

2020 KCMO-EDC Business Satisfaction Survey Results

May 13, 2021

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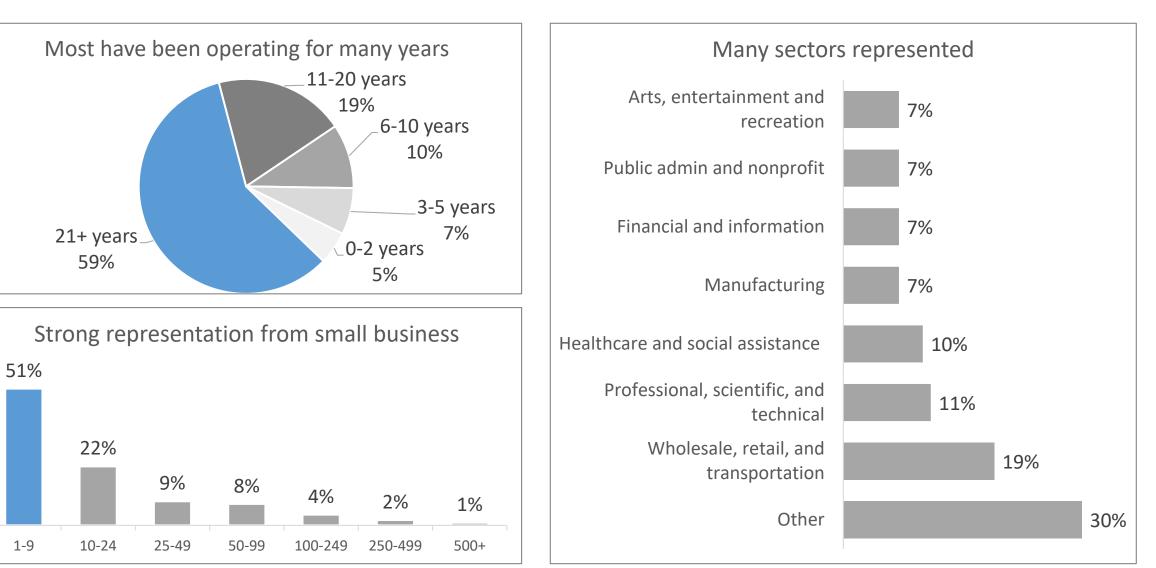
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Background of Business Survey



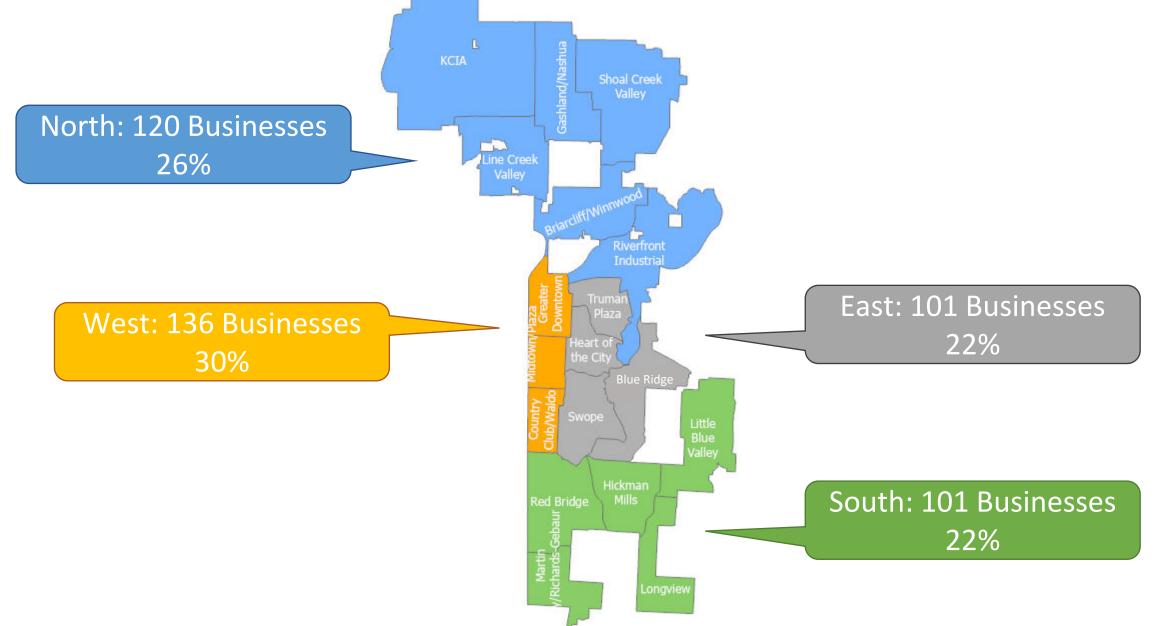
• 10th year of administration in partnership with KCMO Survey History EDC • Perceptions of overall business environment • Satisfaction with **City services Survey Purpose** • Use and satisfaction with **business assistance programs** • THIS YEAR: Information on impacts of pandemic • Surveys sent to random sample of businesses (follow-up Administration via email) Details Survey completed December 2020 – January 2021 • 458 businesses (minimum of 100 in each of four geographic zones) Response • Margin of error = +/-4.3%

