	72	36,004	20.3%	19.6%	6.8%	0.4%	-3.1%	4.4%	23.2%	\$57,261	10.1%	8.3%
Talladega-Sylacauga, AL	Alabama	73	90,870	6.9%	19.3%	4.2%	5.5%	1.0%	13.4%	26.8%	\$49,547	3.6%	4.7%
Williston, ND	North Dakota	74	38,109	15.3%	17.4%	7.6%	-8.7%	4.5%	13.0%	5.5%	\$78,463	-8.4%	6.2%
Pella, IA	Iowa	75	33,642	6.8%	26.3%	3.6%	10.5%	1.4%	8.1%	21.6%	\$70,186	9.7%	-5.1%
Alexandria, MN	Minnesota	76	39,668	9.2%	20.7%	1.6%	2.7%	0.9%	9.5%	28.8%	\$72,683	10.3%	1.5%
Enterprise, AL	Alabama	77	54,805	13.0%	19.0%	0.9%	5.7%	0.3%	8.8%	29.7%	\$62,178	15.1%	2.1%
Oxford, MS	Mississippi	78	69,979	14.0%	23.8%	2.8%	2.7%	3.3%	4.6%	21.7%	\$54,489	9.6%	2.8%
Mountain Home, ID	Idaho	79	29,403	13.1%	20.6%	1.0%	7.5%	3.4%	8.3%	32.8%	\$48,803	2.7%	-0.2%
Watertown, SD	South Dakota	80	28,721	10.8%	19.7%	3.6%	5.9%	2.5%	8.3%	20.7%	\$78,931	5.4%	-0.6%
Fort Payne, AL	Alabama	81	71,998	8.3%	20.4%	1.2%	6.0%	2.3%	9.0%	31.5%	\$49,711	10.3%	2.9%
Moses Lake, WA	Washington	82	101,311	13.5%	20.0%	5.2%	7.0%	2.3%	2.7%	34.1%	\$48,433	1.1%	2.3%
Gainesville, TX	Texas	83	43,050	12.7%	19.5%	5.8%	5.5%	3.0%	8.1%	21.3%	\$68,425	-24.7%	6.8%
Richmond-Berea, KY	Kentucky	84	125,473	11.4%	25.7%	3.1%	2.4%	3.3%	6.6%	20.3%	\$48,221	3.6%	2.6%
Hilo-Kailua, HI	Hawaii	85	206,315	14.1%	25.2%	4.7%	-0.3%	3.0%	5.5%	21.2%	\$47,247	2.1%	2.0%
Moberly, MO	Missouri	86	24,622	9.6%	19.1%	3.0%	3.0%	-2.4%	15.7%	34.9%	\$57,920	3.6%	-1.0%
Mountain Home, AR	Arkansas	87	42,435	12.7%	18.9%	2.7%	4.8%	1.3%	8.2%	23.4%	\$53,790	17.2%	2.3%
Durango, CO	Colorado	88	56,607	16.0%	25.7%	4.0%	-0.5%	1.5%	2.9%	29.5%	\$71,833	-5.1%	-2.3%
Carlsbad-Artesia, NM	New Mexico	89	60,400	12.6%	14.0%	3.0%	7.6%	3.3%	2.5%	35.0%	\$77,261	13.7%	-1.7%
Le Mars, IA	Iowa	90	25,681	5.6%	22.4%	1.8%	2.6%	1.7%	7.4%	24.2%	\$79,217	3.4%	5.0%
Monticello, IN	Indiana	91	24,598	10.3%	20.4%	0.7%	2.0%	2.1%	7.2%	25.7%	\$60,304	20.7%	2.2%
Crossville, TN	Tennessee	92	63,522	11.3%	21.3%	5.5%	3.5%	2.5%	6.1%	22.2%	\$52,306	8.1%	1.3%
Ada, OK	Oklahoma	93	38,141	10.4%	19.1%	2.8%	5.4%	0.0%	7.7%	26.5%	\$62,756	12.3%	3.6%
Spirit Lake, IA	Iowa	94	18,028	10.8%	22.9%	5.7%	5.7%	-1.9%	4.6%	20.1%	\$87,164	7.9%	0.0%
Cañon City, CO	Colorado	95	49,621	16.6%	19.3%	-1.0%	1.6%	3.6%	5.9%	34.3%	\$44,376	9.7%	2.6%

*Shaded rows denote heartland micropolitan statistical areas.

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Okeechobee, FL	Florida	96	40,412	12.7%	19.4%	2.6%	-1.7%	2.6%	6.3%	10.2%	\$43,490	38.6%	8.0%
Corning, NY	New York	97	92,599	6.0%	22.4%	1.0%	-5.5%	0.2%	10.5%	37.1%	\$60,041	7.0%	4.7%
Athens, TX	Texas	98	84,511	13.0%	20.0%	3.9%	12.2%	1.9%	6.0%	19.2%	\$55,097	6.6%	1.6%
Tullahoma-Manchester, TN	Tennessee	99	66,470	7.6%	22.6%	2.9%	1.5%	1.6%	6.5%	23.1%	\$56,100	18.0%	4.1%
Calhoun, GA	Georgia	100	58,954	7.9%	21.2%	3.6%	13.3%	0.4%	6.7%	19.9%	\$50,881	12.0%	5.3%
Safford, AZ	Arizona	101	38,779	12.7%	15.5%	3.8%	13.1%	2.9%	3.8%	34.1%	\$51,062	28.7%	-8.2%
Wabash, IN	Indiana	102	30,828	7.7%	20.6%	2.1%	-2.7%	4.1%	8.5%	28.3%	\$59,586	10.3%	1.7%
Taos, NM	New Mexico	103	34,580	16.6%	19.8%	6.0%	0.3%	-1.1%	2.8%	32.6%	\$53,582	8.5%	3.5%
Bennington, VT	Vermont	104	37,392	12.6%	26.0%	4.0%	-4.4%	1.3%	3.0%	30.9%	\$61,307	3.3%	1.2%
Stillwater, OK	Oklahoma	105	82,794	13.2%	21.8%	3.6%	0.4%	2.7%	5.8%	20.9%	\$53,776	7.2%	4.2%
Angola, IN	Indiana	106	34,725	15.5%	18.9%	5.5%	5.4%	1.1%	4.7%	23.1%	\$62,614	7.7%	0.4%
Rockingham, NC	North Carolina	107	42,778	11.3%	16.8%	5.3%	4.7%	1.7%	6.1%	20.2%	\$51,994	2.8%	11.5%
Ocean Pines, MD	Maryland	108	53,866	12.8%	24.3%	-0.8%	-4.0%	5.4%	3.8%	25.8%	\$68,510	3.9%	2.8%
Fallon, NV	Nevada	109	25,843	12.0%	21.7%	2.6%	10.4%	1.7%	5.7%	29.0%	\$59,024	6.9%	-3.7%
Morehead City, NC	North Carolina	110	69,380	15.3%	23.0%	2.3%	2.3%	2.7%	3.8%	22.5%	\$71,795	2.4%	-0.2%
Raymondville, TX	Texas	111	20,143	13.8%	13.7%	7.8%	25.0%	-5.7%	8.2%	27.5%	\$39,129	29.3%	-3.7%
Vineyard Haven, MA	Massachusetts	112	20,868	14.6%	29.3%	3.5%	0.0%	0.5%	-6.8%	33.8%	\$80,829	2.7%	0.5%
Lexington, NE	Nebraska	113	25,692	8.2%	19.9%	1.4%	3.6%	-0.7%	13.6%	24.1%	\$69,656	14.3%	-1.2%
LaGrange, GA-AL	Georgia	114	104,279	8.1%	22.4%	2.5%	-0.7%	3.0%	9.8%	23.2%	\$49,267	7.4%	3.7%
Ruidoso, NM	New Mexico	115	20,411	15.6%	16.9%	6.2%	2.2%	1.4%	2.2%	34.8%	\$57,556	3.1%	1.7%
Brookings, SD	South Dakota	116	35,484	7.9%	24.9%	4.7%	1.9%	1.7%	8.0%	20.5%	\$65,456	0.9%	0.0%
Wilmington, OH	Ohio	117	41,964	6.4%	22.6%	2.9%	6.2%	4.9%	4.9%	29.5%	\$57,389	6.5%	-2.6%
Cody, WY	Wyoming	118	30,518	15.1%	20.1%	1.5%	1.2%	2.4%	5.4%	25.3%	\$71,330	-1.6%	3.4%
Branson, MO	Missouri	119	56,821	14.9%	19.4%	2.4%	-7.9%	1.9%	7.2%	29.0%	\$54,027	11.0%	4.6%
Toccoa, GA	Georgia	120	26,767	8.5%	22.9%	4.7%	-3.5%	0.0%	8.9%	18.9%	\$50,993	15.1%	6.3%
Madison, IN	Indiana	121	32,946	8.8%	20.4%	2.4%	1.5%	1.6%	7.0%	19.4%	\$58,929	17.2%	6.5%
Aberdeen, SD	South Dakota	122	42,037	7.4%	20.7%	-1.2%	-4.9%	1.7%	8.3%	23.9%	\$95,759	19.5%	1.1%
Spencer, IA	Iowa	123	16,475	8.5%	21.8%	0.7%	-0.3%	1.2%	6.8%	23.8%	\$72,842	13.9%	4.3%
Effingham, IL	Illinois	124	44,649	9.6%	20.7%	4.7%	7.4%	-0.4%	5.8%	28.1%	\$87,634	-9.9%	0.2%
Cordele, GA	Georgia	125	19,708	14.3%	16.1%	4.1%	5.8%	3.0%	8.1%	21.1%	\$50,642	11.6%	0.4%
Franklin, KY	Kentucky	126	19,949	9.6%	20.9%	3.4%	3.2%	5.6%	7.1%	19.8%	\$50,813	12.4%	-1.8%
Holland, MI	Michigan	127	121,210	8.9%	20.9%	2.3%	2.9%	4.0%	5.9%	20.0%	\$62,625	14.3%	1.1%
Pontiac, IL	Illinois	128	35,521	8.0%	20.9%	3.8%	-3.0%	4.3%	4.7%	17.4%	\$65,583	19.9%	3.0%
Whitewater-Elkhorn, WI	Wisconsin	129	105,380	9.9%	23.4%	2.8%	2.8%	2.0%	6.1%	20.4%	\$71,146	5.0%	0.3%
Mayfield, KY	Kentucky	130	36,412	10.0%	18.8%	-1.9%	0.6%	3.7%	8.7%	27.5%	\$59,087	8.8%	5.9%
Picayune, MS	Mississippi	131	57,261	16.8%	19.8%	4.4%	6.4%	4.0%	3.2%	19.0%	\$51,377	1.9%	1.5%
Frankfort, IN	Indiana	132	32,843	5.6%	19.4%	2.6%	2.0%	5.4%	9.1%	23.7%	\$52,752	-1.2%	5.3%
Winchester, TN	Tennessee	133	43,942	8.1%	23.8%	2.9%	-2.3%	0.5%	5.6%	32.0%	\$54,625	10.3%	3.3%
Cornelia, GA	Georgia	134	47,475	12.3%	23.6%	3.9%	-4.0%	2.7%	6.4%	20.3%	\$45,613	4.2%	5.5%
Dickinson, ND	North Dakota	135	37,836	13.7%	17.8%	5.2%	-1.6%	3.7%	10.7%	12.3%	\$91,538	-5.5%	-3.5%
Lewisburg, TN	Tennessee	136	35,878	10.5%	21.0%	3.1%	-4.5%	0.1%	8.1%	20.6%	\$56,631	16.8%	6.7%
Vermillion, SD	South Dakota	137	15,280	10.5%	21.3%	1.8%	3.9%	1.1%	5.5%	16.3%	\$56,697	20.9%	6.2%
Easton, MD	Maryland	138	37,932	11.3%	24.8%	2.4%	-12.3%	5.0%	4.5%	20.9%	\$93,968	-5.8%	0.8%
McPherson, KS	Kansas	139	30,012	6.1%	20.0%	3.5%	7.7%	2.8%	8.3%	26.2%	\$67,318	-4.9%	0.1%
DeRidder, LA	Louisiana	140	36,570	12.1%	17.9%	2.0%	7.8%	0.6%	9.0%	17.6%	\$58,914	18.3%	1.3%
Portsmouth, OH	Ohio	141	72,194	12.7%	21.5%	2.6%	1.5%	1.1%	7.7%	27.0%	\$53,180	6.2%	-0.1%
Statesboro, GA	Georgia	142	93,754	11.8%	23.4%	4.3%	5.7%	-0.2%	7.6%	16.4%	\$44,847	8.1%	3.6%
Clewiston, FL	Florida	143	53,793	13.5%	18.3%	2.4%	3.7%	2.1%	8.6%	23.5%	\$37,936	12.5%	3.1%
Duncan, OK	Oklahoma	144	43,710	9.0%	19.0%	5.3%	9.2%	1.6%	8.3%	21.9%	\$57,609	-0.9%	0.5%
Madisonville, KY	Kentucky	145	44,812	6.2%	20.0%	4.3%	-4.2%	3.0%	7.6%	23.1%	\$55,136	9.6%	5.8%

