

CITY OF FOUNTAINS
HEART OF THE NATION



KANSAS CITY
MISSOURI

Office of the City Manager

Date: April 26, 2012

To: Councilman Scott Taylor, Chair, Special Committee on Small Business

From: Rick Usher, Assistant to the City Manager

Subject: Special Committee on Small Business Implementation Report

We are pleased to announce that City staff and the City Council have implemented 41 of the 67 recommendations made by the committee. The remaining recommendations are in process and on schedule for implementation.

The highlight of today's presentation is the financing incentives announced earlier that will utilize River Market Loan Fund dollars to enhance Justine PETERSEN's loan loss reserve fund which allows additional lending dollars to be leveraged through the U.S. Small Business Administration Microlending Program. [Justine PETERSEN](#) is the nation's second largest SBA microlender, having assisted nearly 2,000 small businesses in the St. Louis metro area. The goal of the microloan program is to provide access to capital for those small businesses, both start-up and existing, and overcome barriers that may exist when seeking financing from mainstream institutions.

This program fills the gap identified at the committee's first evening meeting where small business owners identified the need for microlending in our community. In October 2011, the City hosted the first introductory seminar for small businesses seeking microloans. To date, 123 prospective and existing business owners have attended introductory seminars about Justine PETERSEN's services and Justine PETERSEN has originated nearly \$90,000 in loans to 15 Kansas City businesses.

The committee's December 8, 2011 report identified four key action items including; creating a positive, business-friendly customer service culture at City Hall and at the [Economic Development Corporation of Kansas City, Mo.](#), enhancing business-concierge services at [KC BizCare](#) to create the best physical one-stop shop in the United States, creating the best virtual one-stop shop for small business in the United States at www.kcbizcare.com, and creating better access to capital for local companies.

The efforts of City staff are ongoing and progress is being made on the remaining recommendations. We will be able to provide additional updates within the next 4 – 6 weeks.

Special Committee on Small Business Recommendation Status Report April 26, 2012

#:	Recommendation:	Lead Agency:	Status:
A-1	Create a positive, business friendly culture of customer service at City Hall .	City Manager's Office	In Process (1)
A-2	Implement a Secret Shopper program as an incentive to provide excellent customer service.	Human Resources	In Process (1)
A-3	Publish "thank you" letters received by City staff in the Fountain Pen .	City Communications	
A-4	Overhaul the City's website to highlight the Business-Friendly City initiative and create an easily followed path to a complete online directory of KC BizCare services including links to follow us on twitter , LinkedIn and facebook .	City Communications	In Process (1)
A-5	Expand the Rich Noll Pacesetter Award Program to include a City-wide Employee of the Month Program to recognize excellent customer service to include a photo or story on Channel 2.	Human Resources	
A-6	Increase City employee involvement in the community through engagement with neighborhood and business associations, civic groups, charitable organizations, and others in order to build goodwill.	City Manager's Office and Human Resources	In Process (1)
A-7	Revise the Leadership Performance Appraisal for exempt employees to include a specific professional skill and competency category for support of the customer service culture.	Human Resources	
B-1	Create a process for City staff to share ideas and best practices for providing excellent customer service and innovation of City processes.	City Manager's Office	
B-2	Establish service level agreements describing purpose of agreement, services to be provided and performance measures to be achieved with each City	City Manager's Office	In Process (1)

	Department and division.		
B-3	Implement a new Integrated Revenue System.	Finance	In Process (2)
C-1	Reduce or eliminate employee-paid fees for food handler permits which are seen as a barrier to employment.	Health	
C-2	Remove the requirement for food handler certification which is seen as a barrier to employment.	Health	
D-1	Reduce or eliminate employee-paid fees for Liquor Server permits which are seen as a barrier to employment.	Neighborhood & Community Services	In Process (2)
E-1	Eliminate the requirement for notarized consent signatures and implement a procedure of direct verification of consent for liquor licensing.	Neighborhood & Community Services	
F-1	Eliminate the requirement for a Tax Clearance letter for applications for liquor license issuance or renewal.	Neighborhood & Community Services	
G-1	Streamline the application processes for issuance of sidewalk cafe' permits .	Neighborhood & Community Services and City Planning & Development	
H-1	Revise regulations and notification processes for marathons using city streets to allow business continuity during events.	Public Works	In Process (2)
I-1	Establish a coordinated program to ensure City departments are cooperating with the land development community to provide a high level of predictability and certainty to the process.	City Manager's Office	In Process (1)

I-2	Provide written documentation of issues discussed at Development Assistance Team meetings.	City Manager's Office	
I-3	Require City staff to clearly define the difference between "requirements" and "recommendations" in discussions with clients, plans review comments and staff reports.	City Manager's Office	
I-4	Encourage City staff involved in the plans review process to contact the owner's design team for information or clarification of issues during the first review of the plans.	City Manager's Office	
I-5	Continue the practice of including business surveys in the process of establishing area plans and integrate this program into the EDC's annual business survey program.	City Planning & Development	
J-1	Review options for elimination of the business license tax while maintaining General Fund revenues.	Citizens' Commission on Municipal Revenue	Referred (2, 3)
K-1	Continue to enhance and expand KC BizCare services to the business community.	KC BizCare	
K-2	Work with City departments and related business support agencies to develop business intelligence data that can be shared with our clients to support their business decisions.	KC BizCare	
K-3	Empower KC BizCare staff to act as mediators and break log jams for the business community when and where ambiguity exists in the process of obtaining City approvals.	KC BizCare	

