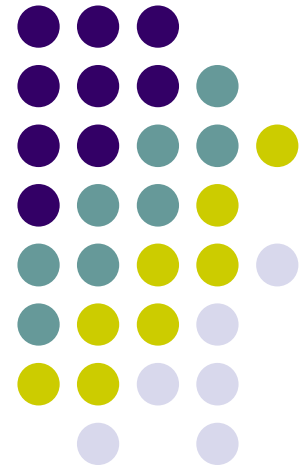


Community Vitality

and the Exit Planning Process

**2022 National Rural Grocery
Summit**



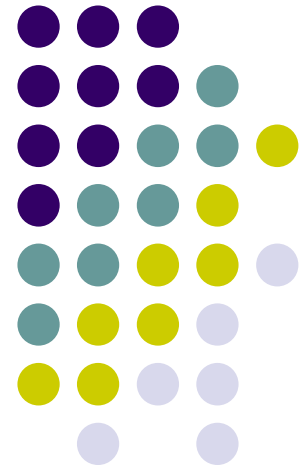


Community Vitality and the Exit Planning Process

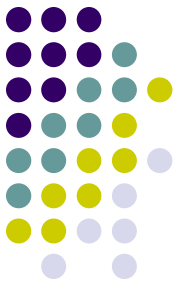
Exit With Dignity

Rick Feltenberger, CEPA, ABI
Director, Kansas SBDC

Robbins College of Business & Entrepreneurship
Fort Hays State University



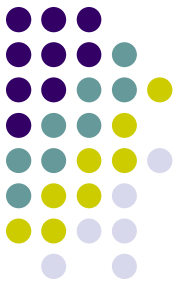
Disclaimer



Non-Attribution: not Kansas SBDC, Fort Hays State University, the US Small Business Administration, State of Kansas policy/position

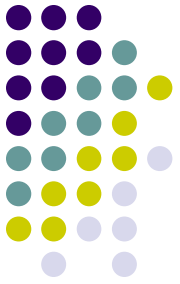


Not providing Tax, Estate, Legal, Financial Planning, Accounting, or Investment advice



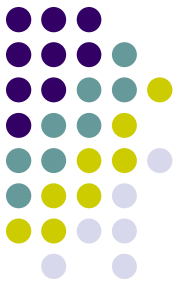
COMMUNITY VITALITY & EXIT PLANNING

Community Vitality



What is it?

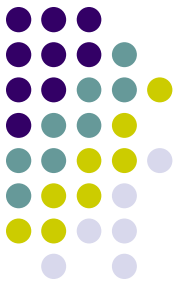
UW Extension Community Vitality & Placemaking



Community Vitality is defined as the community's **collective capacity** to respond to change with an enhanced **level of participation** (process or pursuit of) with **aspirations** for a healthy and productive community (an outcome or shared vision of success).

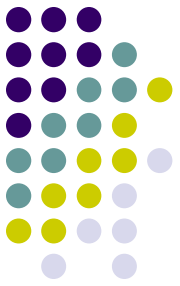
Shortly speaking, community vitality is **the people's pursuit of a shared vision of a place**, or $CV=P3$.

Cornell University's Community & Rural Development Institute



1. broad-based participation of community members in development
2. informed citizenry with respect to issues, impacts and potential alternatives.
3. acceptance of the diversity of ideas, cultures and interests represented by a community in the development process
4. enhanced leadership
5. long-term sustainability
6. implication of community members in defining success and formulating a plan to evaluate progress.

Oregon State University Rural Studies Program



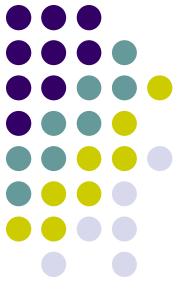
The ability of a community to sustain itself into the future as well as provide opportunities for its residents to **pursue their own life goals** and the ability of residents to **experience positive life outcomes**. More specifically, we suggest that a vital community has community capacity (the ability to plan, make decisions, and act together), and realizes positive social, economic, and environmental outcomes



Little Ole Me

- People Caring about yesterday, today, and tomorrow.
- People Taking Action to leave their community a better place to live.
- People Working Together to make it happen.

