

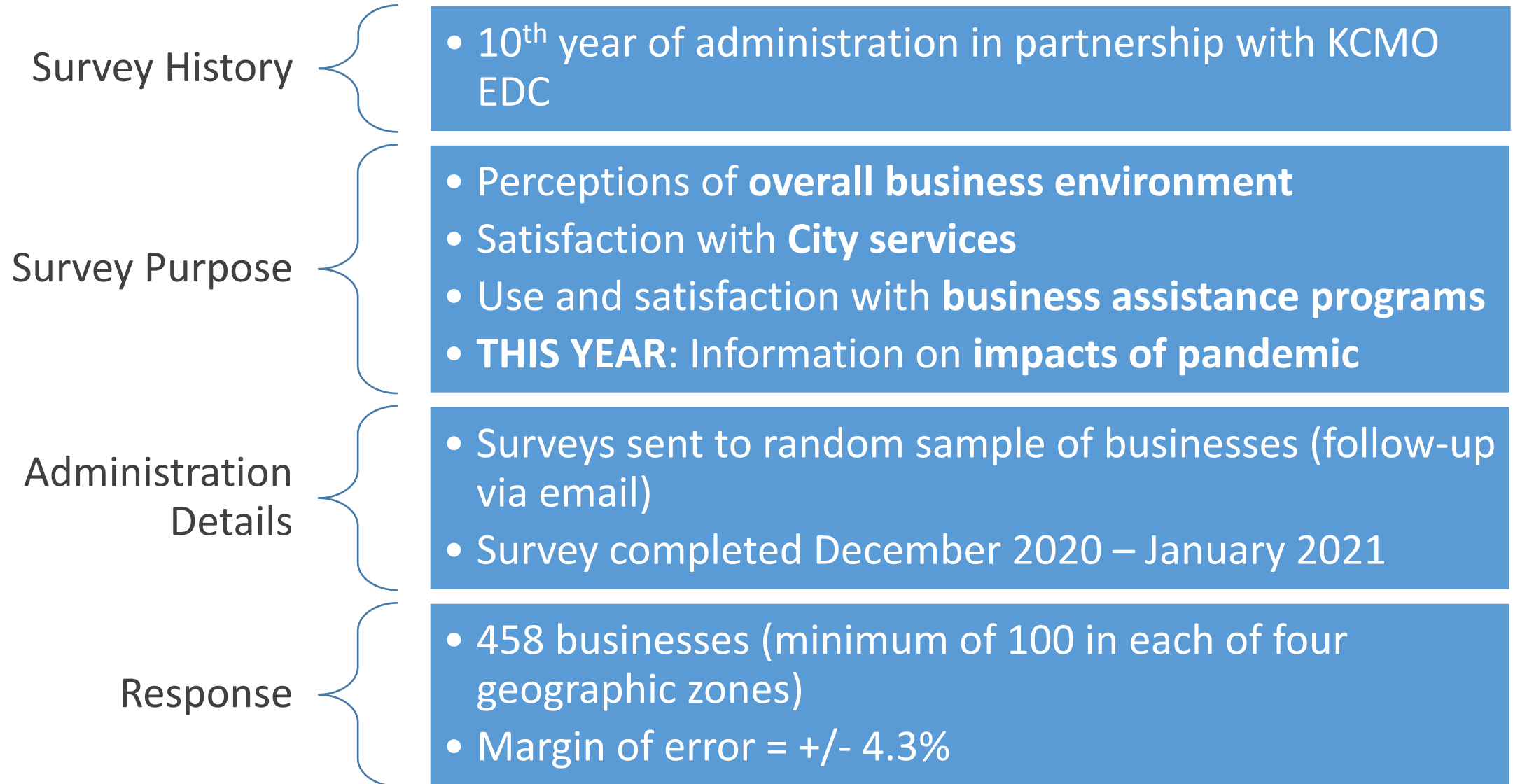
2020 KCMO-EDC Business Satisfaction Survey Results

May 13, 2021

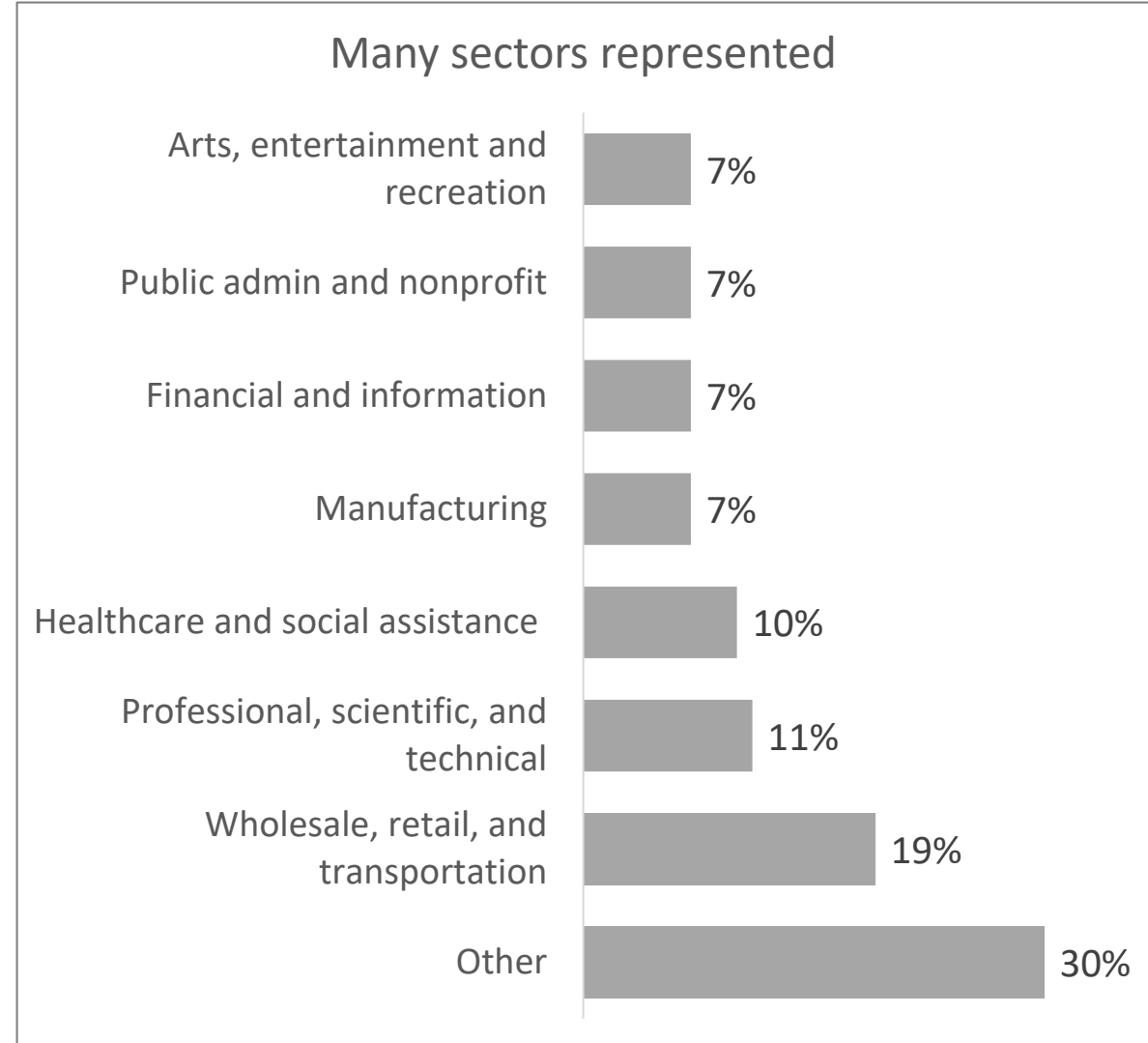
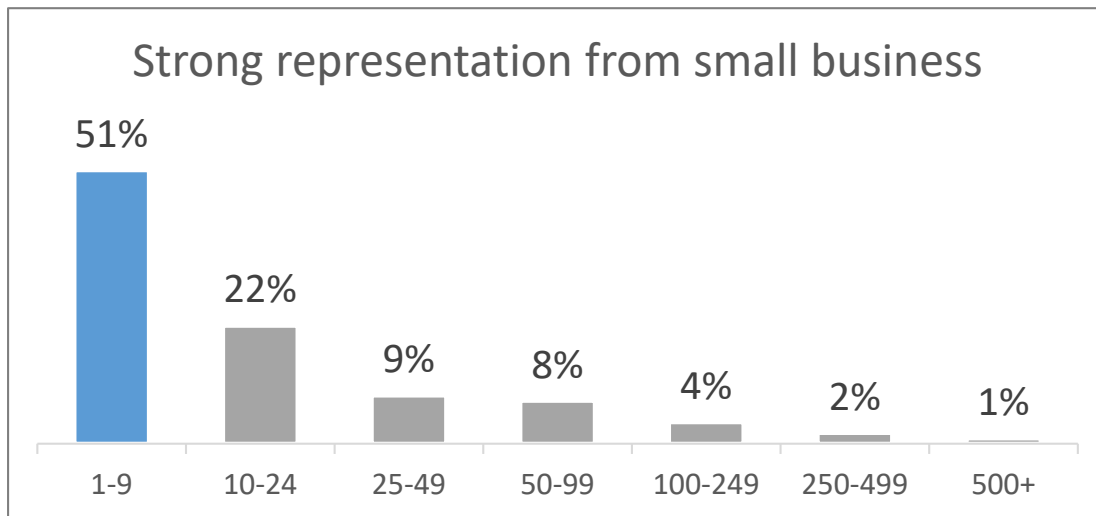
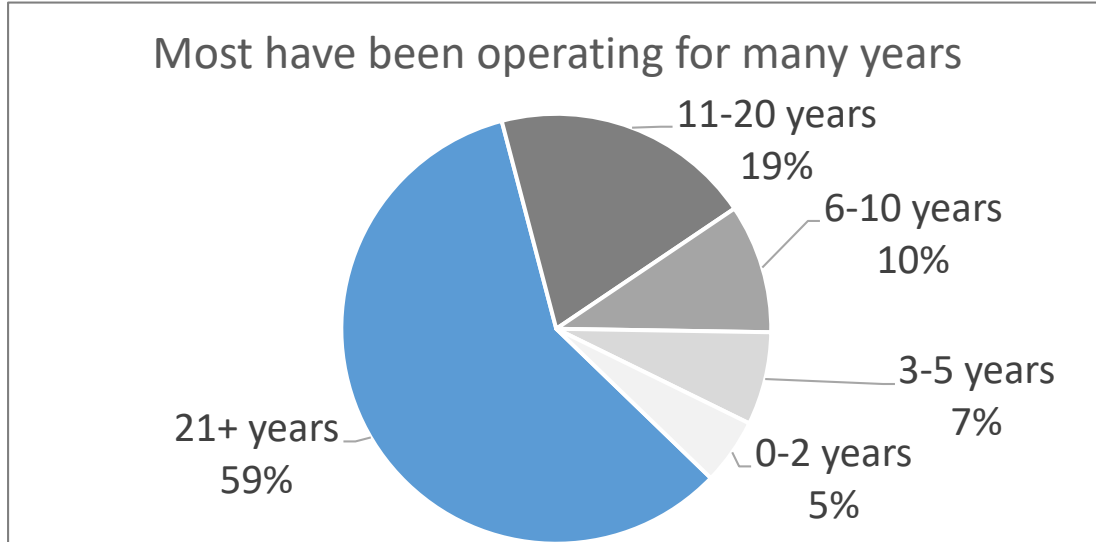
Kate Bender, DataKC