Characteristics of Businesses Responding **DataKC**



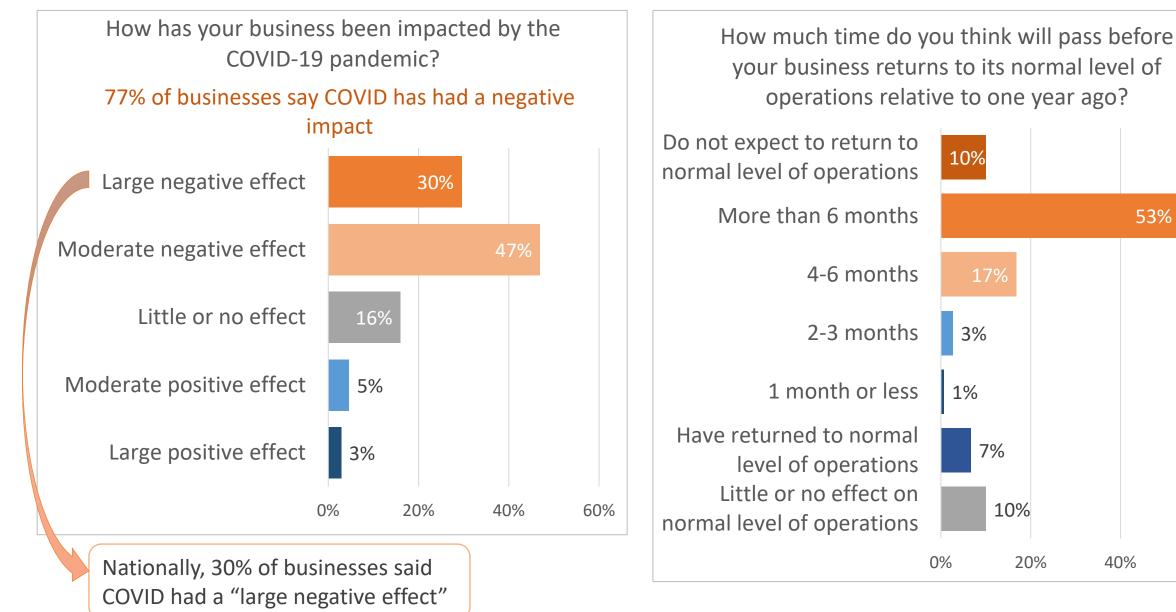
Geography of Businesses Responding





COVID-19 negatively impacted most businesses





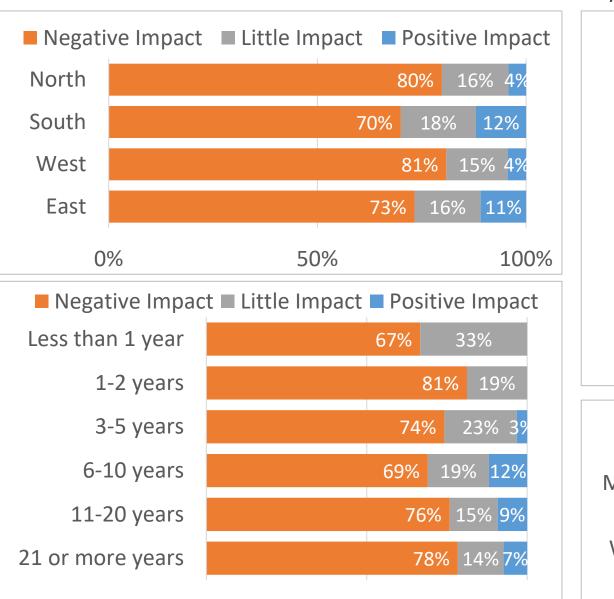
60%

COVID-19 impact differed somewhat by business sector **Data** KC

/e		Negative Impact			🔳 Lit	tle Impact Positive I			mpact			
n					-	100%						
S					94	1%						6%
it					91%	%					C	9%
er					89%	,)					10	% 2 <mark>%</mark>
е				79	%					169	%	5%
g				79	%					14%		7%
е				73%					1	5%	12	.%
n				72%						19%		8%
g				72%					16	5%	13	%
n				67%						33%		
al			6	2%					26%		12	%
е			61	1%				2	22%		17%	
е			589	%					29%		13	%
g			589	%				17%		25	%	
g		40	%					60	%			
0	% 10	% 20	% 30)% 40)%	50%	60%	6 70	% 80	0% 9	0%	1009

Citywide: 77% negative, 8% positive Arts, Entertainment and Recreation Accommodation and Food Svcs Public Admin and Nonprofit Other Healthcare and Social Assistance Real Estate and Rental Licensing **Retail Trade** Construction Manufacturing Information Profession, Scientific and Technical Wholesale Trade Finance and Insurance Transportation and Warehousing Ag, Forestry, Fishing, Hunting

