



KC BizCare – Business Customer Service Center

DATE: December 11, 2009
TO: Troy Schulte, Acting City Manager
FROM: Rick Usher, Assistant to the City Manager
SUBJECT: Monthly Report – November, 2009

1. Issues That Require Attention of the City Manager

None

2. Press/Media Issues

None

3. Programmatic and Operational Issues

- KCBizCare is featured on KCATA buses in October/November.
- KC BizCare has a page on Twitter; we are following 37 organizations and 33 organizations and individuals are following us. We have a page on LinkedIn, with 12 professional contacts. KC BizCare has a page on facebook, with 131 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 seven November “tweets” on Twitter included:
 - December 2nd we will be at the 2009 Downtown Council Annual Luncheon. Will you? More info at: <http://tinyurl.com/y9xcy6v> 2:04 PM Nov 23rd from web
 - Our first success story is posted! How KC BizCare assisted Dr. Kristine Baker <http://tinyurl.com/ygjbmhm> 12:24 PM Nov 20th from web

- More information for GovFest for Entrepreneurs at <http://tinyurl.com/ykbttoye>. 2:21 PM Nov 18th from web
 - November 19 is GovFest for Entrepreneurs at the Johnson County Library! No cost and no reservations, no reason not to go! [2:16 PM Nov 18th](http://tinyurl.com/ykbttoye) from web
 - Tonight is the 3rd District Council Meeting from 6-7:30 pm. We will be there, will you? For more info call Sharon Brooks at 816.513.1608 [2:54 PM Nov 9th](http://tinyurl.com/ykbttoye) from web
 - Got plans for the 3rd Wednesday of the month? How about going to the Section 3 Businesses & Residents Workshop? <http://tinyurl.com/y9dcqnw> 1:13 PM Nov 9th from web
 - Friday we got a visit from @HispanicBIC! We're excited to be on the same page! Check out the photo: <http://tinyurl.com/ya2bf>
- We interviewed candidates for Administrative Officer and filled the position. Two interns continue to serve in our office.
 - KC BizCare customers logged more than 32 hours in October for computer use. Many customers use the computers for researching business ideas, to check zoning clearance requests, or real estate property ownership. Some of our customers are taking the FastTrac class through the Kauffman Foundation and use the computers to complete their homework assignments.
 - We distributed approximately 120 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 November 30, 2009:

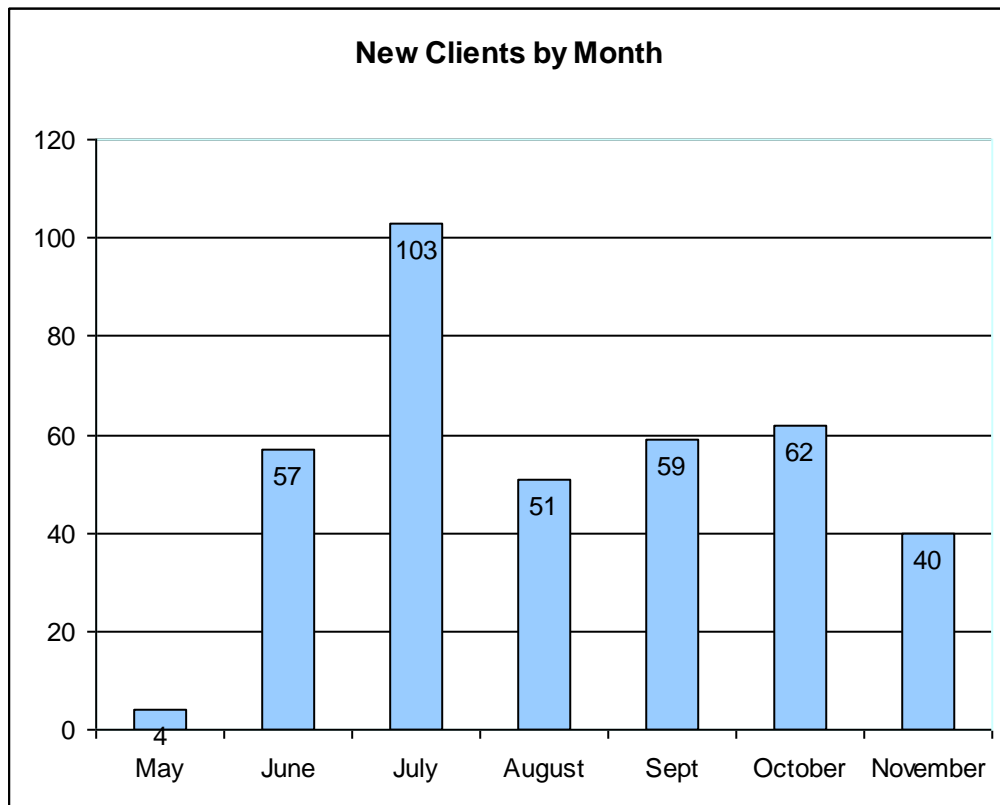
- a) Maintain a customer satisfaction rate of 8.5 on a 10 point scale with 1 very dissatisfied and 10 very satisfied.

