



KC BizCare – Business Customer Service Center

DATE: June 10, 2011
TO: Richard Usher, Assistant to the City Manager
FROM: KC BizCare
SUBJECT: Monthly Report – May 2011

1. Issues That Require Attention of the City Manager

- KC BizCare has a tentative resource partner meeting with staff from the Health Department, Division of Environmental Health Services to review their new permitting process for farmer's markets.

2. Programmatic and Operational Issues

- May 11, 2011, KC BizCare provided a final report on the plans review and permitting survey conducted over the past few months. Results were based on a total of 438 calls to customers' recently involved in the plans review and/or permitting processes. Most participants were obliging and pleased that City staff made the effort to learn from their experiences. Permits Division Manager Jomy John said that the effort was worthwhile. The survey helped him clarify what staff is doing well and identify problems that can be easily corrected with simple changes or training.
- KC BizCare and Business Licensing held their first joint staff meeting on May 16.
- John Pajor met with members of the EDC business retention staff, and a SCORE mentor experienced in restaurant development on May 18, 2011. The meeting was convened to assist a visitor from France considering opening a restaurant business in Kansas City. The visitor also attended the Futurallia event at the Convention Center.
- While attending the Futurallia conference on May 19, 2011, Angelene Grady engaged with Bill Snook, in charge of the Health Department's Community Education Initiatives. She learned that the Health Department offers smoking cessation programs to any business in Kansas City interested in assisting their employees. We agreed to provide the information to new business start-ups coming to the KC BizCare office.
- Sharon Kingsbury met with Matt Kyle, Convention Center Sales Manager, while attending Futurallia on May 20, 2011. They discussed their efforts to coordinate and assist an out-of-

town customer who served as the agent for an April event at Bartle Hall. The customer needed business licenses for a number of exhibitors located across the state.

- John Pajor attended an all-day seminar on Starting and Managing a Small Business on May 25, 2011 at Johnson County Community College. The class focused on the importance of initial market research, financing, legal issues, as well as regulatory requirements.
- May 31, 2011 the Greater Kansas City Chamber of Commerce held one of its Big 5 discussions with community leaders. John Pajor attended where they focused on how to make neighborhoods and local business stronger.
- KC BizCare has a page on Twitter; we are following 123 organizations and 153 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 11 tweets during May 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. 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 for May 2011:

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

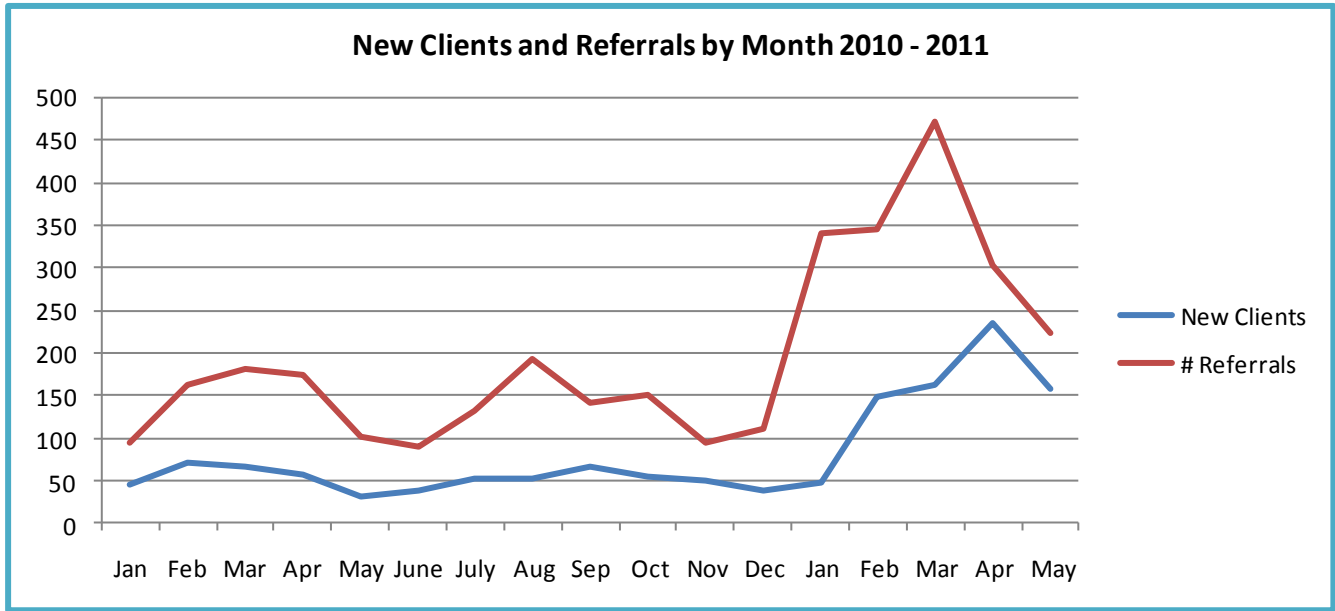
Result: We received a total of 22 responses in May. All were satisfied with service provided.

