KC BizCare –
Business Customer Service Center

DATE: March 4, 2011

TO: Tom Coyle, Director, City Planning and Development

FROM: Claude Page, City Planning and Development, Division Manager Urban Redevelopment

SUBJECT: **Bimonthly Report – January - February, 2011**

1. Issues That Require Attention of the City Manager

   - None

2. Programmatic and Operational Issues

   - KC BizCare staff process walk-in applications for zoning clearances as well as most online applications, except those that involve special permitting. Customers report appreciation for this streamlining initiative.

   - KC BizCare staff are conducting the second phase of phone surveys of a random sample of City Planning & Development customers about their overall experience with the plans review and permitting processes. A memo on the first phase of the survey was issued on December 3, 2010.

   - Business Licensing and KC BizCare staff transitioned to shared office space. During the rush of business license renewals (January 1 to March 1), KC BizCare staff saw a significant increase in customers served. There were 148 new customers in January and 162 in February.

   - A customer initially contacted KC BizCare in December 2009 about moving the location of her day care facility from a church to a commercial space, as she wished to expand the business. There were 60 children in the program, with 17 employees. We were able to work with the customer and made referrals to a number of organizations in the community able to assist her. Follow-up with the customer indicated that she was successful in moving her business to a commercial space. The customer came in to renew her business license in February and asked for a referral to discuss tax issues. We referred her to the UMKC Entrepreneurial Legal Services Clinic. At that time she reported that she has expanded her business and is now employing 26 people to serve the children at her facility.

- KC BizCare has a page on Twitter; we are following 98 organizations and 115 organizations and individuals are following us. We have a page on LinkedIn, with 12 professional contacts. KC BizCare has a page on facebook, with 137 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 16 January-February "tweets" on Twitter were:

    - Infographic of the Day: How the Recession Changed Us / Co.Design fastcodesign.com/1662992/infogr… 13 Jan
    - GallupJournal Gallup Mgmt Journal by KCBizCare What clients want from sales reps. http://bit.ly/eHehEE 20 Jan
    - 10 Pointers towards financing your low-carbon business businessgreen.com/bg/industry-vo…via @businessgreen 21 Jan
    - Facebook, Intel, IBM Join White House in Startup Investment Campaign http://tinyurl.com/49tlf6s via @fastcompany 31 Jan
    - White House Announces Startup America Partnership to Foster Innovative, High-Growth Firms in United States shar.es/3bl8X 31 Jan
    - See how fun can change behavior for the better at www.thefuntheory.com #thefuntheory 4 Feb
    - Amazing: Not a car with batteries, but a car that is a battery – http://mnn.com/node/740654 4 Feb
    - The Splendor of Cities – http://nyti.ms/hZiZxX 8 Feb
    - Web 3.0 Could Lead to E-Government That Anticipates Citizens' Needs govtech.com/e-government/W…via @AddThis 8 Feb
    - New York City Moves on Using Methane for Power – http://nyti.ms/e3ZMtS 9 Feb
    - Irrational Design, a San Francisco Start-Up, Tries to Fly Solo – http://nyti.ms/hjqReM 16 Feb
    - Great business idea: http://tiny.cc/k5ydr, it would be great to see this in Kansas City! 18 Feb
    - Solar goes Hyper in the U.S. – http://mnn.com/node/87870 18 Feb
    - New Geothermal Power Plant Shows What the U.S. Can Do About Climate Change: cleantechnica.com/2011/02/02/new… 22 Feb
    - Roasterie founder plans bid to acquire Folgers Coffee factory – KansasCity.com: http://bit.ly/g7Enfl via @addthis 25 Feb
    - David vs. Goliath money.cnn.com/galleries/2011… via @ FortuneMagazine 28 Feb

3. 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 January through February, 2011:

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 a total of 15 responses; nine for January and six for February. 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, and initial networking customers, served immediately; all phone, voice mail and email inquires served within four hours

Active Clients June 2009 - YTD	**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 refferals	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**
Month of 2011	Jan	Feb
Number of refferals	341	345
Number assisted with business formation	92	40
Number assisted with regulatory/licensing	231	283
Number assisted with marketing	22	18
% of walk-ins assisted within 10 minutes	100%	100%
% of emails/voicemails within 4 hours	100%	100%
% of clients follow-up within 3 weeks	N/A	N/A
Number of networking events	7	4
Average satisfaction rate YTD	10	10

c) Follow-up with customers within three weeks to determine satisfaction and quality of referral.

Result: Due to the increase in the number of customers served in January and February 2011, staff did not maintain a follow-up within three weeks of initial contact; staff plans to catch up on this measure now that the business licensing rush is past. Staff served 148 new customers in January and 162 new customers in February.

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

Result: A total of 11 networking contacts made; seven in January and four in February.