Kate.Bender@kcmo.org

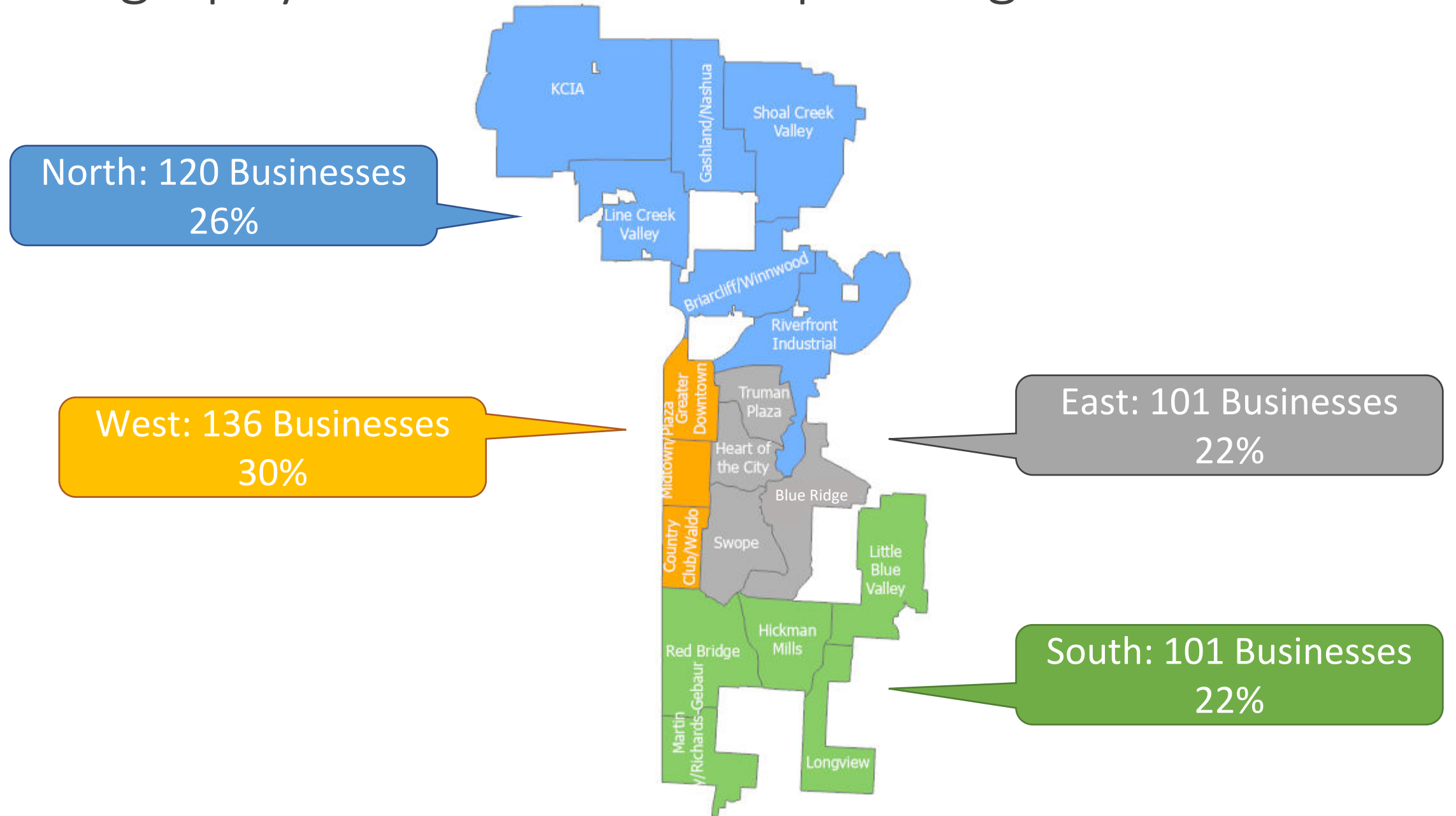
Background of Business Survey



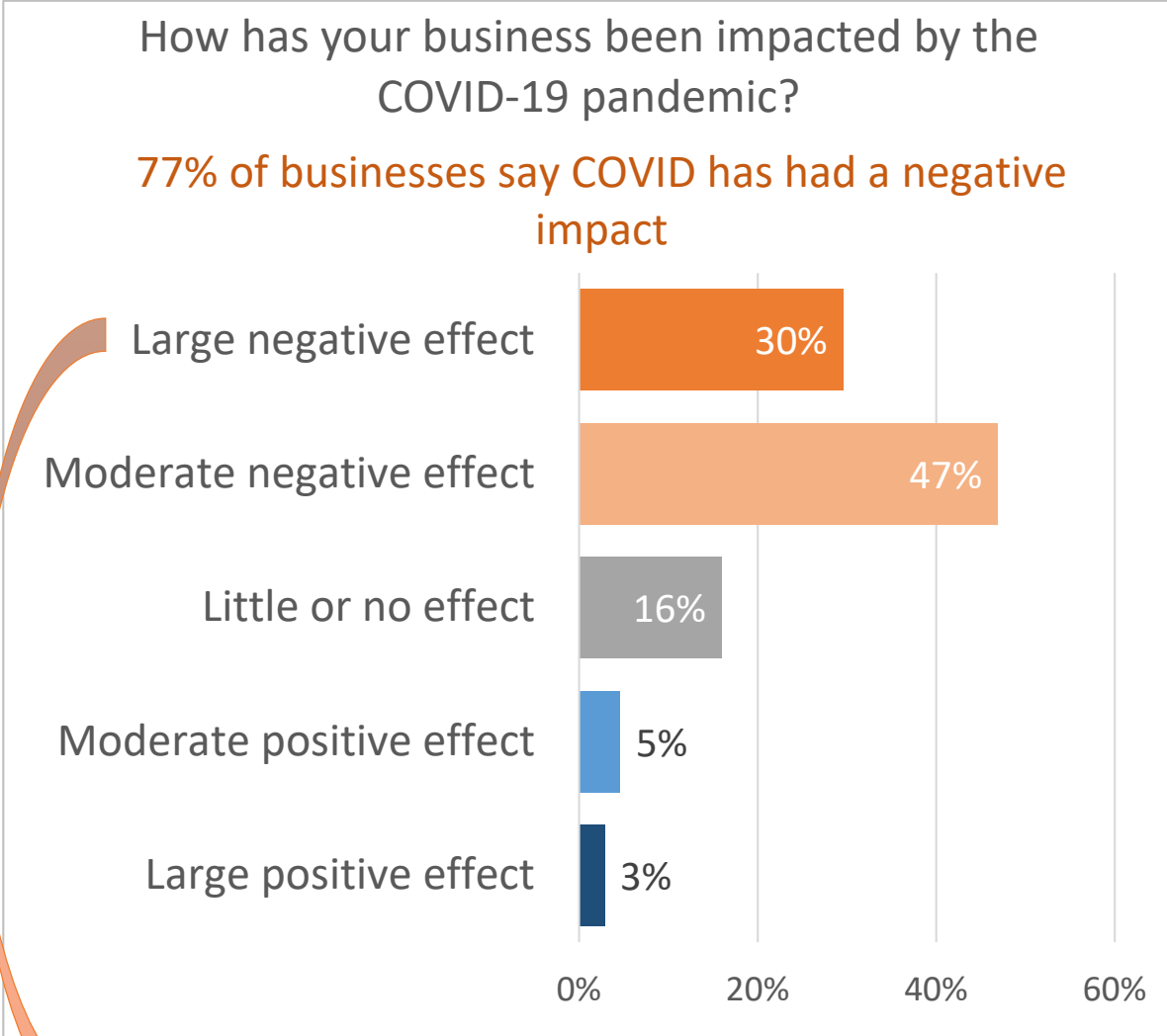
Characteristics of Businesses Responding



