



KC BizCare – Business Customer Service Center

DATE: July 15, 2011
TO: Richard Usher, Assistant to the City Manager
FROM: KC BizCare
SUBJECT: Monthly Report – June 2011

1. Issues That Require Attention of the City Manager

- KCBizCare is working with Intern Nicholas Hawkins and City Council staff to summarize the testimony to the Special Committee on Small Business, and to identify action items.

2. Programmatic and Operational Issues

- At a June 1 press conference Mayor James announced that Councilman Scott Taylor will chair the Special Committee on Small Business. The new committee's goals include streamlining licensing processes, consolidating City functions, and supporting minority-owned start-up businesses. The press conference was held at 1118 Oak, where City officials and staff mingled with business people coming in to renew their business licenses, or to get a new business license.
- KCBizCare staff met with staff from the Health Department's Food Protection Program on June 21. Bert Malone, Division Director of Environmental Health, explained various permitting functions performed by his staff. Staff also reviewed the new ordinance pertaining to Farmer's Markets.
- KCBizCare staff made a presentation to the Special Committee on Small Business on June 16, along with a number of other City departments.
- John Pajor attended the Downtown Council's Business Retention Committee meeting on June 17th.
- KCBizCare staff met with Bill Nigro and Joe Moroney, who represent the Kansas City Business Rights Coalition on June 28. We discussed the Coalition's concerns about the City's requirements of food handling permits and liquor servers' permits.

- KC BizCare has a page on Twitter; we are following 126 organizations and 167 organizations and individuals are following us. KCBizCare also has a page on LinkedIn and on facebook. 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.
- KCBizCare's 18 tweets during June 2011 focused on marketing tips, articles about innovative new business start-ups, state and local government news impacting small businesses, and information about events in the community that could benefit small businesses following us on Twitter.

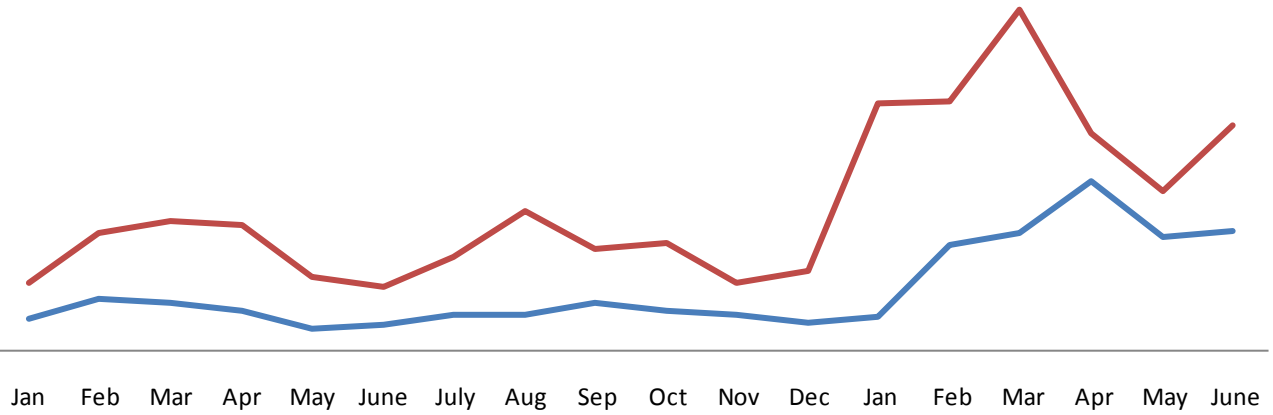
3. Customer Service Highlights

- Sharon is working with a professional photographer who is planning to move his business from Lee's Summit to midtown Kansas City. He is interested in remaking a studio space into a special event venue for up to 200 people. The customer has been referred to City Planning and the City Building Official about modifications to the building that he currently owns.
- John worked with three different home-based construction contractors to help them identify requirements and resources. The customers received Information Bulletin 152 – Residential Building Contractor Licensing Frequently Asked Questions. One person wanted to do work for the City. John referred the customer to the Procurement Services Division and also explained the Small Construction Prequalification Program.
- After processing and approving a Zoning Clearance request regarding a new location for a funeral home, Angelene received a call from the State of Missouri Board of Embalmers & Funeral Directors. The representative wanted to know exactly what the terminology of the Zoning Clearance meant and what activities were approved. In an email, using the online "Zoning & Development Code", Angelene sent the representative PDFs of section 88-120-03 Uses and 88-805-04 Commercial Use Groups as well as a few lines of instruction for reading the documents.

We continue to see a remarkable increase in activity due to the inclusion of Business Licensing in the KC BizCare office. In May 2011 we added 127 new customers; in June we added 151 new customers. We did not maintain a follow-up within three weeks of the initial contact in June, but plan to catch up next month with every customer due a follow-up.

