



# KC BizCare – Business Customer Service Center

**DATE:** November 16, 2009  
**TO:** Wayne A. Cauthen, City Manager  
**FROM:** Rick Usher, Assistant to the City Manager  
**SUBJECT: Monthly Report – October 2009**



On October 30, 2009, the Hispanic Chamber of Commerce of Greater Kansas City, the National Hispanic Business Information Clearinghouse (Hispanic BIC), and the KC BizCare Office, made their partnership official. We are now “on the same page” in our efforts to support business growth and development in Kansas City. The Hispanic BIC website is an initiative to promote Hispanic entrepreneurs. Content on the website is available in both Spanish and English. A link to Hispanic BIC will be available on the KC BizCare web page.

1. Issues That Require Attention of the City Manager

None

2. Press/Media Issues

KC BizCare was featured in the October 2009 Kansas City Metropolitan Library Information Network online newsletter; and the October 2009 MetroWireKC newsletter.

### 3. Programmatic and Operational Issues

- KCBizCare is featured on KCATA buses in October/November.
- KC BizCare has a page on Twitter; we are following 31 organizations and 19 organizations and individuals are following us. We have a page on LinkedIn, with 10 professional contacts. KC BizCare has a page on facebook, with 100 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 14 October “tweets” on Twitter included:
  - i. The first step to starting a successful business? Research! We’re your one-stop shop for information and referrals to get you started.
  - ii. We’re on facebook! <http://tinyurl.com/ybar3xs>
  - iii. Naming your business? We’ve got some tips! <http://tinyurl.com/ybar3xs>
  - iv. John and Jing will be at the Asian American Chamber of Commerce’s Educational Seminar Tuesday! More info at <http://tinyurl.com/yzqrwgo>
  - v. KCArtistLink is designed to connect solo artists with the business resources that they need to grow – <http://tinyurl.com/yf48jpz>
  - vi. We are now partnered with the Hispanic Business Information Clearinghouse – <http://tinyurl.com/yfq3tr3>
  - vii. Disadvantaged/Minority Women Business Enterprise Training is Oct. 27. Call to register or for more info: (816) 513-1810
  - viii. KC BizCare’s Business Resource Guide is now available on twitter <http://tinyurl.com/ykaweay>
  - ix. FastTrac training scholarships for eligible residents of low-income communities – <http://tinyurl.com/yf52mdu>
  - x. John and Jing went to KCMLIN meeting at KauffmanFDN. More info at: <http://www.kcmlin.org/>
  - xi. Find out about the Vine Street Economic Development Plan on facebook at <http://tinyurl.com/713zz7k>
  - xii. Online info for “Putting Together Your Small Business Assistance Team” discussion panel at <http://tinyurl.com/yj5selw>
  - xiii. Wed, Oct. 28, MainCor/USBank discussion panel about small business assistance teams. Call (816) 753-3820 for more info or to reserve a spot!
  - xiv. RT@kcchamberECON – Must-see video from Growthology giving voice to the concerns of entrepreneurs. Watch it: <http://bit.ly/lu0f0p>
- We have interviewed candidates for Administrative Officer and are working to fill the position now.
- KC BizCare customers logged more than 59 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 250 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 October 31, 2009:

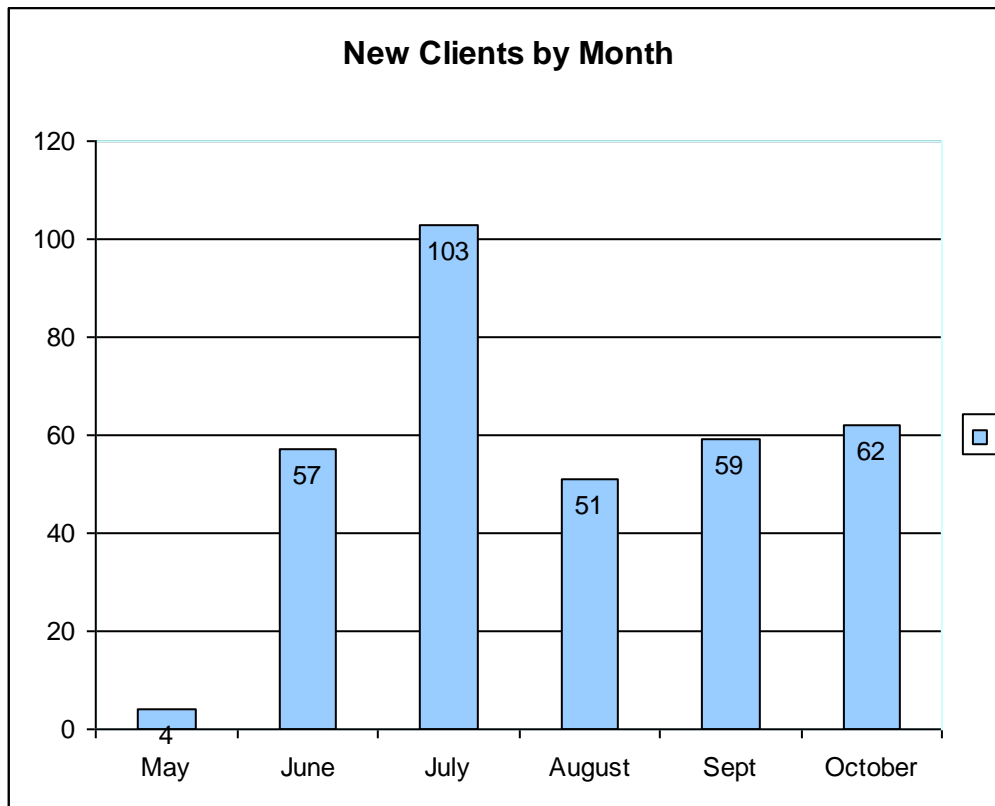
- a) Maintain a customer satisfaction rate of 8.5 on a 10 point scale with 1 very dissatisfied and 10 very satisfied.

