KC BizCare –
Business Customer Service Center

DATE: September 14, 2011

TO: Richard Usher, Assistant to the City Manager

FROM: KC BizCare

SUBJECT: **Monthly Report – August 2011**

Issues of Interest

In August staff began asking customers to indicate if their business was done from home or a commercial space. Staff also asked customers if it was the first time they started a business. 77 of the 200 people KC BizCare helped in August were home based. 22 people reported that it was the first time they had started a business. We are gathering this data to help us evaluate the needs of our customers.

Accomplishments

Staff had a very productive month of networking with 13 resource partner interactions (see page 3 for details)

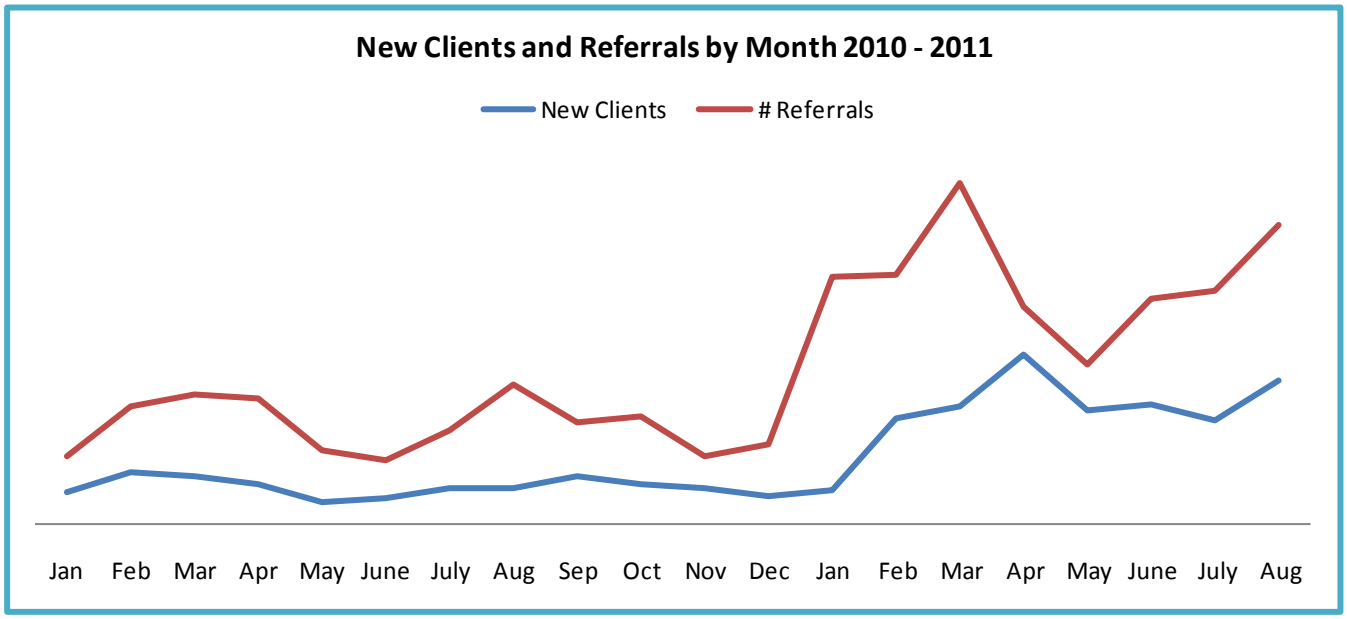
Sharon Kingsbury and Angelene Grady summarized the testimony from the July 21, July 28, August 4 and August 18 Small Business Committee meetings. Staff will continue to document the testimony that is generated at the committee hearings

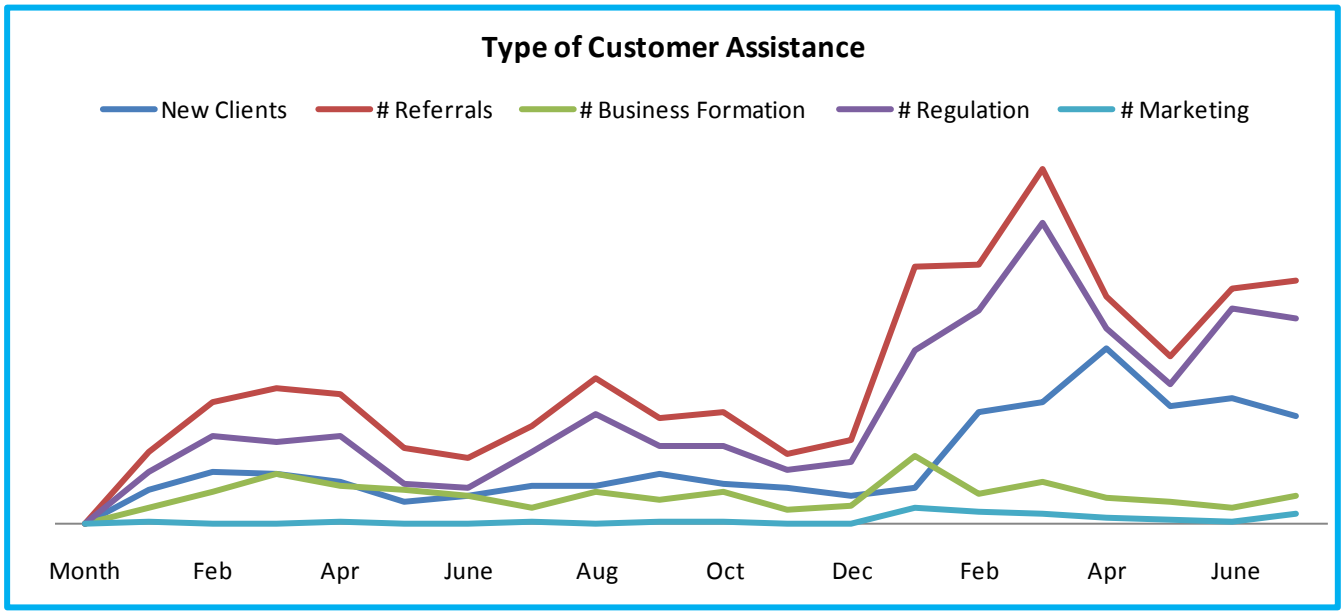
KC BizCare staff and Finance staff worked with Dennis Gagnon in the City Communications Office to produce a video that promotes the services offered at 1118 Oak

