



# THIS IS NORTHEAST INDIANA

Northeast Indiana is in the middle of it all, located just three hours or less by car from Midwest cities including Chicago, Cincinnati and Indianapolis – but with its own unique vibe and easygoing lifestyle.

Here, we offer the opportunity to create your version of the American dream, whether you're looking to grow your career, family or home. Fort Wayne, the region's hub and Indiana's second-largest city, consistently ranks as one of the best places to live in the U.S. and boasts some of the nation's lowest cost of living.

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**This means you can find and afford a home at any stage of life – with ample options ranging from trendy downtown lofts to lakeside and small-town living across the region.**

**With a legacy of makers, doers, creators and innovators, we offer the opportunity to let your entrepreneurial spirit bloom or work within one of our varied industries that range from medical device to specialty insurance to design and craftsmanship.**

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We offer more than 6,000 jobs, and major employers include Sweetwater Sound, Zimmer Biomet, Ash Brokerage and General Motors. No matter which career path you choose, you can make a difference and live a life above the fold.

When it comes to life outside of work, you can enjoy time on one of our many lakes, dine on a farm-to-fork meal and catch a live concert, all in one day. We're an "unexpected hipster hotspot," according to Food and Wine, with no shortage of eclectic festivals, one of the country's top-ranked minor league baseball parks, a booming brewery scene and plenty of live music.

And when it comes to outdoor adventure, we offer plenty – from 200 plus lakes to paddling the river in downtown Fort Wayne to ample parks and trails.



## A HOME THAT HAS IT ALL

Give yourself the raise you deserve in Northeast Indiana, where your dollar stretches further.

**We offer the opportunity to create your version of the American dream, whether you're looking to buy your first home or you're ready for an upgrade.**

Fort Wayne, the region's vibrant city center, ranks as one of the best places to live in the U.S. and consistently boasts the nation's lowest cost of living with a median home price of about \$103,100.

Our region encompasses 16 cities throughout 11 counties, with each offering its own distinct vibe. That means there are ample housing options for every stage of life – whether it's hip lofts in downtown Fort Wayne or a house in one of our many quintessential small towns with charming Main Streets and plenty of room to roam.

In fact, you might even be able to buy a house in town and a second home on one of our many lakes. Regardless of which option you choose, Northeast Indiana offers the space you need to plant your roots and grow.



**LIFE AT A HIGHER  
STANDARD**





FUTURE TALENT

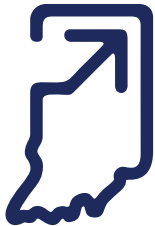
## CREATORS WANTED

Northeast Indiana is home to a legacy of makers, doers, creators and innovators.

From designing some of the earliest luxury cars to engineering life-changing medical devices as the “Orthopedic Capital of the World” and helping start-ups like Vera Bradley go from a dream in a basement to international recognition – we believe in setting our sights high.

**Whether you’ve been here for five years or five minutes, we offer the opportunity to dream bigger, do more and make it happen.**

Fulfill your entrepreneurial itch, or check out the 6,000 plus jobs available in our region’s booming industries such as specialty insurance, medical device, design and craftsmanship and more. Just a few of our major employers include Sweetwater Sound, Zimmer Biomet, Ash Brokerage and General Motors.



**MAKE YOUR  
FUTURE HERE**

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**No matter which career path you choose,  
we offer the opportunity to make a  
difference and live a life above the fold.**

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FUTURE TALENT

## IN THE MIDDLE OF IT ALL

Flyover no more. Land here, in Northeast Indiana, where it's easy to create a better life.

***Here, you can ditch the time in the driver's seat and actually go places, make a difference and still create time for fun.***

Northeast Indiana is home to more than 780,000 people and encompasses Fort Wayne, Indiana's second-largest city and the region's hub.

We're in the middle of everywhere, which means we're closer to everything – Northeast Indiana is just three hours or less by car from cities like Chicago, Detroit, Cleveland, Cincinnati, Columbus and Indianapolis – but living here is more easygoing.

Fort Wayne International Airport also provides direct flights to 12 major hubs across the U.S., connecting you to the world.



**DISCOVER THE  
GOOD LIFE**

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**So, whether you want more time after work for family and friends, or more weekend getaways, Northeast Indiana has access to it all.**

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## LIFE REIMAGINED

Northeast Indiana is a place where in one day you can enjoy time on one of our many lakes, dine on a farm-to-fork meal and catch a live concert.

Our festivals are just as eclectic as our people, with a never-ending events list including Three Rivers Festival, Indiana's second-largest summer fest.

