

# 2019 Business Satisfaction Survey Results

March 2, 2020\*

Kate Bender, DataKC

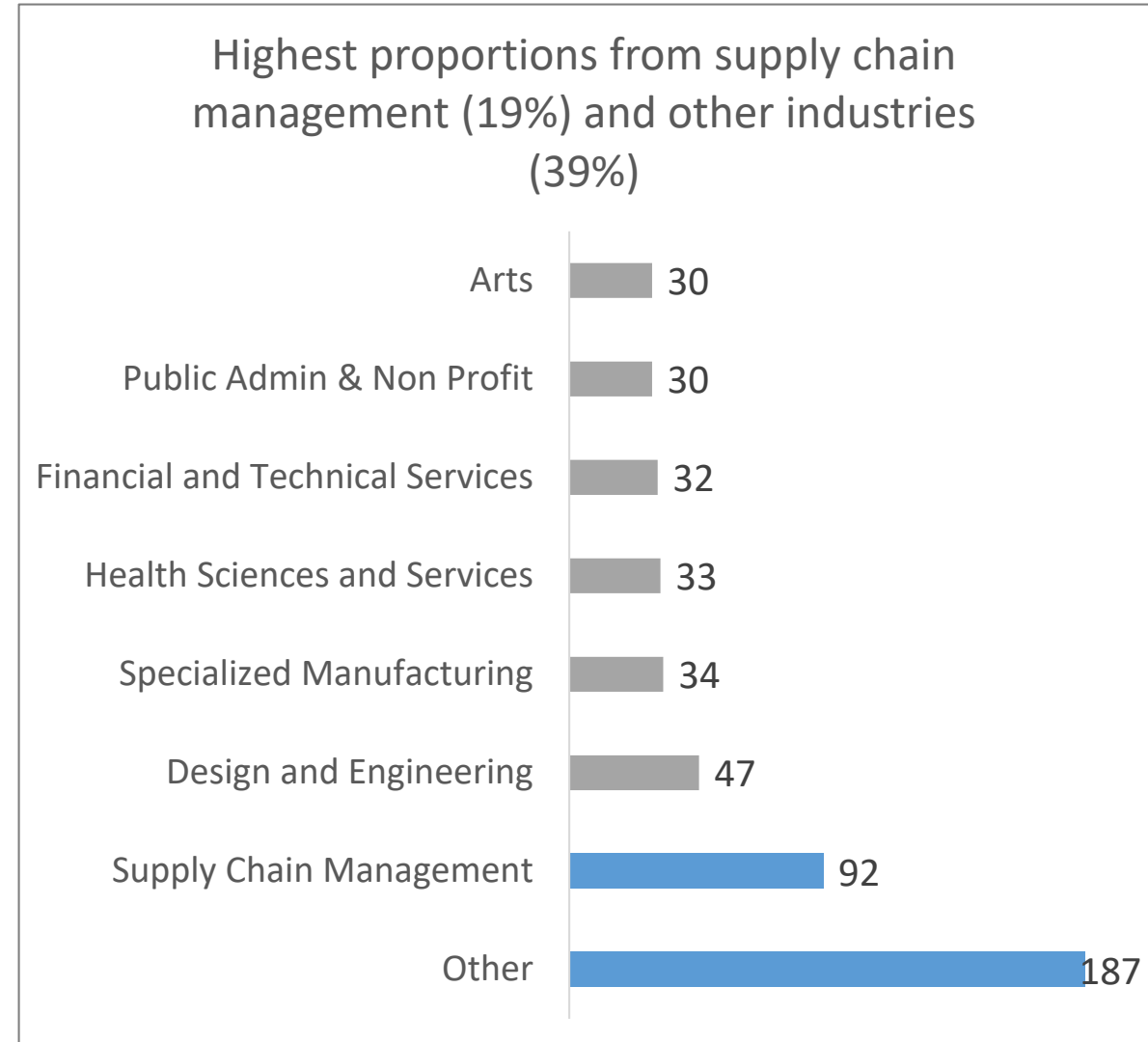
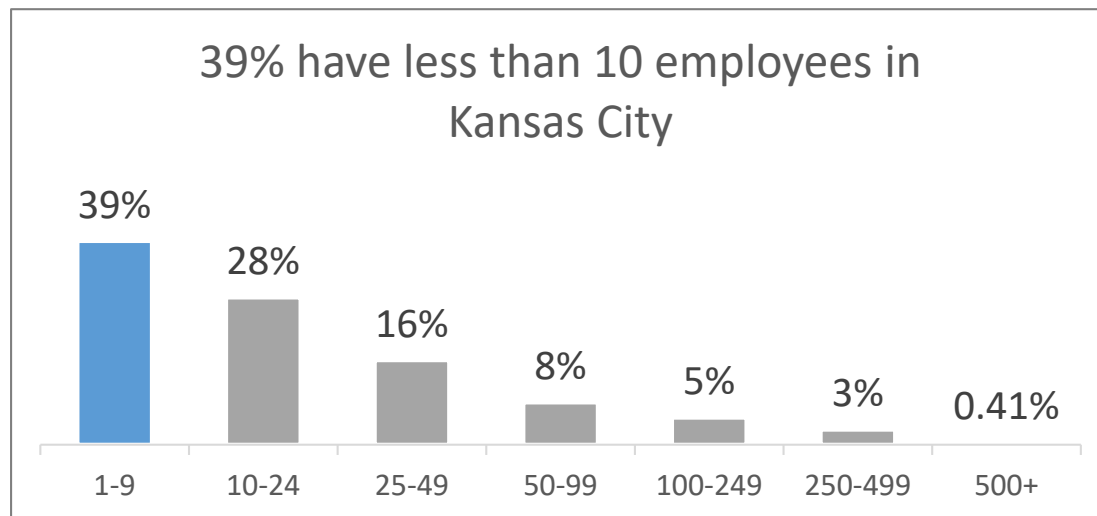
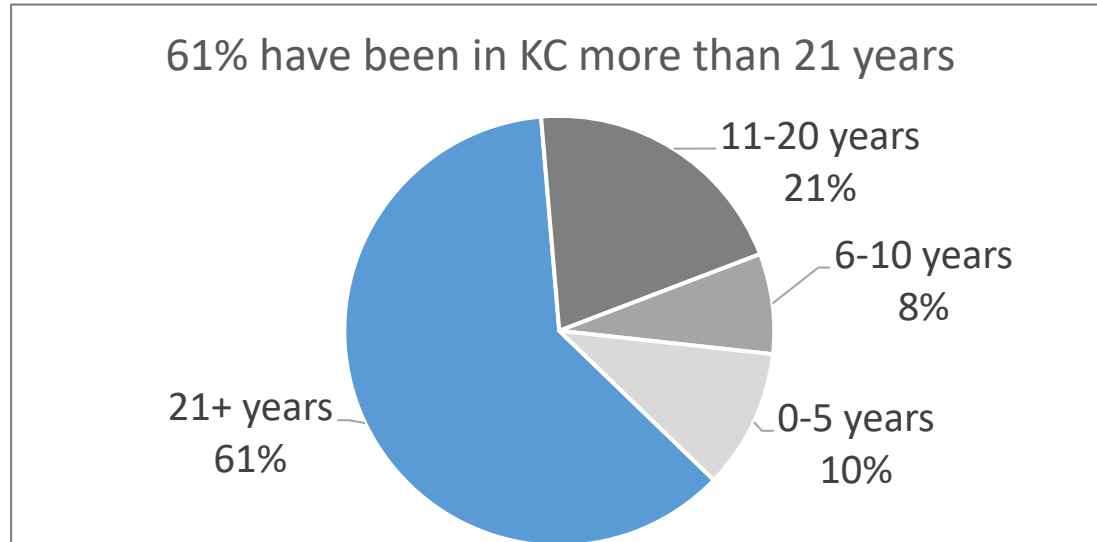
[Kate.Bender@kcmo.org](mailto:Kate.Bender@kcmo.org)

\*These results were presented to internal staff at the EDC and City of KCMO but due to the COVID-19 shutdown, were not presented publicly

# Methodology

Administration method	<ul style="list-style-type: none"><li>• Combination of mail and phone</li></ul>
Administration timeframe	<ul style="list-style-type: none"><li>• December 2019 – January 2020</li></ul>
Sample size	<ul style="list-style-type: none"><li>• 485 businesses (minimum of 100 in each of four geographic zones)</li></ul>
Margin of error	<ul style="list-style-type: none"><li>• + or – 4.4% (95% level of confidence)</li></ul>

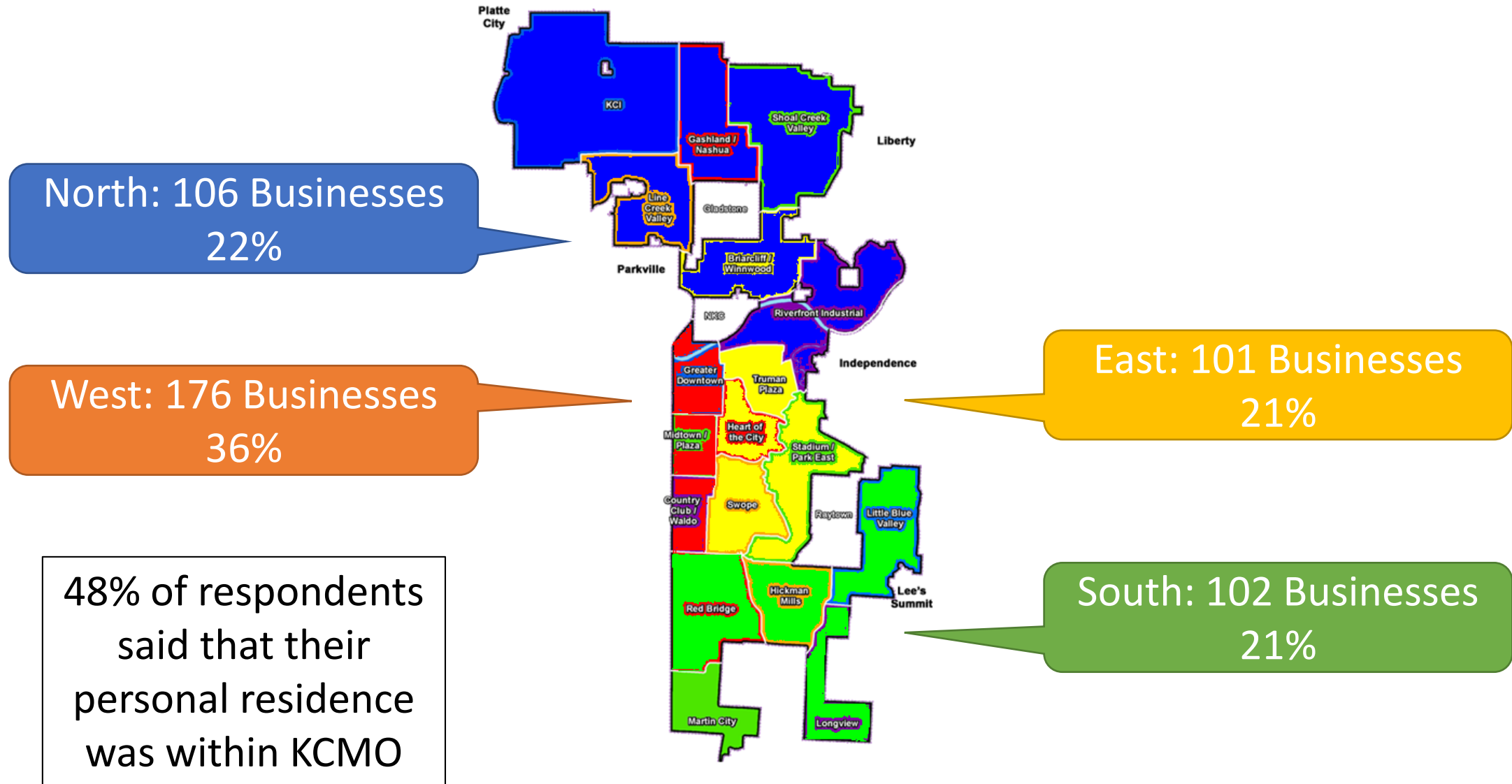
# Characteristics of Businesses Responding