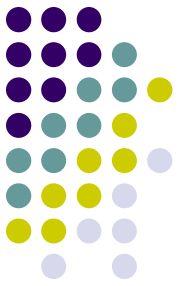
Exit Planning

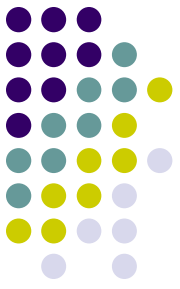


What is it?

What it is...

- NOT Selling a business
- NOT Something to fear

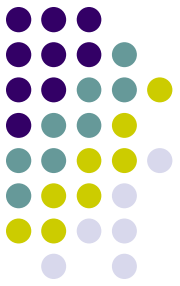




What it is

- Process
- *Live the Life you want to Live*
- Rural Community Impact

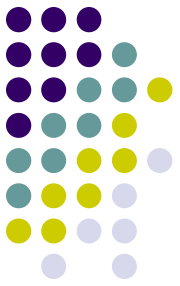
The further away from the need to exit,
the more important it is.



Dirty Little Secret

- #1 Reason Owners Exit their Business

RETIREMENT

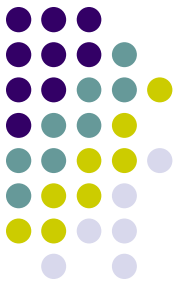


Dirty Little Secret #2

- #1 Fear of Community Leaders

RETIREMENT
of **Business Owners** without a
succession and exit plan.