*Shaded rows denote heartland micropolitan statistical areas.

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Batavia, NY	New York	146	57,535	9.7%	20.8%	2.0%	-1.8%	1.3%	6.8%	36.6%	\$54,520	2.7%	2.3%
Murrells Inlet, SC	South Carolina	147	64,722	12.8%	22.0%	4.4%	8.5%	-0.4%	3.4%	17.5%	\$65,873	14.8%	-0.4%
Payson, AZ	Arizona	148	53,922	12.8%	20.4%	1.3%	-1.3%	0.7%	6.9%	38.0%	\$62,929	6.5%	-2.9%
Seneca, SC	South Carolina	149	80,180	9.5%	23.3%	3.4%	3.5%	5.3%	7.7%	11.1%	\$62,687	-2.0%	0.4%
Auburn, IN	Indiana	150	43,731	6.1%	20.1%	1.9%	0.3%	-0.9%	9.8%	27.1%	\$62,967	13.7%	4.7%
Batesville, AR	Arkansas	151	37,945	11.3%	16.3%	2.7%	7.2%	0.6%	9.5%	28.6%	\$53,565	2.0%	3.1%
Palestine, TX	Texas	152	58,064	12.3%	20.3%	1.4%	1.2%	-1.3%	9.7%	32.2%	\$49,151	12.2%	0.9%
Red Wing, MN	Minnesota	153	48,013	9.0%	23.1%	1.9%	-4.2%	2.4%	6.5%	20.3%	\$74,403	1.3%	5.0%
Sunbury, PA	Pennsylvania	154	108,224	6.8%	23.1%	2.4%	-1.2%	1.0%	7.3%	24.7%	\$64,489	10.7%	2.0%
Beatrice, NE	Nebraska	155	21,583	8.7%	21.8%	-0.9%	-6.8%	2.1%	11.7%	23.7%	\$75,036	20.0%	-3.6%
Lawrenceburg, TN	Tennessee	156	45,415	13.4%	20.3%	4.9%	14.8%	0.1%	3.4%	19.9%	\$49,531	10.5%	-0.3%
Brattleboro, VT	Vermont	157	45,842	11.0%	26.8%	3.6%	-10.6%	2.4%	3.9%	30.9%	\$58,031	-0.4%	0.8%
Storm Lake, IA	Iowa	158	20,600	4.5%	22.8%	0.2%	-1.8%	1.7%	4.8%	22.5%	\$63,870	16.6%	9.8%
Shelby-Kings Mountain, NC	North Carolina	159	100,670	9.4%	20.3%	1.8%	3.1%	3.2%	6.8%	19.5%	\$50,996	7.8%	6.0%
Amsterdam, NY	New York	160	49,623	5.7%	20.0%	4.2%	-4.5%	-0.6%	7.9%	40.0%	\$51,919	5.4%	4.1%
Dodge City, KS	Kansas	161	33,848	6.6%	18.6%	2.5%	-0.2%	1.0%	5.7%	37.8%	\$55,180	17.3%	1.2%
Lewisburg, PA	Pennsylvania	162	42,744	8.2%	24.2%	1.3%	-4.0%	2.3%	5.7%	31.0%	\$57,917	5.3%	2.0%
Pierre, SD	South Dakota	163	20,691	9.4%	20.3%	2.3%	-0.8%	1.9%	7.8%	24.6%	\$85,316	-1.9%	-0.5%
Celina, OH	Ohio	164	42,348	9.0%	20.5%	2.0%	-1.4%	3.2%	7.4%	19.1%	\$70,990	-0.5%	5.2%
Russellville, AL	Alabama	165	31,932	5.2%	20.0%	2.9%	4.3%	-4.3%	12.6%	32.9%	\$51,552	6.4%	5.3%
Somerset, KY	Kentucky	166	65,795	9.8%	23.5%	0.9%	2.3%	1.7%	7.9%	27.0%	\$54,221	5.5%	-0.6%
New Castle, IN	Indiana	167	48,915	8.0%	21.8%	2.3%	-2.7%	1.4%	7.4%	25.7%	\$53,212	18.8%	1.3%
Alpena, MI	Michigan	168	28,847	12.3%	17.7%	1.6%	-0.1%	5.1%	7.6%	21.8%	\$55,428	5.4%	1.7%
Houghton, MI	Michigan	169	39,215	13.0%	22.5%	3.7%	5.4%	1.3%	2.3%	16.5%	\$55,729	11.7%	3.2%
El Campo, TX	Texas	170	41,824	11.7%	17.2%	2.8%	1.6%	5.6%	5.6%	22.7%	\$57,679	11.1%	-2.0%
Lewistown, PA	Pennsylvania	171	45,988	9.5%	18.9%	2.4%	1.6%	0.9%	8.7%	29.8%	\$52,285	3.9%	2.9%
Detroit Lakes, MN	Minnesota	172	35,371	10.0%	19.5%	2.4%	3.5%	1.9%	7.9%	21.2%	\$66,848	5.6%	0.3%
East Stroudsburg, PA	Pennsylvania	173	167,198	11.8%	24.6%	2.3%	-1.9%	1.8%	2.8%	26.5%	\$59,679	9.6%	-0.4%
Augusta-Waterville, ME	Maine	174	125,540	9.3%	25.6%	2.0%	0.9%	1.9%	0.7%	26.0%	\$57,282	14.0%	1.2%
Butte-Silver Bow, MT	Montana	175	36,068	10.4%	21.2%	2.1%	1.4%	2.1%	6.4%	27.8%	\$63,001	5.5%	-2.1%
Chillicothe, OH	Ohio	176	76,606	7.9%	20.0%	2.5%	4.6%	0.4%	9.1%	21.3%	\$51,334	10.4%	3.6%
Gloversville, NY	New York	177	52,669	5.0%	24.0%	0.9%	-7.5%	1.1%	9.1%	41.0%	\$55,564	-2.7%	1.3%
Emporia, KS	Kansas	178	34,446	8.8%	21.4%	2.5%	1.7%	-0.7%	8.7%	24.9%	\$62,068	9.3%	0.6%
Ontario, OR-ID	Oregon	179	58,835	13.7%	19.1%	1.7%	1.8%	1.9%	5.1%	27.8%	\$46,021	4.8%	4.9%
Barre, VT	Vermont	180	60,048	8.7%	27.5%	3.0%	-2.0%	0.2%	1.8%	22.4%	\$70,580	4.9%	2.7%
Hastings, NE	Nebraska	181	40,355	8.6%	22.4%	1.2%	-1.8%	1.0%	8.2%	20.9%	\$68,983	12.7%	0.5%
Carbondale, IL	Illinois	182	52,617	6.4%	24.6%	3.7%	0.5%	-0.7%	8.1%	24.8%	\$53,441	2.5%	3.3%
Faribault-Northfield, MN	Minnesota	183	67,693	7.7%	26.5%	1.5%	0.5%	1.8%	7.2%	18.4%	\$62,248	3.9%	0.4%
Hermiston-Pendleton, OR	Oregon	184	92,515	9.2%	18.0%	3.3%	3.9%	3.8%	3.1%	22.9%	\$51,895	8.6%	5.9%
Tifton, GA	Georgia	185	50,254	8.7%	22.8%	3.5%	10.2%	0.7%	5.3%	26.1%	\$46,278	5.8%	-1.2%
Zanesville, OH	Ohio	186	86,113	7.7%	20.8%	2.5%	2.8%	3.5%	5.8%	25.0%	\$56,478	5.3%	0.2%
Alexander City, AL	Alabama	187	40,977	7.4%	24.6%	-0.4%	-5.4%	0.9%	7.8%	26.8%	\$59,769	9.9%	3.0%
Ashland, OH	Ohio	188	52,181	15.4%	28.0%	1.0%	2.6%	0.7%	4.9%	17.5%	\$54,097	3.7%	-2.4%
Anderson Creek, NC	North Carolina	189	138,832	10.8%	21.7%	3.2%	6.7%	2.5%	4.0%	20.7%	\$49,941	7.5%	-0.3%
Port Angeles, WA	Washington	190	77,805	14.5%	21.2%	3.3%	4.3%	2.5%	0.5%	23.8%	\$54,964	9.0%	-1.1%
Massena-Ogdensburg, NY	New York	191	107,733	9.8%	22.0%	0.6%	-3.2%	2.3%	7.3%	32.9%	\$49,063	-0.8%	2.1%

*Shaded rows denote heartland micropolitan statistical areas.