# Additional Characteristics of Businesses Responding

- 76% of businesses are sole proprietorships (18% 2-5 locations, 6% 6+)
- 51% lease, 48% own
- 28% have done business with the city as a vendor or contractor
- 11% report that they are minority owned businesses and 20% report that they are women owned businesses (5% are both)
- 44% of respondents are the owner of the business and 44% are a manager (5% CFO and 7% other)

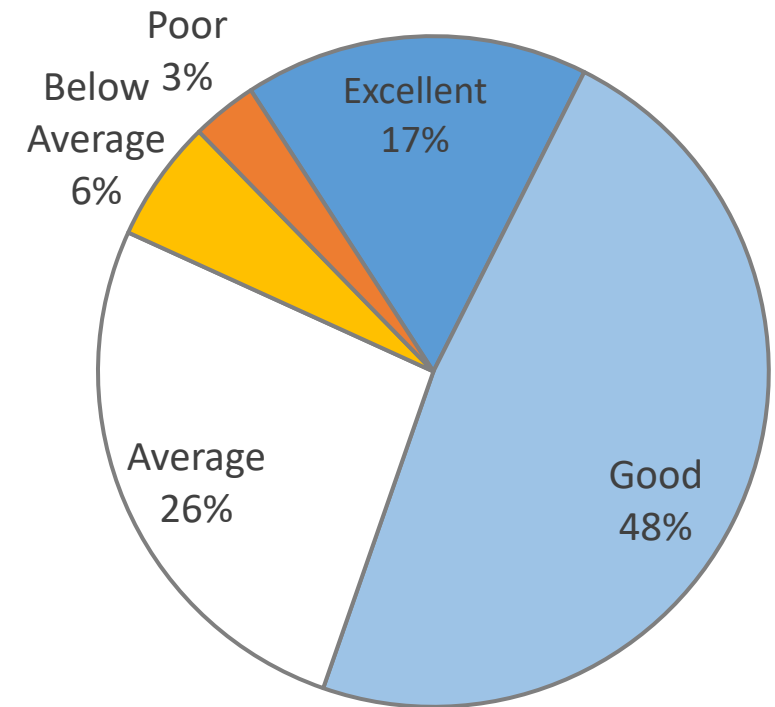
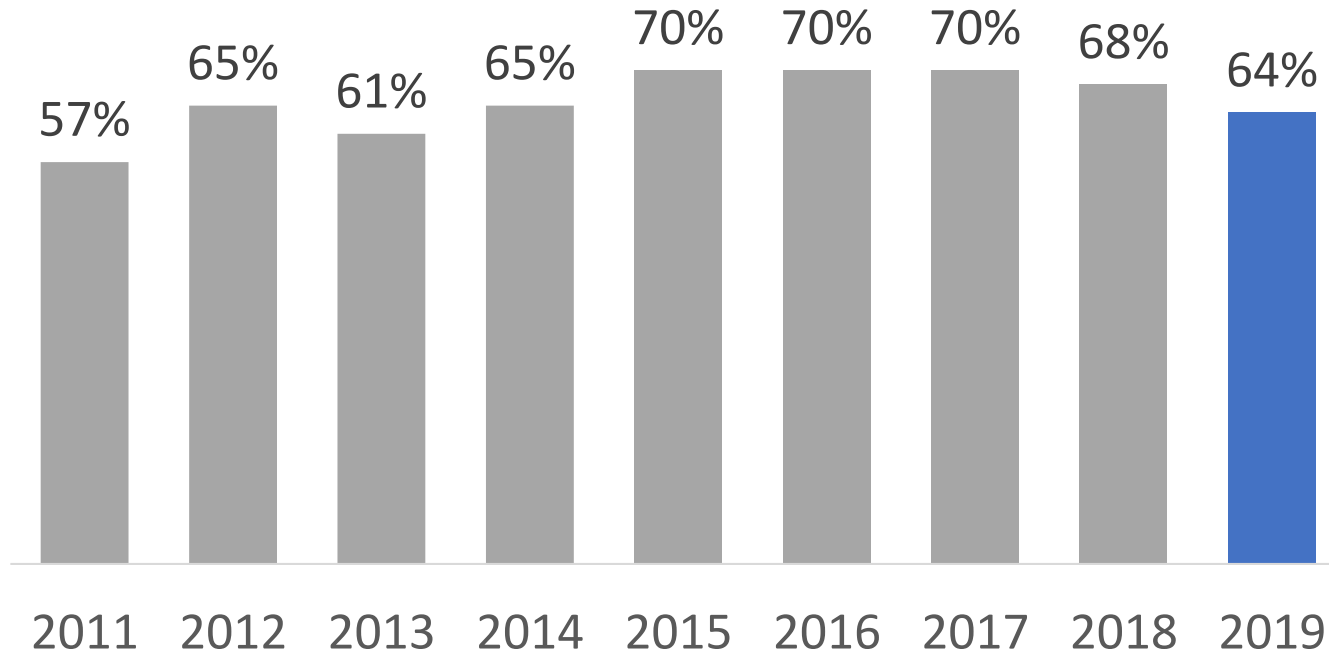
# Characteristics of Businesses Responding



# Kansas City as a Place to Do Business

Rating of KC as an “excellent” or “good” place to do business dropped, but change is not statistically significant

Only 9% of businesses rate KC as a “below average” or “poor” place to do business



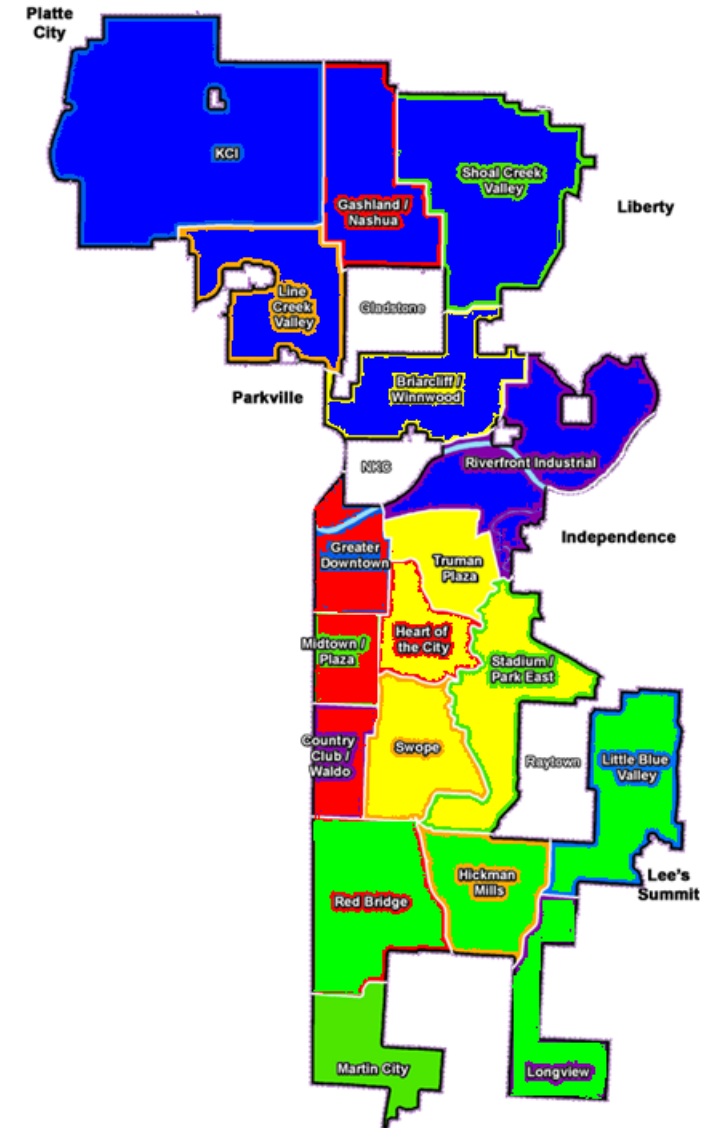
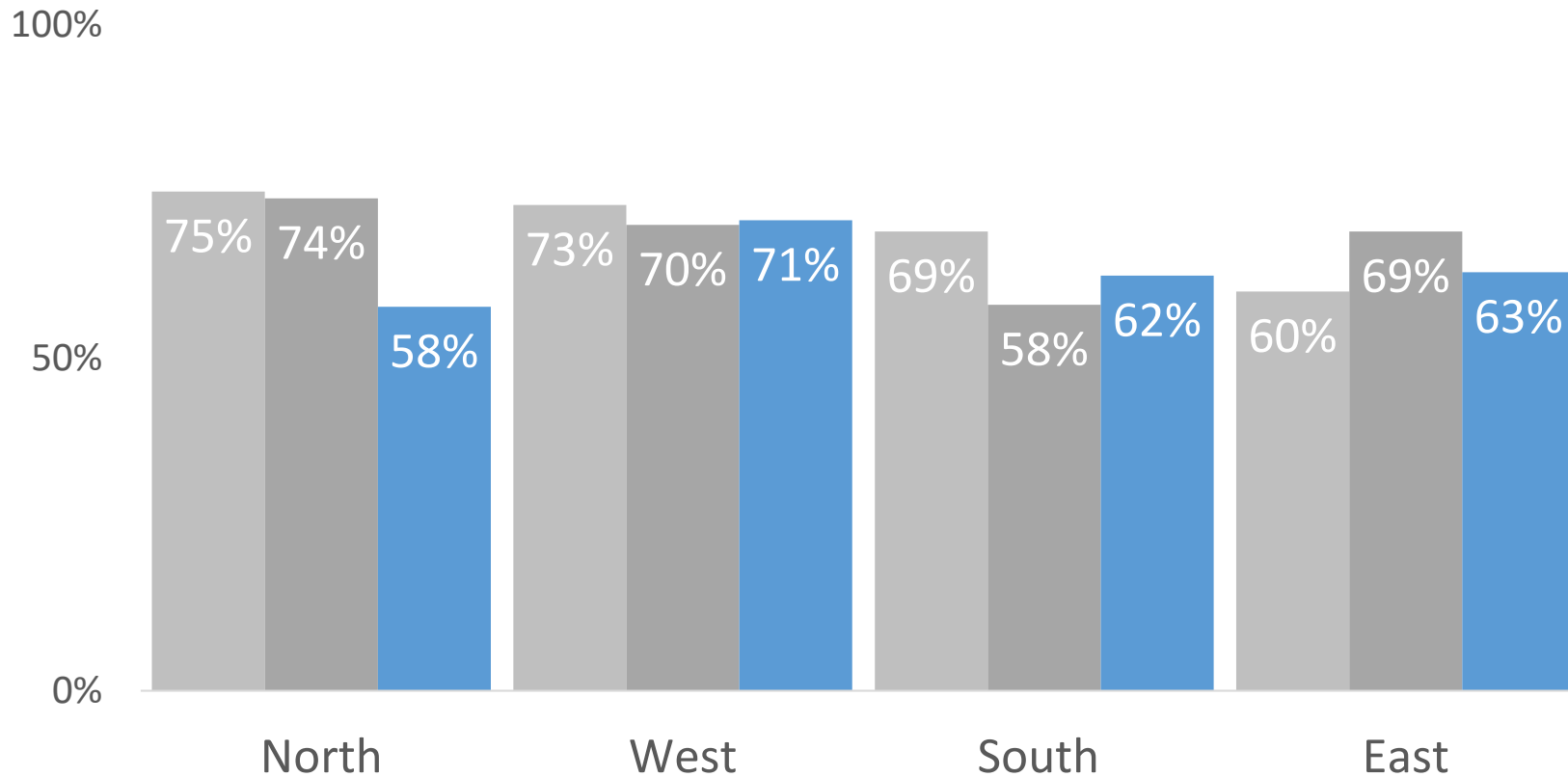
Businesses rating Kansas City as an “excellent” place to do business dropped from 23% to 17%