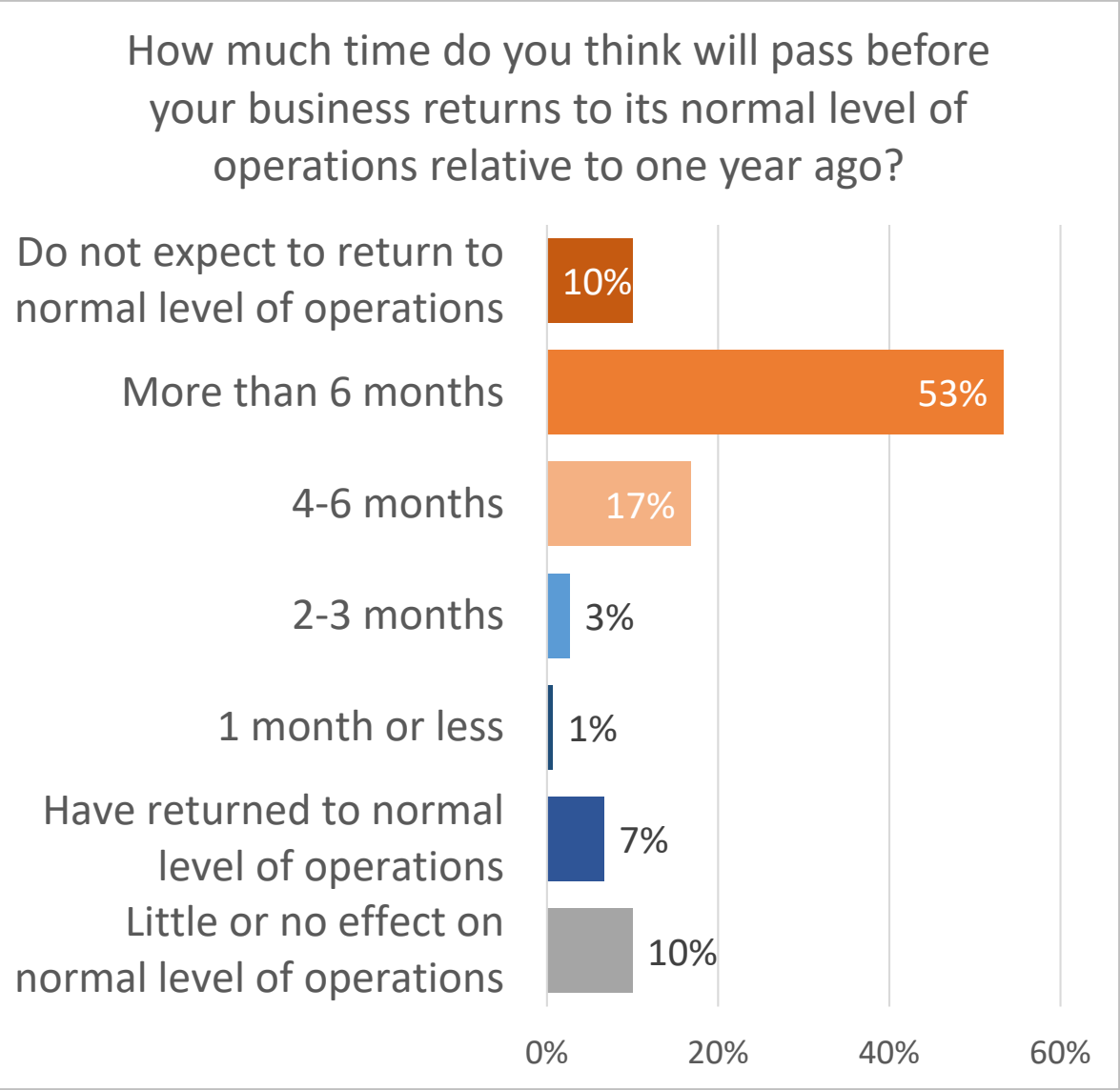
Geography of Businesses Responding



COVID-19 negatively impacted most businesses



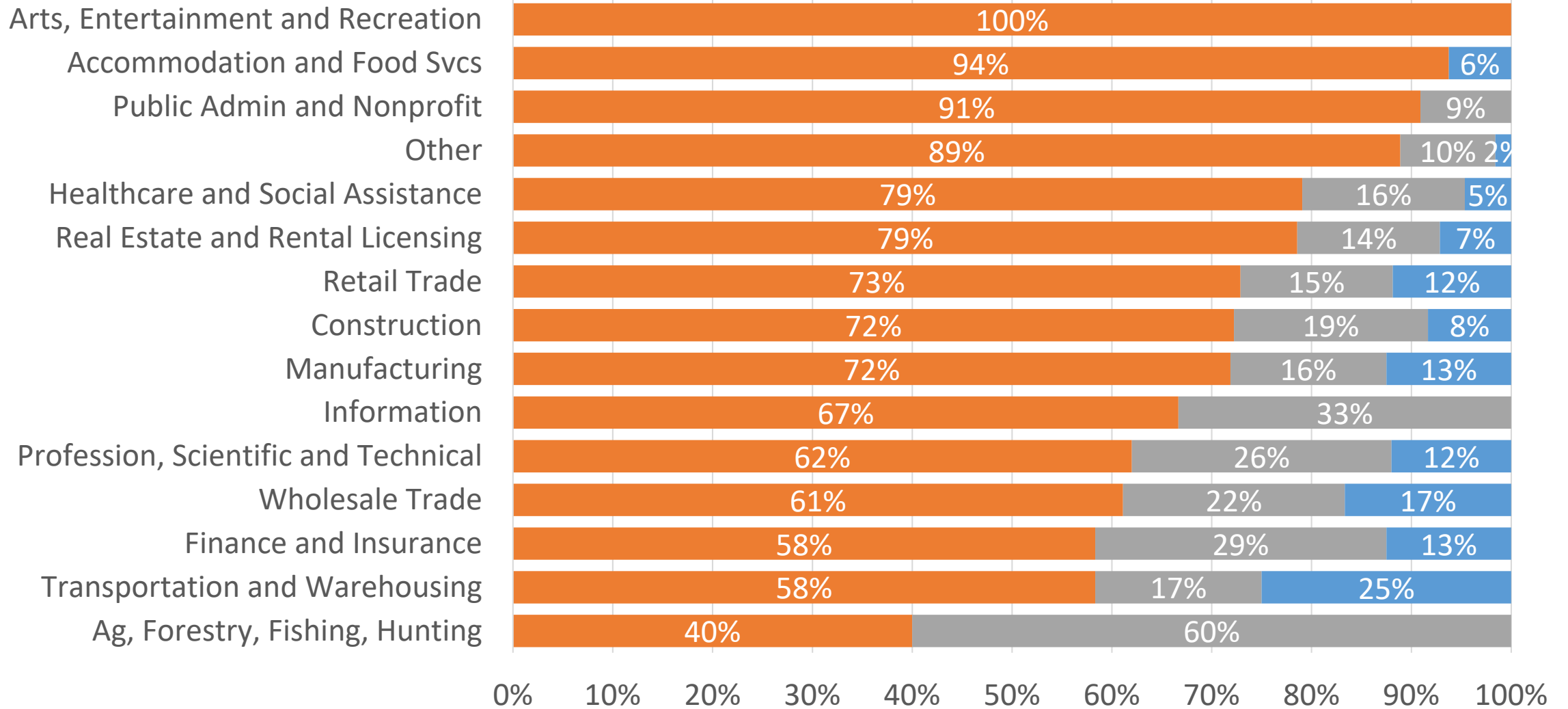
Nationally, 30% of businesses said COVID had a “large negative effect”



COVID-19 impact differed somewhat by business sector

Citywide: 77% negative, 8% positive

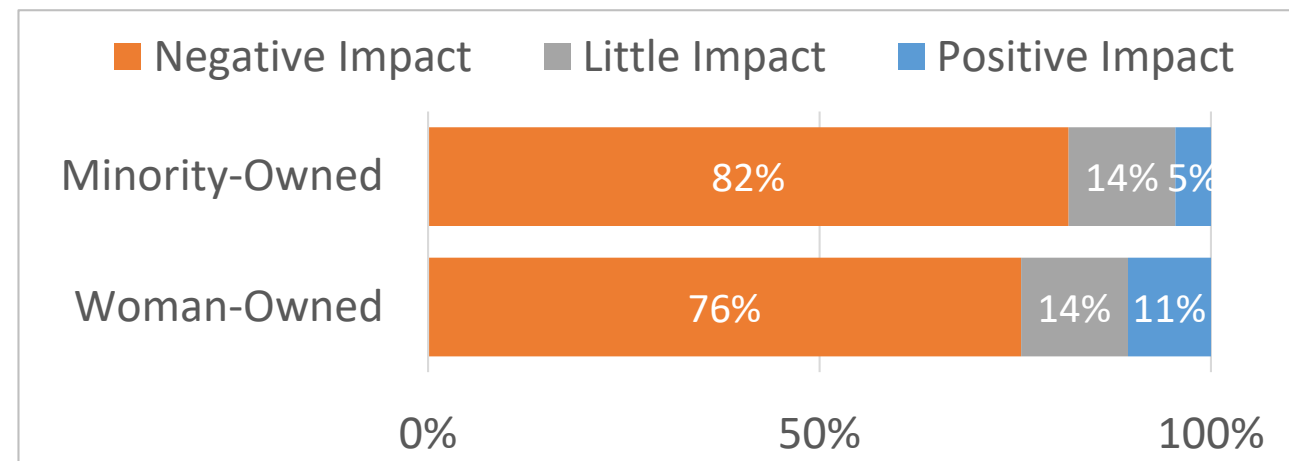
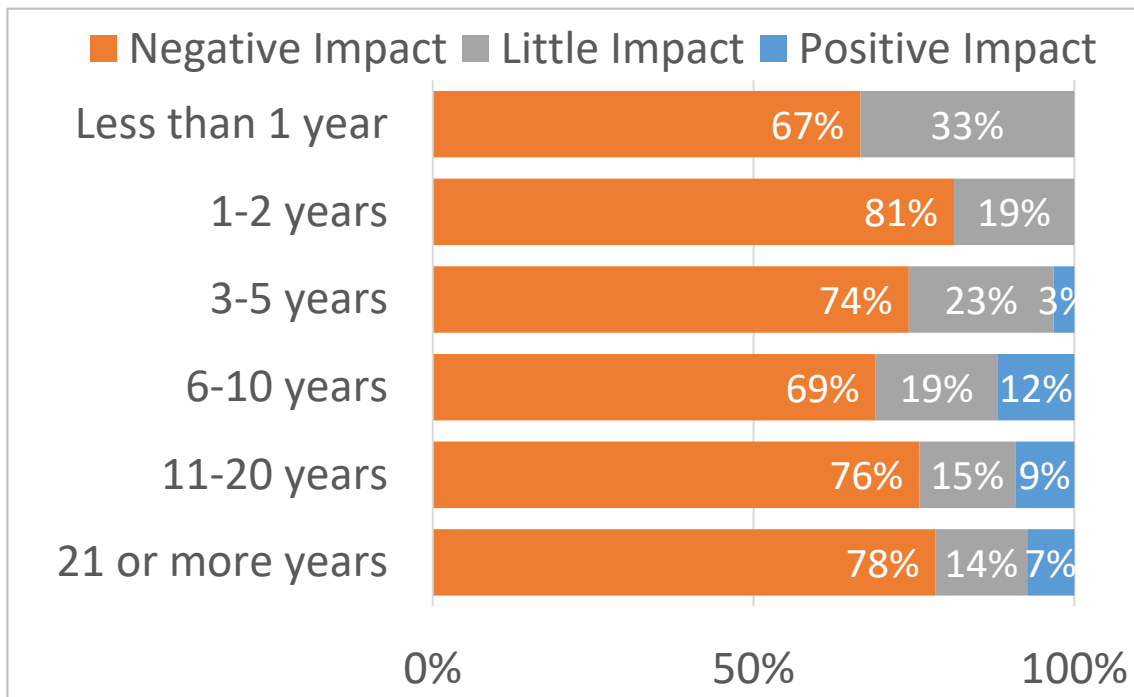
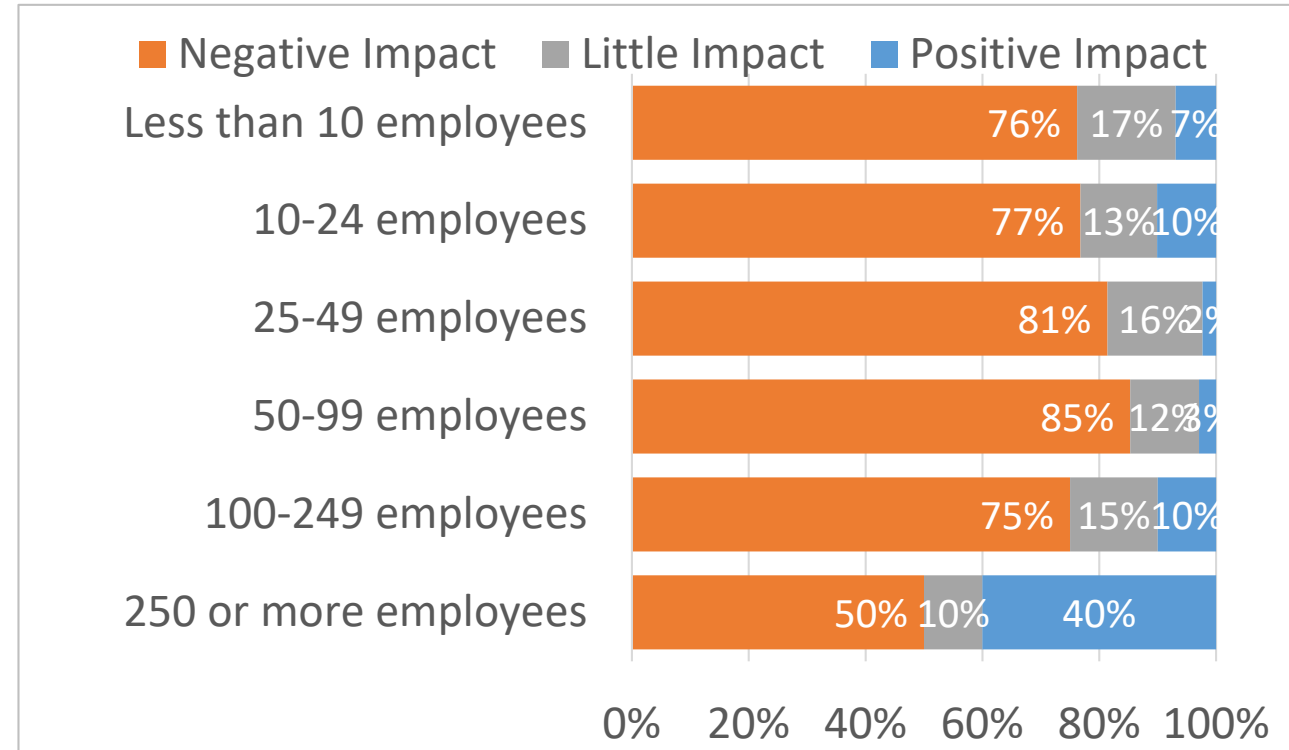
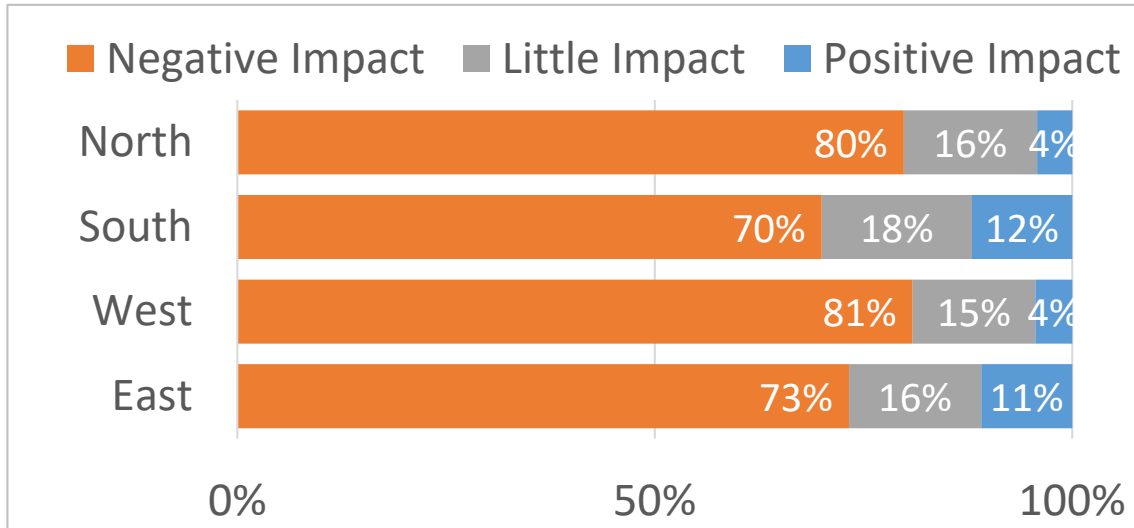
■ Negative Impact
 ■ Little Impact
 ■ Positive Impact