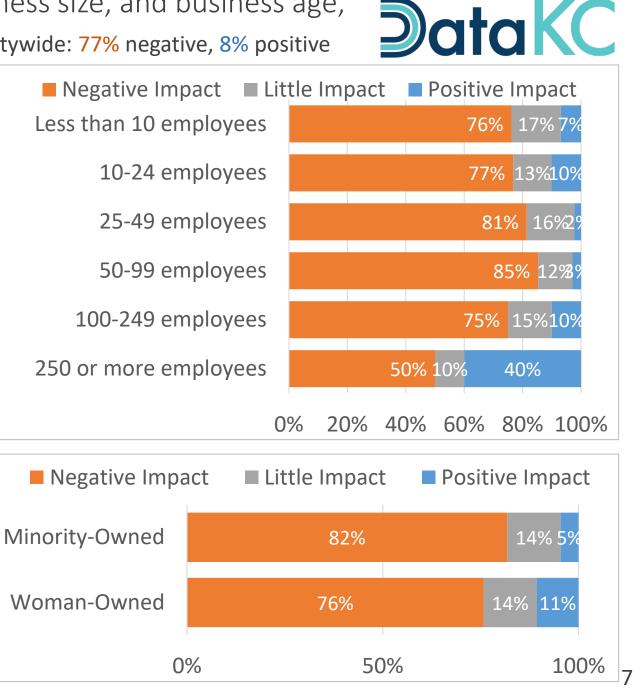
COVID-19 impacts differed less by region, business size, and business age, minority/women ownership Citywide: 77% negative, 8% positive



50%

100%

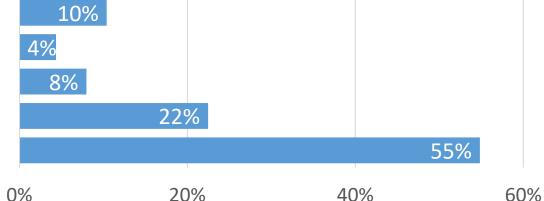
0%



COVID-19 has also impacted (and will continue to impact) the work environment

What percentage of your employees are teleworking?

76-100% teleworking 51-75% teleworking 26-50% teleworking 1-25% teleworking No employees are teleworking



12% of companies have a permanent work-fromhome policy and 19% are considering it; there are major differences by sector.

Is your company considering reducing your physical footprint because of

teleworking or changes in customer interaction?

Yes, actively considering now
Will likely consider in the future

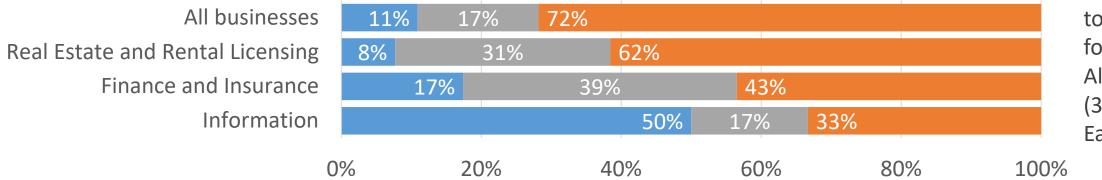
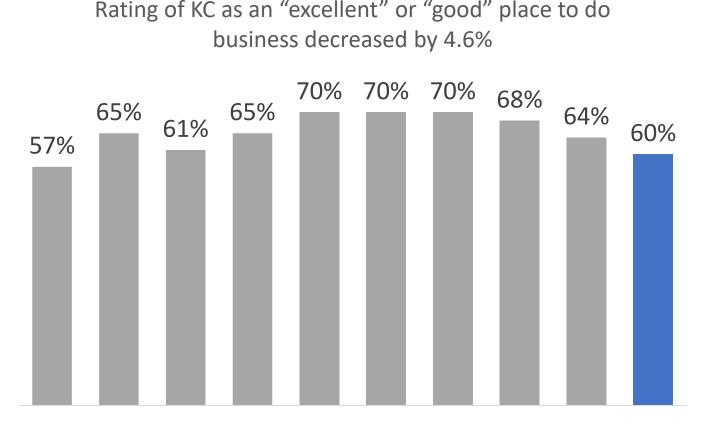