# Kansas City as a Place to Do Business by Location



Ratings of “Kansas City as a Place to Business” declined in the North and East zones

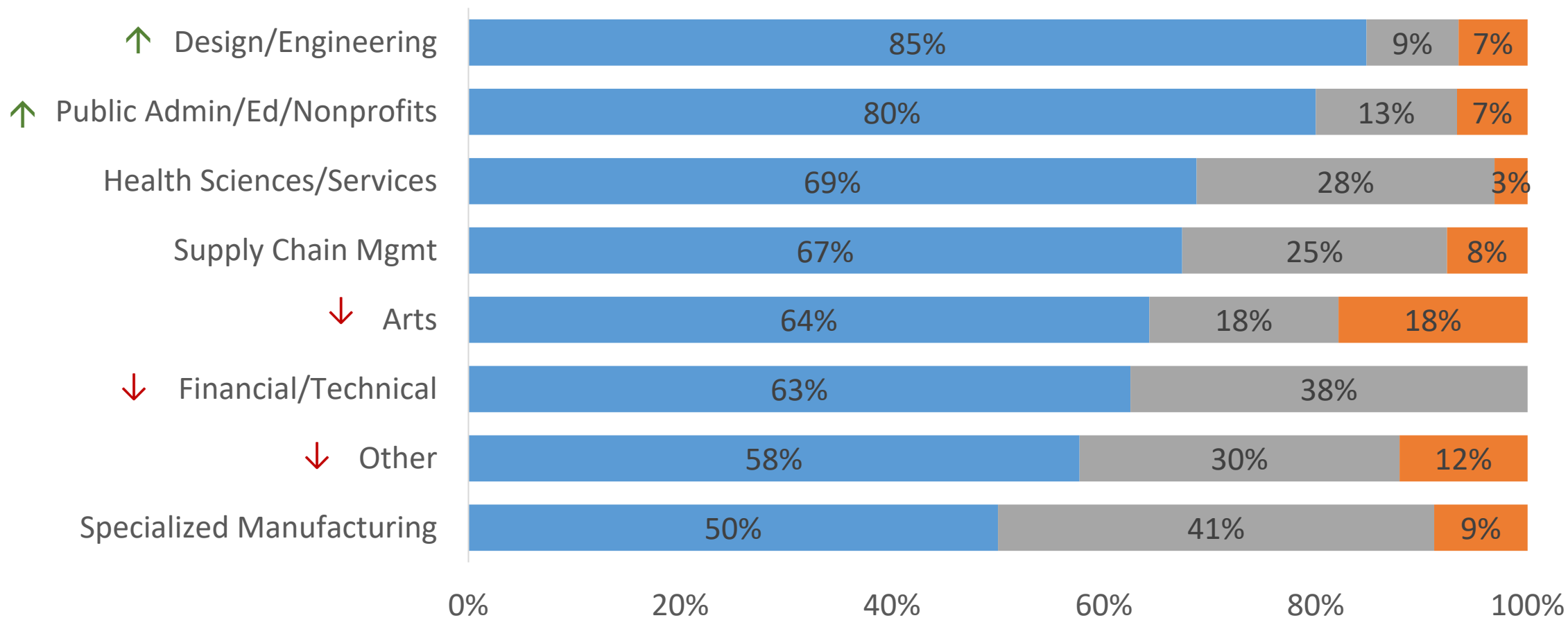
■ 2017 ■ 2018 ■ 2019



# KC as a Place to do Business by Sector

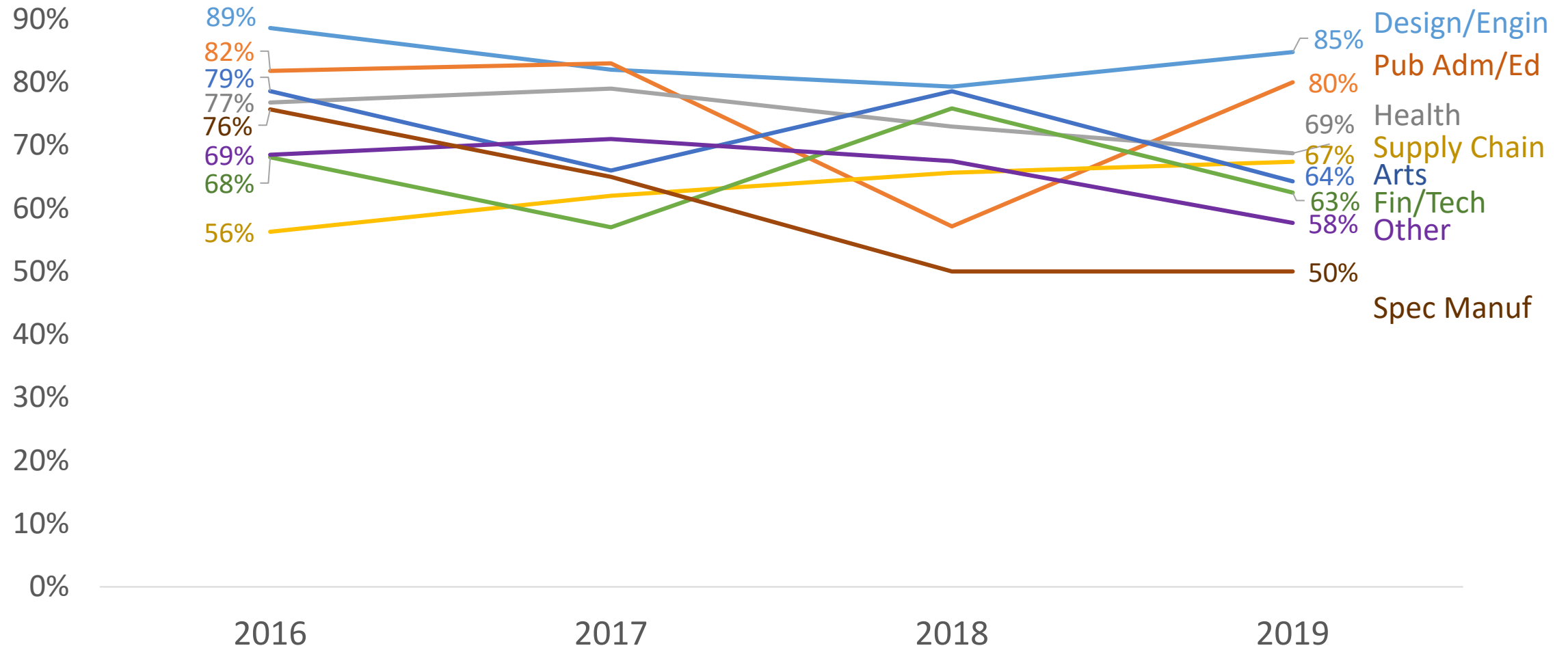
■ Excellent/Good   
 ■ Average   
 ■ Below Average/Poor

