

SEWARD COUNTY UPDATE

The Newsletter of the Seward County Economic Development Corporation

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ENTREPRENEURS NEED COLLISIONS

What do entrepreneurs and business startups need to succeed? The answer is frequent collisions, according to leaders of the entrepreneurial and startup communities in Lincoln. Collisions, which create innovation, are recommended to take place on a regular basis between entrepreneurs and resource providers, fellow entrepreneurs, and financiers.

Seward County Economic Development Corporation (SCEDC) was fortunate to receive an invitation from leaders of the entrepreneurial and startup communities in Lincoln to visit and learn more about what they're working on. The Thursday, June 5 visit was called a, "Startup Tour of Lincoln." The SCEDC invited many other stakeholders to join them on this tour to create new connections between Seward County and Lincoln, focused around entrepreneurial growth and activities.

The Startup Tour of Lincoln was facilitated and hosted by Todd Long of The Big Plate (TheBigPlate.com) and Brian Ardinger of NMotion (NMotion.co). They regularly collaborate together to spur on entrepreneurial growth and activity through startup business networking events throughout Lincoln.



The Startup Tour of Lincoln started at 8 a.m. at Crescent Moon Coffee in downtown Lincoln at a weekly event put on by Long and Ardinger called, "Open Coffee." This event is hosted every Thursday at 8 a.m. and encourages entrepreneurs, service providers, and financiers to network together. You can find out more information about the event at The Big Plate's website.

The Seward County group then walked to Fuse Coworking in Lincoln's Haymarket. This facility serves as a coworking space for a variety of companies from startups to established small businesses that have up to a few employees. They can locate in Fuse for an hourly, daily, weekly, or monthly membership fee. The facility provides desks, meeting rooms, and Wi-Fi access to members. The open floor plan encourages daily interactions between various entrepreneurs and businesses that are located there. Visit their website at FuseCoworking.com to learn more.

After the Fuse Coworking tour, Ardinger took the opportunity to introduce his business called, "NMotion" to the group. According to their website, "NMotion is a mentor-driven, startup accelerator in Nebraska. (They) offer seed funding, hands-on education and access to a group of highly engaged mentors." To learn more, visit their website.

Next, the group drove to Turbine Flats (TurbineFlats.org). This facility, locat-

ed at approximately 22nd and Y St. was created in Lincoln to host small businesses and startups that are bigger than a few employees and need more space and privacy than a coworking environment. The group was introduced to Aaron Petersen, the co-founder of Play Creative, which is a company that resides in Turbine Flats. Aaron discussed the many benefits of residing in Turbine Flats among them the daily networking opportunities with similarly passionate entrepreneurs in non-related fields, which ultimately helps Play Creative to think differently as a design studio and marketing firm.

The next stop on the tour was Innovation Campus, which is a new research park being constructed on site of the old state of Nebraska fairgrounds (Innovate.UNL.edu). This "2.2 million square foot campus with uniquely designed buildings and amenities (will) encourage people to create and transform ideas into global innovation," (according to their website). The campus will house public-private partnerships between the University of Nebraska faculty, staff, and students and private enterprises such as ConAgra Foods (they are the first private company to sign up to reside in the research park). The group was introduced to Dan Duncan, the executive director of Nebraska Innovation Campus. He spoke about the exciting developments taking place during the construction phase and all of the new collaborations and connections being made through the development of the University of Nebraska's premier research park.

To end the tour, the group was hosted for lunch at Catalyst (Catalyst.UBT.com) in the west Haymarket. This facility serves as a space for small businesses and entrepreneurs "to use for creative thinking, collaboration, planning, networking and presentations," (according to their website). The group was introduced to Dan Gutzmann, the business advocate for Catalyst. He said that Union Bank & Trust Company opened the facility as free to the public to further build and establish relationships with small businesses and entrepreneurs in Lincoln. Over time, the hope he says is to identify business and personal financing solutions for these companies and individuals through the usage of current banking services and resource providers with which they are connected.

The tour exposed the Seward County group to the many and various ways that Lincoln is assisting entrepreneurs to collide with the resources and people that they need to move their businesses forward. What entrepreneurial collisions can Seward County create on their own or partner with Lincoln to support local startup businesses and entrepreneurs in the future? If you have good ideas about how to do this, please contact Jonathan Jank at Director@SewardRegional.com.



SEWARD BANKS UNVEIL UPGRADES

Two of Seward's family-owned banks held grand openings of new facilities in June. Jones National Bank and Trust Company moved into its newly-renovated 'Main Bank' on the corner of 6th and Main Street.

