



## **KC BizCare – Business Customer Service Center**

**DATE:** November 23, 2011  
**TO:** Richard Usher, Assistant to the City Manager  
**FROM:** KC BizCare  
**SUBJECT: Monthly Report –October 2011**

### Issues of Interest

KC BizCare welcomes Kerrie Tyndall as the new assistant to the City Manager for business retention. Ms. Tyndall's appointment coincides with other elements of the KC Best (Business Expansion Support Team) initiative. On October 17 Gary Sage of the EDC announced the results of their business survey at a meeting of the Small Business Committee. On October 27 Kristi Smith Wyatt of the Greater Kansas City Chamber of Commerce gave a presentation to the City Council business session on their CEO-to-CEO Visit project.

### Accomplishments

- Recent testimony before the Small Business Committee and other council committees points out the need for the City to do a better job of marketing services. In keeping with that directive KC BizCare staff participated in ten resource partner interactions in October. This included attendance at the UMKC Small Business and Technology Development Centers Entrepreneur Celebration, the Greater KC Chamber's KCMO Committee and the Northland Regional Chamber's annual networking expo.
- On October 18 representatives from the City of Dallas' economic development team visited 1118 Oak to learn about the business support services offered by KC BizCare and KCSourcelink
- The City Communications Office ran an article about KC BizCare in October edition of their publication, KCMORE.
- KC BizCare staff referred 57 clients to October 28 seminars on micro lending sponsored by St. Louis based Justine Petersen. The event was held at the Health Department's Biery Auditorium.

## Customer Service Highlights

In September KC BizCare staff person Sharon Kingsbury attended the Business Law 101 class offered by the UMKC Entrepreneurial Legal Services Clinic. Sharon gave her business card to a woman who later contacted her about setting up a catering business. In mid-October the woman made an appointment to meet with Sharon at 1118 Oak. Sharon referred her to SCORE for mentoring and to the Independence Regional Ennovation Center's kitchen incubator.

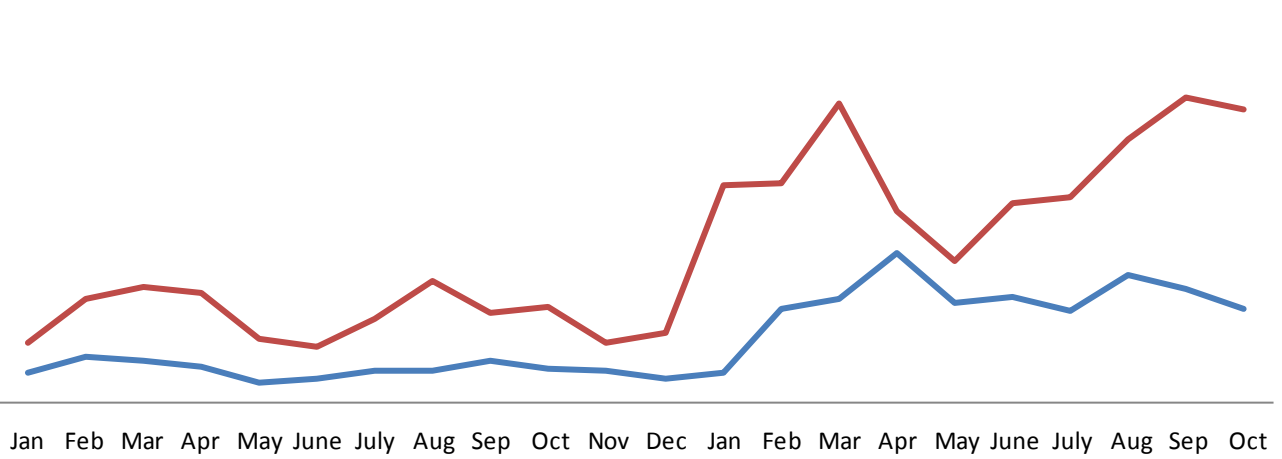
Angelene Grady worked with a client who wanted to open a new animal shelter. Angelene helped the customer identify the appropriate zoning as well as the requirements of the KCMO Animal Health and Public Safety Division and the Missouri Department of Agriculture's Animal Health Division.

A representative of the Port Authority contacted John Pajor about a new company that is in the process of moving from Olathe to the former Richards-Gebaur Airport. The company needed help identifying KCMO requirements. John sent the company representatives an e-mail with requirements and is continuing to follow-up on the status of their applications.

Month	First Time in Business	Home-based Business
August	22	77
September	56	56
October	40	47