Networking Contacts	**January-February 2011**
Entity	Date
H&R Block Business & Career Center	1/13/2011
Finance Department - Revenue Division	1/21/2011
Finance Department - Treasury	1/21/2011
Northeast Kansas City Chamber of Commerce	1/25/2011
KCSourceLink	1/26/2011
Independence Ennovation Center	1/26/2011
MidAmerica Minority Business Development Council	1/27/2011
Mayor & City Council	2/10/2011
Downtown Council	2/11/2011
South Kansas City Chamber of Commerce	2/16/2011
Human Resources Department	2/23/2011

e) Identify streamlining initiatives from recommendations of City departments, resource partners and customers.

Result: Before the Finance staff moved into1118 Oak applicants for new business licenses went to the 5th floor of City Hall to get a zoning clearance before they could complete their registration application. In late 2010 the 5th floor permit staff trained the BizCare team to perform zoning clearances. Now customers who visit 1118 Oak can obtain their zoning clearance and business license at the same location.

f) Work with Kauffman Foundation and other resource partners to market the program.

Result: Our primary marketing strategy continues to be networking with our resource partners. This allows us to expand our knowledge of community resources and inform citizens about the services we offer. An example of this is the presentation that BizCare staff gave to the Mayor's Chamber of Commerce Roundtable meeting on February 10. After that presentation the president of the South Kansas City Chamber of Commerce brought a group from their leadership initiative to meet the BizCare and Business License staff to learn about the new combined operation.

Below is a listing of referrals made by receiving organization in January and February 2011:

Referrals to City, State, Federal Departments & Resource Partners - Jan - Feb 2011		# of
Entity	Type of Referral	Referrals
City Departments		
Convention and Entertainment	Business Formation	1
Finance - Revenue - Business License	Regulatory/Licensing	227
Finance - Revenue - Earnings Tax	Regulatory/Licensing	4
Fire Marshall	Regulatory/Licensing	1
General Services - Procurement	Business Formation	2
Health - Food Protection	Regulatory/Licensing	6
Human Relations - Affirmative Action	Regulatory/Licensing	1
Human Relations - M/WBE	Business Formation	2
Human Relations - Small Business Division	Business Formation	1
Mayor & City Council	Business Formation	2
Neighborhood & Community Services - Regulated Industries	Regulatory/Licensing	4
Planning and Development - Citywide Planning	Regulatory/Licensing	2
Planning and Development - Codes - Contractor Licensing	Regulatory/Licensing	3
Planning and Development - KCBizCare	Business Formation	32
Planning and Development - Land Management	Business Formation	1
Planning and Development - Landtrust	Business Formation	1
Planning and Development - Permits Division	Business Formation	4
Planning and Development - Zoning	Regulatory/Licensing	147
State Departments		
MO Attorney General's Office	Regulatory/Licensing	1
MO Department of Revenue	Regulatory/Licensing	31
MO Secretary of State	Regulatory/Licensing	48
Federal Departments & Agencies		
IRS Small Business and Taxpyer Education	Regulatory/Licensing	31
U.S. Department of Agriculture	Business Formation	1

Referrals to City, State, Federal Departments & Resource Partners - Jan - Feb 2011		# of
Entity	Type of Referral	Referrals
Resource Partners		
American Institute of Architects	Business Form/Marketing	1
Arts Incubator of Kansas City	Business Formation	2
City of Gladstone-City Hall	Regulatory/Licensing	2
Clay County Economic Development Council	Business Formation	1
EDC Loan Corporation	Business Formation	1
Entrepreneurial Legal Services Clinic at UMKC	Business Formation	22
Greater Kansas City Chamber of Commerce	Business Formation	2
Green Impact Zone	Business Formation	1
H&R Block Business and Career Center	Business Formation	5
Hispanic Chamber of Commerce of Greater Kansas City	Business Form/Marketing	2
Hispanic Economic Development Corporation	Business Formation	1
Independence Regional Ennovation Center	Business Formation	2
Internet Webpage	Business Formation	5
Jackson County Economic Development Department	Business Formation	1
KCArtistLink	Business Formation	4
Kansas City Center for Urban Agriculture	Business Formation	1
KCSourceLink	Business Formation	24
MainCor	Business Form/Marketing	1
Midwest Center for Nonprofit Leadership	Business Formation	5
Northeast Kansas City Chamber of Commerce	Business Form/Marketing	9
Northland Neighborhoods, Inc.	Business Form/Marketing	4
Northland Regional Chamber of Commerce	Business Form/Marketing	4
SCORE of Kansas City	Business Formation	9
Small Business/Tech/Development Center	Business Formation	4
Southtown Brookside Waldo Council	Business Form/Marketing	12
The Freelance Exchange of Kansas City	Business Form/Marketing	6
Think Big Partners	Business Formation	1
Unified Government of Wyandotte County	Regulatory/Licensing	1
Total Referrals:		686