



Within Reach. Beyond Expectation.

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Create a Future of Prosperity for your Community

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Find the right business, Find the right buyer

Hundreds of millions of dollars of equity in small and medium-sized businesses in this province hangs in the balance.

The first members of the baby boom generation hit 65 this year meaning the subject of retirement, exit planning and succession will begin to dominate the business headlines as literally thousands of boomers who are also business owners begin thinking about that most critical of decisions: converting the equity in their enterprises into cash. After all, for most this is their pension plan but, sadly, every study published on the subject points to a sorrowful lack of effort on the planning process.

For too many business owners, this is one of those topics to be dealt with tomorrow. Well, tomorrow has arrived. And a day too late! Successfully exiting a business can take as long as 15 years. For those who get there late, the list of buyers will be woefully short.

In other words, it is never too early (or too late) to put an effective and focused plan in place to assure maximum reward for a lifetime of work in building your business.”- Paul Martin, Martin Carlton Communications

In Saskatchewan alone nearly 12 000 business owners have identified themselves as seeking retirement or transitioning out of their current business in the next 3 years.

Agriculture will also see a massive turnover in this time period. With not as many second generations looking at taking over the farm; farmers and ranchers are finding it difficult to find a qualified buyer, operator, or successor either within the family or from outside.

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Municipality at a Glance

Welcome to the District of Lakeland

The District of Lakeland is located 35 kms. North of Prince Albert along Highway No. 2 comprising of approximately 1050 permanent residents with seasonal residents increasing that number in excess of 20,000 throughout the summer months. The municipality, in conjunction with the Village of Christopher Lake, is a collection of resort areas around Emma, Christopher, Anglin and McPhee Lakes offering year round recreational activities including golf, swimming, boating, fishing and water sports throughout the summer and skating, curling,



cross country skiing and snowmobiling in the winter months. Lakeland is the home to Elkridge Resort at the entrance to the Prince Albert National Park, the only 5 star resort in Saskatchewan that

features 27 holes of golf, accommodations, swimming pool, spa treatments and fine dining. The Lakeland area also features a variety of goods and services from grocery stores, restaurants, accommodations and lodging, retail stores, service station and more. The Village of Christopher Lake has a long term care facility, school (K-8), library, playgrounds, parks, and ball diamonds as well as several residential subdivisions with vacant properties available for purchase and development.

If you are attracted to living in a pristine natural environment and enjoy the peace and quiet of small town, acreage living or a more active lifestyle along our many lakes, please contact the District office at 982-2010 or the Village Office at 982-4242 or visit us on the web at www.lakeland521.ca



Membership at a Glance

The Building Blocks of Prince Albert

Main Street Revitalization

History of the Program

The Main Street Program was developed in 1980 by the National Trust for Historic Preservation. Since it's inception, thousands of communities have participated in the program.

What is it?

The Main Street Program is essentially a preservation-based approach to revitalize the historic and traditional areas of the community's downtown core. It is the City's downtown core that holds the City's history of who we are, who we were and how our history was developed. You do not find this history in shopping malls and box stores. The downtown core, has always been, and always will be, the Heart and Soul of every community. The Main Street Approach will encourage economic development by implementing historic preservation.

How does it Work?

A sub-committee was formed under the direction of the PADIDA Board to undertake this project. This sub-committee will work with property/business owners within the established program area to develop façade improvements to their properties. Eligible work may include repair, restoration, or reconstruction of the façade, doors & windows, original exterior finish,

cornices & decorative trim, exterior paint colors, and other character defining features. All plans must be approved by the Main Street Board and the Sask. Govt architect before work can commence.

The improvements must meet the Standards & Guidelines for the Conservation of Historic Places in Canada. A minimum of four projects in each of the next three years will be undertaken. The Provincial Government's Department of Tourism, Parks, Culture and Sport will assist with Capital funding of \$50,000 per year, which will be matched by the developer/property owner. The City's contribution will come in the form of Capital work to the streets, sidewalks, furniture and lighting.

Create A Future Of Prosperity In Your Community

Does your community economic development organization have the leadership and active community support to give confidence to prospective investors?