Chart shows sectors with three highest responses to reducing footprint. All regions similar (30%/32%) except East (20%).

DataKC

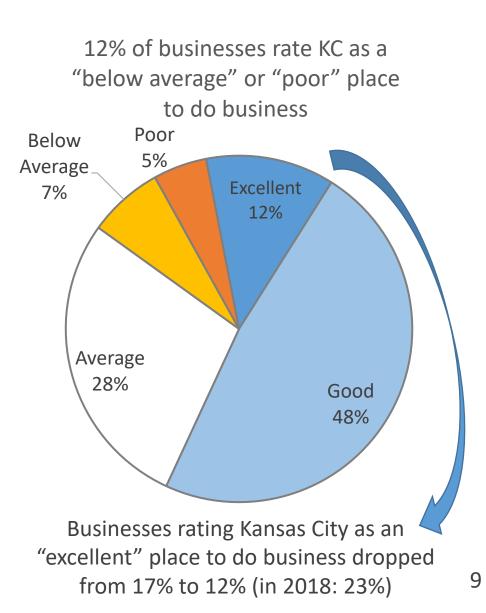
Rating of Kansas City as a place to do business declined **OptoKC**





2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

Nationally, 76% of businesses said their community was an excellent or good place to do business



Regionally, decline in KC as a place to do business was concentrated in the South

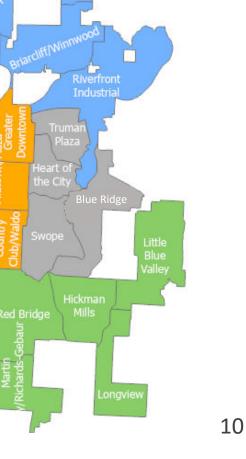
Ratings of "Kansas City as a Place to Business" declined in the

Shoal Creel Valley

KCIA

Line Creek

West and South regions, but increased in the North 2017 ■ 2018 ■ 2019 ■ 2020 100% 75%74% 70%71% 69% 69% 66% 65% 63%<u>6</u>1% 62% 60% 58% 58% 50% 45% 0% North South West East



Across sectors, decline in KC as a place to do business was fairly consistent



Excellent/Good Average Below Average/Poor

Arrow indicates change in "Excellent/Good" rating since 2019

5	81%				16%	3%
	73%			1	.8%	8%
9	62%		36%			<mark>2%</mark>
r	58%		32%			10%
	57%		3		7%	
	55%		27%	18%	6	
5	54%		25%		21%	
	48%		26%		26%	
0%	% 20% 40%	6	50%	80%	%	100%

Public Admin/Nonprofits

-7%

Healthcare/Social Assistance

Other

-6% \downarrow Information and Financial

-13%

Wholesale/Retail/Transportation

Manufacturing

Perceptions of the City and City government saw a few declines and are also below national benchmarks



t Statistically significant decline

		Region of Decline	2019	2020	National Benchmark
\bigstar	Quality of new development in the city	East/South	66%	58%	58%
\bigstar	Overall feeling of safety in the city	West/East/South	30%	25%	64%
\star	Overall value received for City tax dollars/fees	South/West	29%	25%	55%
	Overall safety in the area your business is located		44%	47%	
	Overall image of the city		68%	66%	71%
	Overall quality of services provided by the City		57%	55%	64%
	Physical appearance of the area your business is located		53%	51%	66%
	Overall quality of life in the city		67%	66%	68%
	Overall quality of education system within city		17%	16%	60%
	Overall public amenities and public spaces in the city			57%	69%