COVID-19 impacts differed less by region, business size, and business age, minority/women ownership



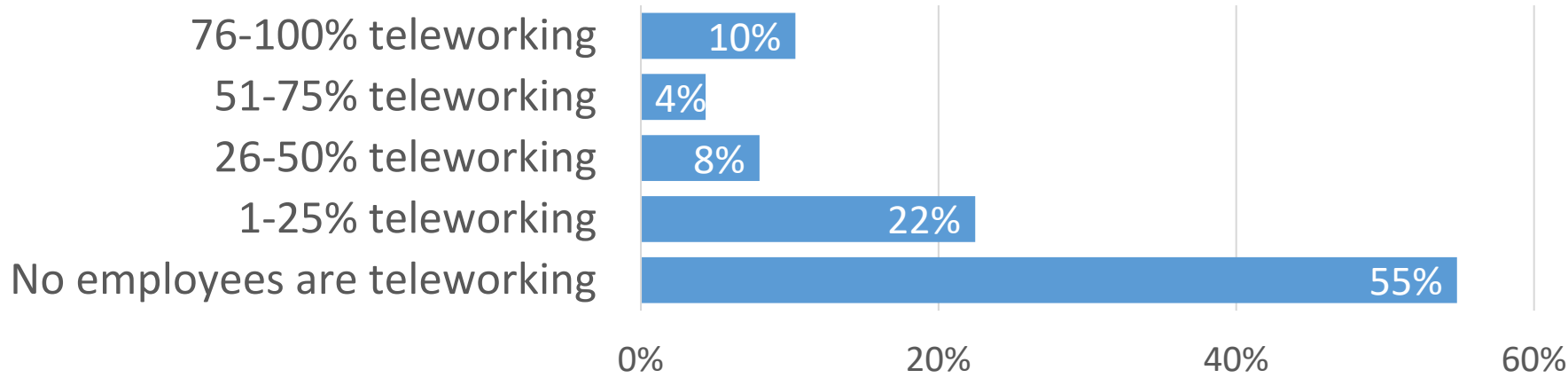
Citywide: 77% negative, 8% positive



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



What percentage of your employees are teleworking?



12% of companies have a permanent work-from-home 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 ■ No

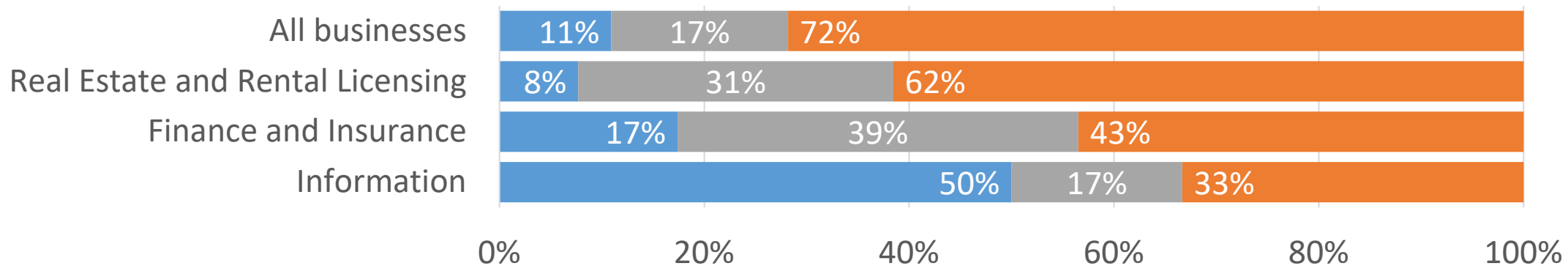
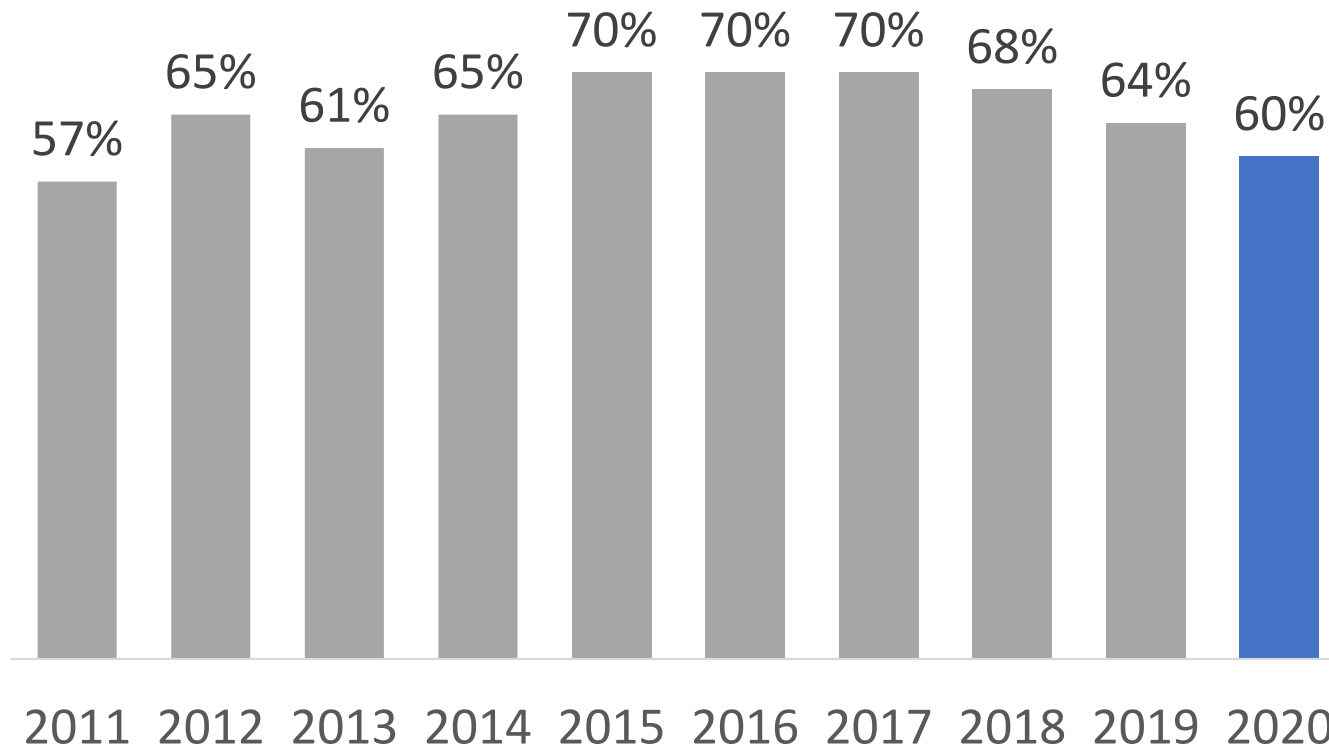


Chart shows sectors with three highest responses to reducing footprint. All regions similar (30%/32%) except East (20%).