Result: We received 9 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, an initial networking customers, served immediately; all phone, voice mail and email inquires served within four hours

New Client Contacts November 1 - November 30, 2009	
Type	#
Walk-in	7
Phone	24
Networking	0
Email	9
Total:	40



Total Active Clients YTD	158	214	273	335	375	
Month	June	July	August	Sept	Oct	Nov
Number of referrals	61	229	156	133	159	92
Number assisted with business formation	12	93	65	30	37	26
Number assisted with regulatory/licensing	37	114	71	84	107	59
Number assisted with marketing	12	22	20	19	15	7
% 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	100%	100%	100%	100%	100%	100%
Number of networking events	16	11	10	13	13	5
Average satisfaction rate YTD	9	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 – November 2009		# of
Entity	Type of Referral	Referrals
City Departments		
KCMO Finance - Revenue- Business License	Regulatory/Licensing	16
KCMO Health - Food Protection	Business formation	1
KCMO Neighborhoods & Community Services - Regulated Industries	Business formation	2
KCMO Planning & Development - Zoning Clearance	Regulatory/Licensing	16
KCMO Planning & Development- Permit Division	Regulatory/Licensing	1
KCMO Police Department	Business formation	2
KCMO Small Business Division	Business formation	1
KCMO Weatherization Program	Business formation	1
State Departments		
MO Dept of Revenue	Regulatory/Licensing	11
MO Secretary of State	Regulatory/Licensing	13
MO Department of Worker's Compensation	Regulatory/Licensing	1
Kansas Secretary of State	Regulatory/Licensing	1
Federal Departments & Agencies		
IRS Small Business and Taxpayer Education and Communications	Regulatory/Licensing	1
Resource Partners		
Downtown Council of Kansas City	Business formation	2
EDC Loan Corporation - Doug Nuckolls	Business formation	1
Entrepreneurial Legal Clinic Services at UMKC	Business formation	5
Ewing Marion Kauffman Foundation	Business formation	1
FastTrac - Kansas City	Business formation	2
Greater Kansas City Chamber of Commerce	Business formation/Marketing	1
KCSourceLink	Business formation/Marketing	2
Midwest Center for Nonprofit Leadership	Business formation	2
Neighborhood Stabilization Program	Business formation	1
Resources for Missouri, Inc. (RMI)	Business formation	2
SBTDC at UMKC	Business formation	1
SCORE - Kansas City	Business formation	1
South Kansas City Chamber of Commerce	Business formation/Marketing	2
Southtown Brookside Waldo Council	Business formation/Marketing	1
The Freelance Exchange of KC	Business formation/Marketing	1
Total:		92

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

Result: A total of 5 networking contacts made in November; two were presentations.

Networking Contacts	November 1 - November 30, 2009	
	Entity	Date
	U.S. Bank, Turner Pettway	11/3/2009
	KC Downtown Minority Development Corporation	11/5/2009
	3rd District City Council Meeting	11/9/2009
	South Kansas City Chamber of Commerce	11/19/2009
	GovFest, Johnson County Public Library	11/20/2009

- 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: 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

I scheduled and held a meeting with Jeff Yates and Ivan Drinks to coordinate implementation of the Workflow Management Program. We held the first of a series of quarterly meetings with the Development Process Roundtable at the Chamber of Commerce on November 13, 2009.