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Mount Pleasant, TX	Texas	192	56,007	10.1%	20.2%	2.8%	5.6%	-0.6%	7.6%	19.5%	\$56,528	-6.2%	8.6%
Harrison, AR	Arkansas	193	45,362	11.6%	17.8%	1.4%	3.8%	0.6%	8.1%	29.4%	\$48,580	8.7%	0.9%
Nacogdoches, TX	Texas	194	64,862	10.4%	20.8%	0.5%	-1.0%	1.2%	7.3%	24.3%	\$54,692	9.3%	3.6%
Charleston-Mattoon, IL	Illinois	195	46,334	11.3%	20.6%	2.6%	-5.0%	2.0%	6.2%	23.7%	\$60,246	9.2%	0.6%
El Dorado, AR	Arkansas	196	37,752	11.0%	14.4%	0.8%	-5.1%	0.2%	14.1%	27.8%	\$62,001	8.6%	1.6%
Mitchell, SD	South Dakota	197	25,849	7.7%	19.6%	2.6%	1.4%	1.1%	7.4%	20.6%	\$79,702	4.7%	-0.2%
Salina, KS	Kansas	198	59,391	8.4%	19.3%	4.3%	-1.8%	1.7%	7.3%	24.2%	\$61,954	1.5%	1.5%
Mount Vernon, OH	Ohio	199	63,183	9.3%	21.6%	1.4%	-1.8%	3.7%	9.2%	19.5%	\$58,677	-1.7%	1.1%
Corinth, MS	Mississippi	200	34,204	7.3%	24.5%	1.2%	-5.3%	0.9%	8.1%	25.1%	\$53,605	8.7%	2.1%
Russellville, AR	Arkansas	201	84,194	8.5%	19.8%	2.4%	-2.5%	4.0%	6.7%	24.7%	\$51,924	3.7%	2.4%
Danville, KY	Kentucky	202	55,264	9.2%	23.5%	4.3%	2.7%	-0.2%	5.5%	24.1%	\$50,202	1.6%	1.4%
Warrensburg, MO	Missouri	203	54,368	15.2%	20.5%	1.8%	-0.2%	2.2%	7.2%	20.1%	\$51,891	1.2%	1.0%
Petoskey, MI	Michigan	204	34,163	9.8%	22.2%	1.8%	0.7%	-2.5%	5.0%	20.5%	\$79,904	12.8%	2.7%
Dyersburg, TN	Tennessee	205	36,410	8.8%	19.0%	5.2%	7.9%	2.3%	3.5%	25.7%	\$59,745	4.8%	-3.6%
Hillsdale, MI	Michigan	206	45,762	7.7%	18.8%	2.7%	-4.4%	4.4%	7.0%	16.6%	\$47,853	19.9%	3.8%
Cookeville, TN	Tennessee	207	145,479	11.0%	21.7%	2.9%	7.0%	-1.5%	4.9%	21.6%	\$48,866	14.4%	2.0%
Oneonta, NY	New York	208	60,636	7.5%	25.2%	1.7%	-7.6%	1.3%	5.9%	37.3%	\$54,918	-0.6%	-1.0%
Natchitoches, LA	Louisiana	209	36,663	10.9%	19.4%	1.8%	3.7%	5.2%	3.0%	19.3%	\$57,405	9.6%	-0.3%
Waynesville, NC	North Carolina	210	62,609	13.1%	23.0%	1.8%	2.3%	-2.6%	6.5%	22.2%	\$57,514	8.4%	2.0%
Plattsburgh, NY	New York	211	78,753	7.5%	22.1%	1.2%	-5.7%	1.6%	8.1%	32.1%	\$56,594	-3.2%	2.8%
Lebanon, MO	Missouri	212	36,313	6.1%	16.3%	3.5%	2.6%	0.5%	7.8%	24.8%	\$52,496	20.1%	2.3%
Newport, OR	Oregon	213	50,813	17.2%	20.6%	2.5%	-2.0%	2.8%	1.3%	24.9%	\$53,269	4.4%	0.6%
Fitzgerald, GA	Georgia	214	17,069	8.1%	20.7%	2.8%	4.4%	3.2%	5.9%	26.9%	\$43,844	5.3%	-1.1%
Lebanon-Claremont, NH-VT	New Hampshire	215	223,072	9.5%	26.5%	1.8%	-1.6%	0.7%	0.9%	24.2%	\$65,231	8.3%	0.7%
Bedford, IN	Indiana	216	45,222	10.2%	22.8%	-0.8%	-1.2%	-1.4%	6.8%	22.6%	\$59,951	18.4%	3.5%
Clarksburg, WV	West Virginia	217	88,955	9.1%	21.5%	1.9%	-1.1%	5.2%	7.3%	18.1%	\$56,867	0.5%	-0.8%
Olean, NY	New York	218	76,439	11.1%	22.3%	0.4%	-7.6%	2.4%	7.3%	32.9%	\$50,443	-3.0%	1.8%
Marshall, MO	Missouri	219	23,007	6.3%	22.4%	1.9%	0.4%	4.5%	7.4%	23.3%	\$55,404	1.3%	-2.1%
Palatka, FL	Florida	220	74,731	19.7%	18.6%	-0.8%	0.2%	2.8%	6.1%	25.0%	\$42,350	1.9%	1.4%
Fergus Falls, MN	Minnesota	221	60,519	9.9%	23.1%	1.6%	-2.2%	-0.3%	7.7%	22.6%	\$65,972	5.0%	-0.1%
Pullman, WA	Washington	222	47,619	12.6%	26.1%	3.6%	2.9%	0.9%	-2.1%	18.1%	\$46,166	13.8%	3.0%
Seymour, IN	Indiana	223	46,300	5.6%	21.2%	1.7%	7.4%	-2.2%	5.8%	16.1%	\$56,576	24.7%	5.9%
Mount Sterling, KY	Kentucky	224	47,446	9.1%	21.3%	6.1%	5.7%	-2.3%	5.7%	19.3%	\$46,807	6.8%	4.0%
Juneau, AK	Alaska	225	31,685	8.3%	20.2%	5.1%	-2.0%	2.4%	4.4%	21.1%	\$77,738	-5.3%	0.5%
Wapakoneta, OH	Ohio	226	45,948	8.5%	19.0%	0.8%	-1.9%	5.1%	4.5%	17.1%	\$64,130	10.6%	3.7%
Columbus, NE	Nebraska	227	44,740	6.7%	18.5%	1.6%	2.1%	1.5%	7.8%	24.0%	\$65,849	16.2%	-2.6%
Marion-Herrin, IL	Illinois	228	66,695	6.7%	21.2%	1.6%	-3.5%	3.5%	5.5%	20.9%	\$59,853	4.3%	4.8%
Altus, OK	Oklahoma	229	24,556	11.6%	19.5%	-0.8%	-1.7%	2.7%	7.7%	30.0%	\$57,893	4.6%	-1.9%
Sedalia, MO	Missouri	230	43,353	7.0%	18.7%	2.2%	-1.9%	0.8%	7.0%	27.2%	\$53,264	9.4%	4.6%
Troy, AL	Alabama	231	33,014	5.5%	18.9%	1.0%	5.0%	2.0%	6.3%	22.1%	\$57,320	12.4%	2.6%
Jacksonville, TX	Texas	232	51,645	9.3%	19.9%	2.2%	0.3%	0.5%	10.5%	24.1%	\$48,621	2.6%	0.4%
Jamestown, ND	North Dakota	233	21,487	8.8%	20.3%	2.6%	-5.0%	-0.1%	8.2%	19.2%	\$77,155	-1.4%	3.6%
Lake City, FL	Florida	234	71,908	13.1%	20.6%	1.0%	0.4%	1.8%	6.8%	21.9%	\$46,379	9.1%	-0.4%
Fairmont, MN	Minnesota	235	19,650	8.3%	23.5%	1.7%	-8.3%	2.4%	7.0%	26.7%	\$73,020	-3.5%	-2.3%
Sault Ste. Marie, MI	Michigan	236	36,293	10.5%	18.9%	3.2%	0.5%	1.3%	6.0%	22.3%	\$48,628	5.5%	3.3%
North Platte, NE	Nebraska	237	34,360	10.7%	20.4%	1.0%	-2.6%	1.9%	8.7%	17.7%	\$69,060	-3.6%	2.5%
Bainbridge, GA	Georgia	238	28,982	17.1%	20.2%	5.8%	0.3%	-4.2%	1.6%	24.6%	\$46,827	15.7%	2.3%
Ketchikan, AK	Alaska	239	13,741	4.6%	17.9%	6.4%	-6.8%	4.1%	6.2%	23.0%	\$72,167	-8.8%	2.1%

*Shaded rows denote heartland micropolitan statistical areas.