Nexus

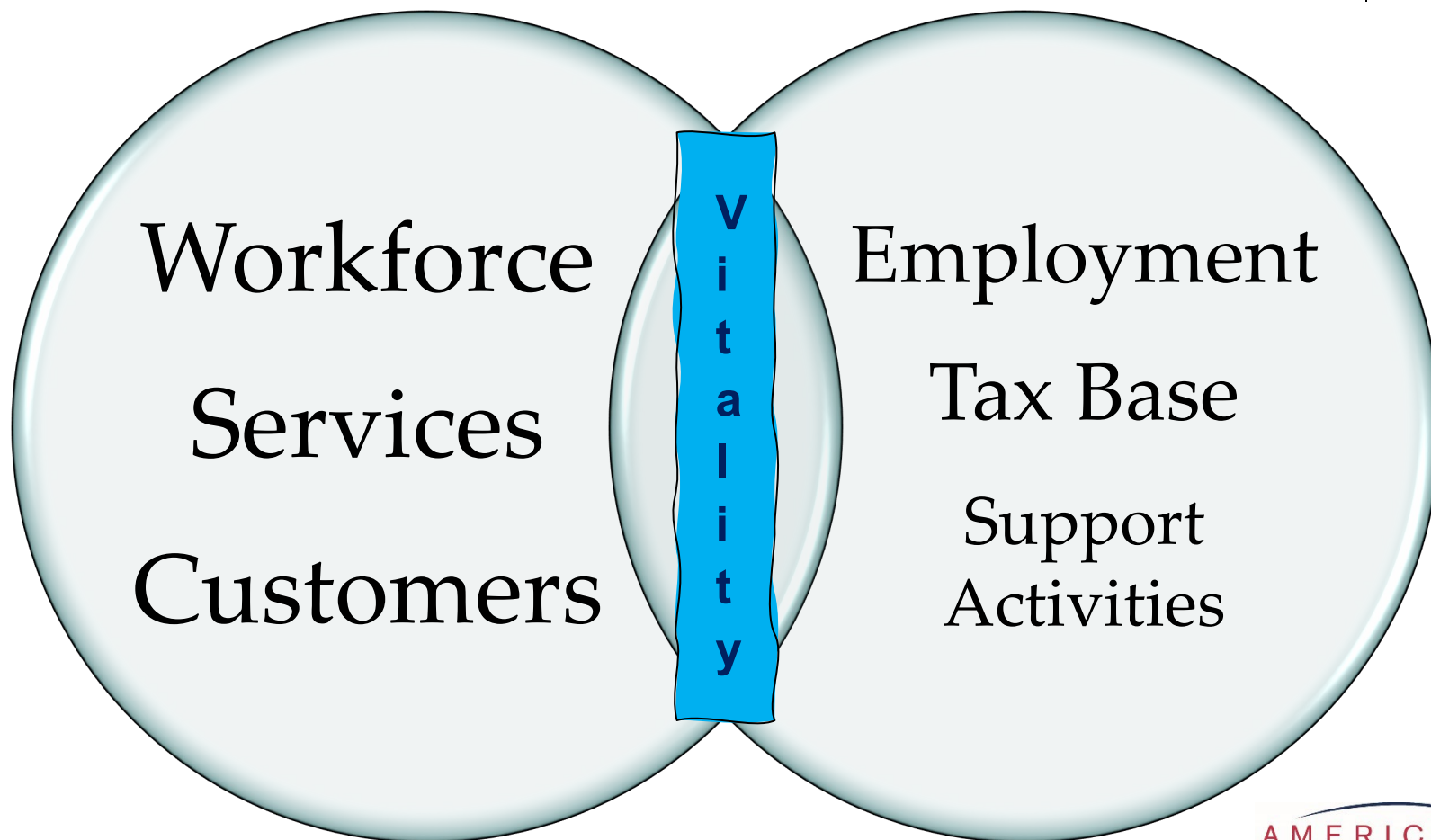


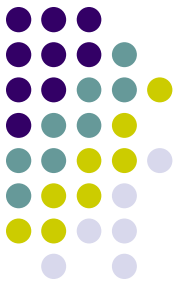
Owners want to exit and live the life
they choose to live