K-4	Create formal relationships between KC BizCare and Human Relation's Small Business Division and schools of business at area colleges and universities to provide free business consulting resources for small business, internships and other collaborative partnerships.	KC BizCare	
K-5	Open source City database information and provide access online to enable greater use of the City's data in developing apps and programs.	City Manager's Office & Information Technology	In Process (1)
K-6	Expand support for micro-enterprise start-up services offered by Human Relation's Small Business Division.	Human Relations	
L-1	Create a public private partnership with the EDC for the economic benefit of the City and our citizens.	City Manager's Office	
L-2	Establish service level agreements with Public-Private Partners describing purposed of partnership, services to be provided and performance measures to be achieved with each partner served by the City.	City Manager's Office	
L-3	Implement use of the City's 311 Action Center by KC BizCare and EDC staff for business related issues.	City Manager's Office	
L-4	Partner with the Greater Kansas City Chamber of Commerce for the success of the Big 5's "The Making of the Most Entrepreneurial City" initiative.	City Manager's Office	
M-1	Provide City services and documents in multi-lingual formats to increase business opportunities.	KC BizCare	In Process (1)
M-2	Translate KC BizCare's Business Resource Guide into Spanish.	KC BizCare	In Process (1)

N-1	Increase the City's participation in the Justine PETERSEN micro-loan program by providing additional funding of the loan loss reserve.	City Manager's Office	
N-2	Support creation of additional micro-loan programs for micro-business enterprises.	City Manager's Office	
O-1	Create an comprehensive inventory of financing and incentive programs offered by the myriad of local and regional resources including the Economic Development Corporation of Kansas City , Missouri, Clay County EDC , Hispanic EDC , Community Development Financial Intuitions (CDFIs), etc.	EDC	In Process (1)
O-2	Establish a State legislative priority to support legislation that would incentivize private investors from both inside and outside the State of Missouri to invest in businesses and State-sponsored venture capital funds.	Legislative Committee	
P-1	Partner with the EDC, the Chamber , Downtown Council and others in developing and implementing recommendations based on the EDC Business Survey.	City Manager's Office	
P-2	Incorporate Crime Prevention Through Environmental Design (CPTED) assessments by the Kansas City Police Department into information provided at KC BizCare.	KC BizCare	
P-3	Establish KC BizCare interface with Jackson County Prosecutor's Office's Red Target program to encourage small businesses to participate.	KC BizCare	
P-4	Conduct the EDC Business Survey annually and ensure that future surveys are statistically valid within the 18 City Planning & Development area plan geographic areas.	EDC	

P-5	Map EDC business survey responses to identify specific geographic areas where resources can be targeted for the highest impact of city investment to address these concerns.	EDC	
P-6	Require City Departments to identify in their annual budget requests how they will address each of the EDC business survey priorities through program activities and/or funding or staffing allocations.	City Manager's Office	
Q-1	Increase opportunities for DWMBEs doing business in and with the City through a program of ensuring that there are at least two eligible DWMBE businesses in each scope of work category for City contracts.	Human Relations	
Q-2	Establish or partner with existing programs to provide business management, bidding and human resources training for DWMBEs to increase their chances of winning and successfully completing City contracts.	Human Relations	
Q-3	Increase the annual gross receipts cap in the SLBE program in order to allow firms to grow to a more competitive level.	Human Relations	In Process (2)
R-1	Review best practices for local preference for city contractors or vendors in US and propose changes where it can be shown that there is economic benefit to the City.	Human Relations	
S-1	Improve the City's monitoring capabilities related to compliance with contract wage requirements.	Human Relations	In Process (1)
S-2	Increase staffing in Human Relations by two employees to increase monitoring of contracts for compliance with prevailing wage, DMBWE requirements, etc.	Human Relations	Not supported in FY2013-14 adopted budget
S-3	Create a volunteer labor ombudsman position to interact with the City Manager's Office on labor issues.	City Manager's Office	In Process (1, 2)

T-1	Strengthen debarment regulations for contractors and principal officers violating City contract requirements.	Human Relations	
U-1	Expand marketing and outreach efforts to promote the Kansas City Business-Friendly Initiative.	KC BizCare	
U-2	Produce a KC BizCare video to be posted online and on Channel 2.	City Communications	
U-3	Produce a Small Business Division video to be posted online and on Channel 2.	City Communications	
U-4	Produce an Entrepreneurs Video Series highlighting KC's entrepreneurial success stories to be posted online and on Channel 2.	City Communications	In Process (1)
U-5	Create a KC Bizcare app that will provide mobile access to City Services available at www.kcbizcare.com .	City Manager's Office	In Process
U-6	Implement the Vine Street Economic Development Plan .	City Planning & Development	In Process (1)
V-1	Establish website for public participation to enable business owners who cannot take time away from work to provide input to the committee.	City Communications	
V-2	Integrate ideas from http://www.KCMOMomentum.com into report recommendations and post response online.	City Manager's Office	

W-1	Use technology to rapidly inform business and property owners of scheduled and/or emergency work that may affect their business. Twitter feeds: @KCMO @KCMOwater @KCPolice @KClairport @KCMOHealthDept @KCMOoem @KCFDtweets	City Manager's Office	
X-1	Create a "Buy Local KC" campaign to promote and support locally-owned businesses.	City Manager's Office	In Process (1)
Y-1	Revise the City processes and procedures required to issue a notice to proceed on City contracts to provide for a concurrent and cooperative time and cost saving process.	City Manager's Office	In Process (1, 2)
Y-2	Review and revise contractor and sub-contractor payment procedures in projects funded by the City in order to provide reimbursements in a timely manner.	City Manager's Office	In Process (1, 2)
Z-1	Working with the Office of the Mayor , establish one position to head an International Office for Business for the City.	Mayor's Office	In Process (1, 2)
Z-2	Leverage the City's Sister City program to advance international trade through local small businesses.	Mayor's Office	In Process (1, 2)
1. Administrative Change 2. Ordinance Change 3. State Legislative Change			