

## History

The Keystone Hotel, opened in 1922 in downtown McCook, NE, was a hub of activity in southwest Nebraska. Travelers came from near and far to attend gala dances and events while staying at the classic hotel and dining on white linen in the formal dining room. After undergoing ownership and usage changes, the icon was closed in 1997. Rex Nelson, Executive Director of the McCook Economic Development Corporation (MEDC), saw an opportunity to bring this flagship back to use once again as a new hub of activity dedicated to "growing business in Southwest Nebraska". The Keystone Business Center today houses a state-of-the-art business and events center, along with a business incubator. After four years of planning, negotiating, demolition and construction, the KBC shines again in historic downtown McCook.

## Definitions

**Co-Working** – A style of work which involves a shared working environment, yet independent activity. Unlike in a typical office environment, those co-working are usually not employed by the same organization. Typically it is attractive to work-at-home professionals, independent contractors, or people who travel frequently and end up working in relative isolation.

**Anchor Clients** – Growth-oriented companies, currently in the process of creating jobs that occupy the rental office spaces within KBC.

**Resident Clients** – KBC Incubator clients whose program includes an office or other real space.

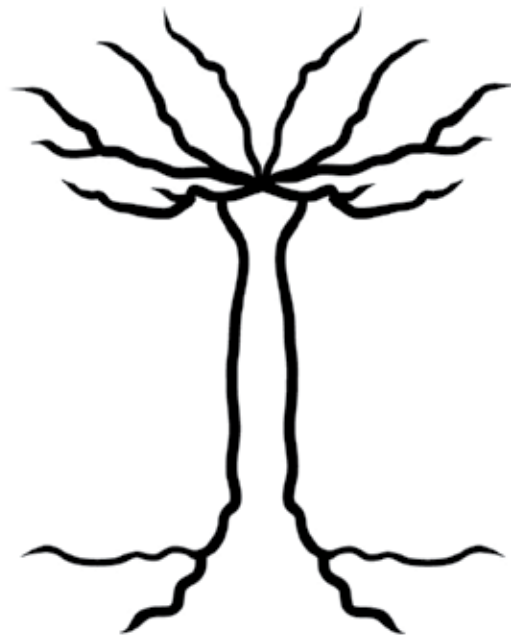
**Affiliate Clients** – KBC Incubator clients whose program of support does not include office or other real space at the KBC.

**Economic Development Offices** – This suite of offices, located on the third floor, includes building management, incubation offices and management, and KBC events management in addition to traditional area economic development activities.

*McCook Economic Development Corporation  
is a member of the  
National Business Incubator Association  
and follows their best practices guidelines*



[nbia.org](http://nbia.org)



## "Growing Business in Southwest Nebraska"



### Want to know more?

We are anxious to help you take your business idea to the next step.



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You can also find us on Facebook at McCook, NE

*Keystone Business Center*

# *Business Incubator*

*"Growing Business in Southwest Nebraska"*

## Welcome

The management and staff of the Keystone Business Center (KBC) Incubator look forward to working with you and your new business. We, along with our partners, are here to assist you in the growth and development of your business in any way we can.

## Mission

The Keystone Business Center Incubator provides an environment supporting business growth and succession.

## Vision

The Keystone Business Center Incubator fosters a community where new and growing businesses create jobs and opportunities for residents, increasing quality of life, population and prosperity.

## What is a Business Incubator?

Business incubation is a program designed to accelerate the successful development of entrepreneurial companies. This development happens through an array of business support resources and services, developed and orchestrated by incubator management and offered both in the incubator and through its network of contacts. The KBC Incubator offers limited office, general purpose and co-working space at the Keystone Business Center. Successful completion of a business incubation program increases the likelihood that a start-up company will stay in business for the long term. Historically, 80% of incubator graduates stay in business.

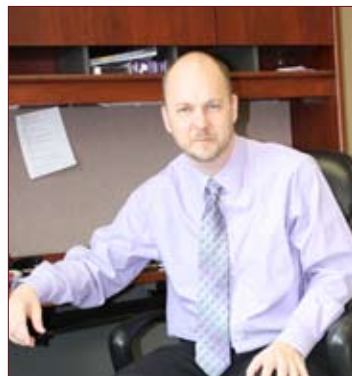
## Client Services

### Marketing

- a. KBC Web Site - Our website contains a directory with information on each resident client company which provides a link to their web site. What better advertising than a free, 24-hour, electronic medium, hosting information on your company? Submit your company's URL and profile to incubator management at [sue@mccookne.org](mailto:sue@mccookne.org).
- b. Your Logo In the Lobby - Provide incubator management with a high-resolution logo or mark for your company. It will be prominently displayed on way-finding signage in the front lobby.