Communities want to retain and
expand viable businesses

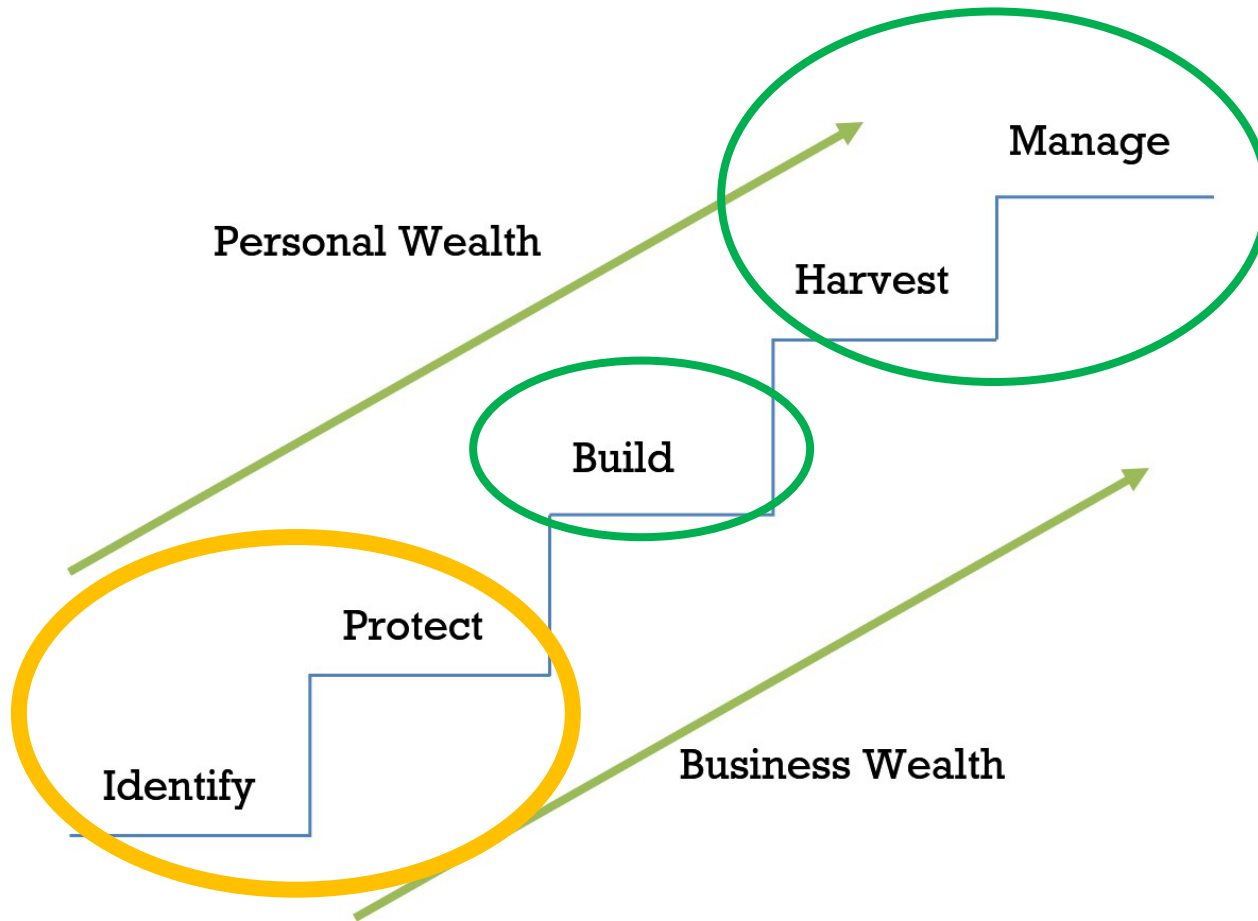
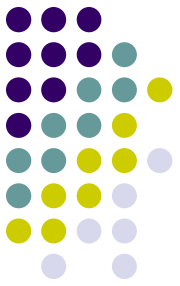
Business-Community Interface



