KC BizCare –
Business Customer Service Center

DATE: October 21, 2011

TO: Richard Usher, Assistant to the City Manager

FROM: John Pajor, KC BizCare

SUBJECT: **Monthly Report – September 2011**

Issues of Interest

Several watershed events for entrepreneurs in Kansas City occurred over the past six months, including:

May
Futuralia Conference
Google Fiber Announcement

June
Launch of the KCMO Special Committee on Small Business

September
Greater KC Chamber declares entrepreneurship as a Big 5 initiative
The UMKC Bloch School of Management receives a $32,000,000 award

In the spirit of this focus on emerging ventures KC BizCare staff try to explore new ways to enhance our services. We recently started to track customers who tell us they are starting a business for the first time, and/or are a home-based business. Here are the numbers to date:

	First Time in Business	Home Based Business
August	22	77
September	56	56

The preliminary results suggest we may want to offer more information to these segments via the KC BizCare web page, follow-up e-mails or by other means.

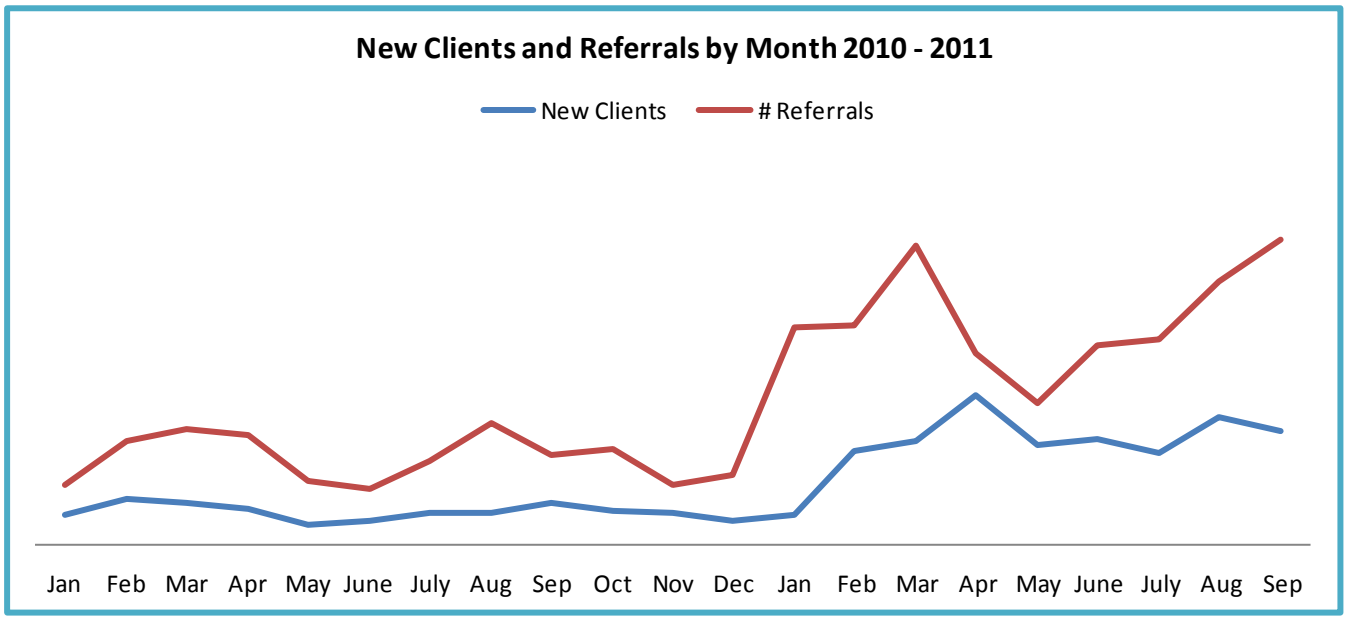
Accomplishments

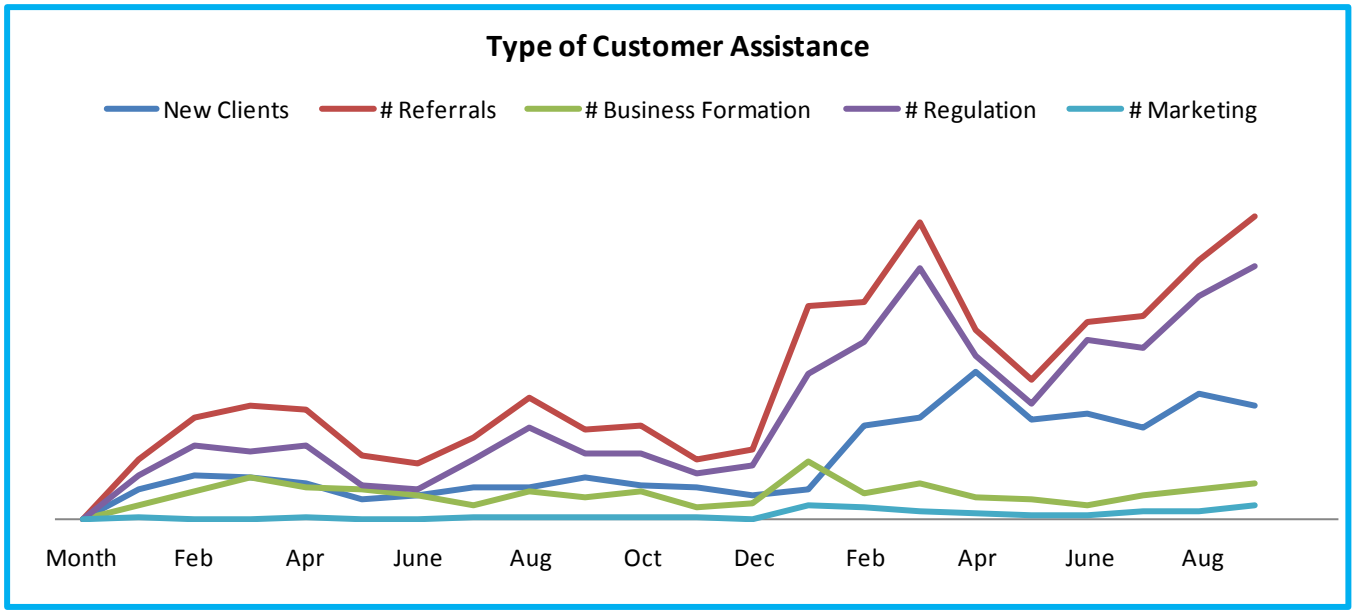
- The promotional video produced by City Communications began running on Channel 2 and posted on the KCMO web page. Several customers reported they learned about our services via the video
- The Manager's office executed a contract to run an ad for KC BizCare in the 2012 edition of the Thinking Bigger Guide for KC Entrepreneurs

- An article about KC BizCare ran in the September issue of the City Haller e-mail newsletter published by the Greater Kansas City Chamber of Commerce

Customer Service Highlights

- A member of the City Manager's staff who is fluent in English and Spanish came to 1118 Oak on short notice to help two customers with very limited English complete their business license application
- The Business License/KC BizCare staff worked collaboratively to help a customer use the public access computers to set up an e-mail account, register with the Missouri Secretary of State's Office and then obtain a business license.
- Staff sent more than 79 e-mails to customers with detailed information about local requirements for their business





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

Result: A total of 9 networking contacts made in September.

Networking Contacts	September 2011
Entity	**Date**
Google, Get Your Business Online	9/1/2011
KCMO - Human Relations, M/WBE	9/6/2011
SBA, Small Business Administration	9/7/2011
Black Chamber of Commerce - Black Expo	9/16/2011
Greater Kansas City Chamber of Commerce	9/16/2011
Think Big Partners Business Incubator	9/23/2011
Special Committee on Small Business	9/27/2011
Greater Kansas City Chamber of Commerce	9/28/2011
KCSourceLink	9/28/2011