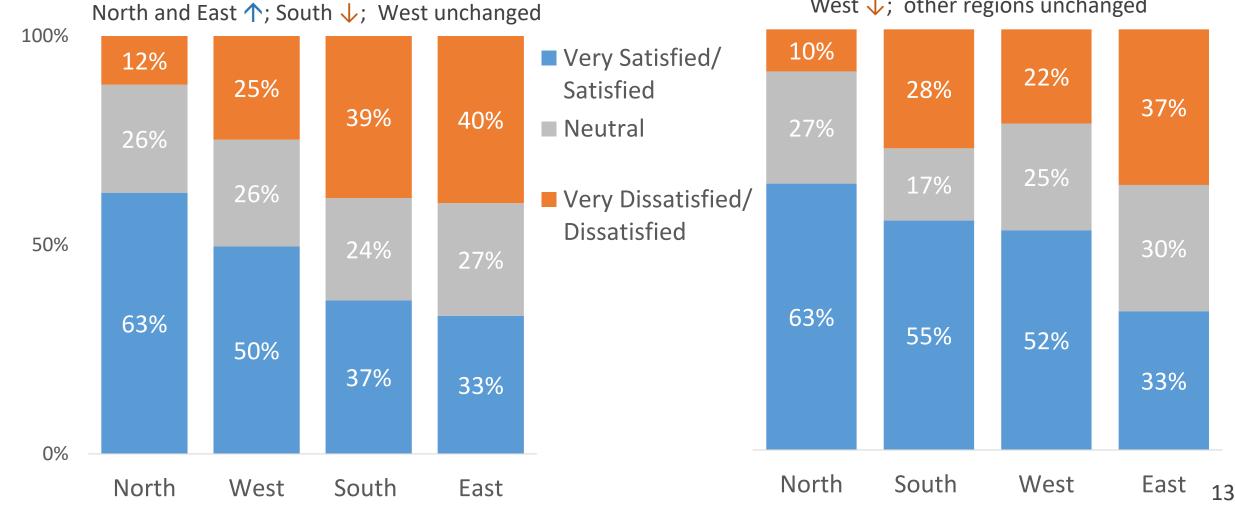
Regional differences are notable in ratings of safety and physical appearance of area around business

Safety in area your business is located



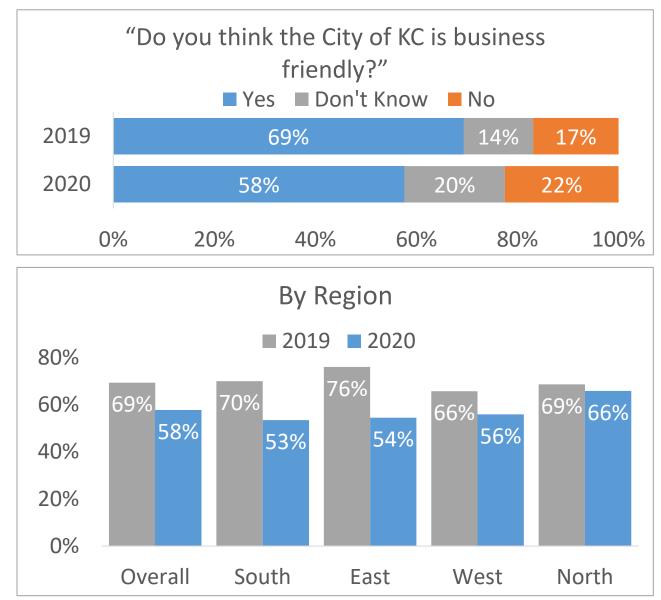
Physical appearance of area your business is located

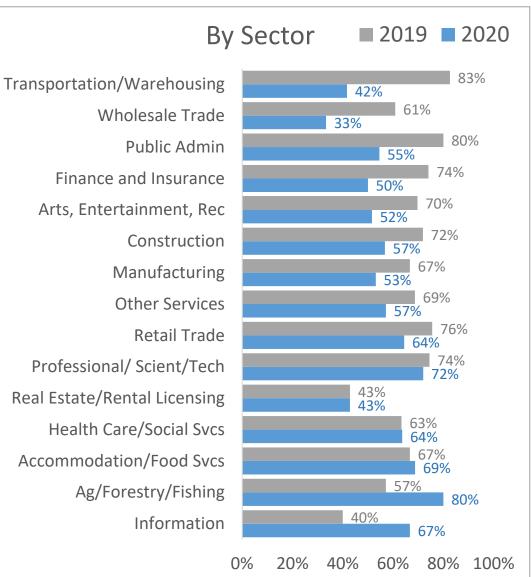
West \downarrow ; other regions unchanged