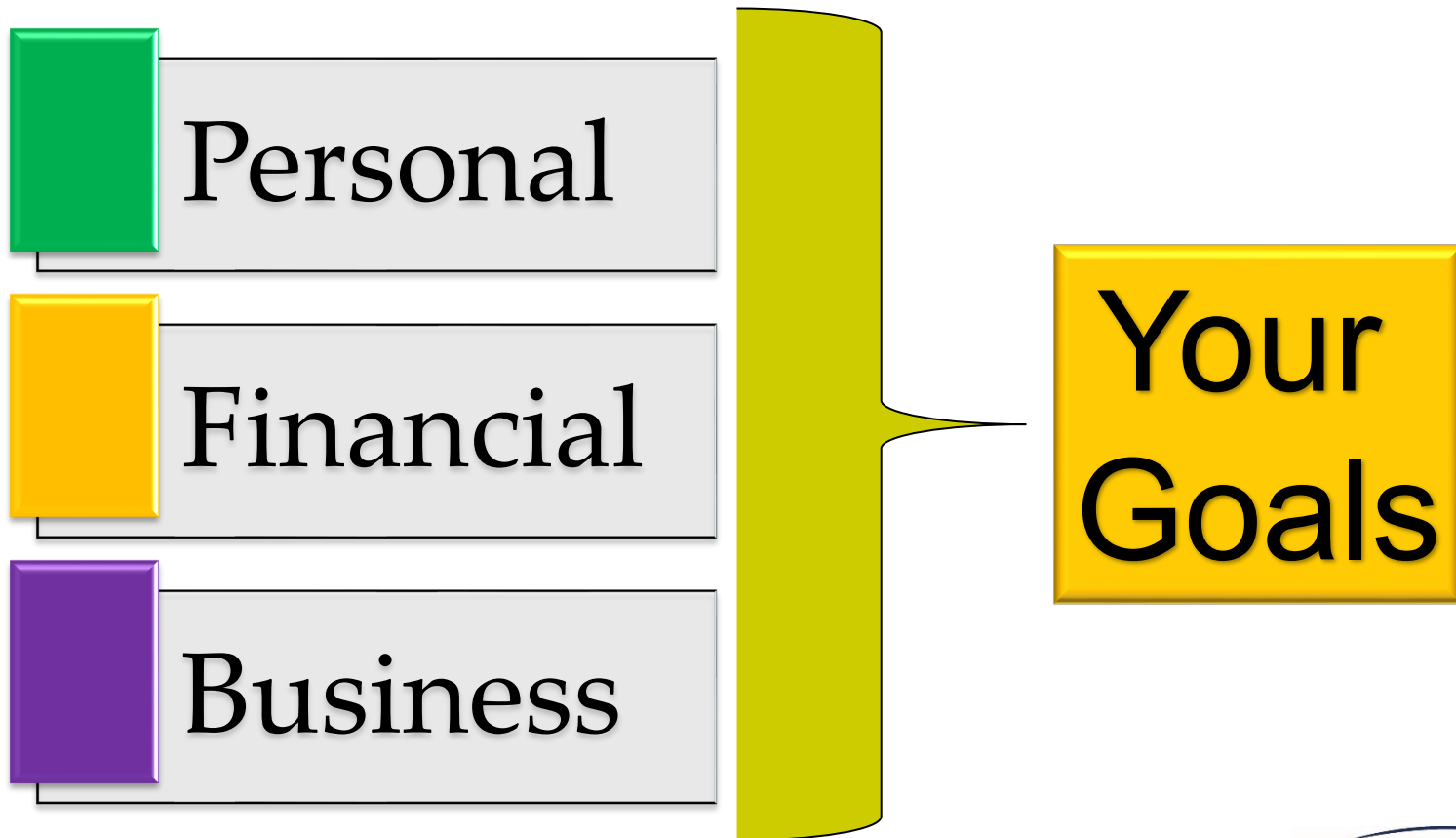
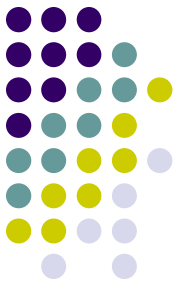