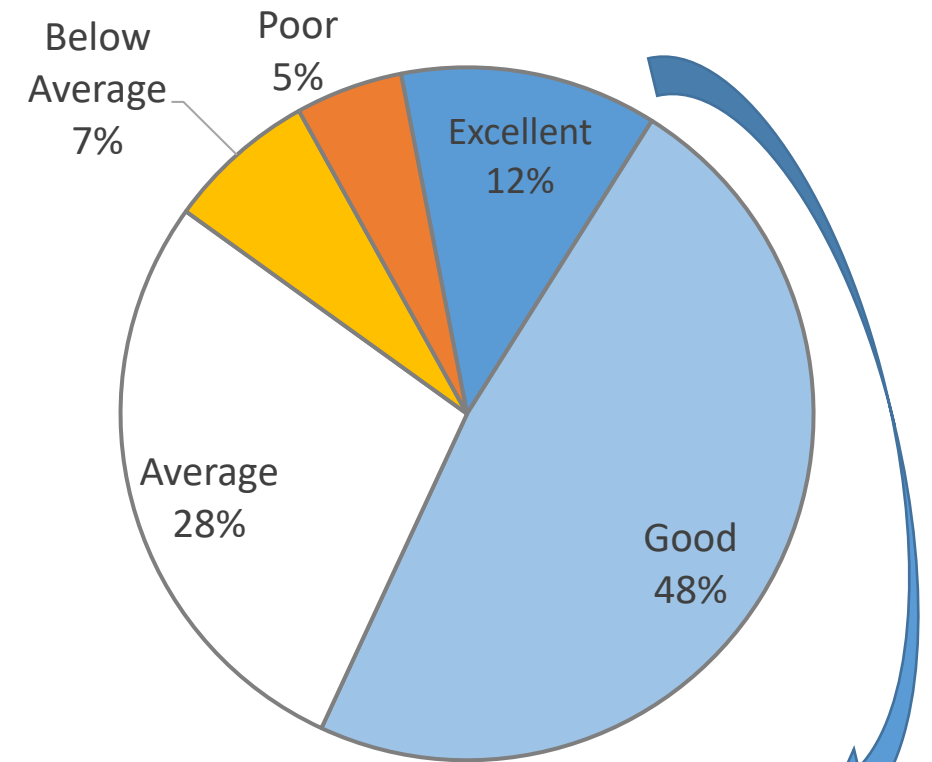
Rating of Kansas City as a place to do business declined

Rating of KC as an “excellent” or “good” place to do business decreased by 4.6%



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

12% of businesses rate KC as a “below average” or “poor” place to do business



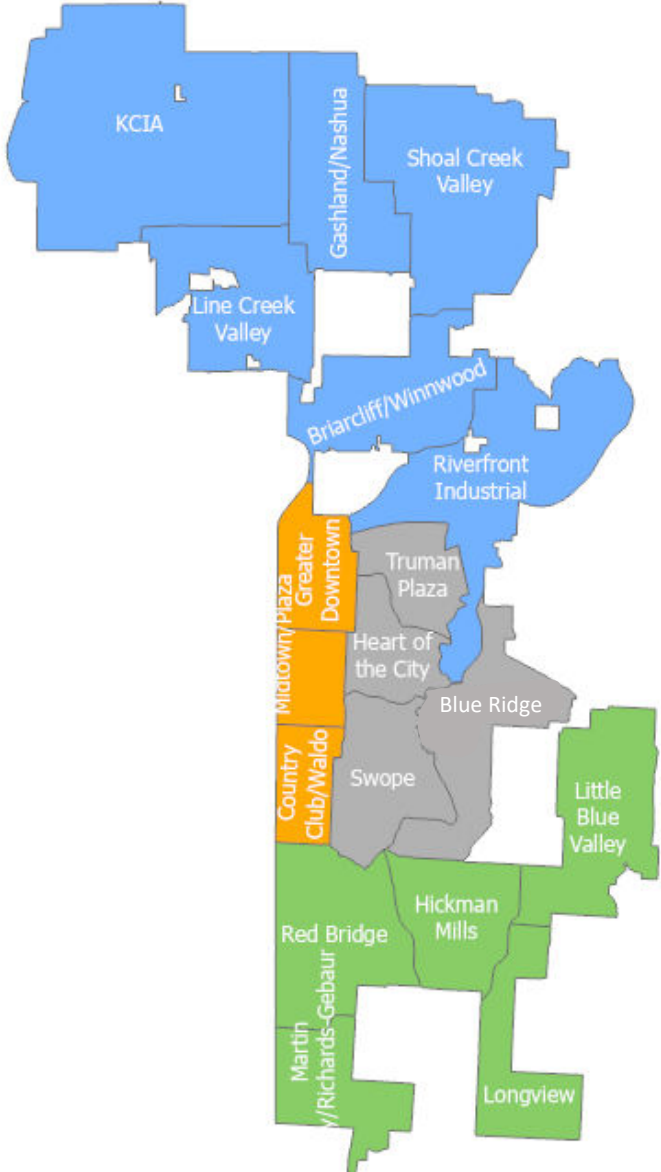
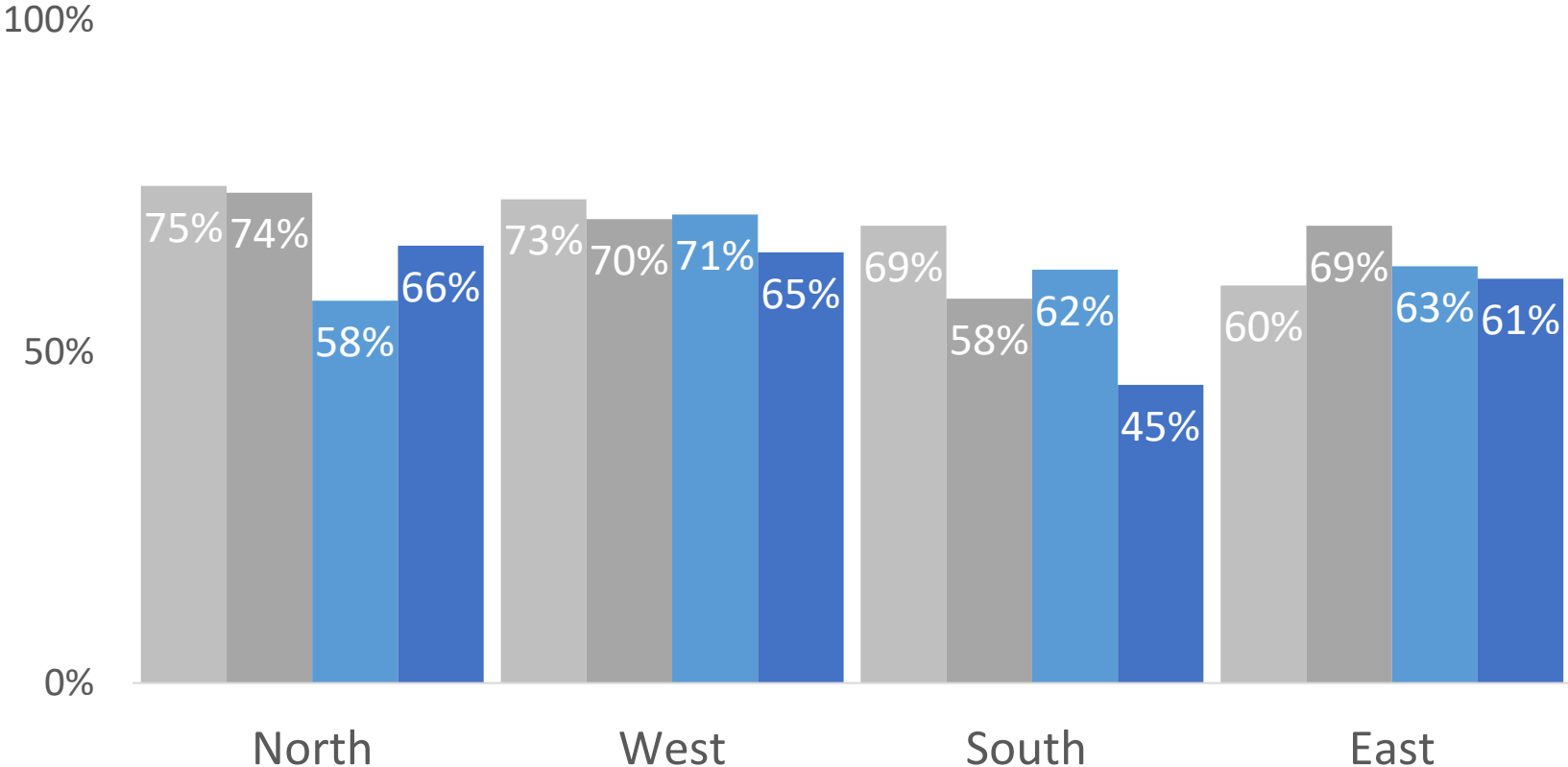
Businesses rating Kansas City as an “excellent” place to do business dropped from 17% to 12% (in 2018: 23%)