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Centralia, WA	Washington	240	85,370	11.4%	20.3%	1.9%	4.8%	1.1%	-0.5%	24.9%	\$52,197	15.5%	2.8%
Nogales, AZ	Arizona	241	48,759	11.7%	14.9%	1.4%	1.4%	3.0%	3.8%	29.3%	\$59,681	9.4%	0.5%
Willmar, MN	Minnesota	242	43,839	7.2%	23.5%	0.7%	-6.8%	1.2%	7.6%	23.7%	\$69,173	-2.4%	2.9%
Magnolia, AR	Arkansas	243	22,216	9.2%	16.5%	1.6%	0.0%	0.9%	9.6%	19.0%	\$54,875	13.3%	3.2%
Dublin, GA	Georgia	244	58,902	9.2%	22.0%	-0.2%	1.8%	4.5%	7.4%	22.6%	\$42,320	5.2%	-2.0%
Clovis, NM	New Mexico	245	66,466	11.1%	17.9%	2.4%	1.6%	1.7%	3.0%	26.0%	\$59,160	2.4%	3.4%
Searcy, AR	Arkansas	246	77,755	9.4%	19.2%	2.5%	5.9%	-1.1%	7.2%	22.5%	\$52,787	10.7%	0.6%
Cedartown, GA	Georgia	247	43,709	9.7%	20.4%	2.0%	1.6%	1.2%	5.5%	16.7%	\$45,030	11.7%	5.6%
Thomaston, GA	Georgia	248	28,086	10.2%	22.4%	3.4%	6.7%	-0.6%	4.7%	17.0%	\$46,589	3.7%	3.9%
Shelton, WA	Washington	249	68,166	12.6%	21.2%	4.6%	3.8%	-0.2%	0.8%	22.9%	\$50,819	10.3%	0.4%
Austin, MN	Minnesota	250	40,140	5.9%	22.2%	1.4%	-2.9%	3.5%	5.9%	17.4%	\$62,582	3.5%	3.4%
Cortland, NY	New York	251	46,126	6.6%	23.5%	2.7%	-5.5%	-1.6%	7.4%	34.0%	\$52,737	0.1%	1.4%
Winona, MN	Minnesota	252	49,478	6.1%	25.3%	2.5%	-4.6%	0.4%	6.3%	21.3%	\$66,852	0.9%	0.9%
Garden City, KS	Kansas	253	37,650	7.1%	17.6%	2.9%	2.5%	2.3%	6.2%	24.8%	\$58,064	4.3%	0.6%
Eureka-Arcata, CA	California	254	135,010	16.5%	20.3%	3.3%	0.4%	1.0%	0.0%	24.4%	\$52,318	3.6%	1.9%
Arcadia, FL	Florida	255	35,312	10.4%	19.0%	2.1%	7.8%	0.2%	5.3%	23.3%	\$35,320	6.2%	5.2%
Bemidji, MN	Minnesota	256	46,799	11.6%	19.9%	2.7%	4.1%	0.4%	4.6%	19.0%	\$58,532	10.1%	-0.5%
New Ulm, MN	Minnesota	257	25,723	8.4%	21.8%	0.6%	-6.1%	0.8%	9.4%	25.8%	\$72,270	-6.0%	0.2%
Clearlake, CA	California	258	68,191	20.2%	18.1%	2.7%	0.5%	5.2%	0.1%	26.1%	\$44,166	-3.9%	-2.2%
Pottsville, PA	Pennsylvania	259	143,104	8.8%	19.8%	3.0%	-0.5%	0.0%	6.7%	29.0%	\$55,134	-1.1%	1.2%
Wooster, OH	Ohio	260	116,559	7.6%	22.0%	1.7%	-1.6%	3.0%	4.1%	20.1%	\$61,050	7.7%	0.4%
Newberry, SC	South Carolina	261	38,247	7.0%	22.1%	2.7%	10.7%	-5.0%	7.2%	21.1%	\$54,680	10.4%	2.6%
Huntington, IN	Indiana	262	36,834	7.3%	21.5%	2.6%	-0.2%	-0.2%	7.1%	18.1%	\$58,819	8.4%	2.7%
Kingsland, GA	Georgia	263	57,013	13.9%	21.8%	4.4%	8.8%	1.9%	3.1%	14.7%	\$49,551	-6.1%	-0.6%
Astoria, OR	Oregon	264	41,695	10.7%	21.3%	2.7%	0.9%	3.4%	1.7%	23.6%	\$53,561	6.2%	-1.6%
Jesup, GA	Georgia	265	30,896	17.3%	19.2%	2.5%	9.7%	-0.1%	1.8%	12.7%	\$43,016	37.5%	-6.3%
Rutland, VT	Vermont	266	60,366	7.5%	26.6%	1.6%	-7.4%	0.5%	4.1%	27.3%	\$59,737	0.2%	1.2%
Mount Airy, NC	North Carolina	267	71,403	8.6%	21.1%	1.1%	-3.0%	3.7%	6.2%	24.3%	\$55,123	2.5%	-0.8%
Columbus, MS	Mississippi	268	67,593	8.5%	16.9%	1.2%	-2.9%	2.2%	6.6%	31.1%	\$52,855	4.3%	2.5%
West Plains, MO	Missouri	269	40,631	9.5%	16.9%	2.1%	3.0%	2.6%	7.5%	23.5%	\$48,811	5.7%	-0.3%
Huntsville, TX	Texas	270	78,870	14.5%	20.4%	1.6%	1.3%	0.8%	7.4%	19.2%	\$37,680	2.3%	2.7%
Pittsburg, KS	Kansas	271	39,078	8.4%	20.8%	2.9%	0.6%	1.5%	6.8%	23.7%	\$53,029	0.9%	-0.7%
Paris, TN	Tennessee	272	32,379	12.9%	17.5%	0.1%	0.8%	0.4%	9.0%	20.6%	\$61,449	7.1%	-0.1%
Bloomsburg-Berwick, PA	Pennsylvania	273	64,926	11.2%	21.9%	1.5%	-4.1%	1.5%	6.1%	24.7%	\$56,517	-1.2%	0.2%
Selinsgrove, PA	Pennsylvania	274	39,652	13.8%	16.6%	2.1%	-5.8%	-0.1%	7.2%	21.7%	\$58,666	10.8%	3.3%
Maryville, MO	Missouri	275	20,670	8.5%	19.9%	5.3%	8.0%	2.4%	4.8%	13.1%	\$49,723	4.8%	-1.2%
Vernon, TX	Texas	276	12,491	10.3%	16.3%	1.6%	-1.9%	3.0%	4.7%	15.2%	\$62,805	7.3%	7.2%
Baraboo, WI	Wisconsin	277	65,777	7.3%	20.7%	2.1%	-4.9%	3.2%	6.2%	19.4%	\$70,267	6.7%	-1.9%
Laurel, MS	Mississippi	278	82,736	6.8%	18.0%	3.1%	-0.4%	1.4%	7.3%	22.8%	\$55,553	-1.7%	4.7%
Camden, AR	Arkansas	279	26,744	5.8%	15.2%	0.2%	4.4%	1.7%	10.2%	28.2%	\$57,616	5.0%	-0.4%
Weatherford, OK	Oklahoma	280	38,618	12.8%	19.1%	1.1%	-2.5%	0.0%	8.5%	16.3%	\$51,780	2.9%	5.9%
Douglas, GA	Georgia	281	51,355	11.1%	18.0%	1.9%	3.4%	0.8%	4.4%	24.9%	\$42,935	10.1%	2.7%
Forest City, NC	North Carolina	282	64,963	14.1%	19.6%	2.5%	2.4%	-2.0%	5.5%	23.6%	\$48,057	5.9%	1.9%
Elizabeth City, NC	North Carolina	283	40,938	10.9%	19.8%	2.4%	-2.7%	2.8%	4.1%	22.1%	\$53,378	3.9%	1.3%
Sterling, IL	Illinois	284	54,658	7.5%	19.5%	3.2%	0.2%	-1.0%	5.2%	26.1%	\$60,453	5.6%	2.2%
Plymouth, IN	Indiana	285	46,332	7.8%	19.9%	3.3%	-1.5%	1.1%	6.8%	22.9%	\$60,294	-0.3%	0.4%
Brookings, OR	Oregon	286	23,598	17.9%	18.3%	2.5%	2.3%	0.4%	1.4%	21.8%	\$51,731	9.1%	0.0%
Rolla, MO	Missouri	287	45,313	9.5%	20.4%	2.8%	3.7%	1.3%	5.7%	18.7%	\$52,850	0.6%	0.9%
Shawnee, OK	Oklahoma	288	73,533	11.4%	19.0%	2.1%	-2.0%	0.4%	6.6%	25.1%	\$56,347	6.5%	-1.4%
Salem, OH	Ohio	289	100,511	8.8%	20.4%	0.0%	-5.1%	1.1%	1.1%	22.5%	\$51,882	16.1%	10.0%
Red Bluff, CA	California	290	65,245	16.8%	18.2%	2.3%	6.2%	3.1%	0.4%	25.9%	\$45,804	2.8%	-3.5%

*Shaded rows denote heartland micropolitan statistical areas.