OWNERS: PLAN YOUR EXIT

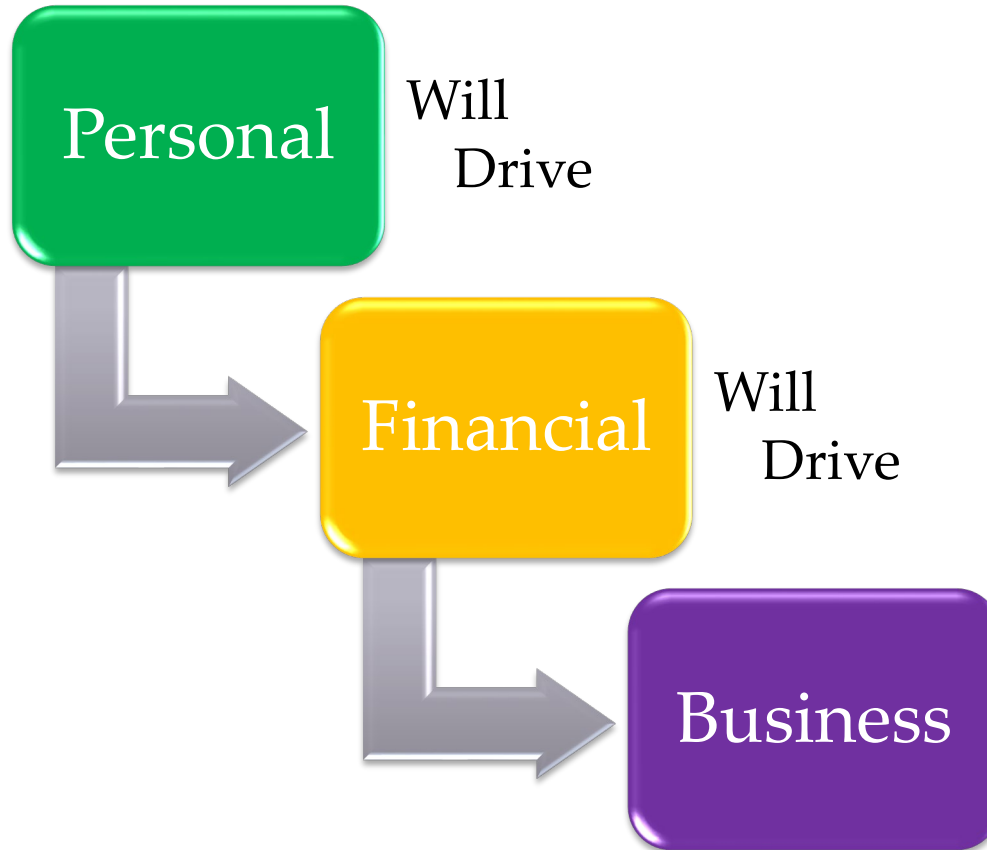
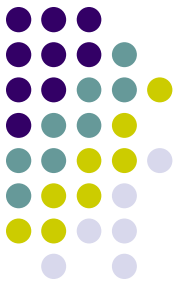
Why Exit Planning



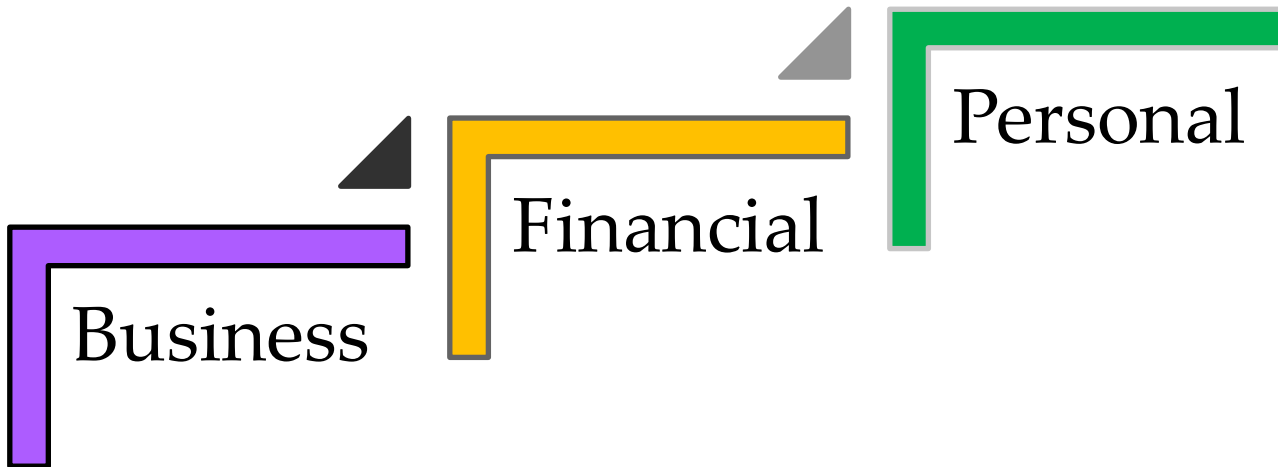
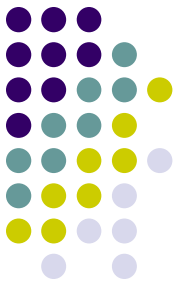
What Kind of Life do you Want to Live after Business



