

## KC BizCare – Business Customer Service Center

**DATE:** July 19, 2012

**TO:** Richard Usher, Assistant to the City Manager

**FROM**: John Pajor, KC BizCare

**SUBJECT:** Monthly Report – June 2012

In the past few years Kansas City has seen the rise of the food truck phenomenon that occurred on the coasts just after the onset of the recession in 2008. The increase in the number of mobile food vendors is partly due to the fact that it's cheaper to buy and equip a mobile unit than a standard restaurant.

The improved quality and selection of items offered by the truck owners is contributing to a new entertainment trend in the city. The Truck Stop on First Fridays in the Crossroads, Food Truck Fridays at the Kansas City Star, The Westport Food Truck Round-up and now the food court during concerts at Arrowhead add liveliness to summer events.

While mobile vendors can provide a needed service and contribute a sense of vitality to pedestrian districts they can also be a nuisance if they violate standards or fail to observe common courtesy. Here is a summary of the complaints we have heard:

- Some proprietors will park a personal vehicle on the street during the day to hold a place for their truck in the evening. This infringes on valuable parking for adjacent businesses.
- Operators who fail to control the litter and/or leave stains on the public right of way create maintenance challenges for surrounding property owners
- Noise from generators can be unpleasant for pedestrians or patrons of establishments with outdoor seating areas

We have a document titled *Guidelines for KCMO Food Vendors* on our website and we advise all new mobile food vendors that they must abide by the conditions for street vending listed in Chapter 50 of the Code of Ordinances.

Some cities, such as New Orleans, have limited the number of food vendors in their community. Gathering information on trends in the area of mobile food vending could be an interesting and informative project for an intern. This could be combined with an effort to reach out to licensed operators to gain voluntary compliance as opposed to increased enforcement.

## Other News for June

The Kauffman Foundation has created a weekly event for entrepreneurs to share their experiences and gain valuable insight from peers. Staff attended two of the sessions (titled *A Million Cups*) to learn more about this start-up support group.

Representatives of the University of Missouri Columbia, the UMKC Small Business and Technology Development Center and KC Sourcelink visited KC BizCare to discuss Economic Gardening. This is an economic development approach that some cities are using to provide young companies access to high end databases which can help them find new customers.

On June 14 Angelene took a class offered by the International Association of Business Communicators. This was an opportunity to meet a group of people who offer valuable education and networking opportunities for small business.

On June 21 Sharon attended the Digital Story-Telling Forum. The forum was sponsored by KCSourceLink, Hallmark Cards and the University of Missouri Media of the Future program, who joined forces to establish the Mid-America Center for Digital Storytelling (MACDS). The intent of forum's sponsors, united with many of Kansas City's multi-media businesses and institutions, is to establish Kansas City as a national hub for digital storytelling excellence.

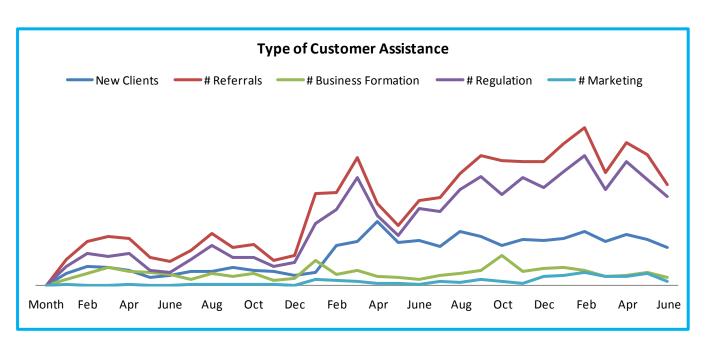
TEDx and the Black Economic Union partnered for an event at the Gem Theater on June 28. The event, *Radical Openness*, was a series of lectures that examined community, education and economic development.