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**Downtown Fort Wayne, dubbed by Food and Wine as an “unexpected hipster hotspot,” offers everything from one of the nation’s top-ranked minor-league baseball parks, to a booming brewery scene, award-winning chefs and live music daily. And when it comes to getting outside, we enjoy all four seasons.**

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Our 200-plus lakes make for the perfect weekend getaway to enjoy paddling, fishing or water sports, or you can enjoy kayaking on the river right in downtown Fort Wayne. Couple that with nearly 100 miles of trails for biking and running, camping at one of our state parks or cross-country skiing in the winter, and there's something for just about everyone.



**THE MIDWEST'S  
NEXT BIG THING**



## ROOTED & RISING

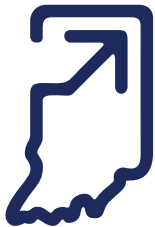
With nearly \$900 million worth of transformative projects planned for the next decade, Northeast Indiana is in the midst of a major transformation, and now is just the tipping point.

Get ready for a domino effect. Already, the word is getting out that the new Northeast Indiana is making big waves, thanks to features in news outlets like Food & Wine, Chicago Tribune, The Wall Street Journal and Reader's Digest.

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**It's our community of makers, creatives and entrepreneurs that make this place so special, and you've got a front row seat, so hold on tight and play a part in this forward momentum.**

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**WE'VE GOT IT  
MADE HERE**



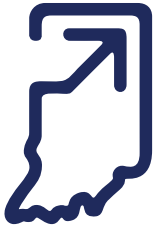
## UNEXPECTED UPGRADES

Come back home to Northeast Indiana – where there's a new vibrancy and momentum that will surprise you.

Call it an evolution or call it a metamorphosis, because this may not be the same hometown you remember.

We've grown up – from plans to revitalize Fort Wayne's historic GE Campus downtown into a thriving cultural hub for living, startups, entertainment and more, to our riverfront's multi-million-dollar facelift.

And, have you heard that we're among the "Most Popular Cities for Millennial Buyers" as well as one of the "Top 15 Cities to Move to Before it Gets too Crowded?" The secret's out, so ditch your shoebox apartment, come home and enjoy the upgrades Northeast Indiana has to offer.



**REAL LIFE MADE  
BETTER**

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**Ideas and innovation take root here, so whether you're an entrepreneur trying to find your footing, or looking at one of the 6,000 plus jobs available in varied high-paying industries, now is the time to make your move to the new Northeast Indiana.**

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Make It Your Own promotes Northeast Indiana as a region that offers a high quality of life, vast opportunities and the chance to write your own story and make your mark on the community.

The Make It Your Own brand is for Northeast Indiana residents, regional employers and recruiters to use in attracting and retaining talent to the region.

## FREQUENTLY ASKED QUESTIONS

### Why does Northeast Indiana need a brand?

Low unemployment rate. Thousands of unfilled jobs. Attracting people to our region and growing the workforce of skilled talent is critical for our success and competition in the global economy.

To attract talent, Northeast Indiana must consistently tell the authentic, compelling story of life and opportunity in our region. Make It Your Own provides businesses the framework to tell these stories and garner attention from skilled talent in key markets around the country.

### How can I use the Make It Your Own brand?

Regional organizations can use Make It Your Own to attract prospective talent and retain existing talent by sharing it on websites, social media and also in printed materials and recruiting tool kits.

The brand is targeted at external talent who might be interested in relocating to Northeast Indiana, and at the same time it is meant to speak to current residents who are making this region their own!

### What brand elements are available?

Several brand assets are available now, and more will be shared as they are developed! Organizations can immediately use the region's Make It Your Own brand by:

- Adopting key marketing messages in this Pocket Guide
- Using the brand logo available from the website
- Linking to the talent attraction website for recruitment
- Sharing videos with talent on social media

To access resources,  
learn more and find brand elements, visit

**[makeityourownNEI.com](http://makeityourownNEI.com)**

# MAKE IT **YOUR OWN**

Digital and Print  
Advertising



Recruitment  
Materials



# REGIONAL SUPPORT

Make It Your Own was created by the Northeast Indiana Regional Partnership to attract and retain skilled talent and launched to help achieve the region's goal of attracting talent and growing our regional population to 1 million by 2030.



For more information, please contact Kate Virag at  
[Kate@neindiana.com](mailto:Kate@neindiana.com) or visit,

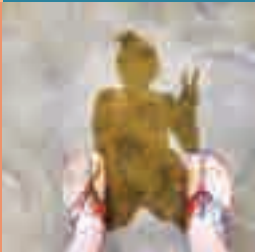
**[makeityourownNEI.com](http://makeityourownNEI.com)**



**MAKE IT YOUR  
DREAM JOB**



**MAKE  
IT YOUR  
BEACH**



**MAKE IT YOUR  
BALLPARK**



**MAKE IT YOUR  
MASTERPIECE**



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**NORTHEAST INDIANA**  
REGIONAL PARTNERSHIP