



“We moved to Lincoln from NYC to launch Firespring, and at one point considered relocating to San Francisco, Boulder or Austin. Looking back, it’s impossible to imagine building our company anywhere but Lincoln. We always hear about the amazing work ethic here – but it’s so much more than that. The workforce is loaded with talented people who are deeply committed to our community. There is no better place for people to plant roots and for a company to grow.”

**Jay Wilkinson & Tawnya Starr-Wilkinson
Firespring Co-Founders**

#1 Most Content City :)
→ 24/7 Wallstreet

#6 Best College Town
→ AIER

A Nearly Recession-Proof City Is Not Slowing Down
“At 2.5 percent, Lincoln, Neb., has one of the lowest jobless figures in the country. But that’s nothing new – the city has ranked at or near the top of the nation, with one of the lowest unemployment rates for years, even during the Great Recession. Lincoln’s stable job market and newer opportunities in a surprisingly strong high tech sector are also bringing people from New York, San Francisco and Silicon Valley.”

→ NPR, 2015

#7 30 BEST Cities to Make New Friends
→ AARP

#11 Top 100 Cities for Information Jobs
→ New Geography

#1 City in Best Places for Business and Careers
→ Forbes

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“The community in Lincoln is strong. It supports people who are crazy enough to follow a dream. Through this strength, we’re attracting more people who want to take a chance on pursuing a passion, which can only make this city more amazing. This is a city where dreams come to life.”

**Angela Garbacz
Owner
Goldenrod Pastries**

WYN WILEY PHOTOGRAPHY

Top **#5 Emerging entrepreneurial hubs in the U.S**
→ Entrepreneur Magazine



#7 Best Housing Market for Families
→ wallethub.com

#1 TOP 10 Cities for Job Seekers
→ Forbes



#3 Happiest state
→ Business Insider

Lincoln is named a **“Playful City”** for the second year in a row! Playful City USA is a national recognition program sponsored by **Humana Foundation** in partnership with **KaBOOM!** The program honors communities that are taking bold steps to ensure that all children have easy access to balanced and active play in their communities.

→ KaBOOM! (2014 & 2015)



#8 Lincoln has been named one of the Top 10 Best Downtowns
→ livability.com



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What people are
SAYING...
LINCOLN
A great place for business.
A great place to live.

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 **#4** 2015's BEST Cities for Families
→ wallethub.com

#2 Top 10 Cities With The Highest Quality Of Life
→ The Huffington Post

#1 Healthiest Small City
→ [Daily Finance \(Gallup\)](http://Daily Finance (Gallup))



Top 10 Lincoln Trails Network – One of the Top 10 Great Public Spaces
→ American Planning Association

#8 America's 20 Most Financially Responsible Cities
→ Badcredit.org



TOP 10 Lincoln ranks in the top 10 for Best Cities for Women in the Workforce
→ nerdwallet.com

#1 LINCOLN WAS NAMED THE BEST CITY FOR VETERANS
→ wallethub.com

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“Lincoln’s startup community is attracting talent, capital and accolades. From activities like Startup Week to programs like NMotion, startups can find the people, connection and resources needed to build something big.”

*Brian Ardinger
NMotion*



#3 The Top 20 Cities For Young Entrepreneurs
→ nerdwallet



LOWEST Unemployment – LINCOLN, NE
“Lincoln boasts the lowest unemployment rate of any metro area in the country.”
→ MSN Money

#1 Business Facilities' 2015 State Rankings Report: Nebraska Tops Employment Leaders Field

“Nebraska makes a special effort to develop its homegrown talent as it develops new jobs to make sure these young people have a place to work where they grew up. Obviously, this effort is paying dividends.”

*BF Editor in Chief Jack Rogers
→ businessfacilities.com*

#6 One of the 10 Best Cities for a Financial Fresh Start
→ badcredit.org

#3 Lincoln has been named one of the 10 Best Cities for Saving Money
→ gobankingrates.com



#1 Most Exciting Places in Nebraska
→ Next Cities

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“Lincoln has become a powerhouse example of great educational institutions, business advancement and entrepreneurial growth. Lincoln is becoming a globally competitive city and at Assurity we are proud to have been a part of the Lincoln business community for nearly 125 years.”

*Tom Henning
Chairman, President CEO
Assurity Life*

10 Most Beautiful Cities in the USA
“The state of Nebraska tends to evoke images of rolling hills and rugged landscapes. But the city of Lincoln is a modern diamond in the rough. It boasts high-end shopping, beautiful parks, museums and bustling nightclubs.”
→ The Culture Trip



America's Best Cities For New Jobs #1
→ Forbes.com



#4 Best Run City in the Nation
→ MSN Money

Top 10 Best Cities for Health Affordability
→ Livability.com



#7 America's top 10 states for business in 2015
→ MSN Money



Best City to Find a Job in 2015
“Personal finance site NerdWallet conducted its third annual jobs report. Analyzing job availability, workforce growth and affordability, they found that LINCOLN is the 1st best place to seek employment across the U.S.”
→ nerdwallet.com

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