The Saskatchewan Economic Development Association (SEDA) accreditation program Platform for Prosperity, is a service to support municipalities in striving for excellence in the delivery of economic development services at the local level. Economic development is a process, and the goal of the Accredited Community Economic Development Organization Program is to outline that process, putting light on the fact that economic development is really a series of steps that build on each other to create a desired outcome.

This program supports communities with determining levels of investment in the economic development process, and evaluating the impact of that investment. It provides information, tools and best practices for moving a community economic development plan forward.

Through the Platform for Prosperity program SEDA supports the establishment of sustainable, inter-municipal community development organizations or departments mandated by councils and supported with the necessary resources.

Benefits of receiving accreditation range from recognized excellence, and heightened visibility of the organization, to acknowledgement of the vital contribution of the organization's economic development practitioner to the economic development process.

The value of accreditation to the community or region is increased public/private sector investment and an increased sense of pride in the community. SEDA will promote the achievements of accredited organizations through a number of avenues including exclusive use of the Platform for Prosperity logo and a profile in the Annual SEDA Membership Directory – the go to guide for site selectors.

The program is open to new and existing - municipal and local economic development organizations, regional public / private economic development partnerships, and private non-profit business associations. For more information visit www.seda.sk.ca or contact the SEDA office at 306.384.5817.



The Building Blocks of Prince Albert Main Street Revitalization Continued

Main Street Prince Albert Vision Statement

To encourage and facilitate the continuing development of a vibrant and prosperous Main Street.

Main Street Prince Albert Mission Statement

The Main Street Prince Albert comprehensive revitalization program of the Main Street Program Area will be accomplished by:

- a. Community Organization
- b. Economic Restructuring
- c. Design/Heritage Conservation
- d. Promotion

For more information please contact the Prince Albert Downtown Improvement District at: 306-763-1802 or by email at discoverdowntown@sasktel.net

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This is not news to anyone; the provincial government, banks, and not for profit business support agencies have identified this demographic as an issue that needs to be addressed or capitalized on.

Our Website

Our new online system called Succession-Matching.com launched in the spring.

While the idea of buying and selling a business is as old as a blacksmith and an apprentice, the practical method of this transaction hasn't changed in as much time either. In our advanced information age we still essentially tell someone our business is available; through classified or online posting boards and wait for someone to call. We try to tell our best story in as few words as possible, and hope that there is someone else out there looking for the right fit. This is also how we used to meet, date and get married. From almost 0% in 2000, in 2010, 17% of couples who married met on a dating site. It is expected that this will be over 50% in the next 10 years. Average length of courtship was less than half that of couples who did not meet online. Online dating will be a \$2,000,000,000 industry by 2013. The reason that more people gravitate to this type of relationship is because of the depth and quality of information they can receive, and the ability of the systems to effectively match the personality, needs, goals, and wants of both parties.

Our business matching system provides the means to ease the process of discovering the necessary and appropriate information from both the business owner and the successor which allows for a simple, fast, effective and quality transaction.

By utilizing the changing mindset of the world population and their use of technological tools, and developing the profile and matching tools to focus on the skills, capabilities, needs and goals of business. The system generates a list of compatible parties to contact. Currently there are two other sites that are set up to sell off businesses in Western Canada. The businesses pay a small upfront cost to list their business at whatever price they see fit and anyone is free to view them. This "Kijiji" model does not go over well in small town Saskatchewan.

Business owners are reluctant to list their business because their customer may not support the business if they are looking at retirement. They are also apprehensive because they do not want their neighbors "creeping" on their business to see how much it is worth. This is why our system is built with three levels of privacy settings. Businesses and Successors can determine which information is shared, kept semi private or has to be requested. This is very favourable with any industry that has sensitive information, does not want to alarm suppliers, or would like to keep the good will with their customers while going through the planning process.

There are two levels of memberships. Resources from Community Experts and templates can be accessed for free. The matching and messaging system has a one-time fee; \$889 for businesses and \$249 for successors.

North Central Enterprise Region Members Receive 50% off
Coupon Code: NCER2011

By: Alison Anderson
SuccessionMatching.com



For More Information on the North Central Enterprise Region and their Strategies please contact their office at:

#137-1061 Central Ave
Prince Albert, SK S6V 4V4
306-953-4030
info@ncer.ca
www.ncer.ca



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NCER*



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