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Moultrie, GA	Georgia	291	45,762	12.8%	19.6%	1.4%	1.1%	0.0%	6.2%	26.1%	\$46,759	6.6%	-1.3%
Milledgeville, GA	Georgia	292	43,635	17.3%	19.8%	3.9%	4.1%	-3.5%	4.6%	16.8%	\$48,016	6.7%	2.5%
Corsicana, TX	Texas	293	54,636	10.8%	19.1%	-0.2%	1.2%	-0.6%	8.3%	23.9%	\$50,563	7.3%	2.2%
Malvern, AR	Arkansas	294	33,203	8.4%	17.4%	-1.9%	-3.9%	-1.5%	10.0%	25.3%	\$45,621	10.6%	11.2%
Rice Lake, WI	Wisconsin	295	46,843	12.2%	18.3%	1.1%	-2.4%	-0.6%	8.0%	20.6%	\$65,711	4.1%	1.2%
Cambridge, MD	Maryland	296	32,726	8.4%	21.7%	0.4%	11.0%	-1.6%	4.2%	19.8%	\$59,252	8.2%	1.1%
Scottsbluff, NE	Nebraska	297	36,263	9.9%	19.0%	0.1%	-5.6%	1.9%	12.8%	15.7%	\$67,206	-2.3%	-0.4%
Jamestown-Dunkirk, NY	New York	298	126,027	7.4%	23.2%	1.6%	-7.1%	0.2%	6.4%	32.0%	\$51,222	-4.0%	2.0%
New Bern, NC	North Carolina	299	122,488	9.6%	20.9%	1.7%	1.8%	2.3%	5.9%	18.7%	\$58,468	1.8%	-2.0%
Paris, TX	Texas	300	62,026	11.7%	19.1%	0.3%	3.2%	-1.6%	7.6%	20.0%	\$58,919	4.5%	2.7%
Kirksville, MO	Missouri	301	29,167	7.7%	20.4%	2.3%	-4.4%	2.1%	7.1%	22.8%	\$46,212	4.9%	1.6%
Miami, OK	Oklahoma	302	30,338	11.8%	14.7%	5.0%	4.9%	-3.2%	7.5%	28.5%	\$54,899	4.1%	-1.1%
Ardmore, OK	Oklahoma	303	48,510	12.4%	18.7%	2.0%	-3.9%	2.2%	7.0%	19.3%	\$59,786	-8.2%	2.6%
Liberal, KS	Kansas	304	21,358	5.7%	14.2%	1.1%	0.6%	0.5%	9.3%	41.1%	\$55,456	1.5%	-2.4%
Sayre, PA	Pennsylvania	305	59,866	7.9%	20.1%	2.3%	-5.0%	1.6%	7.8%	29.0%	\$54,649	6.9%	-5.4%
Grand Rapids, MN	Minnesota	306	45,205	9.9%	18.4%	0.9%	-0.5%	0.3%	7.6%	24.0%	\$59,914	0.2%	1.4%
Jasper, IN	Indiana	307	43,632	4.4%	22.3%	0.3%	-5.0%	1.7%	7.3%	16.1%	\$75,300	1.4%	3.4%
Albert Lea, MN	Minnesota	308	30,718	7.2%	18.7%	2.2%	-2.9%	-0.3%	7.9%	19.5%	\$64,375	7.5%	2.4%
Pikeville, KY	Kentucky	309	91,264	10.3%	22.1%	2.7%	-2.6%	1.3%	6.6%	16.3%	\$51,209	-2.9%	2.3%
Huntingdon, PA	Pennsylvania	310	43,281	8.5%	21.2%	2.1%	-2.3%	1.0%	6.5%	25.7%	\$51,070	-3.9%	1.4%
Baker City, OR	Oregon	311	16,938	12.0%	20.6%	2.7%	6.5%	-4.5%	3.3%	20.5%	\$48,461	7.7%	6.7%
Cadillac, MI	Michigan	312	49,409	11.7%	17.0%	3.3%	5.6%	-0.6%	4.9%	20.1%	\$49,879	6.9%	1.2%
Warsaw, IN	Indiana	313	80,826	6.9%	20.8%	1.4%	-2.7%	0.0%	4.6%	13.8%	\$66,003	22.7%	1.6%
Bluefield, WV-VA	West Virginia	314	98,521	9.2%	21.3%	1.6%	-6.0%	1.1%	7.9%	21.0%	\$50,955	-1.7%	2.7%
Oskaloosa, IA	Iowa	315	21,946	8.0%	21.2%	1.7%	1.1%	-1.9%	8.3%	25.1%	\$60,309	-0.8%	-1.2%
Sonora, CA	California	316	54,531	16.6%	19.9%	1.9%	-2.3%	3.6%	0.0%	22.7%	\$51,120	-9.4%	2.5%
Alma, MI	Michigan	317	41,100	7.3%	19.2%	3.3%	-0.2%	-1.9%	6.4%	19.8%	\$49,189	16.0%	2.8%
Watertown-Fort Atkinson, WI	Wisconsin	318	85,784	9.1%	20.1%	1.7%	4.1%	-0.7%	4.0%	21.9%	\$62,307	2.9%	0.9%
Mason City, IA	Iowa	319	49,728	6.7%	22.1%	-0.8%	-6.2%	0.1%	7.8%	24.1%	\$72,400	3.2%	-0.3%
Kennett, MO	Missouri	320	27,406	17.2%	16.6%	1.6%	-7.1%	2.3%	5.4%	21.0%	\$52,805	10.0%	-2.6%
Beaver Dam, WI	Wisconsin	321	88,282	8.4%	19.2%	0.5%	-0.1%	1.9%	7.3%	22.3%	\$59,335	1.8%	-1.6%
Quincy, IL-MO	Illinois	322	74,616	6.8%	21.7%	1.6%	-3.1%	1.1%	5.1%	24.2%	\$57,498	3.9%	-0.4%
Findlay, OH	Ohio	323	74,861	4.9%	23.4%	0.4%	-3.1%	1.1%	6.3%	24.4%	\$65,168	-1.7%	-0.6%
Tiffin, OH	Ohio	324	54,632	8.2%	23.0%	1.0%	-3.1%	1.2%	5.6%	23.8%	\$54,608	5.6%	-3.2%
Fort Dodge, IA	Iowa	325	36,626	7.5%	20.6%	1.8%	-4.6%	-0.2%	8.4%	22.4%	\$62,891	-2.4%	0.8%
Scottsboro, AL	Alabama	326	52,891	6.2%	20.4%	1.3%	-3.5%	2.6%	6.5%	29.8%	\$53,042	-1.6%	-2.4%
Hermitage, PA	Pennsylvania	327	109,220	7.9%	21.9%	1.1%	-8.3%	0.4%	7.1%	28.6%	\$54,253	-5.0%	2.0%
Somerset, PA	Pennsylvania	328	72,710	9.5%	19.2%	1.1%	-2.5%	1.2%	6.9%	28.1%	\$53,986	-6.8%	0.6%
Ukiah, CA	California	329	89,783	17.3%	20.0%	3.6%	-0.9%	-0.6%	-0.2%	25.2%	\$55,480	0.4%	-1.4%
Norwalk, OH	Ohio	330	58,218	7.9%	22.4%	2.8%	1.0%	1.3%	5.5%	20.8%	\$54,691	-0.4%	-3.5%
Danville, VA	Virginia	331	102,181	9.1%	18.4%	1.2%	-6.3%	2.3%	6.3%	24.7%	\$51,221	2.3%	1.9%
Marietta, OH	Ohio	332	58,901	7.7%	21.5%	2.3%	-0.9%	1.4%	5.3%	19.8%	\$58,572	-0.2%	-0.7%
Vincennes, IN	Indiana	333	35,789	8.6%	21.6%	0.4%	-1.3%	-1.5%	8.0%	19.6%	\$61,984	-0.6%	2.4%
Coldwater, MI	Michigan	334	44,531	6.8%	19.0%	4.3%	5.0%	2.9%	3.5%	18.8%	\$49,053	6.7%	-3.1%
Klamath Falls, OR	Oregon	335	70,212	9.0%	19.9%	3.8%	1.3%	1.1%	2.5%	20.9%	\$47,045	7.7%	0.0%
Hood River, OR	Oregon	336	24,048	10.9%	25.2%	1.5%	0.1%	-1.0%	-1.2%	21.4%	\$64,475	13.6%	-2.5%
Rochelle, IL	Illinois	337	51,351	8.1%	20.6%	3.4%	-4.2%	0.4%	4.9%	17.0%	\$63,237	3.8%	1.5%
Stevens Point-Plover, WI	Wisconsin	338	70,718	7.4%	24.9%	1.3%	-3.1%	-0.3%	4.6%	21.3%	\$61,574	2.5%	-1.0%
The Dalles, OR	Oregon	339	26,561	11.1%	19.2%	0.3%	-5.6%	-2.2%	-0.9%	27.1%	\$51,874	31.7%	5.1%
Dixon, IL	Illinois	340	33,848	7.0%	23.4%	0.3%	-4.7%	0.6%	5.0%	18.7%	\$60,178	4.8%	2.8%

*Shaded rows denote heartland micropolitan statistical areas.

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Lock Haven, PA	Pennsylvania	341	37,931	9.7%	23.0%	-0.7%	-6.4%	3.5%	7.0%	21.3%	\$52,009	-2.2%	-1.9%
Keene, NH	New Hampshire	342	77,350	9.7%	26.2%	1.5%	-1.3%	0.3%	1.7%	22.5%	\$60,169	3.3%	-4.5%
Hereford, TX	Texas	343	18,377	6.5%	17.2%	4.1%	12.3%	-0.1%	9.9%	28.3%	\$73,864	-21.8%	-10.5%
DuBois, PA	Pennsylvania	344	77,904	7.4%	19.3%	0.5%	-2.4%	0.7%	6.9%	27.9%	\$59,250	-0.5%	-0.4%
Martinsville, VA	Virginia	345	63,631	10.0%	18.2%	1.6%	-0.5%	-2.2%	9.0%	23.2%	\$54,032	6.1%	0.1%
La Grande, OR	Oregon	346	26,177	10.9%	19.0%	2.1%	2.4%	0.4%	2.3%	19.9%	\$48,793	8.6%	2.5%
Marion, IN	Indiana	347	66,022	5.8%	19.9%	2.6%	-0.3%	-0.3%	5.9%	19.4%	\$55,120	5.6%	3.0%
Mineral Wells, TX	Texas	348	29,239	16.5%	18.1%	3.3%	-7.7%	0.7%	6.8%	9.0%	\$57,971	0.8%	2.8%
Starkville, MS	Mississippi	349	61,420	11.9%	20.9%	1.5%	0.5%	-1.4%	3.1%	21.6%	\$49,396	7.6%	2.3%
Sanford, NC	North Carolina	350	65,476	7.4%	21.9%	2.7%	-0.2%	-1.9%	5.4%	21.8%	\$56,077	3.0%	1.1%
Worthington, MN	Minnesota	351	21,947	5.0%	22.6%	-0.1%	-1.9%	-2.3%	7.3%	25.6%	\$65,228	-0.2%	2.7%
Marquette, MI	Michigan	352	66,661	9.5%	23.4%	2.2%	-3.3%	2.7%	3.2%	19.9%	\$52,958	2.4%	-3.5%
Bishop, CA	California	353	18,718	14.7%	19.2%	1.6%	-1.9%	1.9%	1.3%	24.3%	\$59,537	-8.6%	1.0%
Woodward, OK	Oklahoma	354	19,990	12.2%	16.5%	1.3%	-9.0%	3.7%	9.5%	10.0%	\$47,941	9.2%	2.2%
Pampa, TX	Texas	355	21,818	11.3%	17.3%	2.3%	-4.6%	0.5%	9.5%	29.5%	\$56,376	-13.9%	-2.1%
Ottawa, KS	Kansas	356	25,992	10.3%	18.5%	4.6%	5.1%	3.1%	4.6%	19.7%	\$56,579	-4.3%	-7.9%
Van Wert, OH	Ohio	357	28,769	6.0%	21.5%	1.4%	1.2%	3.5%	3.2%	20.0%	\$56,904	-6.8%	1.7%
Kendallville, IN	Indiana	358	47,367	9.7%	17.5%	-0.6%	-7.6%	1.1%	7.7%	19.1%	\$57,504	10.7%	4.1%
Menomonie, WI	Wisconsin	359	45,651	7.3%	23.1%	2.4%	1.7%	0.2%	4.2%	19.2%	\$55,854	4.4%	-2.3%
Sikeston, MO	Missouri	360	49,528	11.4%	20.0%	0.3%	-1.4%	-1.3%	7.8%	23.7%	\$55,773	0.2%	-0.4%
Urbana, OH	Ohio	361	38,709	9.0%	21.6%	1.7%	-5.3%	2.3%	7.2%	18.4%	\$56,112	0.7%	-3.1%
New Philadelphia-Dover, OH	Ohio	362	91,937	13.5%	18.5%	2.8%	-0.9%	1.6%	5.9%	15.1%	\$59,563	-2.8%	-2.1%
Thomasville, GA	Georgia	363	71,569	10.3%	18.8%	0.7%	0.7%	1.1%	5.3%	21.7%	\$52,288	7.7%	-1.5%
Carroll, IA	Iowa	364	20,567	8.0%	20.4%	1.5%	-3.6%	-2.0%	8.1%	21.3%	\$76,111	-6.9%	1.1%
Aberdeen, WA	Washington	365	77,038	12.3%	18.5%	3.3%	2.8%	0.2%	0.7%	23.5%	\$46,370	8.3%	-0.3%
Bay City, TX	Texas	366	36,125	11.6%	16.9%	7.6%	3.8%	-0.8%	5.5%	13.4%	\$56,423	-0.9%	-2.9%
Riverton, WY	Wyoming	367	39,472	11.5%	18.9%	1.8%	-0.4%	1.5%	4.9%	25.0%	\$57,464	-12.9%	0.0%
Fairmont, WV	West Virginia	368	55,952	11.1%	20.9%	1.6%	-6.9%	0.2%	5.6%	15.0%	\$56,746	-4.4%	6.6%
Española, NM	New Mexico	369	40,048	12.3%	16.1%	2.3%	-6.7%	1.1%	3.1%	40.3%	\$49,707	-4.4%	-1.3%
Farmington, MO	Missouri	370	66,969	13.4%	17.8%	0.2%	-5.0%	0.1%	8.9%	23.6%	\$50,534	0.2%	-0.4%
Kinston, NC	North Carolina	371	54,633	5.1%	19.2%	2.1%	0.4%	0.2%	6.1%	24.6%	\$57,678	-4.5%	2.6%
Washington Court House, OH	Ohio	372	28,839	5.8%	18.7%	2.1%	-8.3%	2.3%	6.4%	31.4%	\$53,975	2.1%	-2.4%
Paragould, AR	Arkansas	373	46,448	5.8%	14.9%	3.1%	2.2%	0.2%	6.9%	20.8%	\$50,346	14.1%	0.9%
Logansport, IN	Indiana	374	37,540	5.1%	19.7%	1.5%	-2.1%	0.1%	6.3%	20.9%	\$54,392	8.9%	1.8%
Alamogordo, NM	New Mexico	375	68,823	9.4%	17.8%	2.4%	1.1%	-1.0%	0.6%	33.2%	\$47,936	7.3%	1.6%
Corbin, KY	Kentucky	376	149,462	7.7%	22.5%	2.3%	2.2%	-0.6%	4.8%	18.7%	\$46,429	2.5%	0.9%
Hutchinson, KS	Kansas	377	61,516	8.0%	20.3%	0.0%	-2.8%	-0.4%	8.0%	21.3%	\$55,821	5.8%	-0.2%
Middlesborough, KY	Kentucky	378	23,568	7.8%	21.0%	1.1%	-2.3%	4.6%	5.0%	17.4%	\$46,694	-4.5%	0.8%
McMinnville, TN	Tennessee	379	42,026	9.5%	20.5%	0.8%	-4.0%	1.8%	8.7%	19.5%	\$49,097	-3.1%	-1.4%
Ozark, AL	Alabama	380	49,544	7.3%	21.4%	1.8%	4.9%	1.1%	4.8%	14.1%	\$53,892	1.8%	-0.2%
Freeport, IL	Illinois	381	43,627	6.9%	20.7%	0.3%	-3.0%	1.1%	6.9%	17.4%	\$61,036	0.4%	1.8%
Huron, SD	South Dakota	382	19,376	6.6%	19.9%	2.0%	-1.1%	1.0%	6.9%	20.4%	\$68,067	-6.8%	-2.0%
Sturgis, MI	Michigan	383	60,874	10.6%	16.8%	4.0%	-12.9%	1.0%	6.0%	25.7%	\$53,493	5.2%	-0.5%
Defiance, OH	Ohio	384	38,187	6.8%	20.4%	1.0%	-5.5%	3.5%	5.5%	13.9%	\$54,318	0.2%	3.7%
Greenwood, SC	South Carolina	385	93,623	7.4%	20.1%	0.2%	-2.6%	-0.2%	5.2%	18.0%	\$48,164	18.3%	2.4%
Hannibal, MO	Missouri	386	38,858	6.9%	19.9%	-0.7%	-3.2%	0.6%	7.5%	17.8%	\$57,831	18.7%	-2.6%
Meadville, PA	Pennsylvania	387	82,670	9.0%	20.7%	2.1%	-4.3%	1.1%	6.0%	24.6%	\$54,111	-7.3%	-1.5%
Canton, IL	Illinois	388	33,021	10.2%	19.3%	3.4%	-0.4%	-1.0%	6.1%	20.8%	\$55,398	-10.1%	1.3%
Greenville, OH	Ohio	389	51,529	7.2%	20.8%	1.9%	-1.1%	1.9%	4.4%	15.7%	\$60,475	-1.5%	0.6%
Brownwood, TX	Texas	390	38,373	15.1%	13.0%	0.9%	-4.7%	3.8%	7.2%	19.0%	\$52,471	-1.6%	-0.3%