Referrals to City, State, Federal Departments & Resource Partners - September 2011		# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Business Licensing	Regulatory	123
Fire Marshall	Regulatory	1
General Services - Procurement	Business Formation	2
Health Department - Food Protection Program	Regulatory	5
Human Relations - M/WBE Program	Business Formation	1
KC BizCare	Business Formation	19
Neighborhood & Community Services - Rental Registration Program	Business Formation	1
Neighborhood & Community Services - Regulated Industries	Regulatory	4
Planning & Development - Building Codes	Regulatory	2
Planning & Development - Codes, Contractor Licensing	Regulatory	3
Planning & Development - Development Management	Regulatory	7
Planning & Development - Home-based Business, IB # 117	Regulatory	67
Planning & Development - Permits Division	Regulatory	30
Planning & Development - Zoning Clearance	Regulatory	137
State Departments		
Missouri Department of Revenue	Regulatory	8
Missouri Department of Transportation	Regulatory	1
Missouri Procurement Office	Business Formation	1
Missouri Secretary of State	Regulatory	10
Federal Departments & Agencies		
IRS Small Business & Taxpayer Information	Regulatory	3
Small Business Administration	Business Formation	2
Resource Partners		
City of Grandview - Business License Office	Regulatory	1
Clay County Economic Development Council	Business Formation	1
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	7
Google - Get Your Business Online	Business Form/Marketing	12
Independence Regional Ennovation Center	Business Formation	1
KCSourceLink	Business Formation	14
Mid-America Minority Business Development Council	Business Form/Marketing	1
Midwest Center for Nonprofit Leadership	Business Formation	2
Northeast Chamber of Commerce of Kansas City	Business Form/Marketing	1
Northland Neighborhoods Inc.	Business Form/Marketing	1
Northland Regional Chamber of Commerce	Business Form/Marketing	2
Platte County Economic Development Council	Business Form/Marketing	1
SCORE of Kansas City	Business Formation	6
South Kansas City Chamber of Commerce	Business Form/Marketing	1
Southtown Brookside Waldo Council	Business Form/Marketing	3
Total Referrals:		481

Below is data from performance measures, January 2010 to September 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**	**2497**
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep
Number of referrals	341	345	472	302	222	313	324	413	481
Number assisted with business formation	92	40	57	35	31	22	38	46	57
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402
Number assisted with marketing	22	18	14	8	6	5	13	12	22
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	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	N/A
Number of networking events	7	4	9	2	6	7	9	13	9
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10