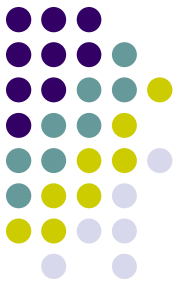
Planning Sequence



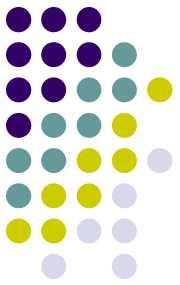
Achievement Sequence



It Is NOT Just About the MONEY

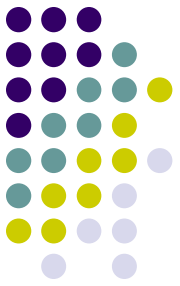


- Money is a tool
 - Help achieve your personal goals
 - Help achieve your philanthropic goals
 - Help achieve your community goals



COMMUNITIES: HELP THEM PLAN A POSITIVE EXIT

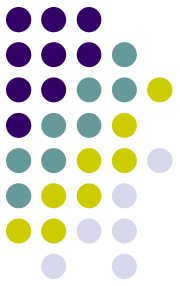
How Community Leaders Can Help



● Environmental Scan

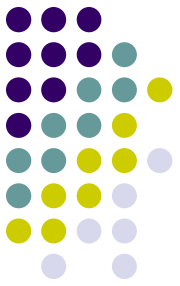
- Construct a list of businesses
 - Number, Type of Business, Ownership
- Collect information on the Owner
 - Simple 1 or 2 page survey
- Collect information on the Business
 - Marketing Materials
 - State Business Entity Site
 - Local Knowledge

How Community Leaders Can Help



- Collect Information on the Business
(continued)
 - Look for signs
 - 30-40 y/o Should be long-term exit planning
 - +40-60 y/o Should be Exit Planning
 - +60 y/o *REALLY* should be Ready to Exit
 - What does the conversation sound like?

What Does The Conversation Sound Like?

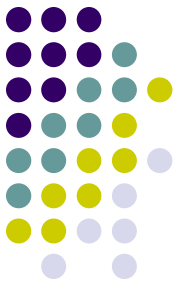


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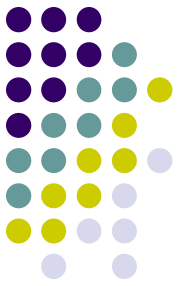
Tips to become a better conversationalist

LESSON 10: ASK PEOPLE QUESTIONS THAT GIVE THEM AN OPPORTUNITY TO TALK ABOUT THEMSELVES.

How Community Leaders Can Help



- Collect Information on the Business (continued)
 - What does the conversation sound like?
 - What are you planning to do when you're finished running the business?
 - Have you thought about contributing to our Community Foundation after you leave the business?
 - Now is a great time to start thinking about funding retirement & philanthropic goals.
 - Resources for Awareness...SBDC!



How to Plan a Proper Exit

- Find a Trusted Advisor

- Assessment

 - Valuation

Identify & Protect

 - Exit Readiness

 - Business Attractiveness

- Profit, Value, and Wealth Gaps

Build

- Life After Business Plan

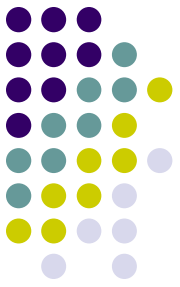
- Work the Plan

Harvest & Manage



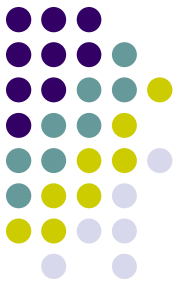
3 Rules for Rural Communities

LIFE



- If you don't care what you get, it doesn't matter what you do.
- If it matters what you get, then you need a plan.
- If you don't have a plan, then you really don't care what you get.

Questions or More Information



Rick Feltenberger, CEPA, ABI

RickFelten@ksbdc.net

Regional Director

Fort Hays State University

Robbins College of Business & Entrepreneurship

Kansas SBDC

785.628.5615



What Kind of Life do You Want to Live

The End

