

KC BizCare – Business Customer Service Center

DATE: October 13, 2009
TO: Wayne A. Cauthen, City Manager
FROM: Rick Usher, Assistant to the City Manager
SUBJECT: Monthly Report – September 2009

1. Issues That Require Attention of the City Manager

None

2. Press/Media Issues

KC BizCare was featured in the September 16 News Briefs in the *Wednesday Sun*, in *The Southtown Council* newsletter, and in Springfield/Kansas City SBA Small Business Resource Guide.

3. Programmatic and Operational Issues

- Ava Gardner reports that KC BizCare will be advertised on KCATA buses in October.
- Thanks to funding from the Downtown Council, we printed an additional 2000 copies of our Business Resource Guide.
- We are developing a KC BizCare page on Twitter, 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 a second intern, Kate Walz, who will be working in our office until December 31, 2009. We met with Julie Warm of the UMKC Institute for Human Development about the Learn 2 Serve program and developed two special projects which are available to interested students.

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:

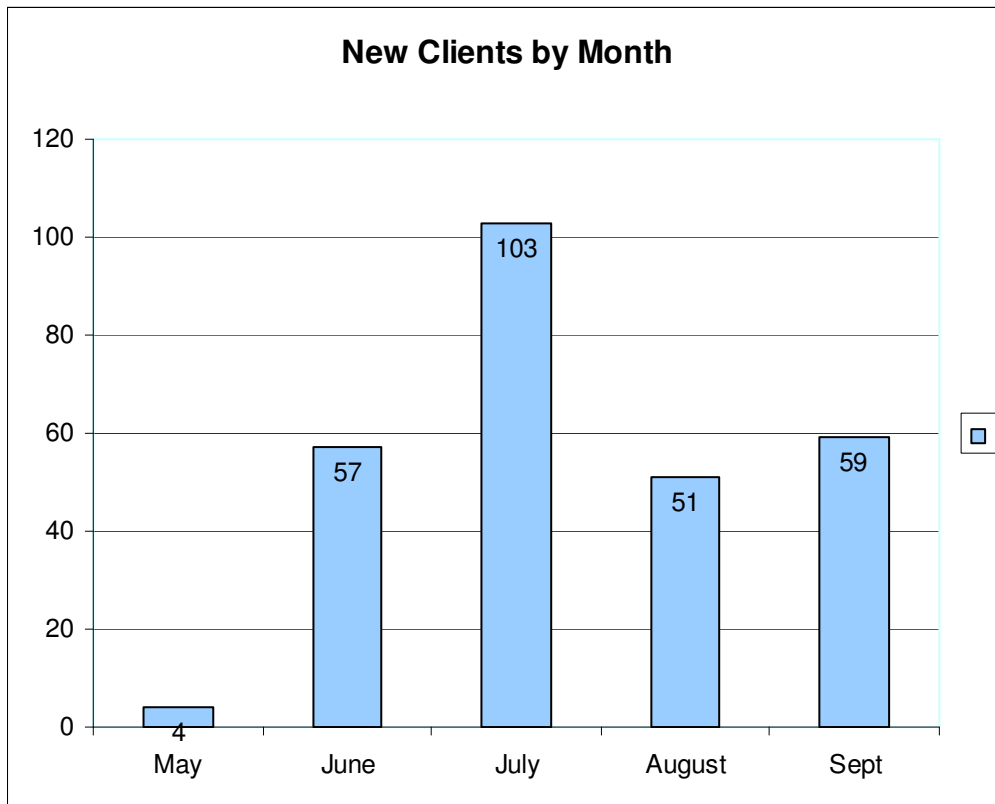
- a) Maintain a customer satisfaction rate of 8.5 on a 10 point scale with 1 very dissatisfied and 10 very satisfied.

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 inquiries served within four hours

New Client Contacts Sept. 1 - Sept. 30, 2009	
Type	#
Walk-in	13
Phone	36
Email	10
Total:	59



Total Active Clients YTD	158	214	273	
Month	June	July	August	Sept
Number of referrals	61	229	156	133
Number assisted with business formation	12	93	65	30
Number assisted with regulatory/licensing	37	114	71	84
Number assisted with marketing	12	22	20	19
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%
% of emails/vmails returned within 4 hours	100%	100%	100%	100%
% of clients follow-up within 3 weeks	100%	100%	100%	100%
Number of networking events	16	11	10	13
Average satisfaction rate YTD	9	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 - September 2009		# of
Entity	Type of Referral	Referrals
City Departments		
City Manager's Office	Regulatory/Licensing	1
Finance - Revenue Business License	Regulatory/Licensing	27
Finance - Revenue Earnings Tax	Regulatory/Licensing	1
General Services - vendor number	Regulatory/Licensing	1
Health - Food Protection	Business formation	7
Human Relations - Affirmative Action	Regulatory/Licensing	2
NCS - Rental Registration Program	Business formation	1
NCS - Regulated Industries	Business formation	3
Planning - Zoning Clearance	Regulatory/Licensing	21
Planning - Permits Division	Regulatory/Licensing	2
State Departments		
MO Department of Insurance, Financial Institutions & Professional Registration	Regulatory/Licensing	1
MO Department of Health, Child Care Licensing	Regulatory/Licensing	1
MO Dept of Revenue	Regulatory/Licensing	8
MO Secretary of State	Regulatory/Licensing	16
Federal Departments & Agencies		
IRS Taxpayer Assistance Center	Regulatory/Licensing	2
Department of Health & Human Services	Regulatory/Licensing	1
Resource Partners		
Arts Incubator of Kansas City	Business formation	1
Builders' Association	Business formation	2
Economic Development Corporation KC	Business formation	1
Entrepreneurial Legal Clinic UMKC	Business formation	1
Kauffman Fast Track	Business formation	1
Hispanic Chamber of Commerce of Kansas City	Business formation	1
Hispanic Economic Development Corp.	Business formation	1
KC Artist Link	Business formation	1
KCSourceLink	Marketing/ Business Formation	13
MainCor	Marketing/ Business Formation	1
Midwest Center for Nonprofit Leadership	Business formation	2
SBTDC at UMKC	Business formation	6
SCORE	Business formation	4
Southtown Council	Marketing/ Business Formation	1
The Freelance Exchange of KC	Marketing/ Business Formation	2
Total:		133

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

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

Networking Contacts		September 1 - September 30, 2009	
Entity			Date
UMKC Institute for Human Development			9/8/2009
KC Source Link			9/16/2009
Southtown Council			9/16/2009
EDC Business Retention			9/17/2009
MainCor Development Corp.			9/17/2009
City Planning & Development			9/18/2009
Asian American Chamber of Commerce			9/22/2009
Capital Improvements Management Office			9/28/2009
Human Relations, M/WBE, DBE			9/29/2009
Kauffman Foundation			9/29/2009
Arts Incubator			9/30/2009
Human Relations, Small Business Development			9/30/2009
Greater Kansas City Chamber of Commerce			9/30/2009

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: I met with Stephanie Weaver of the Kauffman Foundation. We discussed KC BizCare and where we might find opportunities to collaborate with the Kauffman Foundation.

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.