Arrow indicates change in “Excellent/Good” rating since 2018





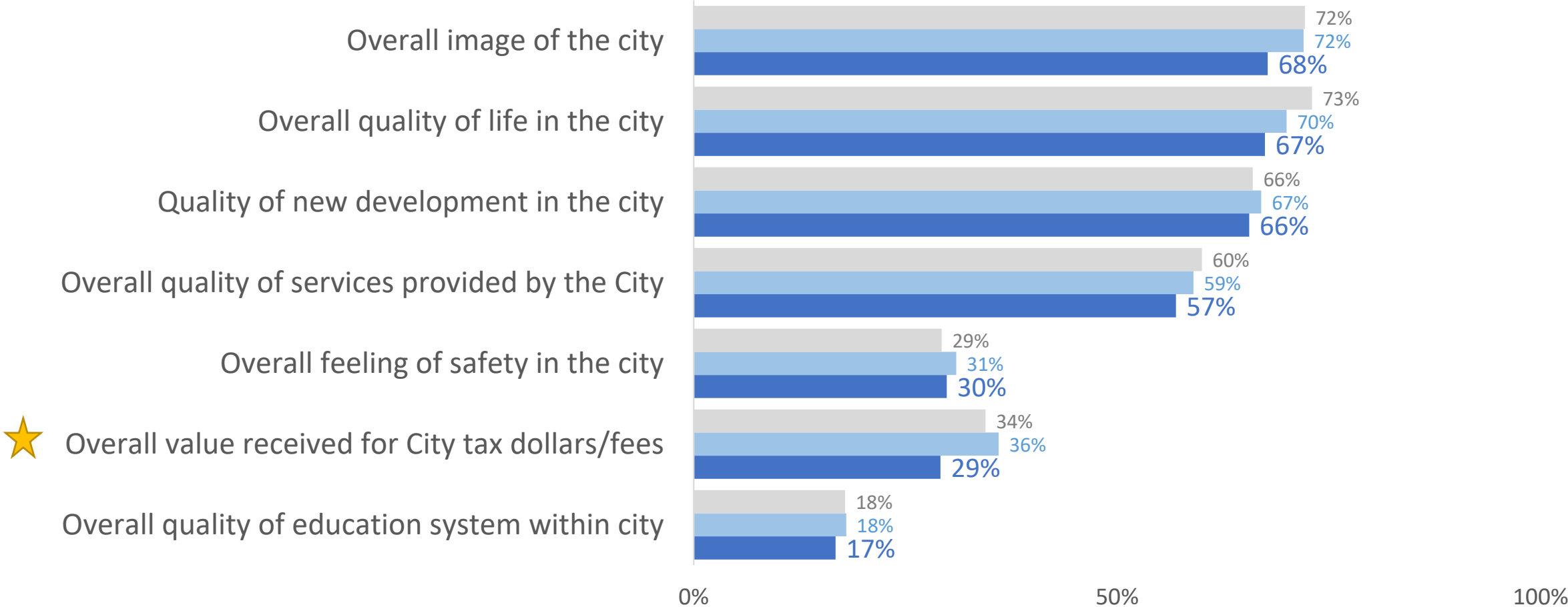
# KC As a Place to do Business by Sector: Excellent/Good Trend over Time



# Perceptions of the City and City Government



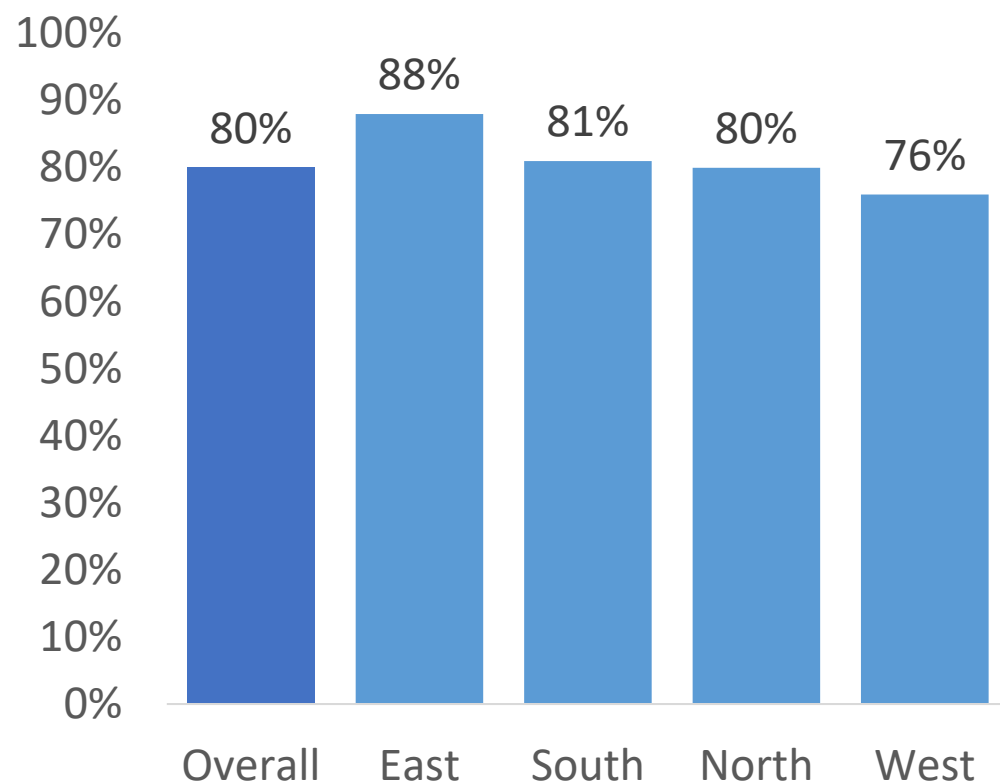
■ 2017 ■ 2018 ■ 2019 ★ Statistically significant decline



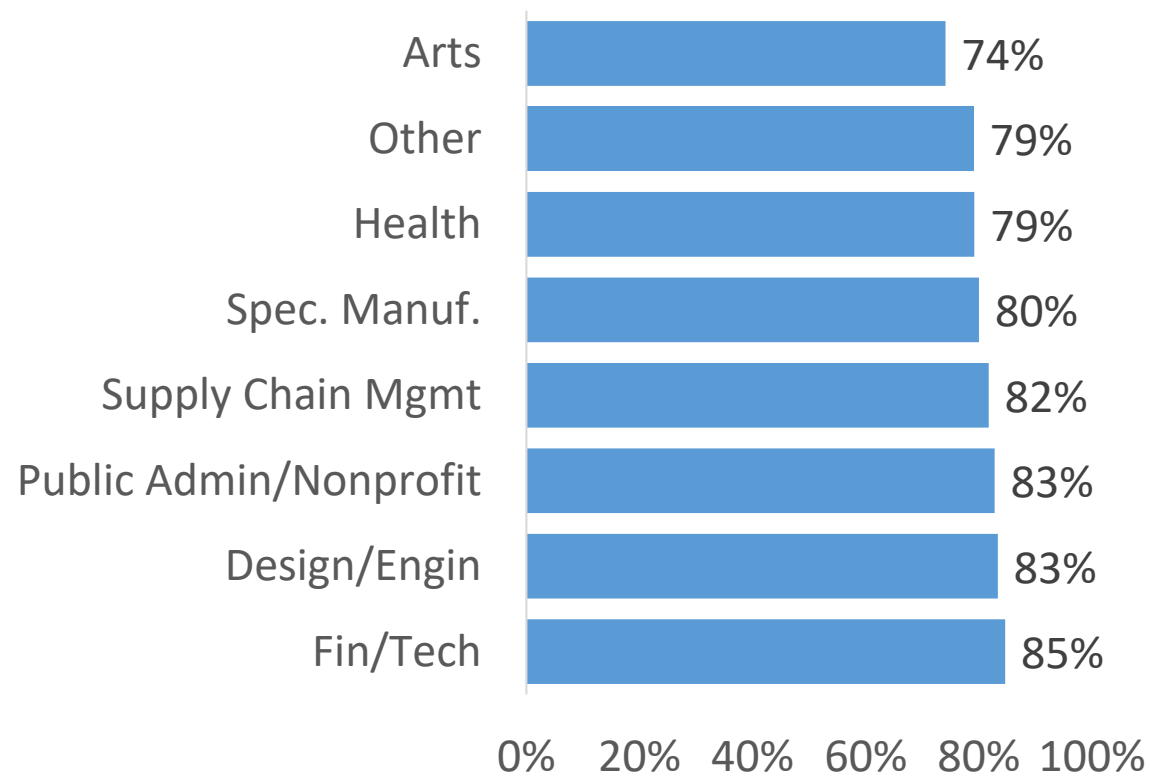
# New Question: Do you think the City of Kansas City is Business Friendly?