The company wrapped up its operations at the Bradford Centre on Friday, June 20, which was the Bank's temporary relocation while the Main Bank's renovations took place. The 'Seward Branch' on 6th and Roberts Street permanently closed after its last day on Saturday, June 21. Jones Bank will consolidate its operations of the two closed locations in the new facility, which was officially opened for business on Monday, June 23.

The \$5 million in improvements include a modern update in technology and facilities across the board, as well as the development of the area just south and west of the building created for public parking.

Cattle National Bank and Trust Company opened its brand new Fallbrook location in June, becoming the Bank's fourth branch. Fallbrook is a relatively new Lincoln community that is built on the northwest corner of the city. The new Cattle Bank branch is built just north of Highway 34 on Fallbrook Boulevard.

The new branch was built to conveniently accommodate its users that commute between Lincoln and Seward.

The new bank facility totals over 7,000 sq. ft. in area and is described to feature 'Prairie-Style' architecture with a fireplace and chimney included in the design.

"We're pleased that two of our family-owned banks in Seward County have decided to make significant investments in Seward and Lincoln to better serve their southeast Nebraska customer base," SCEDC executive director Jonathan Jank said.



The new Cattle Bank branch now open in the Fallbrook neighborhood in Lincoln.



Jones Bank revealed its \$5 million in renovations on its Main Bank on June 23.

RSVP: July Lunch and Learn

- Monday, July 28 @ 11:30am - 1:00pm
- Seward Civic Center
- Larry Dix from the Nebraska Association of County Officials will be discussing the budgeting process for government agencies.
- E-mail Director@SewardRegional.com to reserve a seat.

COST: Free or \$10 for SCEDC members, \$15 for non-members.

SCEDC & FRIENDS ATTEND LPED ANNUAL BREAKFAST

The SCEDC had the opportunity to attend the Lincoln Partnership for Economic Development (LPED) Annual Economic Development Breakfast on June 18. The SCEDC executive director Jonathan Jank was accompanied by a few other individuals from Seward County that expressed interest in attending. The breakfast was held at the Cornhusker Hotel in downtown Lincoln, Neb.

In addition to being treated to breakfast, attendees had the opportunity to hear Mayor of Lincoln Chris Beutler, as well as keynote speaker Diana Kander. Kander, who came to the United States as a refugee of the Soviet Union at eight years of age, is an accomplished entrepreneur currently serving as a Senior Fellow at the Ew-

ing Marion Kauffman Foundation, the largest nonprofit in the world dedicated to entrepreneurship and education.



Attendees heard Kander speak about how to become a successful entrepreneur, by surveying and observing potential customers properly. Jank attended a special session following the breakfast

where attendees had a question-and-answer session with Kander.

"We were pleased to bring eight Seward County stakeholders to listen to and learn from Diana Kander," said Jank. "Her speech was about asking customers the right questions to determine their needs and preferences, which will help drive consistent sales for our companies."

Kander's speech titled, "Why capital is no longer the most important barrier to startup growth," taught aspiring entrepreneurs that thorough preliminary research and experimentation are keys to taking the first steps towards making their business dreams happen.

Photo courtesy of Lincoln Journal Star.

MEMBERSHIP CAMPAIGN UNDERWAY

The Seward County Economic Development Corporation (SCEDC) is preparing its private sector membership campaign for the 2014-15 fiscal year. The corporation hopes to increase its total membership contribution dollars to \$25,000 this year, which will be an approximate \$1,500 increase from the total reached in the 2013 membership campaign. The SCEDC exceeded its membership campaign goals of doubling private sector membership and reaching the \$18,500 in investment. Specifically, private sector membership increased by 300% and reached approximately \$23,500 in contributions.

The SCEDC executive director Jonathan Jank envisions that 2014-2015 will similarly increase members and investment in the SCEDC. "We are pleased to serve our 40 private sector and four public sector members. We look forward to growing our reach in economic development services in this next fiscal year."

This year's campaign is being designed by Jank and

Andrew Malan, the current office manager at the SCEDC. Malan and Jank worked with an outside marketing professional on the 2013-2014 campaign, but will be working internally on the project this year. Malan, a marketing major at Concordia University, Nebraska, brings expertise and skills for the campaign. He is an experienced writer, graphic designer, and creative thinker.

Throughout his employment at the SCEDC which began as an internship last summer, Malan has utilized his creativity to complete various marketing pieces for the SCEDC, Seward County, and the City of Seward.

"The goal is to illustrate how valuable a business community can be when it flourishes, and how SCEDC can foster it. Our corporation is a catalyst for some amazing growth possibilities, but in the end, it isn't possible without enthusiastic participation and investment in Seward County from its businesses," Malan said.

MEET OUR GOLD & SILVER MEMBERS



Jones National Bank & Trust Company



Black Hills Energy



The Cattle National Bank & Trust Company



Ayars & Ayars Incorporated