### Reception Service

Receptionist services are available to assist with your customer service needs.



### Micro-Loan Programs

The KBC Incubator has access to several loan programs to assist you in your financing needs.

### One-on-One Coaching

At least twice each month, KBC Incubator staff work with resident clients on an individual basis to review the status of each company and advise them on effective ways to grow their businesses. Also, staff will introduce clients to other service providers in the region who can assist your business as you grow.

## Mentoring

The knowledge gained when someone has "been there and done that" goes beyond what you learn in school. At the KBC, we have a team of current and former business owners who may be called upon to share their experience in helping you make your business the best it can be. SCORE representatives can assist you, as well.

## Entrepreneur Network

Entrepreneur Network is held on a monthly basis in the training room. These are informal, lunchtime (bring your own lunch) seminars that focus on topics of interest for entrepreneurs, such as business planning, legal issues, marketing, sales, accounting, personnel retention, benefit programs and more. If you have suggestions for speakers and/or topics, please send them to [sue@mccookne.org](mailto:sue@mccookne.org).



## Training

There is no end to the information available to business owners today. We will help you be on top of the most important knowledge and skills through trainings offered at the KBC, in conjunction with the Mid-Plains Center for Enterprise. Trainings will be made available to incubator clients free or at reduced prices.

## Getting Started

It is our goal to make your transition into the Keystone Business Center Incubator as smooth as possible. To get started at the KBC Incubator:

1. Make an appointment for an initial consultation and pre-screening with the Incubator Manager. This will be an informal discussion about your business to determine the type(s) of assistance needed.
2. Complete the [Application for Admission](#) and return it to the KBC Incubator Manager along with a business plan or, at least, an executive business summary and development strategy including a business/personal financial statement, a list of capital expenditures and twelve months' cash flow projections. If you do not have a general business proposal including goals and objectives, the KBC Incubator partners will assist in formulating one.
3. Register for and complete the required SCORE 'Starting a Business' seminar conducted regularly at KBC.
4. Make a business plan presentation, by appointment, to the KBC Incubator Area Resource Team.
5. The KBC Incubator Area Resource Team will then approve or decline admission.
  - a. Upon approval, you will then be ready to complete an agreement. Present your certificate of business liability insurance at this time and pay your first month's fee and deposit.
  - b. In the event of being declined, the prospective client will be officially notified in writing.

## Facilities

### Offices

Available incubator office space can vary from a part-time, drop-in desk with business center equipment support to a stand-alone office of several hundred feet, depending on client needs. All spaces are equipped with a desk, internet access, and phone capabilities. A shared break room is available on each floor.

### Incubator Hours

The building will be open from 8:00 a.m. to 5:00 p.m., Monday through Friday. MEDC staff will be available from 8:00 a.m. to 5:00 p.m., Monday through Friday or other hours, by appointment. Incubator clients are permitted to use their facilities on a 24/7 basis by using assigned keys.

### Program Terms

Program terms are month-to-month with a mandatory 30-day advance notice for leaving the incubator. Fees are due and payable on the first day of the month.

### Conference Rooms

The KBC has three conference rooms available on a first-come, first-served, sign-up basis. One is the Keystone Board Room, located on second floor, on the north side of the mezzanine. The small office, 317, is also available for meetings. The Training Room on third floor is the largest of the three, seating 22 in classroom style. All the rooms are equipped with wireless internet access, dry-erase boards and markers. Other technology is available, depending on the space chosen.

### Utilities

Utilities for full or partial suites are billed according to the size of your unit as a percentage of the entire bill. The charge is added to your monthly fee and will appear on your monthly statement.

### Telephone

Each company may choose to have phone service through the KBC system, which may be answered by KBC staff in their absence if desired, to install their own phone system or to rely on their own cellular phones. Phone services may have an additional charge.

### Internet

Free wireless internet will be provided to incubator clients for the first 18 months. Internet for co-working clients is included in your agreement.

### Business Machines & Equipment

The Business Machines Area (BMA) is equipped with a fax machine, copy machine, pencil sharpener, three-hole punch, paper shredder, paper cutter, binding machine, staplers and recycling bins. An assortment of shipping materials is also located in the BMA. Upon entry into the Center, you will receive access codes and a schedule of fees. There is also a shared refrigerator in the break rooms on floors 2 and 3.

### Food Service

You're bound to get hungry at work, and food service is available right in the Keystone! Located in the lobby, Madison's serves breakfast & lunch on weekdays. They would love to visit with you about providing delicious fare for your next meeting, regardless of the size. Call 345-1118 for more info.