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

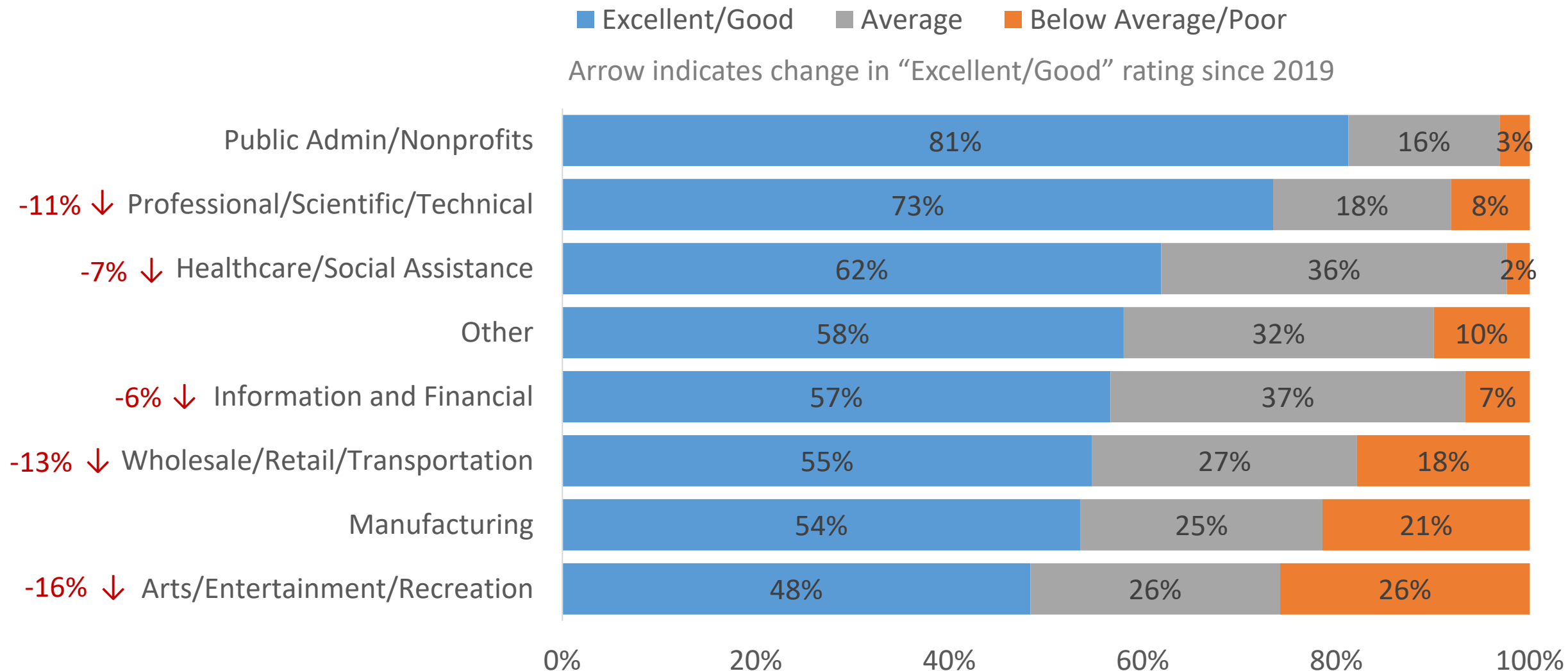


Ratings of “Kansas City as a Place to Business” declined in the West and South regions, but increased in the North

■ 2017 ■ 2018 ■ 2019 ■ 2020



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



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

★ Statistically significant decline

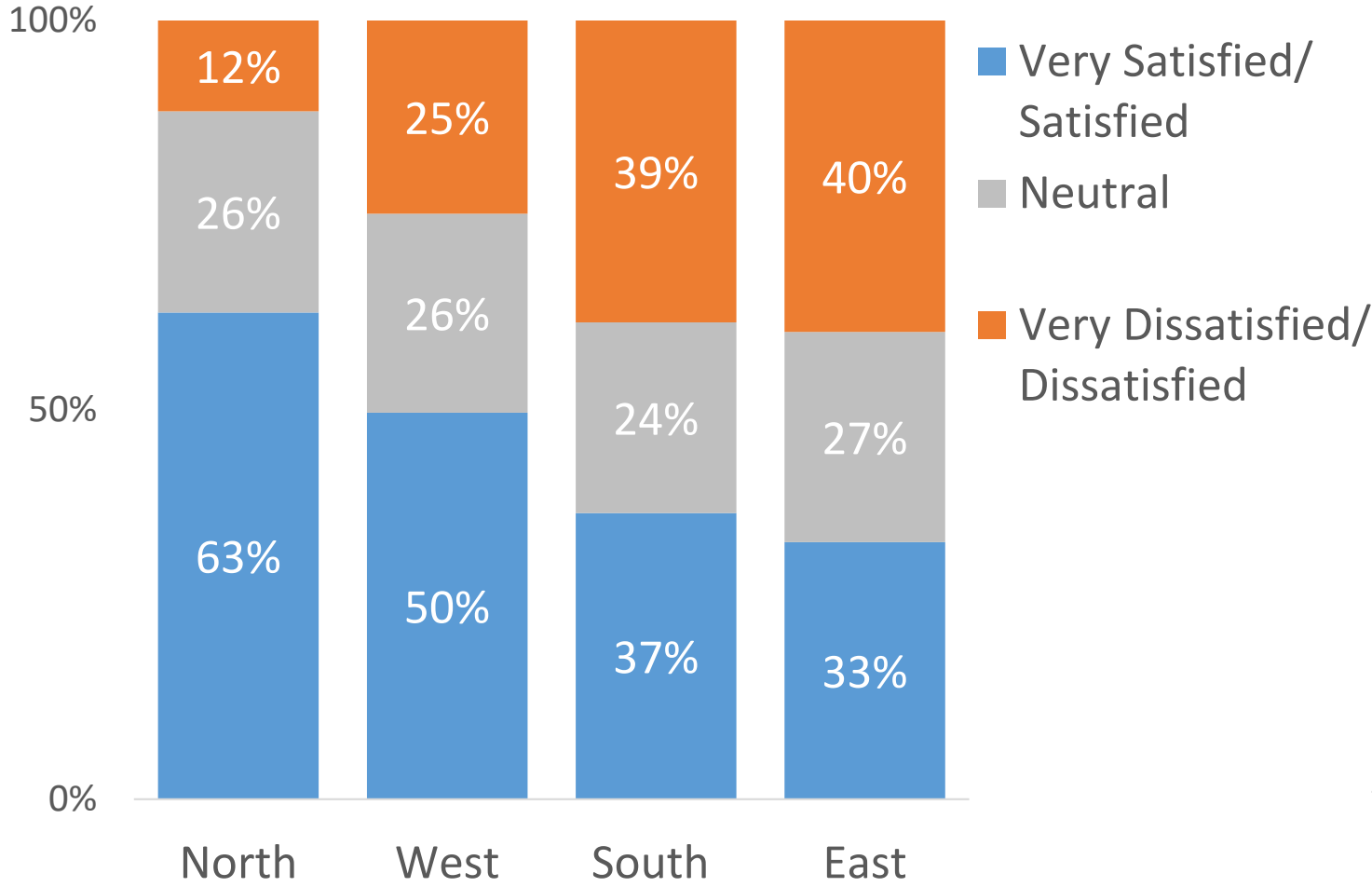
	Region of Decline	2019	2020	National Benchmark
★ Quality of new development in the city	East/South	66%	58%	58%
★ Overall feeling of safety in the city	West/East/South	30%	25%	64%
★ Overall value received for City tax dollars/fees	South/West	29%	25%	55%
Overall safety in the area your business is located		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