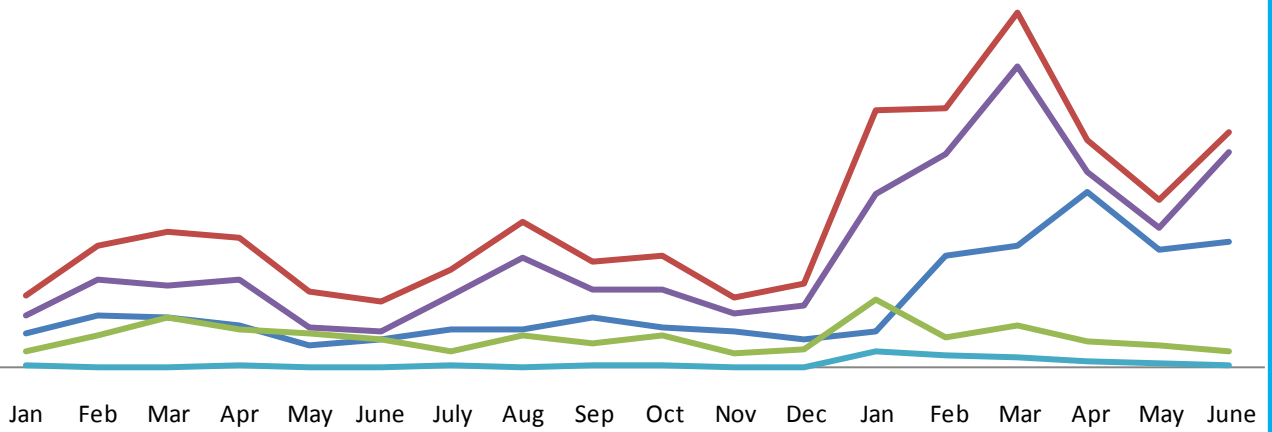
New Clients and Referrals by Month 2010 - 2011

— New Clients — # Referrals



Type of Customer Assistance

— New Clients — # Referrals — # Business Formation — # Regulation — # Marketing



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

Result: A total of 7 networking contacts made in June.

Networking Contacts		June 2011
Entity	Date	
Mayor James & Committee on Small Business	6/1/2011	
Office of the Mayor, Public Policy Director	6/7/2011	
General Services Department - Vendor Program	6/14/2011	
Councilman Taylor, Committee on Small Business	6/16/2011	
Downtown Council	6/17/2011	
Health Department - Food Protection Program	6/21/2011	
KC Business Rights Coalition	6/28/2011	

Below is a listing of the 313 referrals made by receiving organization in June 2011:

Referrals to City, State, Federal Departments & Resource Partners - May :		# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Business Licensing	Regulatory	116
General Services - Vendor Program	Business Formation	1
Health - Food Protection	Regulatory	8
KC BizCare	Business Formation	8
Neighborhood & Community - Regulated Industries	Regulatory	5
Planning - Codes	Regulatory	2
Planning - Development Management	Regulatory	7
Planning - Permits Division	Regulatory	26
Planning - Zoning Permit	Regulatory	78
State Departments		
MO Dept. of Health - Child Care Licensing	Regulatory	1
MO Dept. of Revenue	Regulatory	11
MO Secretary of State	Regulatory	22
MO DOT - Motor Carrier Services	Regulatory	1
Federal Departments & Agencies		
IRS Small Business and Taxpayer Information	Regulatory	9
Small Business Administration	Business Formation	1
Resource Partners		
Entrepreneurial Legal Services Clinic at UMKC	Business Formation	6
Francis Institute at Penn Valley	Business Formation	1
Hispanic Chamber of Commerce of Kansas City	Marketing	1
KCSOURCELINK	Business Formation	1
Mid-West Center for Nonprofit Leadership	Business Formation	3
Northeast KC Chamber of Commerce	Marketing	1
SCORE of Kansas City	Business Formation	1
Southtown Brookside Waldo Council	Marketing	3
Total Referrals:		313

Below is data from performance measures, January 2010 to June 2011:

Active Clients June 2009 - May 2011	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow-up within 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	1189	1351	1586	1744	1871	2022
Month of 2011	Jan	Feb	Mar	Apr	May	June
Number of referrals	341	345	472	302	222	313
Number assisted with business formation	92	40	57	35	31	22
Number assisted with regulatory/licensing	231	283	401	259	185	286
Number assisted with marketing	22	18	14	8	6	5
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%
% of clients follow-up within 3 weeks	N/A	N/A	N/A	N/A	N/A	N/A
Number of networking events	7	4	9	2	6	7
Average satisfaction rate YTD	10	10	10	10	10	10