



# Competition Messaging Audit

# Primary Focus: Affordability & Jewish Lifestyle



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## Why are Orthodox Jews moving to South Bend, Indiana? School vouchers.

BY BEN HARTMAN SEPTEMBER 7, 2017 4:44 PM



Come join our passionate Jewish community and enjoy a more affordable, balanced and rewarding life!

Incentives:

- 1 Year Free BIAV Membership
- 3 Months Free JCC Membership

Amenities:

- Affordable Apartment Rentals
- Affordable Homes/Co-ops
- Eruv
- Job Opportunities
- Kollel
- Kosher Food Availability
- Kosher Dining
- Low Taxes
- Mikvah
- Yeshiva Elementary Day School
- Yeshiva High School

Participated in Fair 2015, 2017, 2019, 2022

Cincinnati  
South Bend  
Kansas City



# Primary Focus: Affordability & Jewish Lifestyle

“between cost of living and tuition costs being so low, we can actually afford to enjoy life!”

South Bend offers another unique draw for Orthodox Jews: a state-run school voucher program in which public funds can go toward tuition at private schools, including religious ones. That has helped make Jewish day school tuition in Indiana supremely affordable – free in some cases – for Jewish families that meet certain income requirements.

# Primary Focus: New York with Better Weather

Dallas

Houston

Hollywood, Florida

Atlanta

OPINION | COMMENTARY | CROSS COUNTRY

## Why Orthodox Jews Are Leaving Brooklyn for Florida

Good jobs, cheap housing and a unique school choice program have many families heading south.

By Allan Jacob  
Aug. 6, 2021 2:16 pm ET

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Team Values

## Atlantans Try to Woo Orthodox From New York

Four representatives of the Toco Hills Orthodox community met in New York City Nov. 24 to participate in the Orthodox Union's Jewish Community Home and Job Relocation Fair.

By RONI ROBBINS  
December 4, 2019, 10:34 am



# Primary Focus: Midwestern Pioneers “Halutz” + Better Weather

Las Vegas

“You’re coming to a community where you have all the kosher amenities and infrastructure that you need, but also the benefits of a small community,” said Rabbi Avi Anderson, associate rabbi of Young Israel Aish of Las Vegas, who moved to the city two years ago from New York.

Charleston, SC

Austin, TX

## Secondary Focus: Midwestern Nice

“People in the Midwest are nicer. They’re a lot more calm, they’re open. I can have a conversation with anyone at any time, it doesn’t matter what color, what religion, what their politics are. Although there’s a change of pace, it’s a welcome change of pace. I love it.”

“Added bonus – this is the Midwest, and all of the shuls are warm and welcoming.”

“Coming from the Northeast, what we love most about Cincinnati is the easy lifestyle it provides. We never have to worry about traffic like we did in NY/NJ”