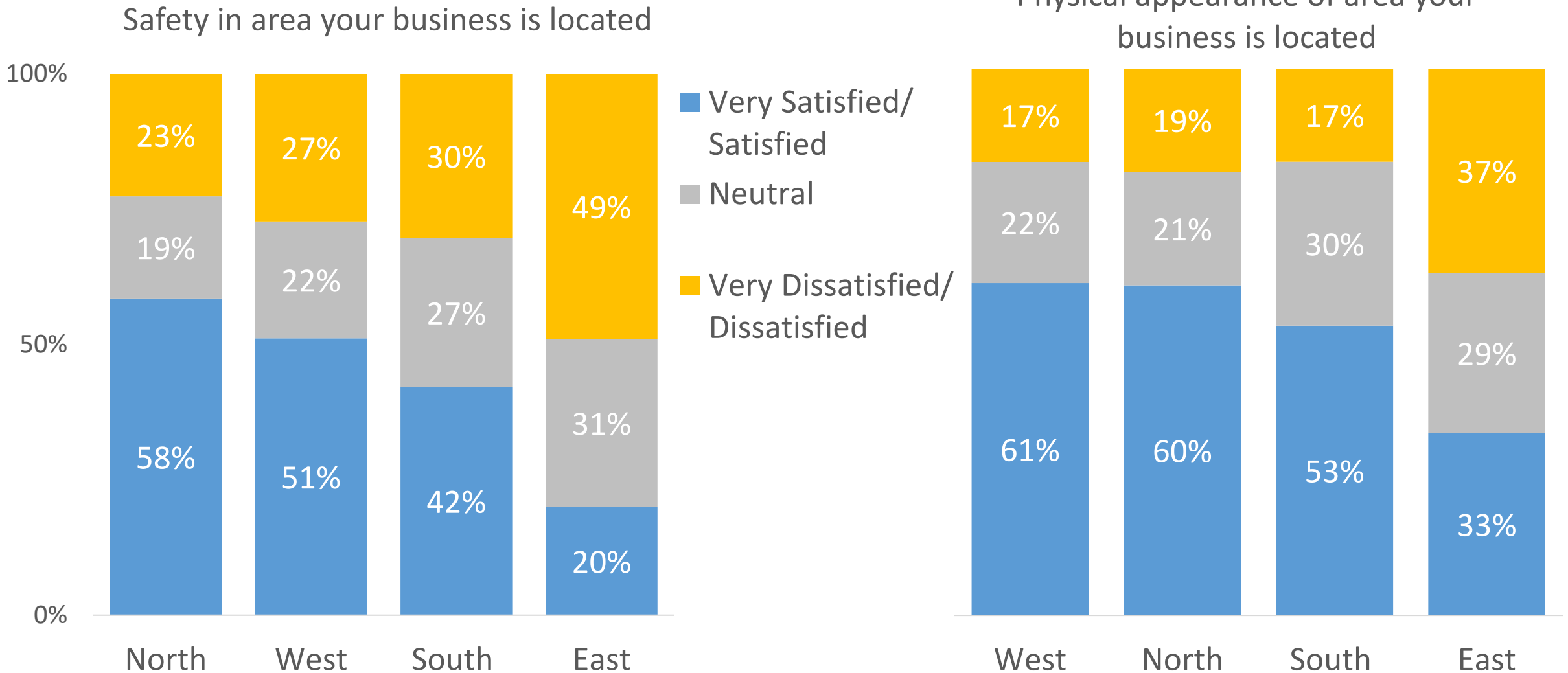
### By Zone



### By Sector



# New Questions: Safety and Physical Appearance of Location of Your Business (by Zone)

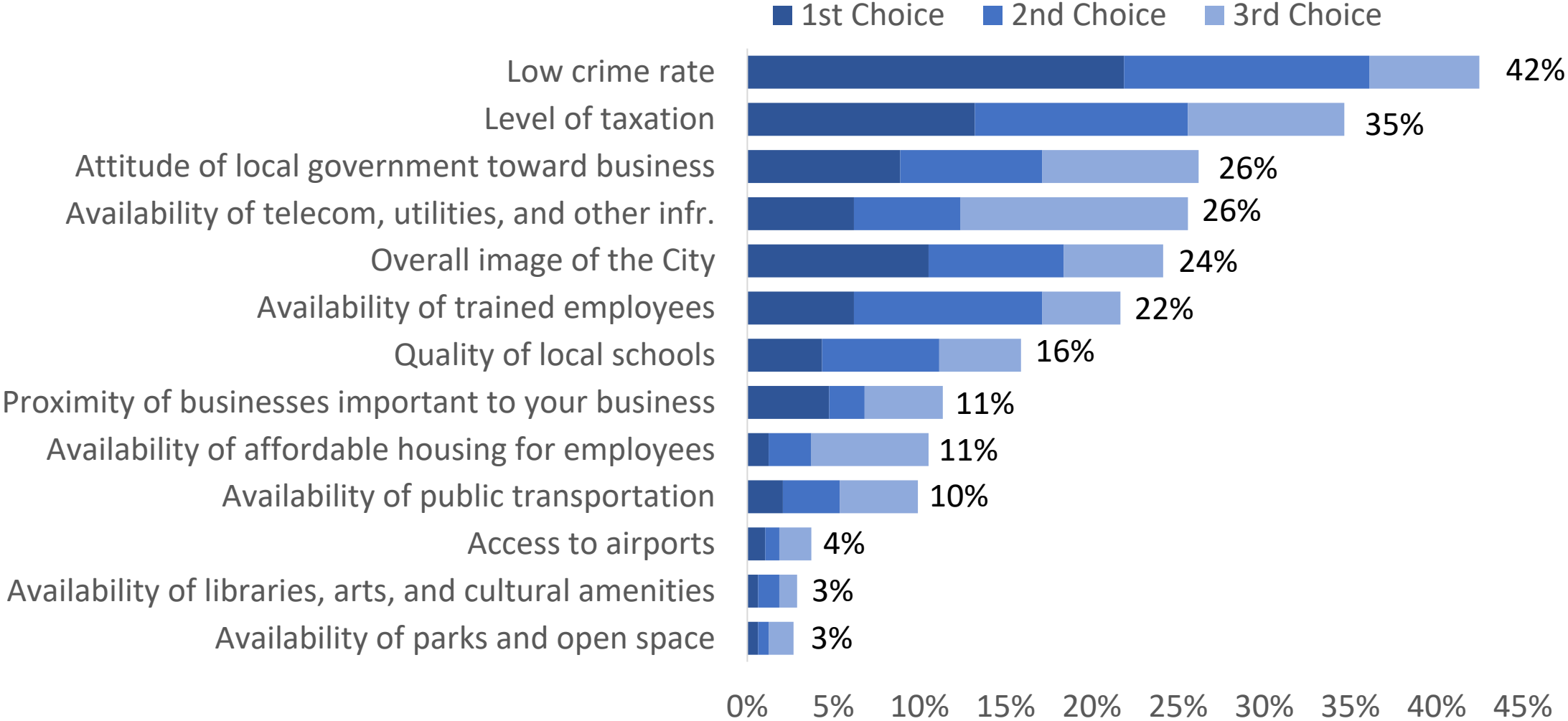


# Most Important Factors to Keeping Your Business in the City

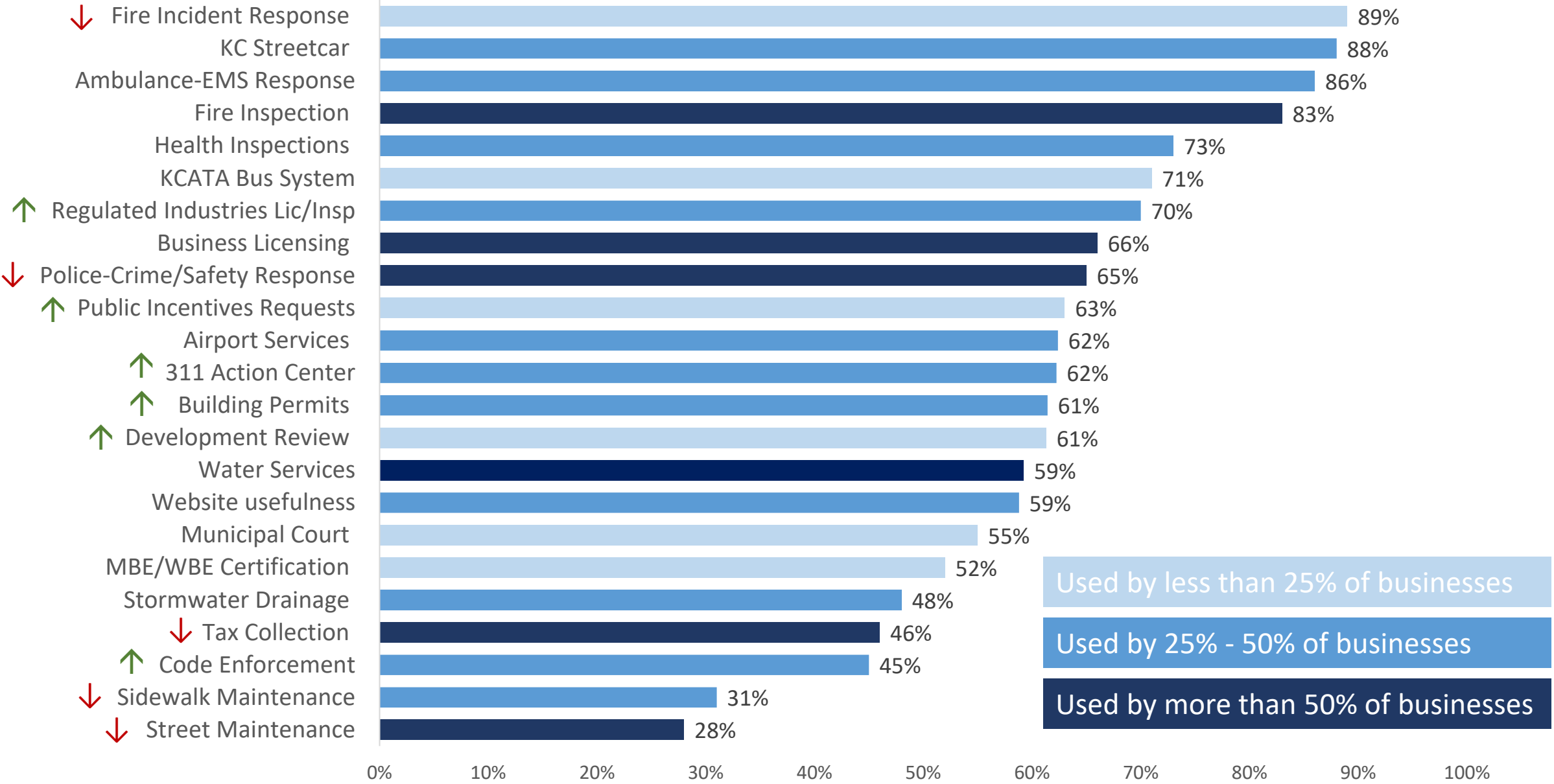


Question	2018 (% Very or Extremely Important)	2018 Rank	2019 (% Very or Extremely Important)	2019 Rank
Availability of telecommunications & other infrastructure	84%	1	83%	1
Attitude of local government toward business	77%	2	79%	2
Low crime rate	75%	3	77%	3
Availability of trained employees	70%	4	68%	4
Level of taxation	63%	6	65%	5
Image of city	65%	5	63%	6
Quality of local schools	60%	7	60%	7
Availability of affordable housing for employees	43%	10	51%	8
Proximity of other businesses	50%	8	48%	9
Availability of public transportation	43%	9	44%	10
Availability of parks and open space	41%	12	44%	11
Availability of arts, libraries, and cultural amenities	39%	13	42%	12
Access to airports	42%	11	40%	13