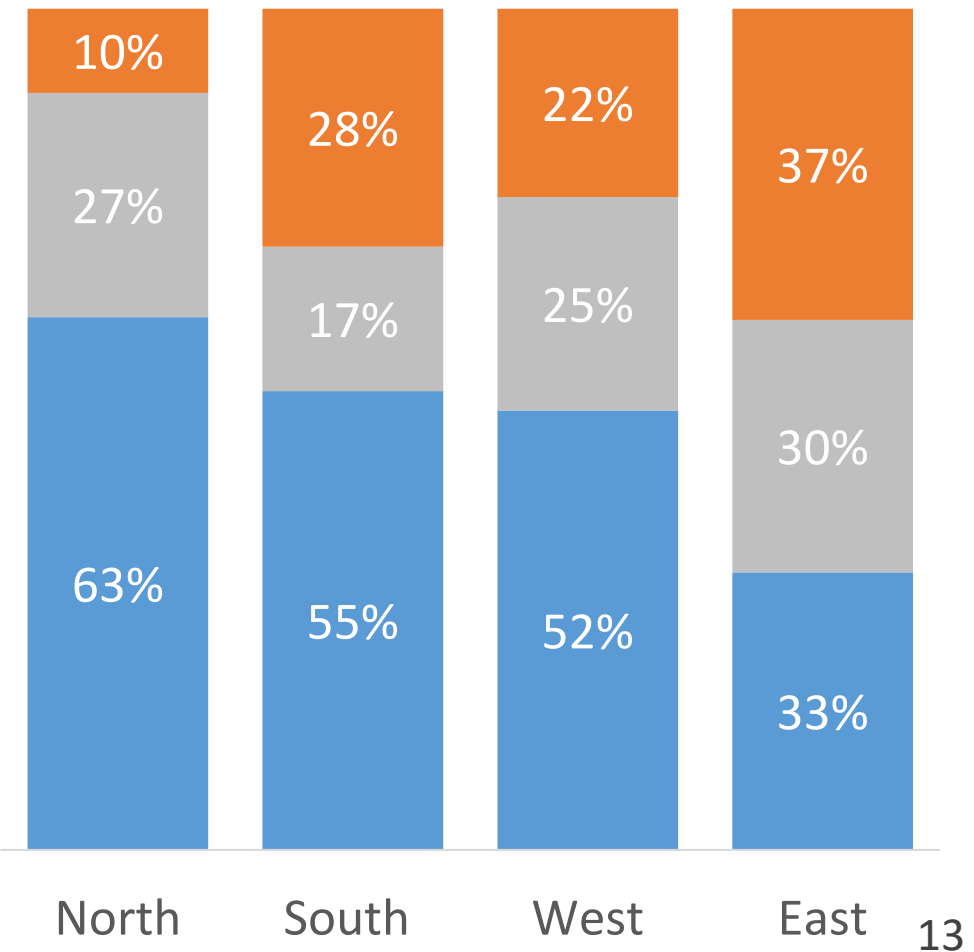
Safety in area your business is located

North and East ↑; South ↓; West unchanged

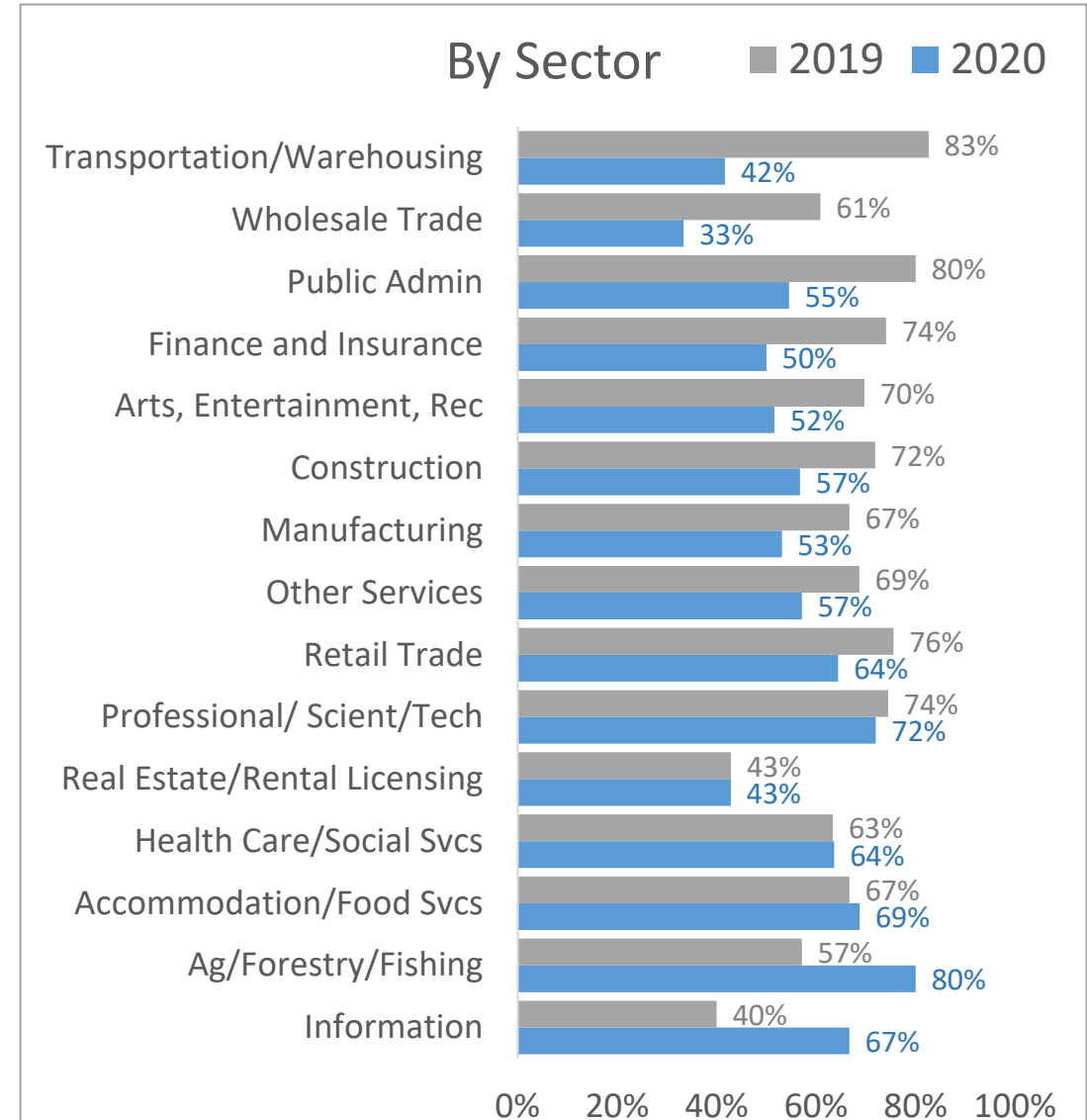
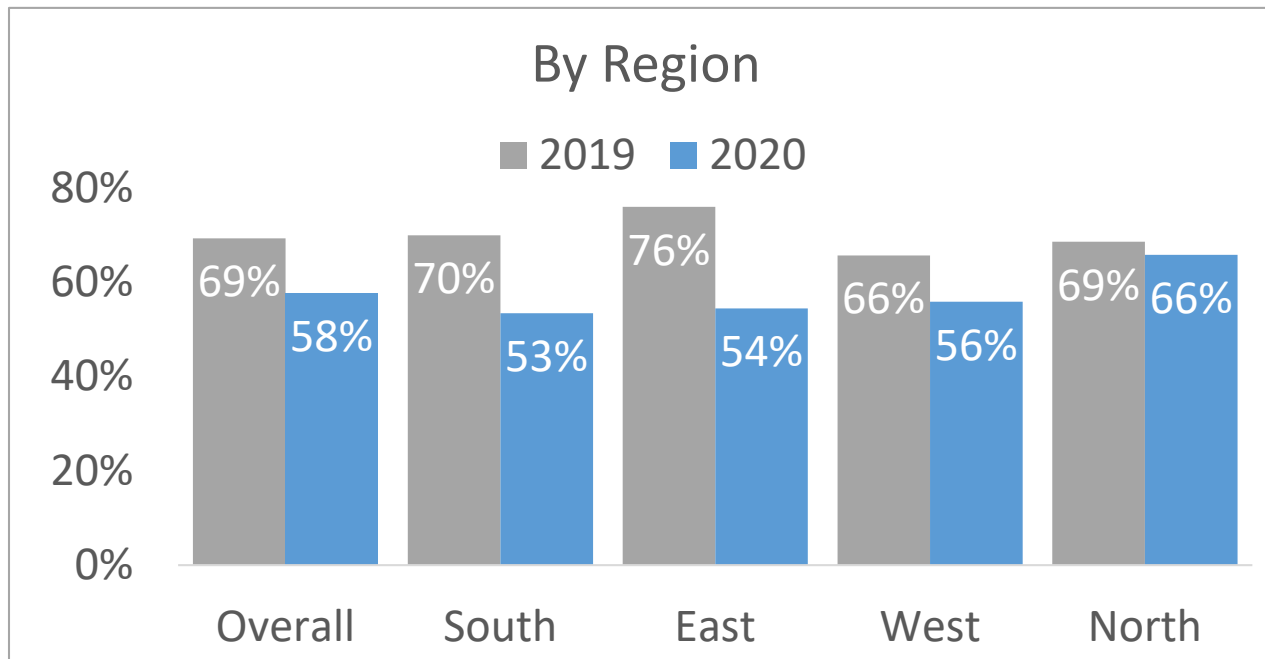
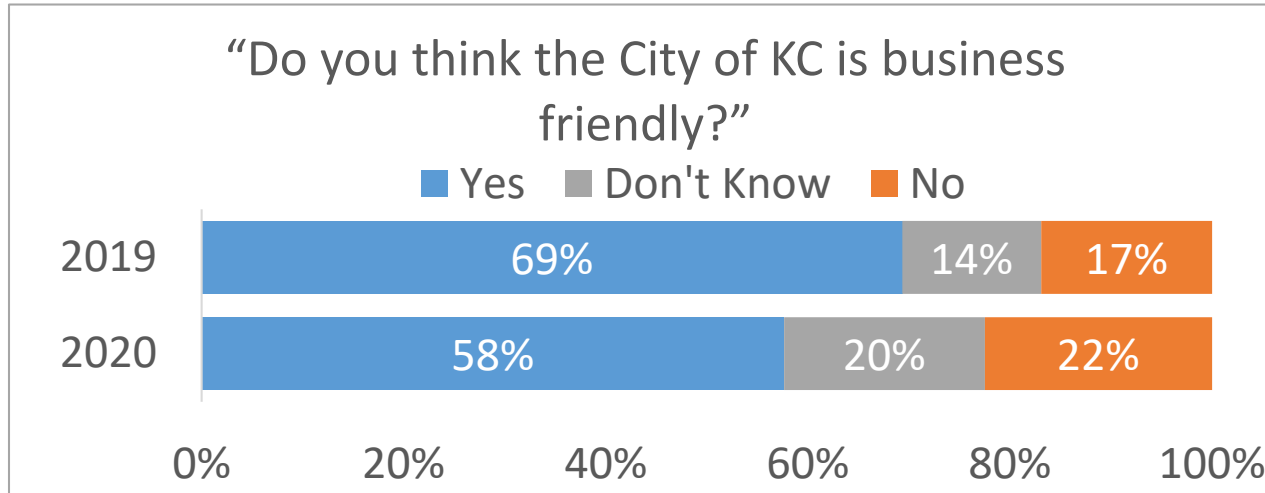