- 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

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

Result: 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. We did not maintain a follow-up within three weeks of the initial contact in May, but plan to catch up next month with every customer due a follow-up. Staff served 148 new customers in January, 162 in February, 235 in March, and 158 in April.



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

Result: A total of 6 networking contacts made in May.

Networking Contacts		May 2011
Entity		Date
EDC Business Retention & SCORE Kansas City		5/18/2011
MidAmerica Regional Council		5/19/2011
KCMO Health Dept - Community Education		5/19/2011
Convention & Entertainment Centers		5/20/2011
Kansas Small Business Development Council		5/25/2011
Greater Kansas City Chamber of Commerce		5/31/2011

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

Result: Before the Finance staff moved into 1118 Oak applicants for new business licenses went to the 5th floor of City Hall to get a zoning clearance before they could complete their registration application. In late 2010 the 5th floor permit staff trained the BizCare team to perform zoning clearances. Now customers who visit 1118 Oak can obtain their zoning clearance and business license at the same location.

f) Work with Kauffman Foundation and other resource partners to market the program.

Result: Our primary marketing strategy continues to be networking with our resource partners. This allows us to expand our knowledge of community resources and inform citizens about the services we offer. An example of this is the presentation that BizCare staff gave to the Mayor’s Chamber of

Commerce Roundtable meeting on February 10. After that presentation the president of the South Kansas City Chamber of Commerce brought a group from their leadership initiative to meet the BizCare and Business License staff to learn about the new combined operation.

Below is a listing of the 222 referrals made by receiving organization in May 2011:

Referrals to City, State, Federal Departments & Resource Partners - May 2011		# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Business Licensing	Regulatory	100
Fire Marshall	Regulatory	1
Health - Food Protection	Regulatory	5
KC BizCare	Business Formation	8
Neighborhood & Community - Regulated Industries	Regulatory	1
Planning - Codes	Regulatory	2
Planning - Codes - Contractor Licensing	Regulatory	1
Planning - Development Management	Regulatory	4
Planning - Land Management	Regulatory	1
Planning - Permits Division	Regulatory	4
Planning - Zoning Permit	Regulatory	55
Police Department	Business Formation	1
State Departments		
MO Dept. of Health - Child Care Licensing	Regulatory	2
MO Dept. of Revenue	Regulatory	4
MO Secretary of State	Regulatory	4
Federal Departments & Agencies		
IRS Small Business and Taxpayer Information	Regulatory	3
US Dept. of Alcohol, Tobacco and Firearms	Regulatory	1
Resource Partners		
Entrepreneurial Legal Services Clinic at UMKC	Business Formation	2
Francis Institute at Penn Valley	Business Formation	1
Greater Kansas City Chamber of Commerce	Marketing	1
Hispanic Chamber of Commerce of Kansas City	Marketing	2
Hispanic Economic Development Corporation	Business Formation	1
Independence Regional Ennovation Center	Business Formation	1
Internet Webpage	Business Formation	4
Kansas City Downtown Council	Business Formation	1
Kauffman Foundation	Business Formation	1
KCSOURCELINK	Business Formation	6
Northeast Kansas City Chamber of Commerce	Marketing	2
SCORE of Kansas City	Business Formation	1
Southtown, Brookside, Waldo Council	Marketing	2
Total Referrals:		222

Below is data from performance measures, January 2010 to May 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 w ith business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted w ith regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted w ith marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of netw orking 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
Month of 2011	Jan	Feb	Mar	Apr	May
Number of referrals	341	345	472	302	222
Number assisted w ith business formation	92	40	57	35	31
Number assisted w ith regulatory/licensing	231	283	401	259	185
Number assisted w ith marketing	22	18	14	8	6
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 weeks	N/A	N/A	N/A	N/A	N/A
Number of netw orking events	7	4	9	2	6
Average satisfaction rate YTD	10	10	10	10	10