# Which Three Reasons will have the Most Impact on your Decision to Stay in Kansas City for the next 10 years?



# Satisfaction with City Services



# Importance and Satisfaction for City Services



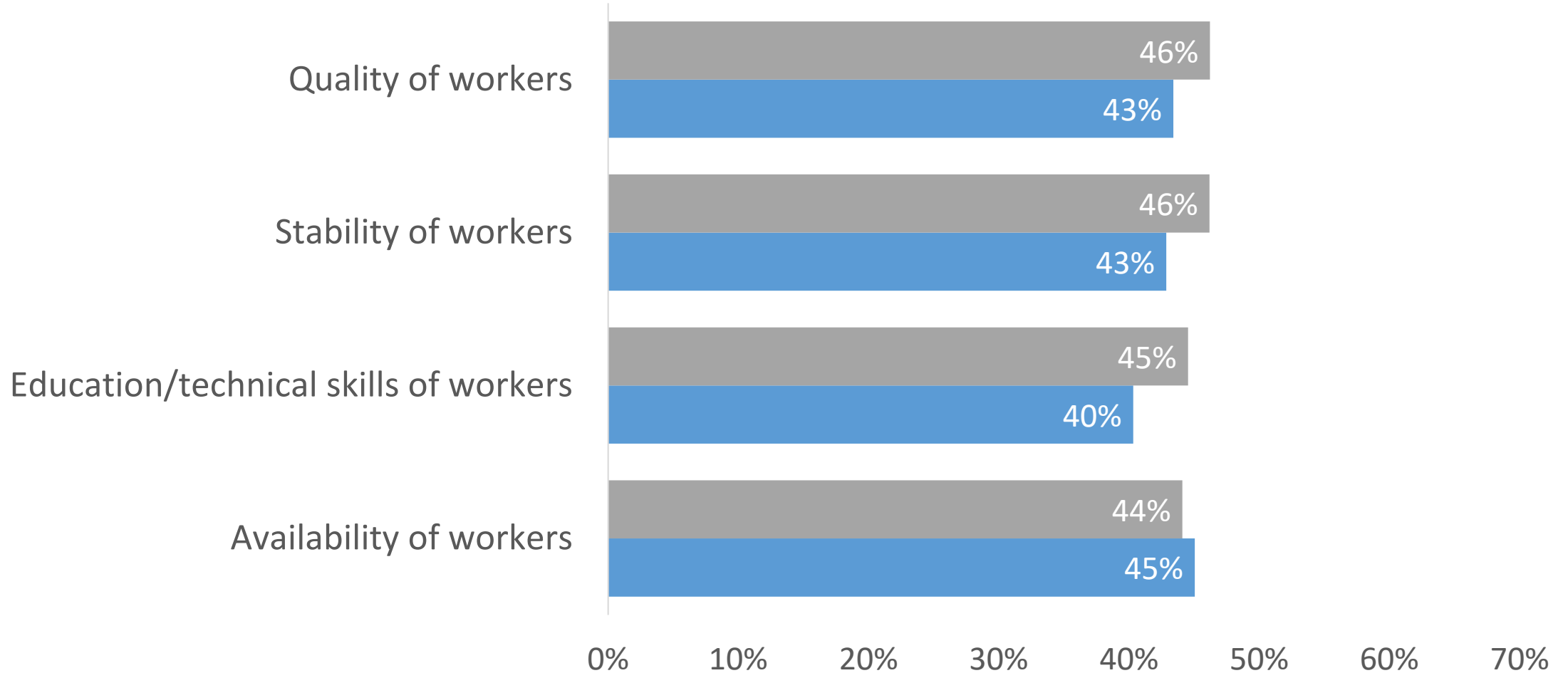
	Above Average (62%) Satisfaction	Below Average (62%) Satisfaction
<b>Above Average (9.8%) Importance</b>	Police-Crime/Safety Response	Sidewalk Maintenance Street Maintenance Stormwater Drainage Tax Collection Water Services
<b>Below Average (9.8%) Importance</b>	311 Action Center Airport Services Ambulance/EMS Response Business Licensing Fire Incident Response Fire Inspection Health Inspections KC Streetcar KCATA Bus System Public Incentives Requests Regulated Industries Licensing/Inspections	Building Permits Code Enforcement Development Review MBE/WBE Certification Municipal Court Website Usefulness



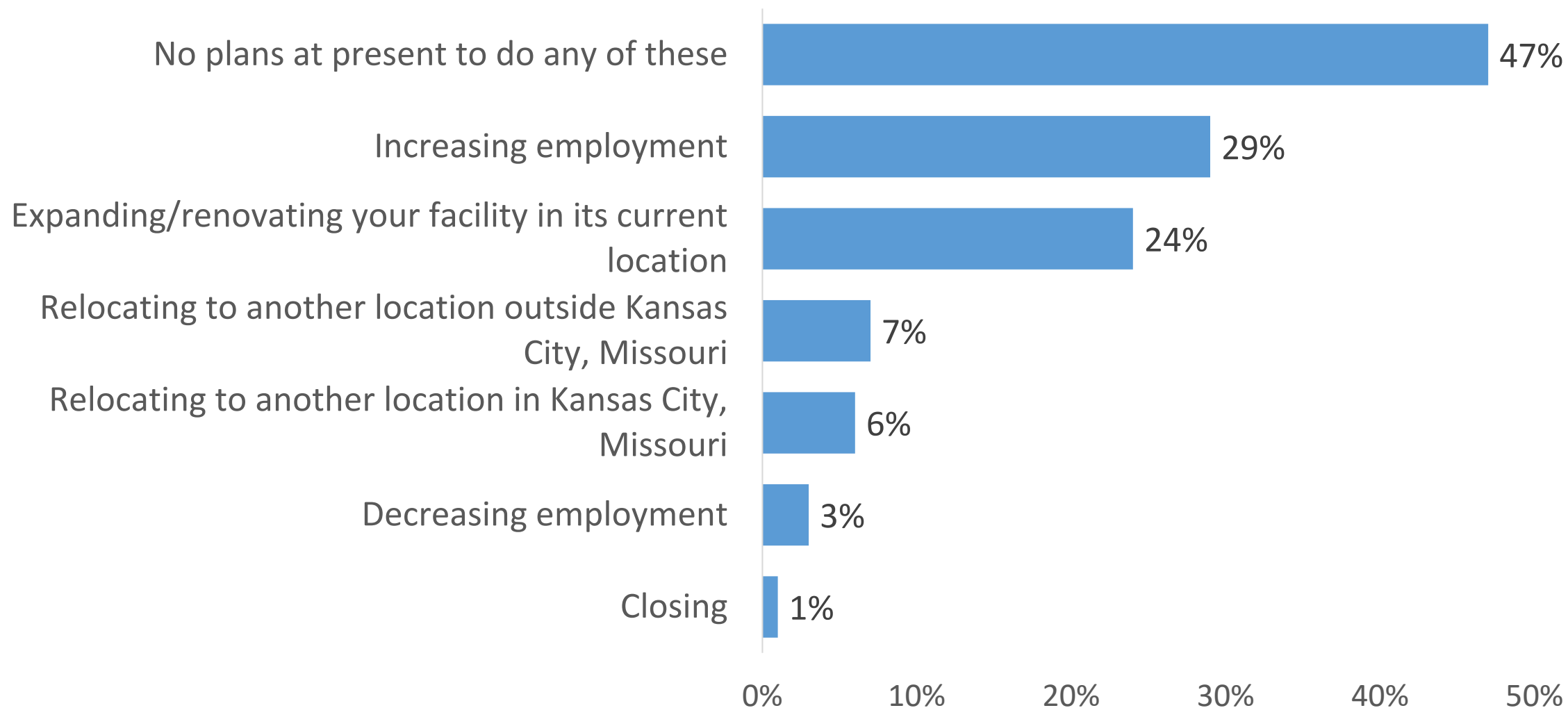
# Rating the Workforce – Rating of Good/Excellent