Referrals to City, State, Federal Departments & Resource Partners - J	une 2012	# of
Entity	Type of Referral	Referrals
City Departments		
Convention & Entertainment Facilities	Business Formation	1
Finance - Business Licensing	Regulatory	90
General Services - Procurement	Business Formation	1
Health - Food Protection	Regulatory	6
Neighborhood & Community Services - Regulated Industries	Regulatory	2
Planning & Development - Building Codes	Regulatory	5
Planning & Development - Contractor Licensing	Regulatory	2
Planning & Development - Development Assistance Team	Regulatory	3
Planning & Development - Development Management	Regulatory	5
Planning & Development - Home-based Business, IB # 117	Regulatory	55
Planning & Development - Permits Division	Regulatory	11
Planning & Development - Zoning Clearance	Regulatory	111
Police Department	Regulatory	1
Small Business Division	Business Formation	1
Water Department	Regulatory	1
State Departments		
Missouri Department of Health - Child Care Licensing	Regulatory	2
Missouri Department of Revenue	Regulatory	11
Missouri Department of Transportation - Motor Carrier Services	Regulatory	1
Missouri Department of Worker's Compensation	Regulatory	1
Missouri Secretary of State	Regulatory	11
Federal Departments & Agencies		
IRS Small Business & Taxpayer Information	Regulatory	9
Resource Partners		
City of Parkville, MO	Regulatory	1
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	8
Greater Kansas City Chamber of Commerce	Business Form/Marketing	1
H & R Block Business and Career Center	Business Formation	3
Independence Regional Ennovation Center	Business Formation	1
Internet Webpage Information	Business Form/Marketing	4
Justine Petersen Micro-lending Program	Business Formation	5
Kansas City Downtown Council	Business Form/Marketing	1
Kansas Secretary of State	Regulatory	1
KCSourceLink	Business Form/Marketing	7
MainCor Redevelopment Corporation	Business Formation	1
Mid-America Regional Council	Business Formation	1
Mid-Continent Public Library	Business Formation	1
Midwest Center for Nonprofit Leadership	Business Formation	1
Northeast KC Chamber of Commerce	Business Form/Marketing	2
SCORE of Kansas City	Business Formation	4
UMKC Small Business & Technology Development Center	Business Formation	1
Westport Community Improvement District	Business Form/Marketing	1
Total Referrals:		374

Networking Contacts	June 2012
Entity	Date
Westport Community Improvement District	6/5/2012
Kauffman Foundation	6/6/2012
UMKC Small Business & Technology Center	6/8/2012
Business Process Management Team	6/12/2012
Kauffman Foundation	6/13/2012
International Association of Business Communicators	6/14/2012
Confluence	6/19/2012
Think Big Partners	6/20/2012
KCSourceLink	6/20/2012
Environmental Health Division of Jackson County	6/21/2012
KCSourceLink	6/21/2012
Business Process Management Team	6/26/2012
Greater Kansas City Chamber of Commerce	6/26/2012
Black Economic Union	6/28/2012
Missouri Department of Health	6/29/2012

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
	1899	658	34.6%	641	33.8%





Active Clients June 2009 - Dec 2010	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 w alk-ins assisted w ithin 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 w ithin 3 w eeks	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 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% 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	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	3156	3357	3518	3707	3876	4016
Month of 2012	Jan	Feb	Mar	Apr	May	Jun
Number of referrals	524	586	419	531	486	374
Number assisted with business formation	66	57	33	38	49	29
Number assisted with regulatory/licensing	421	483	354	459	394	329
Number assisted with marketing	37	47	32	34	43	16
% 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 w ithin 3 w eeks	N/A	N/A	N/A	N/A	N/A	N/A
Number of networking events	4	20	18	8	11	16
Average satisfaction rate YTD	10	10	10	10	10	10

This is how the data breaks out by industry/business acti	vity:		
2011 Business Customers by NAICS Code			
Primary business activity:	#	%	
Agriculture, forestry, fishing	3	0.1%	
Mining	2	0.1%	
Utilities	2	0.1%	
Construction and trades	241	12.0%	
Manufacturing	78	3.9%	
Wholesale trade	60	3.0%	
Motor vehicle parts & dealers	121	6.0%	
Retail trade/including electronic shopping	330	16.5%	
Transportation/warehousing	56	2.8%	
Information/communication	27	1.3%	
Finance/insurance	38	1.9%	
Real estate/ rental leasing	54	2.7%	
Professional/scientific/technical services	169	8.4%	
Administrative support / waste management services	210	10.5%	
Educational services	20	1.0%	
Healthcare and social assistance	70	3.5%	
Arts, entertainment, or recreation	79	3.9%	
Accomodations or food service	167	8.3%	
Other services, including repair and personal services	254	12.7%	
Religious, grant making, civic organizations	20	1.0%	
Total:	2001	100.0%	

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