*Shaded rows denote heartland micropolitan statistical areas.

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Adrian, MI	Michigan	391	98,567	8.5%	22.5%	1.8%	-5.4%	0.9%	2.7%	14.6%	\$54,180	12.2%	0.7%
Show Low, AZ	Arizona	392	108,650	14.8%	171%	1.9%	0.3%	-0.9%	3.3%	27.3%	\$52,452	-3.4%	-0.5%
Lake of the Woods, VA	Virginia	393	37,991	11.5%	24.1%	-0.7%	-2.2%	1.6%	3.8%	23.5%	\$67,111	-8.3%	-6.2%
Decatur, IN	Indiana	394	36,068	8.1%	17.2%	2.3%	-1.3%	-2.6%	7.3%	22.5%	\$55,744	4.4%	2.8%
Bellefontaine, OH	Ohio	395	46,040	6.5%	19.6%	3.0%	-5.4%	1.1%	7.4%	17.2%	\$55,807	-0.3%	0.3%
Morgan City, LA	Louisiana	396	47,789	9.9%	16.4%	1.9%	-4.4%	-0.5%	8.2%	19.0%	\$54,591	4.8%	1.3%
Bogalusa, LA	Louisiana	397	45,025	9.3%	19.2%	2.2%	-0.1%	1.6%	7.9%	19.9%	\$48,267	-8.9%	-2.1%
Sparta, WI	Wisconsin	398	46,109	7.2%	20.6%	1.4%	1.0%	1.2%	4.4%	17.7%	\$56,628	0.1%	-0.2%
Uvalde, TX	Texas	399	24,940	11.6%	12.6%	0.9%	-4.5%	2.0%	5.2%	25.6%	\$59,119	7.8%	-0.9%
Centralia, IL	Illinois	400	36,914	8.6%	20.6%	3.4%	-2.0%	-1.5%	4.7%	16.0%	\$57,786	-1.2%	2.7%
Greeneville, TN	Tennessee	401	71,405	6.8%	21.8%	3.6%	-1.5%	0.0%	3.6%	19.2%	\$49,651	-0.8%	0.8%
Opelousas, LA	Louisiana	402	81,773	10.9%	20.4%	0.7%	-0.6%	0.8%	7.0%	21.9%	\$55,541	-7.2%	-4.1%
Owosso, MI	Michigan	403	68,022	9.9%	17.5%	1.2%	-6.5%	1.3%	4.4%	24.7%	\$54,053	2.7%	1.3%
Galesburg, IL	Illinois	404	48,640	10.9%	19.1%	0.0%	-10.8%	2.8%	5.7%	23.1%	\$54,274	-0.6%	0.2%
Clinton, IA	Iowa	405	46,344	6.0%	23.2%	1.3%	-7.6%	-1.8%	6.8%	23.5%	\$61,858	-1.9%	0.1%
Sterling, CO	Colorado	406	20,823	17.4%	19.8%	-0.1%	-5.7%	1.1%	1.8%	30.7%	\$51,933	-4.3%	-4.7%
Marshall, MN	Minnesota	407	25,262	6.2%	22.8%	1.5%	-5.2%	-0.5%	4.5%	19.0%	\$70,087	-2.3%	0.0%
Andrews, TX	Texas	408	18,334	18.7%	13.0%	7.9%	5.1%	-3.3%	2.9%	18.3%	\$60,863	1.5%	-6.6%
Greencastle, IN	Indiana	409	37,301	7.8%	21.7%	-1.5%	-11.7%	3.3%	7.7%	23.8%	\$54,188	-3.6%	-0.8%
Richmond, IN	Indiana	410	66,273	7.2%	18.0%	2.2%	-2.7%	-0.8%	5.8%	18.5%	\$56,795	4.9%	2.7%
Hutchinson, MN	Minnesota	411	36,714	7.6%	22.5%	1.4%	-4.1%	0.3%	8.9%	16.5%	\$66,951	-5.8%	-5.4%
Fort Morgan, CO	Colorado	412	29,239	13.1%	18.5%	2.1%	2.8%	2.2%	2.7%	31.4%	\$52,877	-7.6%	-10.7%
Murray, KY	Kentucky	413	37,685	11.6%	22.8%	2.0%	-5.1%	-1.4%	4.5%	20.8%	\$51,778	0.4%	-2.0%
Coos Bay-North Bend, OR	Oregon	414	64,990	10.7%	18.7%	0.7%	0.1%	1.8%	1.2%	20.1%	\$54,101	6.1%	-0.3%
Muscatine, IA	Iowa	415	42,377	6.2%	21.0%	0.7%	-6.4%	-1.5%	9.5%	18.6%	\$63,819	-5.6%	2.2%
Snyder, TX	Texas	416	16,686	18.2%	13.4%	5.5%	-10.4%	-0.3%	13.9%	22.0%	\$54,348	-15.5%	-8.8%
Campbellsville, KY	Kentucky	417	37,772	7.4%	22.4%	1.6%	-4.2%	1.4%	6.4%	21.9%	\$47,388	-4.8%	-2.7%
Lincoln, IL	Illinois	418	27,591	7.7%	21.3%	-1.9%	-11.0%	-2.8%	8.9%	27.1%	\$55,748	8.3%	1.9%
Minden, LA	Louisiana	419	35,643	10.9%	16.6%	1.9%	-2.0%	0.7%	7.0%	20.9%	\$57,986	-3.2%	-2.6%
Laurinburg, NC	North Carolina	420	34,162	6.3%	15.2%	2.4%	-0.3%	1.3%	5.0%	20.9%	\$46,406	6.7%	2.6%
Ottumwa, IA	Iowa	421	35,043	5.3%	21.0%	0.7%	-5.9%	0.5%	6.6%	26.8%	\$53,826	-0.1%	-2.3%
Athens, OH	Ohio	422	58,979	13.3%	24.2%	3.4%	-2.9%	1.6%	0.5%	9.2%	\$48,067	-5.3%	0.4%
Fremont, OH	Ohio	423	58,667	5.5%	22.4%	0.6%	-5.0%	2.3%	6.0%	20.5%	\$55,749	-2.9%	-2.9%
Lufkin, TX	Texas	424	87,101	8.0%	19.5%	1.6%	-1.9%	-2.1%	5.2%	17.7%	\$52,973	5.4%	3.7%
Las Vegas, NM	New Mexico	425	31,122	11.3%	13.2%	0.7%	-7.1%	0.5%	3.0%	34.4%	\$55,681	3.7%	1.2%
Martin, TN	Tennessee	426	33,063	11.4%	20.0%	0.6%	1.0%	-2.5%	4.0%	23.5%	\$53,713	8.3%	-3.3%
Deming, NM	New Mexico	427	25,749	8.9%	13.2%	4.2%	2.0%	-0.3%	2.2%	33.3%	\$42,850	4.9%	-1.7%
Seneca Falls, NY	New York	428	32,882	6.2%	22.1%	-1.5%	-16.0%	-2.2%	5.0%	46.8%	\$51,585	2.4%	-1.1%
Glasgow, KY	Kentucky	429	55,224	10.3%	21.2%	3.2%	-7.4%	-0.4%	5.3%	24.5%	\$46,697	-6.9%	-1.7%
Poplar Bluff, MO	Missouri	430	42,179	11.5%	17.5%	2.3%	-1.6%	-2.8%	7.3%	20.8%	\$52,250	0.8%	-0.5%
Crescent City, CA	California	431	27,082	17.3%	17.4%	2.7%	0.0%	0.8%	-2.1%	23.9%	\$42,283	3.4%	-1.5%
Manitowoc, WI	Wisconsin	432	81,172	10.6%	21.6%	0.9%	-1.4%	0.7%	4.2%	12.6%	\$61,819	-4.1%	-1.0%
Del Rio, TX	Texas	433	47,606	8.6%	13.4%	2.2%	7.2%	-3.0%	6.6%	17.9%	\$53,671	8.7%	1.9%
Macomb, IL	Illinois	434	26,861	8.4%	21.5%	3.4%	-6.9%	0.2%	5.3%	15.0%	\$55,545	-7.6%	1.2%
Meridian, MS	Mississippi	435	86,175	8.0%	20.3%	0.5%	-6.3%	-0.4%	5.4%	24.4%	\$53,606	5.7%	-2.2%
Bucyrus, OH	Ohio	436	41,522	10.1%	19.8%	0.8%	-6.8%	1.0%	5.6%	22.6%	\$53,470	1.3%	-4.1%
Marshalltown, IA	Iowa	437	39,879	8.9%	20.6%	-0.2%	-8.2%	1.2%	6.1%	20.8%	\$57,306	-3.1%	-1.1%
Roanoke Rapids, NC	North Carolina	438	64,627	7.4%	19.9%	0.5%	-5.0%	1.1%	6.8%	23.0%	\$52,200	-4.0%	-2.5%
Ottawa, IL	Illinois	439	146,478	8.8%	22.0%	-0.2%	-6.7%	-3.3%	6.1%	26.8%	\$66,167	-2.6%	-2.1%
Laconia, NH	New Hampshire	440	64,781	10.0%	24.3%	1.1%	-2.3%	0.0%	-1.0%	19.9%	\$70,495	-0.9%	-5.1%

