



KC BizCare – Business Customer Service Center

DATE: February 19, 2010
TO: Troy Schulte, Acting City Manager
FROM: Rick Usher, Assistant to the City Manager
SUBJECT: Monthly Report – January 2010

1. Issues That Require Attention of the City Manager

None

2. Press/Media Issues

- KC BizCare was featured in an article on KC FreePress.com.
- KC BizCare was advertised in the Greater Kansas City Chamber of Commerce 2010 Membership Directory.

3. Programmatic and Operational Issues

- KC BizCare has a page on Twitter; we are following 44 organizations and 62 organizations and individuals are following us. We have a page on LinkedIn, with 12 professional contacts. KC BizCare has a page on facebook, with 137 followers. These sites allow us to promote the services of KC BizCare; they will also allow us to monitor and participate in discussions about improving business services in Kansas City.
- Our three January “tweets” on Twitter included:
 - What does it take to land contracts with local, state, and federal government? Check this out! <http://tinyurl.com/yfvmrrm> 9:13 AM Jan 6th from web
 - KC entrepreneurs show fortitude in face of adversity. <http://tinyurl.com/y8hufwj> 12:36 PM Jan 6th from web
 - Entrepreneurs, Carefully Chosen, React to Obama’s Speech <http://bit.ly/c9SoWU> 12:26 PM Jan 28th from web Retweeted
- KC BizCare customers logged more than 60 hours in January for computer use (up from 31 hours in December). Many customers use the computers for

researching business ideas. Some of our customers are taking the FastTrac class through the Kauffman Foundation and use the computers to complete their homework assignments.

- We distributed more than 75 of our Business Resource Guides to resource partners. This does not include guides provided to the City Council and City Manager's Office, or those given to customers in the course of daily activities.

4. Performance and Statistics

KC BizCare staff track a variety of performance measures to evaluate progress in promoting a business friendly city. The following is a summary of performance measures through January 31, 2010:

- a) Maintain a customer satisfaction rate of 8.5 on a 10 point scale with 1 very dissatisfied and 10 very satisfied.

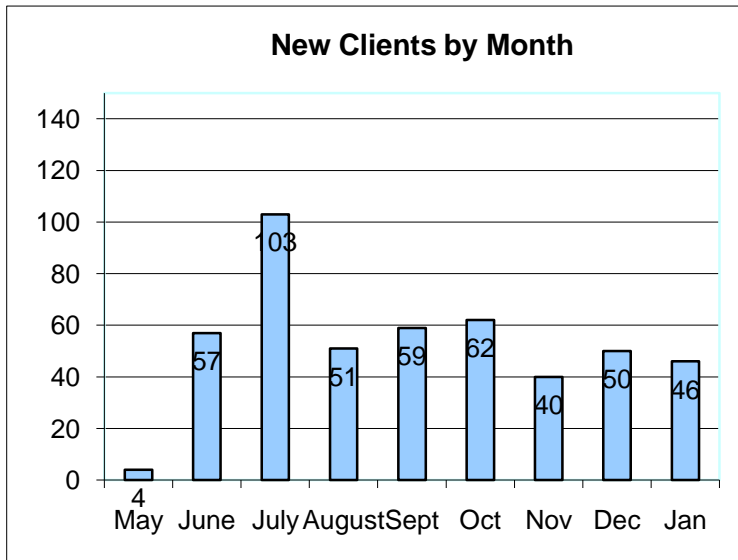
Result: We received 11 responses. All were very satisfied with service provided.

- b) Serve walk-in customers within 10 minutes of arrival and respond to initial phone, voice mail and email inquiries within four hours.