Less businesses think the City of Kansas City is business friendly; change varies by region and sector







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Satisfaction with many City services has declined



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Fire Incident Response KC Streetcar Ambulance-EMS Response Fire Inspection Health Inspections Airport Services Regulated Industries Lic/Insp **Business Licensing** Website usefulness ↓ RideKC Bus System ↓ 311 Action Center ↓ Water Services ↓ Building Permits ↓ Police-Crime/Safety Response Tax Collection Development Review Stormwater Drainage ↓ MBE/WBE Certification ↓ Municipal Court ↓ Code Enforcement 2% Street Maintenance ↓ Public Incentives Requests Sidewalk Maintenance 4%

0%

			38%	6						54%	8%
				46%					41	% 5%	<mark>6%</mark> 29
				43%					40%	12%	<mark>3%</mark> 2
		28	3%					52	2%	16%	<mark>2%</mark> 2
		20%					51	%	16%	7%	7%
	16	5%					50%	21	.%	11%	29
		18%					47%	219	%	8%	6%
		18%				46	5%	-	28%		<mark>5%</mark> 39
	14%					46%		29%		<mark>8%</mark>	4%
		19%				41%		32%	%		8%
		20%			33%		25%	/)	15%		7%
	15%				38%		289	%	12		7%
	14%				40%		28		<mark>- 9</mark> %	6 <u>c</u>	9%
		18%			32%	21		17%		119	
	9%				10%			7%		9%	4%
	12%				6%		30%		12%		9%
	10%			35%		28%		179			0%
	15%	6		28%		33%	6		11%	13%	
	13%		26	%		39%	_		13%		.0%
	10%		26%		29%		24			11	%
%		22%	2	.7%	25	%			24%		
		23%			6%			15%		15%	
%		17%		37%		22	%		21%		
	10%	20%	30%	40%	50%	60%	6	70%	80%	90%	100%

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Top business priorities for City services (I-S Ranking)