*Shaded rows denote heartland micropolitan statistical areas.

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Vidalia, GA	Georgia	441	35,492	8.2%	20.7%	1.2%	3.4%	2.0%	4.8%	15.0%	\$44,778	-1.8%	-3.4%
Mount Pleasant, MI	Michigan	442	64,447	6.7%	20.8%	1.5%	-8.3%	-1.9%	5.8%	22.9%	\$51,088	3.7%	1.2%
Greensburg, IN	Indiana	443	26,416	4.3%	24.2%	-1.3%	-0.8%	0.2%	7.1%	11.3%	\$59,695	1.7%	-1.1%
Lumberton, NC	North Carolina	444	116,663	7.6%	16.1%	0.3%	-2.7%	1.6%	5.3%	25.4%	\$46,414	0.1%	0.4%
Shawano, WI	Wisconsin	445	45,083	12.6%	17.1%	-0.4%	-4.6%	0.5%	6.5%	22.7%	\$52,021	-3.2%	-1.7%
Jacksonville, IL	Illinois	446	36,999	10.7%	22.3%	0.2%	-4.0%	-0.3%	2.7%	15.8%	\$61,024	1.0%	-1.2%
Henderson, NC	North Carolina	447	42,138	8.5%	18.4%	1.3%	-5.1%	0.5%	5.1%	23.4%	\$48,996	-2.7%	0.1%
Roseburg, OR	Oregon	448	112,297	11.7%	18.9%	1.3%	1.2%	0.1%	1.6%	20.7%	\$49,232	4.0%	-2.8%
Taylorville, IL	Illinois	449	33,436	9.3%	21.3%	1.3%	-8.1%	0.4%	4.2%	22.5%	\$56,656	-5.1%	-2.4%
Ludington, MI	Michigan	450	29,409	14.7%	16.2%	3.6%	-2.2%	-0.9%	2.6%	19.8%	\$53,623	-2.1%	-2.0%
Great Bend, KS	Kansas	451	25,080	5.7%	17.7%	0.4%	-6.8%	-0.5%	9.3%	21.6%	\$64,643	-2.3%	-1.6%
Elk City, OK	Oklahoma	452	22,009	11.0%	15.8%	8.4%	-9.0%	5.0%	6.4%	5.6%	\$45,850	-22.5%	0.9%
Platteville, WI	Wisconsin	453	51,276	10.5%	20.8%	0.4%	-0.7%	-1.8%	4.6%	17.3%	\$59,183	-2.4%	-1.2%
Brookhaven, MS	Mississippi	454	34,717	9.5%	17.2%	1.9%	7.3%	-0.9%	4.0%	17.8%	\$53,166	-1.7%	-2.5%
Coshocton, OH	Ohio	455	36,571	8.7%	17.1%	2.1%	-5.9%	2.0%	6.3%	20.1%	\$48,495	-13.5%	1.7%
Kingsville, TX	Texas	456	30,362	10.7%	14.2%	1.7%	0.6%	1.1%	4.6%	16.6%	\$50,801	1.7%	0.1%
Marion, NC	North Carolina	457	44,753	9.0%	20.4%	0.0%	-3.8%	0.5%	7.0%	17.1%	\$49,704	-7.0%	-0.1%
Mount Vernon, IL	Illinois	458	36,400	5.6%	21.4%	2.6%	-3.7%	-0.6%	6.3%	21.1%	\$54,461	-8.7%	-3.0%
Roswell, NM	New Mexico	459	63,894	9.1%	13.8%	2.4%	0.8%	-1.7%	2.6%	30.7%	\$54,738	-0.8%	-0.4%
Henderson, KY	Kentucky	460	56,772	8.7%	21.5%	0.5%	-7.6%	3.9%	6.5%	10.0%	\$57,873	-9.8%	-2.5%
Washington, NC	North Carolina	461	44,272	15.5%	18.9%	-0.3%	0.4%	-3.0%	7.5%	17.2%	\$61,651	-16.6%	-0.8%
Orangeburg, SC	South Carolina	462	83,094	12.7%	15.9%	2.2%	-1.4%	0.4%	5.1%	16.9%	\$47,337	-3.1%	-1.2%
Ruston, LA	Louisiana	463	48,129	11.6%	22.9%	0.3%	-3.7%	-0.4%	4.7%	17.6%	\$55,220	-10.1%	-3.1%
Sidney, OH	Ohio	464	47,671	4.5%	19.5%	0.9%	-0.9%	1.0%	5.1%	13.9%	\$59,651	0.3%	-0.6%
McAlester, OK	Oklahoma	465	43,613	11.8%	17.2%	0.6%	-8.2%	0.1%	7.0%	10.6%	\$50,304	-3.0%	5.5%
Beeville, TX	Texas	466	30,394	8.6%	15.2%	1.8%	-7.5%	2.1%	7.2%	12.4%	\$38,885	-2.7%	6.5%
Natchez, MS-LA	Mississippi	467	53,611	13.6%	16.0%	2.6%	-3.4%	-1.0%	3.7%	24.4%	\$49,268	-3.2%	-2.8%
Americus, GA	Georgia	468	33,373	8.6%	20.9%	1.4%	-4.5%	0.3%	2.4%	17.6%	\$49,008	-2.7%	1.5%
Wisconsin Rapids-Marshfield, WI	Wisconsin	469	73,993	6.9%	21.8%	0.9%	-3.5%	-0.7%	5.5%	15.3%	\$60,200	-1.2%	-2.8%
Oil City, PA	Pennsylvania	470	49,777	8.6%	19.5%	0.0%	-7.1%	-1.4%	6.6%	27.9%	\$55,167	-9.8%	-1.8%
Pine Bluff, AR	Arkansas	471	71,713	7.3%	20.1%	-0.4%	-6.9%	-2.7%	8.2%	27.6%	\$55,733	-6.3%	-2.0%
Waycross, GA	Georgia	472	55,782	10.5%	20.5%	1.5%	0.0%	-2.6%	5.3%	16.8%	\$45,484	-4.8%	-0.2%
Muskogee, OK	Oklahoma	473	66,354	10.7%	17.9%	1.4%	-1.3%	-3.5%	7.8%	23.2%	\$52,960	-12.8%	-1.8%
Ponca City, OK	Oklahoma	474	43,668	8.1%	18.7%	1.8%	-2.2%	-2.9%	5.1%	16.2%	\$57,335	2.6%	-0.8%
McComb, MS	Mississippi	475	53,405	7.5%	18.3%	0.6%	-1.2%	1.3%	4.4%	19.2%	\$44,036	-5.3%	-0.5%
Connersville, IN	Indiana	476	23,349	8.6%	19.9%	0.6%	-7.2%	2.3%	0.7%	18.9%	\$54,501	-3.0%	-0.4%
Sweetwater, TX	Texas	477	14,473	9.5%	14.9%	-4.9%	1.2%	3.1%	5.8%	22.8%	\$58,133	3.6%	-5.6%
Cumberland, MD-WV	Maryland	478	94,122	10.8%	20.1%	2.7%	-3.1%	-2.0%	1.7%	19.6%	\$52,701	-3.3%	-2.2%
Arkadelphia, AR	Arkansas	479	21,250	10.8%	17.7%	-2.5%	-10.5%	1.1%	8.9%	22.6%	\$51,291	-3.4%	-3.5%
Greenfield, MA	Massachusetts	480	70,894	10.6%	24.7%	1.9%	-3.6%	-2.0%	-6.8%	25.1%	\$58,065	1.3%	-1.5%
Fort Leonard Wood, MO	Missouri	481	53,941	10.2%	20.1%	2.5%	0.5%	0.8%	2.6%	13.7%	\$52,457	-4.0%	-6.2%
Vicksburg, MS	Mississippi	482	42,649	8.3%	21.0%	3.1%	-3.4%	-2.1%	0.9%	20.3%	\$57,314	3.1%	-4.6%
St. Marys, PA	Pennsylvania	483	30,477	6.7%	20.4%	0.8%	-9.6%	0.5%	7.8%	21.2%	\$56,918	-12.8%	-3.9%
Alamosa, CO	Colorado	484	27,774	11.5%	15.1%	2.5%	2.5%	-2.8%	4.5%	34.6%	\$43,835	-4.8%	-8.6%
Newport, TN	Tennessee	485	36,879	8.4%	19.6%	4.0%	0.4%	-3.0%	-3.6%	20.3%	\$47,845	8.2%	1.3%
Marion, OH	Ohio	486	64,642	7.2%	23.7%	-1.0%	-4.1%	-0.2%	3.9%	19.6%	\$48,660	-5.0%	-2.8%
Gallipolis, OH	Ohio	487	29,068	11.9%	19.0%	2.7%	-1.5%	0.1%	5.5%	22.6%	\$52,904	-22.1%	-8.0%
Gallup, NM	New Mexico	488	69,830	9.3%	14.2%	1.7%	-6.3%	0.9%	0.5%	31.9%	\$39,984	2.0%	-0.3%
Wilson, NC	North Carolina	489	78,449	7.3%	19.4%	0.4%	-3.7%	1.0%	3.7%	15.8%	\$55,119	-6.2%	-1.1%
Atchison, KS	Kansas	490	16,108	10.3%	23.4%	2.1%	-2.7%	0.9%	4.1%	13.2%	\$50,187	-12.9%	-7.3%