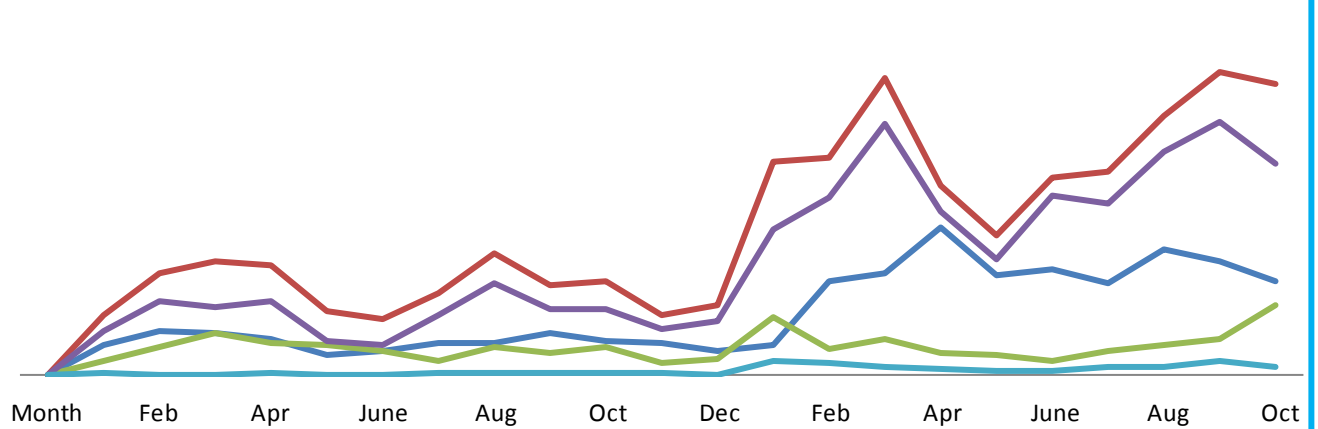
### New Clients and Referrals by Month 2010 - 2011

— New Clients — # Referrals



### Type of Customer Assistance

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



<b>Networking Contacts</b>		<b>October 2011</b>
<b>Entity</b>	<b>Date</b>	
Mid-America Regional Council	10/5/2011	
Main-Cor Development Corporation	10/12/2011	
UMKC Small Business & Technical Center	10/14/2011	
Special Committee on Small Business	10/17/2011	
KCSOURCELINK	10/18/2011	
Greater Kansas City Chamber of Commerce	10/25/2011	
Northland Regional Chamber of Commerce	10/26/2011	
Justine Petersen Micro Loan Program	10/28/2011	
Main-Cor Development Corporation	10/28/2011	
City Manager's Office, Communications Division	10/31/2011	

<b>Referrals to City, State, Federal Departments &amp; Resource Partners - October 2011</b>			<b># of</b>
<b>Entity</b>	<b>Type of Referral</b>	<b>Referrals</b>	
<b>City Departments</b>			
Finance - Business Licensing	Regulatory	104	
Health Department - Food Protection Program	Regulatory	10	
KC BizCare	Business Formation	5	
Neighborhood & Community Services - Animal Control	Regulatory	2	
Neighborhood & Community Services - Neighborhood Services Division	Business Formation	2	
Neighborhood & Community Services - Regulated Industries	Regulatory	3	
Planning & Development - Building Codes	Regulatory	2	
Planning & Development - Citywide Planning	Business Formation	1	
Planning & Development - Development Management	Regulatory	3	
Planning & Development - Home-based Business, IB # 117	Regulatory	47	
Planning & Development - Permits Division	Regulatory	7	
Planning & Development - Zoning Clearance	Regulatory	117	
Police Department	Business Formation	1	
Public Works - Traffic Data	Business Formation	1	
Small Business Division	Business Formation	1	

Referrals to City, State, Federal Departments & Resource Partners - October 2011		# of
Entity	Type of Referral	Referrals
<b>State Departments</b>		
Kansas Secretary of State	Regulatory	2
Missouri Department of Agriculture	Business Formation	1
Missouri Department of Revenue	Regulatory	11
Missouri Secretary of State	Regulatory	13
<b>Federal Departments &amp; Agencies</b>		
IRS Small Business & Taxpayer Information	Regulatory	9
<b>Resource Partners</b>		
City of Gladstone - City Hall	Regulatory	1
City of Lee's Summit - Business Licensing	Regulatory	2
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	11
Francis Institute at Penn Valley	Business Formation	1
Google Get Your Business Online	Marketing	8
Hispanic Economic Development Corporation	Business Formation	2
Independence Regional Ennovation Center	Business Formation	4
Internet Webpage	Business Formation	1
Justine Petersen Micro Loan Program	Business Formation	57
Kansas Small Business Development Center	Business Formation	2
KC Artist Link	Business Formation	1
KCSourceLink	Business Formation	9
Midwest Center for Nonprofit Leadership	Business Formation	4
Northeast Kansas City Chamber of Commerce	Marketing	1
Northland Neighborhoods Inc	Marketing	1
Northland Regional Chamber of Commerce	Marketing	1
Small Business & Technology Center - UMKC	Business Formation	2
SCORE of Kansas City	Business Formation	8
South Kansas City Chamber of Commerce	Marketing	1
Southtown Brookside Waldo Council	Marketing	2
Urban Entrepreneur Partnership	Business Formation	1
<b>Total Referrals:</b>		<b>462</b>

<b>Active Clients June 2009 - Oct 2011</b>	<b>471</b>	<b>542</b>	<b>608</b>	<b>664</b>	<b>695</b>	<b>732</b>	<b>783</b>	<b>850</b>	<b>905</b>	<b>955</b>	<b>993</b>	<b>1041</b>
<b>Month of 2010</b>	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

<b>Active Clients June 2009 - YTD</b>	<b>1189</b>	<b>1351</b>	<b>1586</b>	<b>1744</b>	<b>1871</b>	<b>2022</b>	<b>2117</b>	<b>2317</b>	<b>2497</b>	<b>2645</b>
<b>Month of 2011</b>	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct
Number of referrals	341	345	472	302	222	313	324	413	481	462
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14
% of walk-ins assisted within 10 minutes	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%
% of clients follow-up within 3 weeks	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Number of networking events	7	4	9	2	6	7	9	13	9	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10