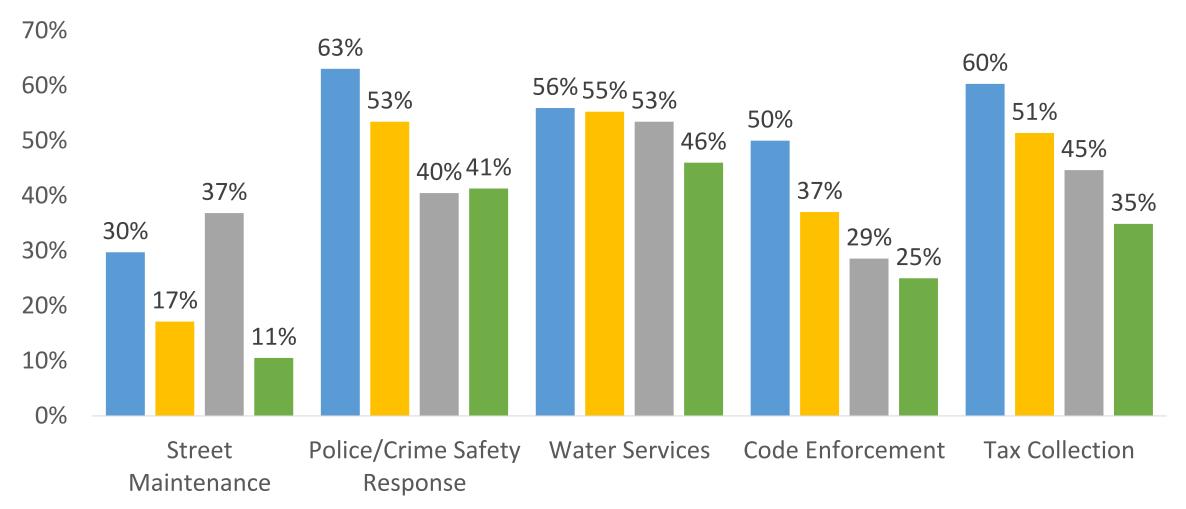


Question	I-S Rank	I-S Rank 2019	Emphasis	Satisfaction	% Use
Street maintenance	1	1	41%	24%	34%
Police-crime/safety response	2	2	56%	50%	43%
Sidewalk maintenance	3	3	13%	21%	19%
Water services	4	6	11%	53%	55%
Development review	5	11	10%	48%	8%
Code enforcement	6	8	7%	36%	20%
Tax collection	7	5	9%	49%	54%
Stormwater drainage	8	4	7%	45%	31%
Airport services	9	7	11%	66%	27%
311 call center	10	15	7%	54%	28%
Public incentives requests	11	17	4%	23%	3%
Building permits	12	9	7%	53%	22%
Business licensing	13	10	6%	64%	64%
MBE/WBE certification	14	16	4%	43%	10%
Health inspections	15	20	7%	70%	20%
Website usefulness (kcmo.gov)	16	13	5%	60%	39%
Ambulance-medical emergency response	17	19	9%	83%	15%
RideKC bus service	18	12	3%	59%	9%
Regulated Industries licensing/inspections	19	18	4%	65%	24%
KC Streetcar	20	21	8%	86%	18%
Municipal court	21	14	2%	39%	7%
Fire inspection	22	23	2%	80%	45%
Fire incident response	23	22	5%	92%	8%

Satisfaction with high priority, frequently used City services shows some regional differences



■ North ■ West ■ East ■ South



New economic development questions: Business perspective is similar to resident perspective

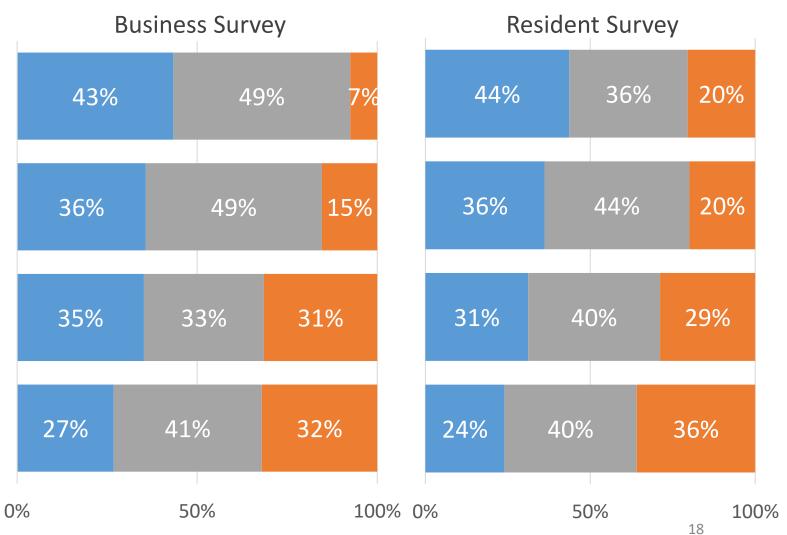
■ Very Satisfied/Satisfied ■ Neutral ■ Very Dissatisfied/Dissatisfied

Job opportunities available within the city limits of Kansas City

Ability for residents of Kansas City to obtain training opportunities to advance their career

Support for entrepreneurs and small business owners available in Kansas City

City's use of economic development incentives to support economic opportunity for the community





Business satisfaction with **job opportunities** varies across sector, region, business size, and M/WBE ownership



	Groups with above average satisfaction with job opportunities (more than 43%)	Groups with below average satisfaction with job opportunities (less than 43%)
Sectors	 Real Estate/Rental Licensing (67%) Information (67%) Healthcare/Social Assistance (51%) Ag/Forestry/Fishing (50%) Professional/Scient/Tech (50%) 	 Transportation/Warehousing (25%) Public Admin/Nonprofits (31%) Manufacturing (36%) Wholesale Trade (38%)
Regions	• North (47%)	• East (37%)
Business Size	 25-49 employees (54%) 50-99 employees (52%) 100-249 employees (56%) 250+ employees (67%) 	• 10-24 employees (35%)
Minority/ Women-Owned		• Minority-owned (38%)

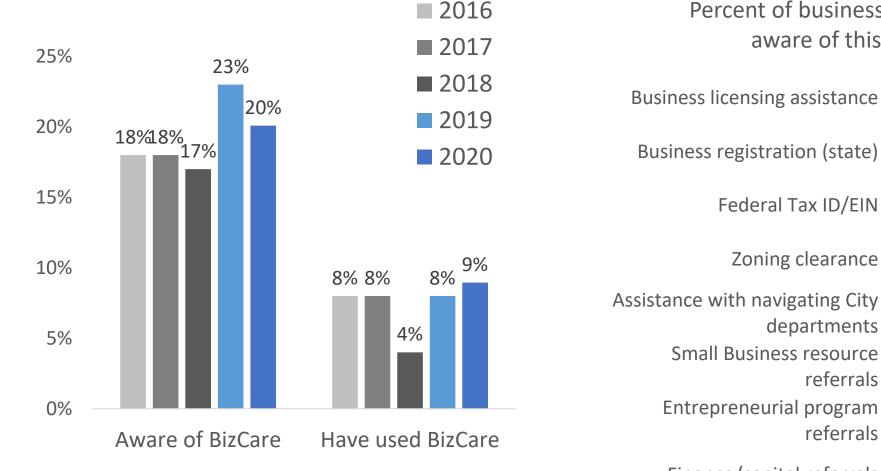
Business satisfaction with **support for entrepreneurs** varies across sector, region, business size, and M/WBE ownership



