“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 & Tawnya Wilkinson

“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 San Francisco and Silicon Valley.”

— April 2015

“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

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)

Lincoln has been named one of the Top 10 Best Downtowns

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What people are saying...

LINCOLN

A great place for business. A great place to live.
"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

"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

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