Declines are not statistically significant

■ 2018 ■ 2019



# Plans Over the Next Three Years

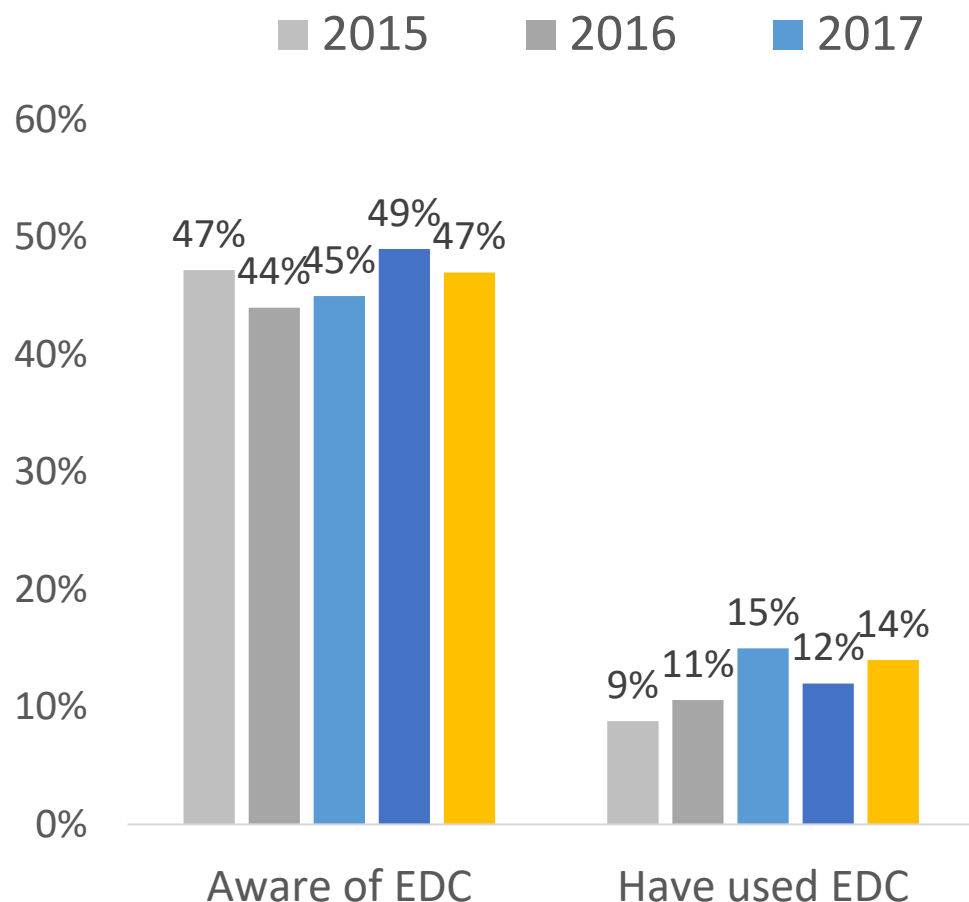


# Plans Over Next Three Years: Details

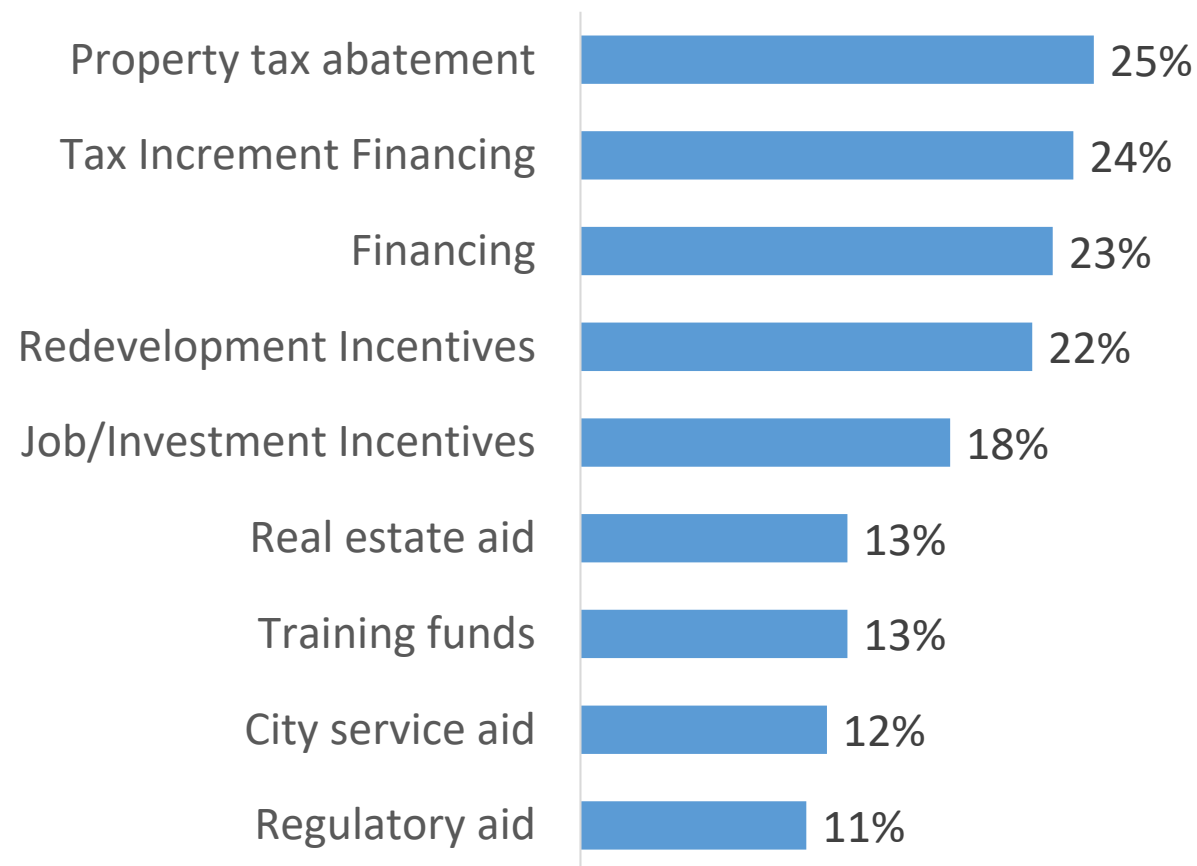


Change	Details
<p>Increasing employment (29%)</p>	<ul style="list-style-type: none"> <li>• 38% of Specialized Manufacturing and Financial and Technical businesses; 13% of Arts businesses</li> <li>• Median number of new hires = 4</li> <li>• Median wage = \$16.50/hour (most common: \$15/hour)</li> </ul>
<p>Relocating within KCMO (6%)</p>	<ul style="list-style-type: none"> <li>• Most common reason cited: Need more space</li> <li>• Next most common: Location elements and cost/lease issues</li> </ul>
<p>Relocating outside of KCMO (7%)</p>	<ul style="list-style-type: none"> <li>• 47% didn't provide location; 9% moving to another MO municipality; 15% moving to Johnson County; 15% moving to KCK; 6% moving outside the metro</li> <li>• 15% of businesses referenced taxes and 15% referenced better services</li> </ul>
<p>Decreasing employment (3%)</p>	<ul style="list-style-type: none"> <li>• Of the 15 businesses that said that they would be decreasing employment, half said that they would have 5 or less layoffs.</li> <li>• Most common sector (6 out of 15) was other</li> </ul>
<p>Closing (1%)</p>	<ul style="list-style-type: none"> <li>• Of the 7 businesses that said that they were closing, 4 were due to retirement and 2 cited crime as a factor.</li> </ul>

# EDC Awareness and Satisfaction

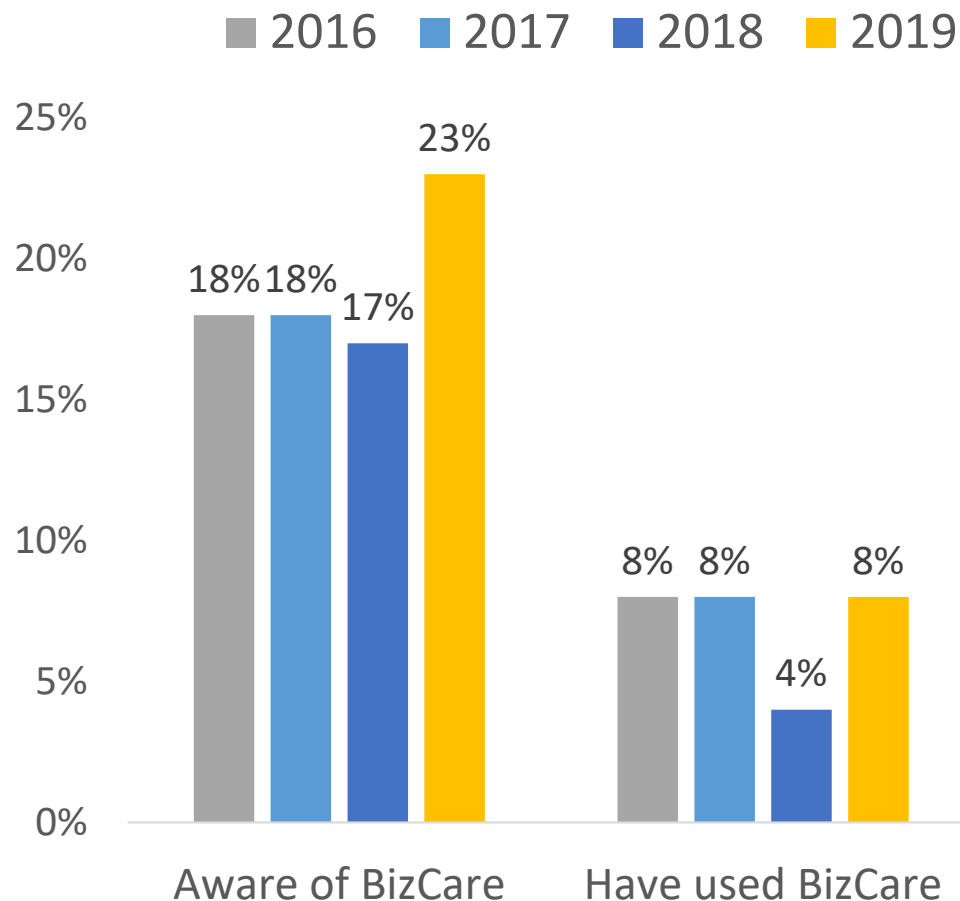


Percent of businesses that reported they were aware of this service from EDC

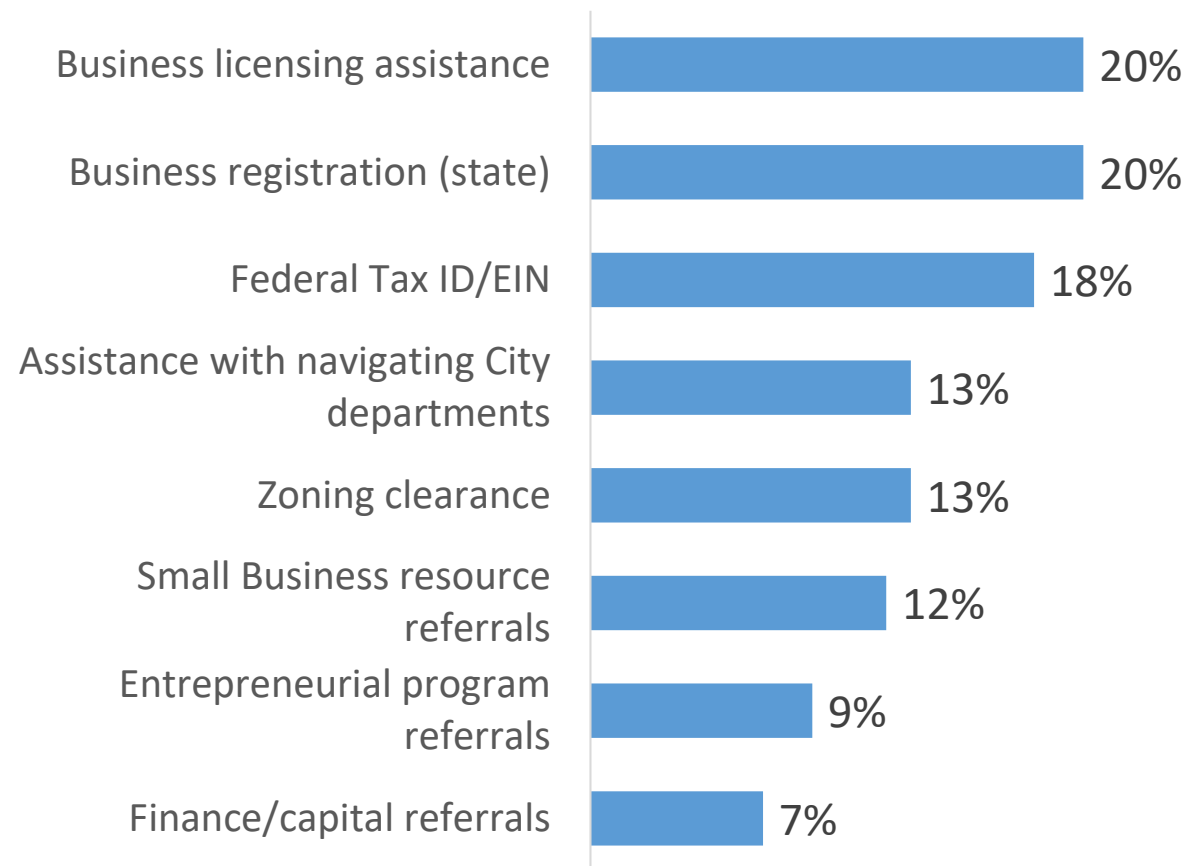


Of the 65 businesses that used and rated EDC: 70% satisfied, 16% neutral, 14% dissatisfied