*Shaded rows denote heartland micropolitan statistical areas.

Micropolitan Name	State	Overall Rank	Population	Young Firm Employment Share	Young Firm Knowledge Intensity	2021-2022 Employment Growth	2017-2022 Employment Growth	September 2022 - September 2023 Employment Growth	2021-2022 Average Annual Pay Growth	2017-2022 Average Annual Pay Growth	2022 per Capita Personal Income	2017-2022 Real GDP Growth	2021-2022 Real GDP Growth
Brainerd, MN	Minnesota	491	99,222	10.9%	20.7%	-0.2%	1.3%	2.4%	-8.4%	24.8%	\$63,214	4.9%	-6.1%
Indiana, PA	Pennsylvania	492	82,957	8.7%	21.6%	0.0%	-9.1%	2.1%	3.9%	24.4%	\$51,693	-15.7%	-4.6%
Tupelo, MS	Mississippi	493	131,654	9.8%	18.5%	0.3%	0.3%	-2.6%	2.5%	19.3%	\$51,906	1.9%	-1.0%
Elkins, WV	West Virginia	494	27,600	7.3%	19.1%	-0.7%	-8.0%	-0.5%	6.9%	25.0%	\$52,852	-5.1%	-4.0%
Selma, AL	Alabama	495	36,767	9.6%	17.8%	1.8%	-8.0%	-0.1%	4.9%	22.2%	\$51,248	-4.1%	-5.0%
Warren, PA	Pennsylvania	496	37,808	8.8%	20.6%	0.2%	-9.8%	-0.6%	6.2%	25.5%	\$55,681	-20.3%	-2.7%
Rock Springs, WY	Wyoming	497	41,345	8.0%	17.3%	2.5%	-8.4%	2.5%	6.8%	15.8%	\$63,897	-17.9%	-5.9%
Rio Grande City-Roma, TX	Texas	498	65,728	7.2%	12.4%	2.1%	-4.3%	0.7%	4.9%	25.4%	\$35,452	2.3%	-0.3%
Arkansas City-Winfield, KS	Kansas	499	34,453	7.4%	20.3%	-0.3%	-4.7%	0.0%	5.7%	16.7%	\$51,069	-6.2%	-2.9%
Owatonna, MN	Minnesota	500	37,398	8.2%	23.6%	-5.3%	-9.4%	-1.0%	7.6%	21.3%	\$63,776	-7.0%	-5.0%
Fort Madison, IA	Iowa	501	32,840	9.2%	18.2%	-2.7%	-10.1%	1.3%	6.7%	17.9%	\$58,682	-2.4%	-3.9%
Alice, TX	Texas	502	45,732	9.9%	11.4%	3.2%	-4.6%	1.3%	6.3%	11.1%	\$50,877	-7.8%	0.7%
Guymon, OK	Oklahoma	503	20,495	6.2%	16.4%	2.6%	-3.1%	1.1%	12.3%	24.4%	\$71,577	-15.2%	-21.9%
Winnemucca, NV	Nevada	504	17,272	9.7%	18.0%	-0.5%	2.1%	1.1%	2.8%	20.4%	\$59,270	-1.3%	-12.1%
Elko, NV	Nevada	505	55,909	8.4%	19.0%	3.1%	0.3%	-0.6%	3.2%	21.1%	\$56,446	-8.9%	-11.1%
North Wilkesboro, NC	North Carolina	506	65,784	7.2%	20.5%	-0.4%	-11.6%	-4.2%	6.0%	22.1%	\$53,673	-1.9%	0.9%
Athens, TN	Tennessee	507	67,991	5.8%	21.3%	-1.4%	1.1%	-4.5%	2.5%	17.5%	\$48,893	7.6%	0.9%
Price, UT	Utah	508	20,571	10.0%	17.9%	0.4%	5.6%	1.1%	-0.9%	18.2%	\$50,229	2.3%	-8.8%
Cambridge, OH	Ohio	509	38,098	7.6%	19.6%	1.8%	-6.7%	1.0%	2.9%	15.9%	\$54,749	-3.0%	-7.0%
Big Rapids, MI	Michigan	510	40,720	12.9%	19.7%	1.7%	-5.6%	3.5%	-1.9%	10.0%	\$48,419	-3.6%	-5.6%
Forrest City, AR	Arkansas	511	22,451	8.6%	16.2%	1.6%	-7.9%	-1.5%	5.7%	26.0%	\$43,198	-3.8%	-5.8%
Summerville, GA	Georgia	512	24,936	8.0%	23.8%	-2.1%	-22.4%	2.9%	3.7%	16.9%	\$42,092	-10.9%	2.8%
Gaffney, SC	South Carolina	513	56,121	5.5%	22.0%	-0.3%	3.1%	-8.9%	5.6%	13.5%	\$44,629	1.0%	4.4%
Escanaba, MI	Michigan	514	36,741	8.0%	17.7%	1.2%	-1.4%	-1.1%	1.7%	16.4%	\$50,805	-2.1%	-4.1%
Grenada, MS	Mississippi	515	30,618	5.6%	16.9%	1.1%	-7.1%	-4.8%	4.8%	24.6%	\$50,075	-0.1%	-0.9%
Cleveland, MS	Mississippi	516	29,370	6.9%	18.8%	1.0%	-11.3%	2.0%	4.2%	19.9%	\$55,861	-15.4%	-8.5%
Bradford, PA	Pennsylvania	517	39,866	8.3%	20.7%	1.1%	-7.8%	-0.2%	5.3%	17.6%	\$55,319	-23.5%	-8.8%
New Iberia, LA	Louisiana	518	68,327	8.1%	19.1%	-2.7%	-12.5%	1.7%	6.0%	14.2%	\$52,650	-12.7%	-4.5%
Mexico, MO	Missouri	519	24,434	9.8%	19.0%	-1.1%	-11.6%	-0.7%	4.6%	19.3%	\$53,053	-17.5%	-4.3%
Peru, IN	Indiana	520	35,674	9.2%	18.5%	-1.5%	-8.3%	1.1%	3.6%	16.7%	\$46,212	-11.3%	-7.1%
Borger, TX	Texas	521	20,215	8.4%	16.1%	0.5%	-7.9%	1.3%	4.9%	13.2%	\$53,278	4.2%	-17.2%
Bartlesville, OK	Oklahoma	522	53,242	8.1%	20.5%	0.0%	-4.4%	2.3%	6.0%	15.5%	\$114,154	-38.9%	-30.7%
Susanville, CA	California	523	29,904	17.4%	19.7%	-0.6%	-8.6%	-1.7%	-4.7%	16.3%	\$39,401	-7.3%	-5.8%
Plainview, TX	Texas	524	37,062	7.2%	14.3%	-1.5%	-7.4%	-0.7%	7.6%	18.7%	\$48,597	-2.1%	-13.6%
Clarksdale, MS	Mississippi	525	20,197	8.7%	17.0%	-3.0%	-13.3%	-2.5%	4.2%	21.0%	\$51,712	-11.5%	-5.3%
Greenville, MS	Mississippi	526	42,514	8.2%	17.8%	-3.6%	-13.3%	-2.1%	3.5%	19.0%	\$51,835	-10.7%	-8.8%
Greenwood, MS	Mississippi	527	36,301	7.2%	15.0%	-1.8%	-4.1%	-8.6%	3.8%	21.2%	\$53,515	-3.4%	-10.5%
Brigham City, UT-ID	Utah		66,210			3.4%	14.9%	3.4%	8.5%	46.5%	\$52,045	15.1%	5.4%
Burlington, IA-IL	Iowa		44,444			-0.9%	-10.1%	1.1%	8.6%	18.8%	\$68,821	-5.2%	-1.1%
Eufaula, AL-GA	Alabama		26,955			0.8%	-3.5%	-3.2%	6.1%	20.6%	\$45,508	-3.1%	-1.0%
Evanston, WY-UT	Wyoming		23,340			2.0%	0.8%	2.0%	5.2%	27.6%	\$49,571	-11.9%	0.3%
Gardnerville Ranchos, NV-CA	Nevada		50,818			4.9%	2.3%	0.2%	7.8%	44.5%	\$86,015	7.7%	-2.6%
Iron Mountain, MI-WI	Michigan		30,562			-0.4%	-1.9%	0.9%	3.7%	17.4%	\$66,524	2.5%	-3.9%
Marinette, WI-MI	Wisconsin		65,254			0.9%	-2.0%	-0.4%	7.4%	19.2%	\$56,546	1.2%	1.5%
Wahpeton, ND-MN	North Dakota		22,930			1.7%	-1.9%	0.6%	6.3%	22.7%	\$78,408	6.5%	0.0%
Zapata, TX	Texas		13,849			5.5%	-16.8%	-0.8%	-12.4%	-7.9%	\$37,058	-4.5%	-1.2%

*Shaded rows denote heartland micropolitan statistical areas.



**HEARTLAND
FORWARD**

AN INSTITUTE FOR ECONOMIC RENEWAL

[HEARTLANDFORWARD.ORG](https://heartlandforward.org)