Customer Service Highlights

Mobile food vending was a popular topic in August. Staff answered questions from six clients who were developing a mobile food business. The questions covered a range of issues from concept development, location, Health Department requirements, marketing and commissary arrangements.

Staff participated in the *Get Your Business Online* event sponsored by Google, Intuit and Java Port. Follow-up e-mails will be sent to the customers who wanted more information about the services offered by KC BizCare.





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

Result: A total of 13 networking contacts made in August.

Networking Contacts	August 2011
Entity	Date
Innovation Café	8/2/2011
Northland Regional Chamber of Commerce	8/4/2011
Hispanic Economic Development Corporation	8/9/2011
Java Port	8/9/2011
KCMO - General Services, Procurement	8/10/2011
KCMO - Planning, Citywide Planning	8/11/2011
KCMO - Planning, Permits Division	8/12/2011
EDC Business Retention Committee	8/19/2011
Northland Regional Chamber of Commerce	8/24/2011
Special Committee on Small Business	8/24/2011
Independence Regional Ennovation Center	8/25/2011
Special Committee on Small Business	8/29/2011
Google, Get Your Busiiness Online	8/31/2011

Referrals to City, State, Federal Departments & Resource Partners - August 2011		# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Business Licensing	Regulatory	136
Health - Air Quality Program	Regulatory	1
Health - Food Protection	Regulatory	8
Human Relations - DBE/MBE/WBE	Business Formation	1
Human Relations - Small Business Division	Business Formation	1
KC BizCare	Business Formation	18
Neighborhood & Community - Regulated Industries	Regulatory	2
Parks Department - Vendor Program	Business Formation	1
Planning - Building Codes	Regulatory	3
Planning - Citywide Planning	Business Formation	1
Planning - Contractor Licensing	Regulatory	2
Planning - Development Management	Regulatory	5
Planning - Home-based Business IB # 117	Regulatory	77
Planning - Permits Division	Regulatory	5
Planning - Zoning Clearance	Regulatory	81
Water Services - Waste Water Treatment	Regulatory	1
State Departments		
Missouri Department of Labor	Regulatory	1
Missouri Department of Revenue	Regulatory	9
MoDOT - Motor Carrier Services	Regulatory	2
Missouri Office of Equal Opportunity	Regulatory	1
Missouri Secretary of State	Regulatory	10
Federal Departments & Agencies		
Federal Motor Carrier Safety Association	Regulatory	1
IRS Small Business and Taxpayer Information	Regulatory	10
Resource Partners		
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	7
Full Employment Council	Business Formation	1
Green Impact Zone	Business Formation	1
Hispanic Economic Development Corp.	Business Formation	1
Independence Regional Ennovation Center	Business Formation	1
Kansas City Downtown Council	Business Formation	1
KC Artist Link	Business Formation	1
KCSourceLink	Business Formation	5
MainCor Development	Business Formation	1
Northeast Kansas City Chamber of Commerce	Business Form/Marketing	1
Northland Neighborhoods Inc.	Business Form/Marketing	1
Northland Regional Chamber of Commerce	Business Form/Marketing	3
Parkville Chamber of Commerce	Business Form/Marketing	1
SCORE of Kansas City	Business Formation	5
Southtown Brookside Waldo Council	Business Form/Marketing	5
The Freelance Exchange of Kansas City	Business Form/Marketing	1
Total Referrals:		413

Below is data from performance measures, January 2010 to August 2011:

Active Clients June 2009 - May 2011	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	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

Active Clients June 2009 - YTD	1189	1351	1586	1744	1871	2022	2117	2317
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug
Number of referrals	341	345	472	302	222	313	324	413
Number assisted with business formation	92	40	57	35	31	22	38	46
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355
Number assisted with marketing	22	18	14	8	6	5	13	12
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	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
Number of networking events	7	4	9	2	6	7	9	13
Average satisfaction rate YTD	10	10	10	10	10	10	10	10