Result: All walk-in customers, and initial networking customers, served immediately; all phone, voice mail and email inquires served within four hours

New Client Contacts	January 1 - January 31, 2010
Type	#
Walk-in	11
Phone	31
Email	4
Total:	46

Total Active Clients YTD	158	214	273	335	375	425	471	
Month	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Number of referrals	61	229	156	133	159	92	141	95
Number assisted with business formation	12	93	65	30	37	26	48	23
Number assisted with regulatory/licensing	37	114	71	84	107	59	86	69
Number assisted with marketing	12	22	20	19	15	7	7	3
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%
% of emails /voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow-up within 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	16	11	10	13	13	5	6	9
Average satisfaction rate YTD	9	10	10	10	10	10	10	10%



- c) Follow-up with customers within three weeks to determine satisfaction and quality of referral.

Result: All customers received a follow-up within three weeks of initial contact; customers report satisfaction with referrals.

Referrals:

Referrals to City, State, Federal Departments & Resource Partners - January 2010			# of
Entity	Type of Referral		Referrals
City Departments			
Finance - New Market Tax Credits	Business Formation		1
Finance - Revenue - Earnings Tax	Regulatory/Licensing		2
Finance - Revenue - Business License	Regulatory/Licensing		17
Health - Food Protection	Business Formation		1
Human Relations - Small Business Center	Business Formation		1
Neighborhood & Community Services - Regulated Industries	Business Formation		2
Planning & Development - Zoning Clearance	Regulatory/Licensing		14
Planning & Development - Development Assistance Center	Regulatory/Licensing		1
State Departments			
MO Department of Revenue	Regulatory/Licensing		10
MO Division of Worker's Compensation	Regulatory/Licensing		1
MO Secretary of State	Regulatory/Licensing		16
Federal Departments & Agencies			
IRS Small Business and Taxpayer Education and Communications	Regulatory/Licensing		6
Resource Partners			
Builder's Association	Business Formation		1
Central Bank of Kansas City, NMTC Program	Business Formation		1
Economic Development Corporation	Business Formation		2
EDC Loan Corporation	Business Formation		1
Entrepreneurial Legal Services Clinic at UMKC	Business Formation		4
Greater Kansas City Chamber of Commerce	Business Formation		2
Hispanic Chamber of Commerce of Kansas City	Business Formation		1
Hispanic Economic Development Corporation	Business Formation		1
Jackson County Assessment Office	Regulatory/Licensing		1
KC SourceLink	Business Formation		2
Planet Re-Use	Business Formation		1
Platte County, Missouri Collector's Office	Regulatory/Licensing		1
SCORE of Kansas City	Business Formation		1
Southtown, Brookside, Waldo Council	Business Formation		1
The Freelance Exchange	Business Form/Marketing		3
Total Referrals			95

- d) Make five networking contacts with City departments and resource partners each month.

Result: A total of 9 networking contacts made in January; three were resource partner events.

Networking Contacts		January 1 - January 31, 2010	
Entity		Date	
Missouri Builder's Association		1/8/2010	
Full Employment Council		1/8/2010	
Northeast Industrial Association		1/19/2010	
Economic Development Corporation		1/22/2010	
Human Relations, Small Business Development		1/22/2010	
Hispanic Chamber of Commerce		1/25/2010	
Greater Kansas City Chamber of Commerce		1/26/2010	
KC SourceLink		1/27/2010	
Missouri Secretary of State		1/28/2010	

- e) Identify streamlining initiatives from recommendations of City departments, resource partners and customers.

Result: KC BizCare staff continues to create matrixes and flowcharts that represent various City regulatory processes. Flowcharts are helpful to customers in explaining the steps needed to attain regulatory compliance. Flowcharts and matrixes also show the relationships and point of contact that customers experience as they navigate City departments. This allows KC BizCare staff to coordinate communications across departments to better serve customers.

- f) Work with Kauffman Foundation to market program.

Result: We continue to collaborate with the Kauffman Foundation. The FastTrac program refers their students to KC BizCare; KC BizCare staff work with students to help them identify regulatory issues they will need to understand as they develop their business plans.

5. Awards/Accolades

None

6. Follow-up From Last Month

We are scheduling the next Development Process Roundtable for February 26, 2010 and Tom Coyle will be making a presentation regarding the implementation of the new development code.