Result: We received 10 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

<b>New Client Contacts October 1 - October 31, 2009</b>	
Type – Initial:	#
Walk-in	19
Phone	39
Networking	1
Email	3
Total:	62



<b>Total Active Clients YTD</b>	<b>158</b>	<b>214</b>	<b>273</b>	<b>335</b>	
Month	June	July	August	Sept	Oct
Number of referrals	61	229	156	133	159
Number assisted with business formation	12	93	65	30	37
Number assisted with regulatory/licensing	37	114	71	84	107
Number assisted with marketing	12	22	20	19	15
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%
% of emails /voicemails within 4 hours	100%	100%	100%	100%	100%
% of clients follow-up within 3 weeks	100%	100%	100%	100%	100%
Number of networking events	16	11	10	13	13
Average satisfaction rate YTD	9	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:

<b>Referrals to City, State, Federal Departments &amp; Resource Partners - October 2009</b>		
Entity	Type of Referral	# of Referrals
<b>City Departments</b>		
City Brownfields Office	Business Formation	1
Finance - Revenue Business License	Regulatory/Licensing	30
Finance - Revenue Earnings Tax	Regulatory/Licensing	1
General Services - vendor number	Regulatory/Licensing	5
Health - Food Protection	Business Formation	1
Convention & Entertainment	Business Formation	1
Human Relations - Affirmative Action	Regulatory/Licensing	1
Human Relations – M/WBE	Regulatory/Licensing	1
NCS - Rental Registration Program	Business Formation	1
NCS - Regulated Industries	Business Formation	1
Parks & Recreation	Business Formation	1
Planning - Zoning Clearance	Regulatory/Licensing	26
Planning – Codes, Contractor Licensing	Regulatory/Licensing	2
Planning - Permits Division	Regulatory/Licensing	1
Public Works, Streets & Traffic	Regulatory/Licensing	1
Water – Waste Water Treatment	Regulatory/Licensing	2
Weatherization Program	Business Formation	2
<b>County Departments</b>		
Jackson County Assessment Office	Regulatory	1
<b>State Departments</b>		
MO Department of Health, Child Care Licensing	Regulatory/Licensing	2
MO Department of Natural Resources	Regulatory/Licensing	2
MO Procurement Technical Assistance	Business Formation	1
MO Dept of Revenue	Regulatory/Licensing	10
MO Secretary of State	Regulatory/Licensing	17
MO Department of Transportation, Carrier Services	Regulatory/Licensing	1
<b>Federal Departments &amp; Agencies</b>		
Environmental Protection Agency	Regulatory/Licensing	1
IRS Taxpayer Assistance Center	Regulatory	3
Small Business Administration – Economic Development	Business Formation	1
<b>Resource Partners</b>		
Block Business & Career Center, Public Library	Business Formation	1
Builders' Association	Business Formation	1
Clay County Economic Development Council	Business Formation	1
Downtown Council of Kansas City	Business Formation	1
EDC Loan Corporation	Business Formation	2
Enterprise Center of Johnson County	Business Formation	1
Entrepreneurial Legal Clinic UMKC	Business Formation	5
International Trade Council of Kansas City	Business Formation	1
KC SourceLink	Marketing/ Business Formation	8
Kansas City Export Assistance Center	Business Formation	1
Kauffman Fast Track	Business Formation	6
Kauffman First Step Fund	Business Formation	1
International Trade Council of Kansas City	Business Formation	1
Northland Neighborhoods, Inc.	Marketing/ Business Formation	1
Northland Regional Chamber of Commerce	Marketing/ Business Formation	2
Platte County Economic Development Council	Business Formation	1
SCORE	Business Formation	5
Southtown Council	Marketing/ Business Formation	2
The Freelance Exchange of KC	Marketing/ Business Formation	2
<b>Total:</b>		<b>159</b>

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

Result: A total of 13 networking contacts made in October; two were presentations.

<b>Networking Contacts</b>		<b>October 1 – October 31, 2009</b>
<b>Entity</b>		<b>Date</b>
Midwest Center for Nonprofit Leadership		10/01/2009
UMKC Entrepreneurial Legal Services Clinic		10/07/2009
Greater Kansas City Chamber of Commerce		10/08/2009
Asian American Chamber of Commerce		10/13/2009
Missouri Secretary of State		10/14/2009
MainCor Development Corporation		10/15/2009
KCMO City Manager's Office		10/16/2009
Kansas City Metropolitan Library		10/20/2009
Henry Johnson, Mayor's New Tools Initiative		10/27/2009
MainCor Development Corp. – Panel Discussion		10/28/2009
U.S. SourceLink, City of Detroit		10/29/2009
Enterprise Center of Johnson County		10/29/2009
Hispanic Chamber of Commerce		10/30/2009

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 am scheduling a meeting with Jeff Yates and Ivan Drinks to coordinate implementation of the Workflow Management Program. Our first project will be the Finance Business License Registry.