



# KC BizCare – Business Customer Service Center

**DATE:** September 10, 2009  
**TO:** Wayne A. Cauthen, City Manager  
**FROM:** Rick Usher, Assistant to the City Manager  
**SUBJECT: Monthly Report – August 2009**

1. Issues That Require Attention of the City Manager

None

2. Press/Media Issues

KC BizCare is featured in the Freelance Exchange Newsletter, and the Southtown Council Newsletter.

3. Programmatic and Operational Issues

- We continue to work with Ava Gardner on advertising KC BizCare on KCATA buses.
- We received funding from the Downtown Council to provide for the second printing of our Business Resource Guide.
- We are establishing a KC BizCare page on LinkedIn and 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.
- We placed an intern, Jing Hu, who will be working in our office until December 31, 2009. We are considering placing a second intern at KC BizCare and met with Maria Myers, KC SourceLink to discuss possibilities. We are also scheduled to meet with Julie Warm with UMKC, Institute for Human Development, about internships.

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 August 31, 2009:

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

Result: Eleven surveys received with an average score of 10

- 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 served immediately; all phone, voice mail and email inquires served within four hours

<b>New Client Contacts August 1 - August 31, 2009</b>	
Type	#
Walk-in	20
Phone	28
Email	3
Total:	51

<b>Total Active Clients YTD</b>	<b>158</b>	<b>214</b>	
Month	June	July	August
Number of referrals	61	229	156
Number assisted with business formation	12	93	65
Number assisted with regulatory/licensing	37	114	71
Number assisted with marketing	12	22	20
% of walk-ins assisted within 10 minutes	100%	100%	100%
% of emails /voicemails within 4 hours	100%	100%	100%
% of clients follow-up within 3 weeks	100%	100%	100%
Number of networking events	16	11	10
Average satisfaction rate YTD	9	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:

<b>Referrals to City, State, Federal Departments &amp; Resource Partners - August 2009</b>		<b># of</b>
<b>Entity</b>	<b>Type of Referral</b>	<b>Referrals</b>
<b>City Departments</b>		
City Manager's Office	Regulatory/Licensing	1
Finance - Revenue Business License	Regulatory/Licensing	29
Finance - Revenue Earnings Tax	Regulatory/Licensing	2
General Services - vendor number	Regulatory/Licensing	1
Health - Food Protection	Business formation	2
Human Relations - Affirmative Action	Regulatory/Licensing	1
Human Relations - M/W/DBE	Business formation	4
NCS - Rental Registration Program	Business formation	1
NCS - Regulated Industries	Business formation	1
Planning - Development Assistance	Business formation	1
Planning - Zoning Clearance	Regulatory/Licensing	25
Planning - Contractor licensing	Business formation	4
Planning - Weatherization program	Business formation	2
<b>State Departments</b>		
MO Board of Cosmetology & Barber	Business formation	1
MO Department of Health - Home Healthcare Services	Business formation	1
MO Department of Insurance, Financial Institutions & Professional Registration	Business formation	2
MO Dept of Revenue	Regulatory/Licensing	11
MO Secretary of State	Business formation	17
<b>Federal Departments &amp; Agencies</b>		
IRS Taxpayer Assistance Center	Regulatory/Licensing	1
SBA Small Bus Procurement Program	Business formation	1
<b>Resource Partners</b>		
Arts Incubator of Kansas City	Business formation	1
Block Business and Career Center at the KCMO Public Library	Business formation	2
Builders' Association	Business formation	1
Downtown Council of Kansas City	Business formation	2
Economic Development Corporation KC	Business formation	1
EDC Loan Corporation	Business formation	3
Entrepreneurial Legal Clinic UMKC	Business formation	3
First Step Fund	Business formation	1
Hispanic Chamber of Commerce of Kansas City	Business formation	1
Hispanic Economic Development Corp.	Business formation	1
Kansas City Area Development Council	Business formation	1
KC Artist Coalition	Business formation	1
KC Artist Link	Business formation	1
KCSourceLink	Marketing/ Business Formation	17
Midwest Center for Nonprofit Leadership	Business formation	2
MO Heartland Procurement Technical Assistance Center	Marketing/ Business Formation	2
SBTDC at UMKC	Business formation	7
The Freelance Exchange of KC	Marketing/ Business Formation	1
<b>Total:</b>		<b>156</b>

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

Result: A total of 10 networking contacts made in August; three were presentations.

<b>Networking Contacts</b>		<b>August 1 - August 31, 2009</b>
Entity		Date
Clay County Economic Development		8/5/2009
Rotary Club of Kansas City		8/6/2009
City Planning, Weatherization Program		8/7/2009
City Planning, Weatherization Program		8/21/2009
MO Heartland Procurement Technical Assistance		8/26/2009
Greater KC Chamber Committee		8/27/2009
The Freelance Exchange		8/28/2009
KC SourceLink, Maria Myers		8/28/2009
HR, MW/DBE Program, Ollie Johnson		8/28/2009
Action Center, Jean Ann Lawson		8/31/2009

- 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: I have spoken with John Courtin at the Kauffman Foundation and have sent an e-mail to tow of his staff requesting a meeting to discuss the implementation of KC BizCare and where we might find opportunities to collaborate with the Kauffman Foundation. I hope to meet with them in the next two weeks.

5. Awards/Accolades

None

6. Follow-up From Last Month

None