Presented by Jack Harwell
Kansas Center for Business Transition
https://ksbiztransition.com/
Mission: To support the continuity and growth of small businesses with education and resources that benefit both the businesses and their communities.

Vision: To become a center of knowledge and resources so every small business owner in Kansas can successfully plan and execute their succession.
Kansas’ Economic Growth Not Enjoyed by All

<table>
<thead>
<tr>
<th>2012 - 2017</th>
<th>Establishment Growth</th>
<th>Employment Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>State of Kansas</td>
<td>6.6%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Worst 52 Counties</td>
<td>-1.4%</td>
<td>-8.6%</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics
Aging Business Owners (2016)

Age of Business Owners in Kansas

- Under 25: 11,992
- 25 to 34: 18,526
- 35 to 44: 3,371
- 45 to 54: 9,440
- 55 to 64: 14,596
- 65 or over: 18,526

Source: Annual Survey of Entrepreneurs (ASE) - Characteristics of Business Owners: 2016 Tables

30,000+ Boomers Own Kansas Businesses
A recent survey of business owners highlights the need for exit planning:

- **48%** don’t have a plan to exit their business!

Source: Exit Planning Institute 2019 Nebraska State of Owner Readiness Survey
Challenges

- **Knowledge Deficit** among owners wishing to transition
- **Few Exit Planning Resources** to help owners plan their succession
- **Owner Reluctance** to come forward for assistance
- **Limited Transition Options Available** to rural owners
- **Funding Sources** aren’t designed for transition risks
- **Transition Expertise** (legal, tax, etc.) concentrated in urban areas

The Kansas SBDC is uniquely positioned to solve these challenges:

- 5 Certified Exit Planning Advisors (CEPA) and 3 Certified Valuation Analysts (CVA)
- 9 Regional offices with over 30 Small Business Advisors
- A plan to address these challenges
Establish Kansas Center for Business Transition

Leverage Kansas SBDC Network

Online resource for education, enhanced with webinars and local presentations

Aggressive social media strategies to reach target audience

Partner with local community leaders for personal outreach and referrals
Online Resources

- Transition Tools Pages
  - Exit Planning Checklist
  - Preparing Your Business for Transition
  - Transitioning Your Business
  - Life After Your Business
- Success Stories
- Links to Partners with Intersecting Missions
- Links to Related Resources
- Blog with Regularly Posted Content
- Contact Info for Kansas SBDC Advisors (CEPAs and CVAs)
The Exit Planning Checklist

1. Build Your Team
2. Set Your Personal Goals
3. Benchmark Your Business
4. Estimate the Value of Your Business
5. Address the Gap
6. Draft Your Transition Plan
7. Develop a Contingency Plan
Website Visitor’s Journey

- Home Page
- Skim Over Planning Checklist
- Choose Option
  - DIY
  - SBDC
  - Paid Resource
- Review Supporting Tools and Documents
Outreach Activities

- Social Media Marketing
  - LinkedIn
  - Facebook
  - Twitter
- Workshops - online and in-person
- Collaboration with organizations to help further the mission
Partnerships

- Intersection of Mission and Vision
- Active collaboration on content sharing
  - Cross-promotion on websites, with backlinks
  - Content contributions
  - Sharing training classes and events
  - Branded educational content in tools section of KCBT website
  - Amplifying social media messaging - re-tweets and posts
  - Display partners’ logos and links
Our Ask

1. Spread the word
2. Give us feedback
3. Become a Partner

Thanks to Kansas State Research & Extension for the opportunity to present!
Rural Business Marketplace

Project Concept
University of Minnesota study led by Ben Winchester reveals that middle-aged newcomers are moving to rural areas in that state.

These new rural residents have significant education, skills, connections, spending power and children.

People migrate to rural communities for 1) a simpler life, 2) safety and security, 3) affordable housing, 4) outdoor recreation and 5) quality schools.¹

¹ https://extension.umn.edu/economic-development/rural-brain-gain-migration
Is There a Brain Gain in Kansas?

Rural Counties in Kansas Gaining in Education Level Mirrors Minnesota’s Brain Gain

Increase in Bachelors Degrees Age 35 - 44 (2017 v. 2012)

<table>
<thead>
<tr>
<th>County Tiers</th>
<th>Max City Population</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Over 50K</td>
<td>1.1%</td>
</tr>
<tr>
<td>3</td>
<td>10K to 50K</td>
<td>6.0%</td>
</tr>
<tr>
<td>2</td>
<td>2.5K to 10K</td>
<td>2.8%</td>
</tr>
<tr>
<td>1</td>
<td>Under 2.5K</td>
<td>1.2%</td>
</tr>
</tbody>
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U.S. Census Data
What Are They Looking For?

- A Simpler Life
- Safety and Security
- Affordable Housing
- Outdoor Recreation
- Quality Schools
How Do We Connect The Two?
Proposed Solution: Online Portal

Filters
- A Simpler Life
- Safety and Security
- Affordable Housing
- Outdoor Recreation
- Quality Schools
My Contact Info

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