	Groups with above average satisfaction with support for entrepreneurs (more than 35%)	Groups with below average satisfaction with support for entrepreneurs (less than 35%)
Sectors	 Information (67%) Real Estate/Rental Licensing (58%) Professional/Scient/Tech (49%) Finance and Insurance (45%) Public Admin/Nonprofits (42%) 	 Transportation/Warehousing (22%) Manufacturing (25%) Ag/Forestry/Fishing (25%) Healthcare/Social Assistance (27%) Construction (30%)
Regions	• North (44%)	• East (26%)
Business Size	• 250+ employees (56%)	• 100-249 employees (25%)
Minority/ Women- Owned	• Women-owned (42%)	20

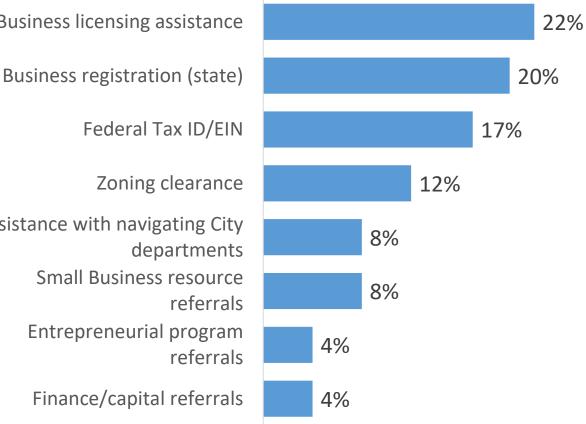
BizCare awareness/use is consistent and satisfaction is high





Of the 39 businesses that used and rated BizCare: 72% satisfied, 26% neutral, 3% dissatisfied

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



Plans for the future are similar to prior year



In the next 3 years, is your business

planning to do any of the following?

0%

10%

20%

30%

40%

In the next 6 months, will your business need to do any of the following?

48% Increase marketing or sales 28% Increasing employment Identify and hire new Expanding/renovating your 42% 19% employees facility in its current location Obtain financial assistance or 29% Relocating to another location capital 8% outside Kansas City, Missouri Develop online sales or 17% websites Relocating to another location in 8% Kansas City, Missouri Learn to better provide for 16% employee/customer safety 4% Closing Identify new supply chain 11% options Decreasing employment Permanently close this 2% 2% business No plans at present to do any of 44% None of the above 19% these

0% 10% 20% 30% 40% 50%

50%



Future Plans	Details
Increasing employment (28%)	 Higher for these sectors: Manufacturing (41%), Trade/Transportation (34%), Prof/Scientific/Tech (40%), Healthcare (36%) Lower for these sectors: Arts/Rec/Entertainment (6%), Public Admin (18%), Other (22%) Median number of new hires = 4 Median wage = \$16/hour (most common: \$15/hour)
Relocating within KCMO (8%)	 Most common reason cited: Need more space Next most common: Reduce costs and location needs
Relocating outside of KCMO (8%)	 33% didn't provide location; 25% moving to MO municipality; 25% moving to KS municipality; 14% moving outside the metro 34% of businesses referenced taxes and 21% referenced better biz envt.
Decreasing employment (2%)	 Of the 10 businesses that said that they would be decreasing employment, half said that they would have 5 or less layoffs.
Closing (4%)	 Of the 17 businesses that said that they were closing, 9 were due to COVID losses or COVID restrictions and 3 were due to retirement Highest response in Trade/Transportation (8%) and Arts/Rec/Entertainment (6%)

Questions?



To access the full report and this presentation visit: http://kcmo.gov/survey

For additional questions: Kate Bender (816) 513-6567 kate.bender@kcmo.org Kansas City, Missouri Business Survey

Findings Report

...helping organizations make better decisions since 1982