

# Best & Worst Small Cities to Start a Business

Apr 22, 2019 | Adam McCann, Financial Writer



**S**ize matters when choosing a city in which to launch a startup. As many veteran entrepreneurs — and failed startups — understand well, bigger is not always better. A city with a smaller population can offer a greater chance of success, depending on an entrepreneur’s type of business and personal preferences.

Every small city offers unique advantages and disadvantages to new business owners. Some benefits include lower overhead costs, stronger relationships with customers and the potential to become a big fish in a little pond. But there are plenty of drawbacks, too. For one, entrepreneurs who want to build a large professional network aren’t likely to make as many connections in a town with fewer residents. Other restrictions might include limited industry options, a less diverse customer base, and difficulty attracting and keeping top talent.

To determine the best small cities to start a business, WalletHub compared the business-friendliness of more than 1,200 small-sized cities. Our data set of 18 key metrics ranges from average growth in number of small businesses to investor access to labor costs. Read on for our findings, insight from a panel of business experts and a full description of our methodology.

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## Best Small Cities for Starting a Business

Q Search by City

Overall Rank (1=Best) ↕	City ↕	Total Score ↕	'Business Environment' Rank ↕	'Access to Resources' Rank ↕	'Business Costs' Rank ↕
1	Holland, MI	60.68	351	1	81
2	St. George, UT	60.44	8	194	86
3	Fort Myers, FL	58.83	92	13	33
4	Redmond, OR	58.32	3	88	443
5	Cheyenne, WY	57.19	2	570	156
5	Huntsville, TX	57.19	1	36	668
7	Bozeman, MT	57.06	279	2	230
8	Aberdeen, SD	56.86	344	53	11
9	Bend, OR	56.61	5	30	724
10	Wilson, NC	55.52	183	130	80
11	Dania Beach, FL	55.38	21	424	270
12	Carbondale, IL	55.38	40	27	367
13	Minot, ND	55.2	17	18	670
14	Boca Raton, FL	54.85	45	6	641
15	Deerfield Beach, FL	54.2	13	1053	128
16	Salisbury, NC	54.15	130	453	4
17	Kearney, NE	54.14	120	60	339
18	Clearfield, UT	54.06	140	278	32
19	Cedar City, UT	53.92	514	96	64
20	Springville, UT	53.81	18	669	220
21	Statesboro, GA	53.8	895	48	16
22	Enid, OK	53.77	225	337	78
23	Gainesville, GA	53.65	201	106	105
24	Missoula, MT	53.45	189	93	165
25	Grand Island, NE	53.35	26	220	319
26	Maryland Heights, MO	53.3	15	966	196
27	Sanford, NC	53.24	693	218	8
28	Brighton, NY	53.09	163	449	212
29	Shawnee, OK	53.05	573	175	41
30	Ogden, UT	53.04	207	330	30


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