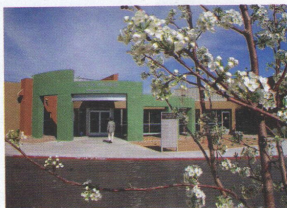
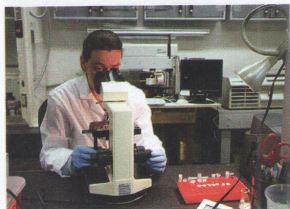


The incubator's campus includes a BioScience Lab to help startups with their R&D. **Right:** Marie Longmerre.



Raising the Bar

A business incubator guides entrepreneurs toward success. **By Heather Hunter**

Without the support of the Santa Fe Business Incubator (SFBI), founded in 1998 by the City of Santa Fe, more than 200 small businesses may not have germinated or survived. Honey-moon Brewery and Kokopelli Landscaping are just two of the enterprises born from the initiative.

Business incubation is about nurturing new and small operations, supporting them through the early stages of development and growth, and creating "communities and networks," says Marie Longmerre, CEO and president since SFBI's inception. "It works on a spirit of sharing

between the entrepreneurs, the staff, the volunteers, and the broader community, as well as the partnerships and networks we help them build. That spirit of generosity and openness is the magic of incubation." Entrepreneur-



SFBI STATS

195
Businesses Launched

1,800
Jobs Created

\$200 Million
Economic Impact

ship means "overcoming risk and isolation," she says, and the SFBI offers resources—including physical space, education, and a rich support network composed of business mentors—to help startups grow.

"The more we can help each other," says program manager Jessica Moose, "the more we can draw out those people who might not have been an entrepreneur and help them find that path, the better we will all be."