# BizCare Awareness and Satisfaction

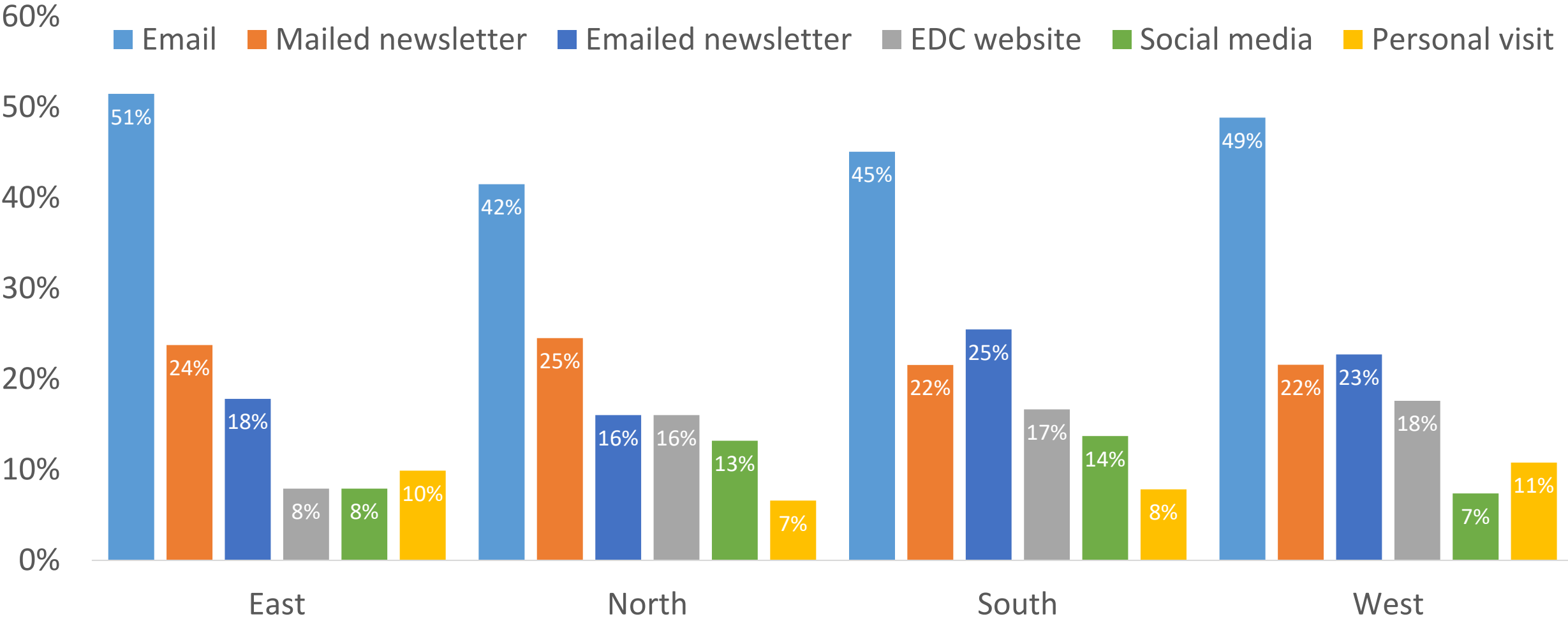


Percent of businesses that reported they were aware of this service from BizCare

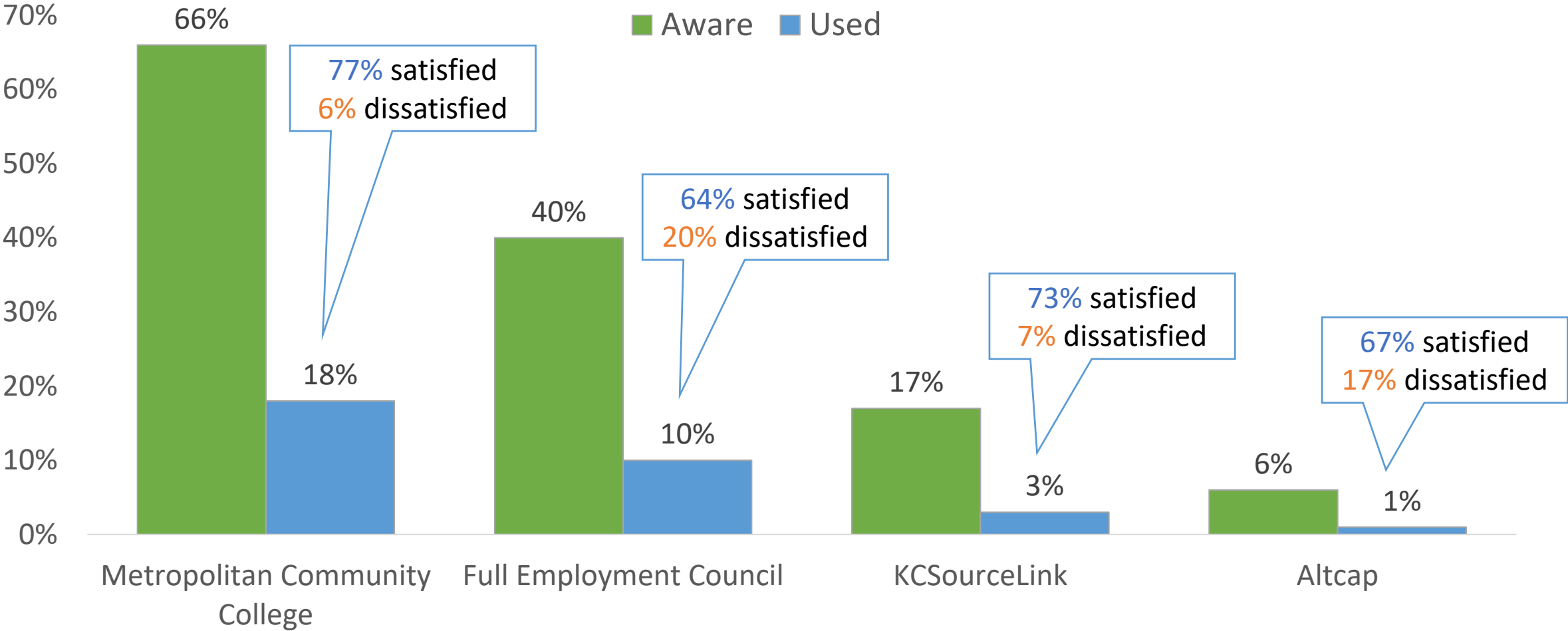


Of the 35 businesses that used and rated BizCare: 74% satisfied, 11% neutral, 14% dissatisfied

# Preferred methods of getting information about business assistance programs

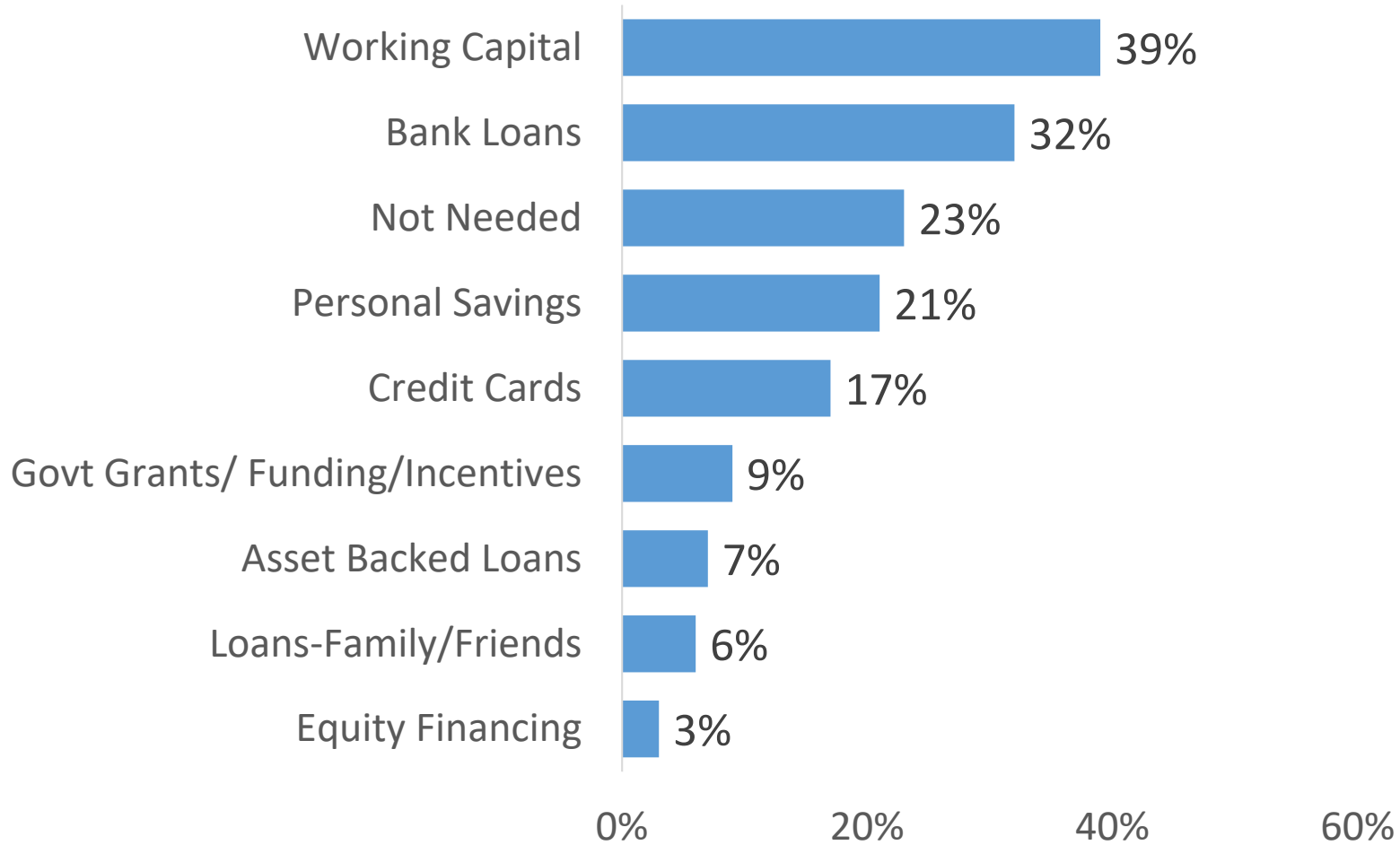


# Awareness and Satisfaction with Other Business Assistance Programs

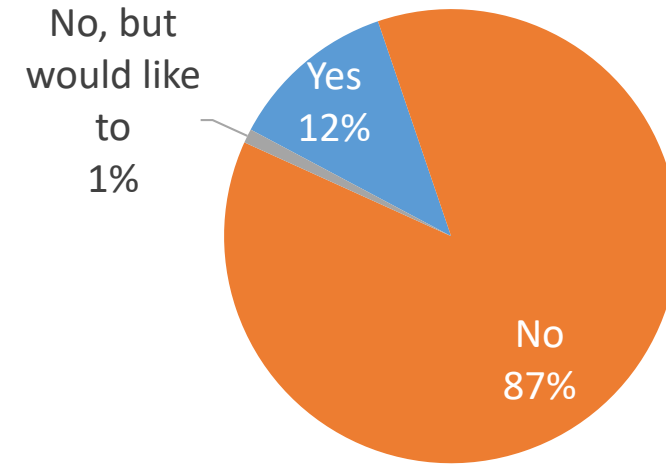


# Other Business Details

## Sources of Financing in the Last 5 Years



## Do you export products?



## Do you have a work-from-home policy?