Physical appearance of area your business is located

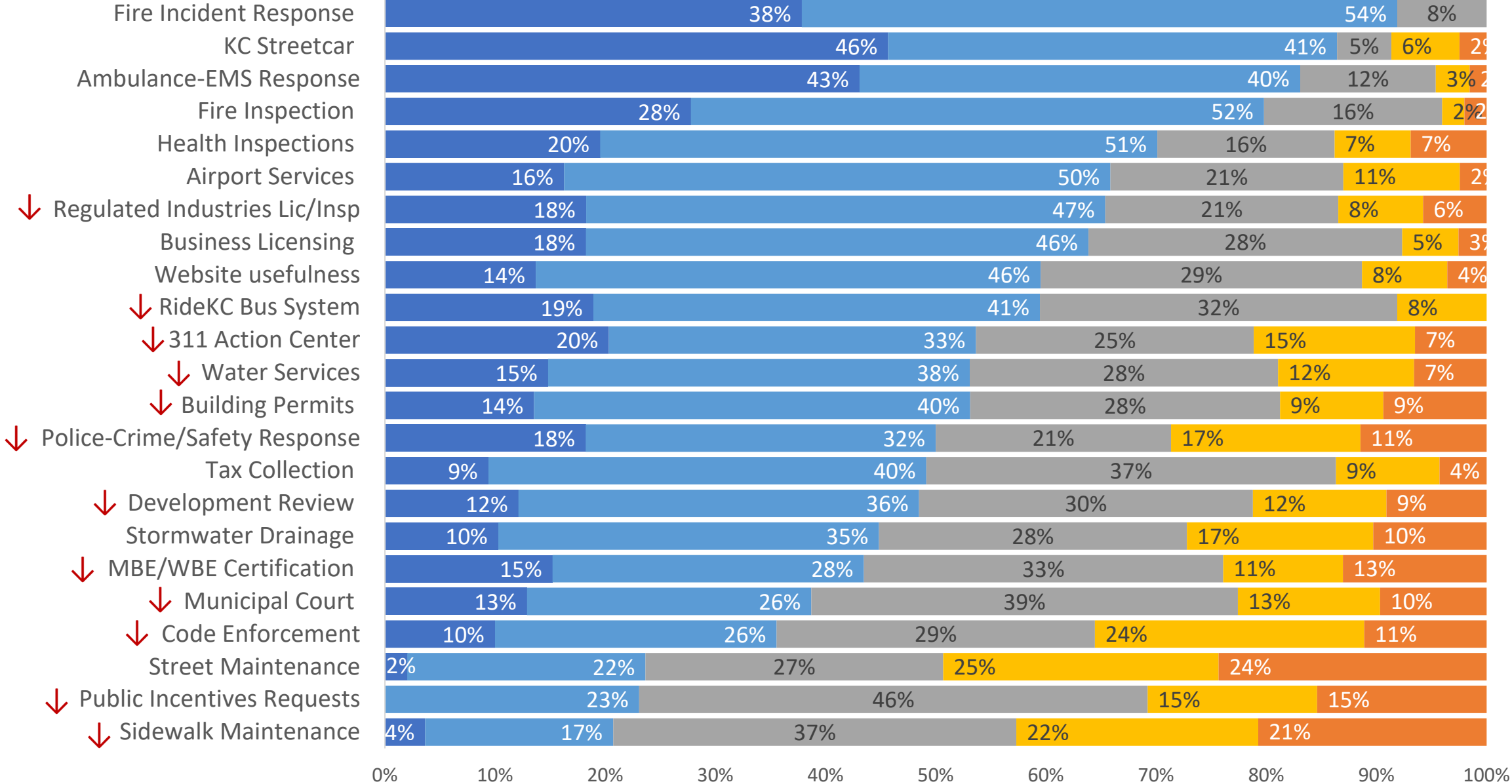
West ↓; other regions unchanged



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



Satisfaction with many City services has declined

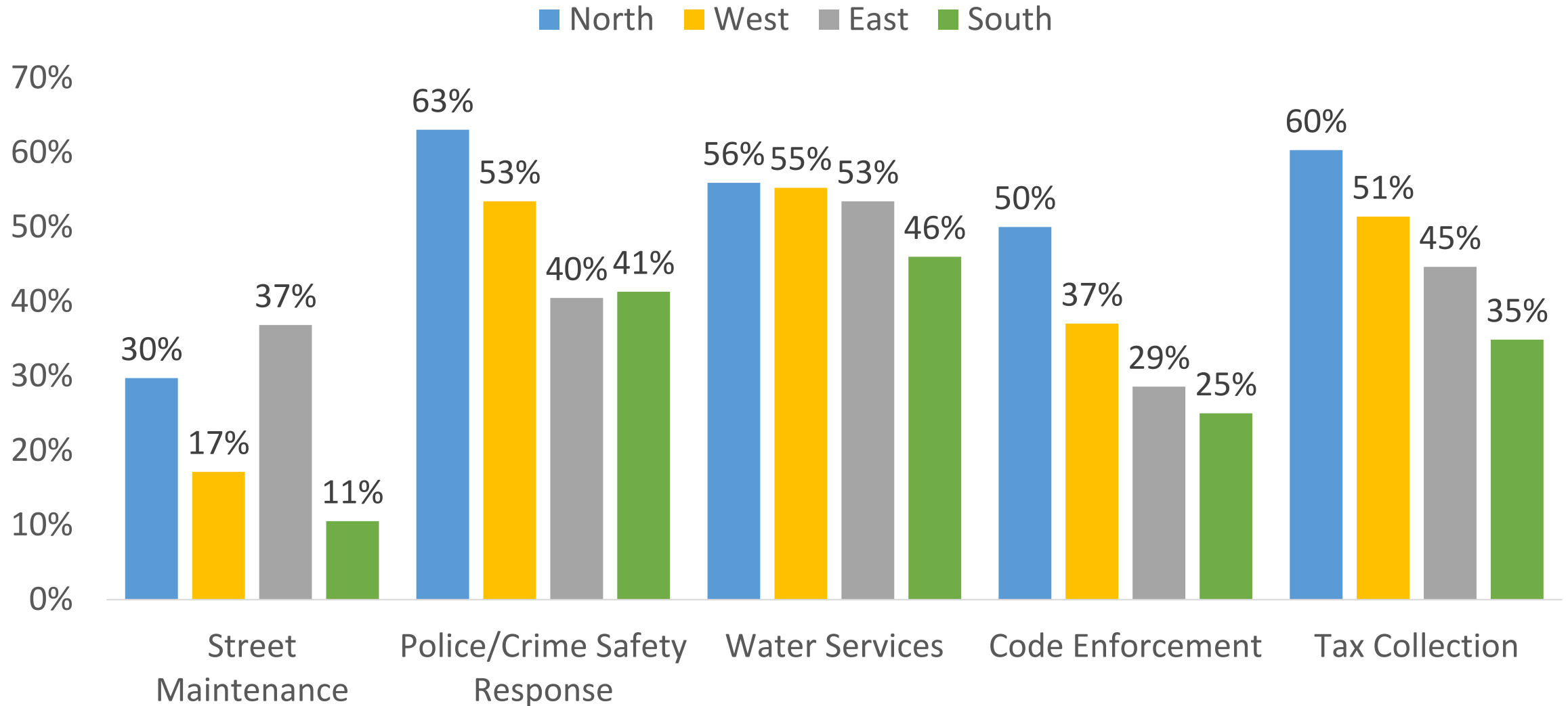


Top business priorities for City services (I-S Ranking)



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%

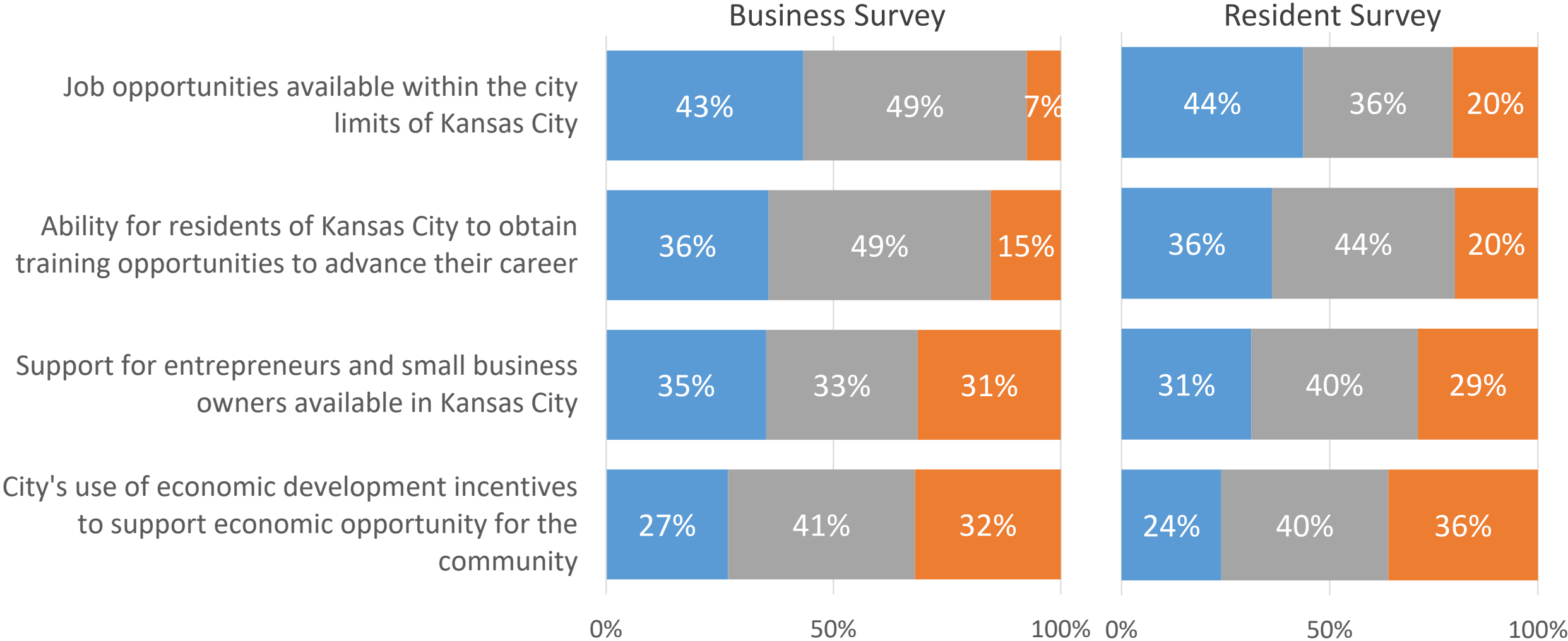
Satisfaction with high priority, frequently used City services shows some regional differences



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



Very Satisfied/Satisfied Neutral Very Dissatisfied/Dissatisfied



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



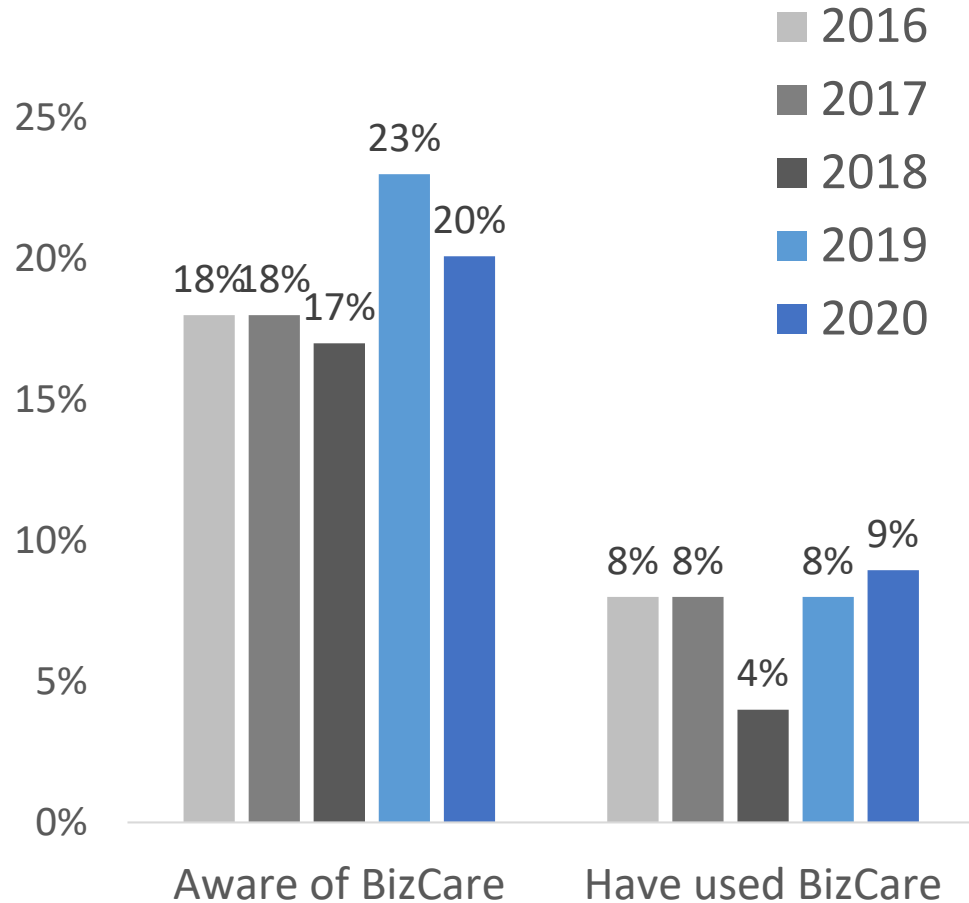
	Groups with above average satisfaction with job opportunities (more than 43%)	Groups with below average satisfaction with job opportunities (less than 43%)
Sectors	<ul style="list-style-type: none"> • Real Estate/Rental Licensing (67%) • Information (67%) • Healthcare/Social Assistance (51%) • Ag/Forestry/Fishing (50%) • Professional/Scient/Tech (50%) 	<ul style="list-style-type: none"> • Transportation/Warehousing (25%) • Public Admin/Nonprofits (31%) • Manufacturing (36%) • Wholesale Trade (38%)
Regions	<ul style="list-style-type: none"> • North (47%) 	<ul style="list-style-type: none"> • East (37%)
Business Size	<ul style="list-style-type: none"> • 25-49 employees (54%) • 50-99 employees (52%) • 100-249 employees (56%) • 250+ employees (67%) 	<ul style="list-style-type: none"> • 10-24 employees (35%)
Minority/ Women-Owned		<ul style="list-style-type: none"> • Minority-owned (38%)

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

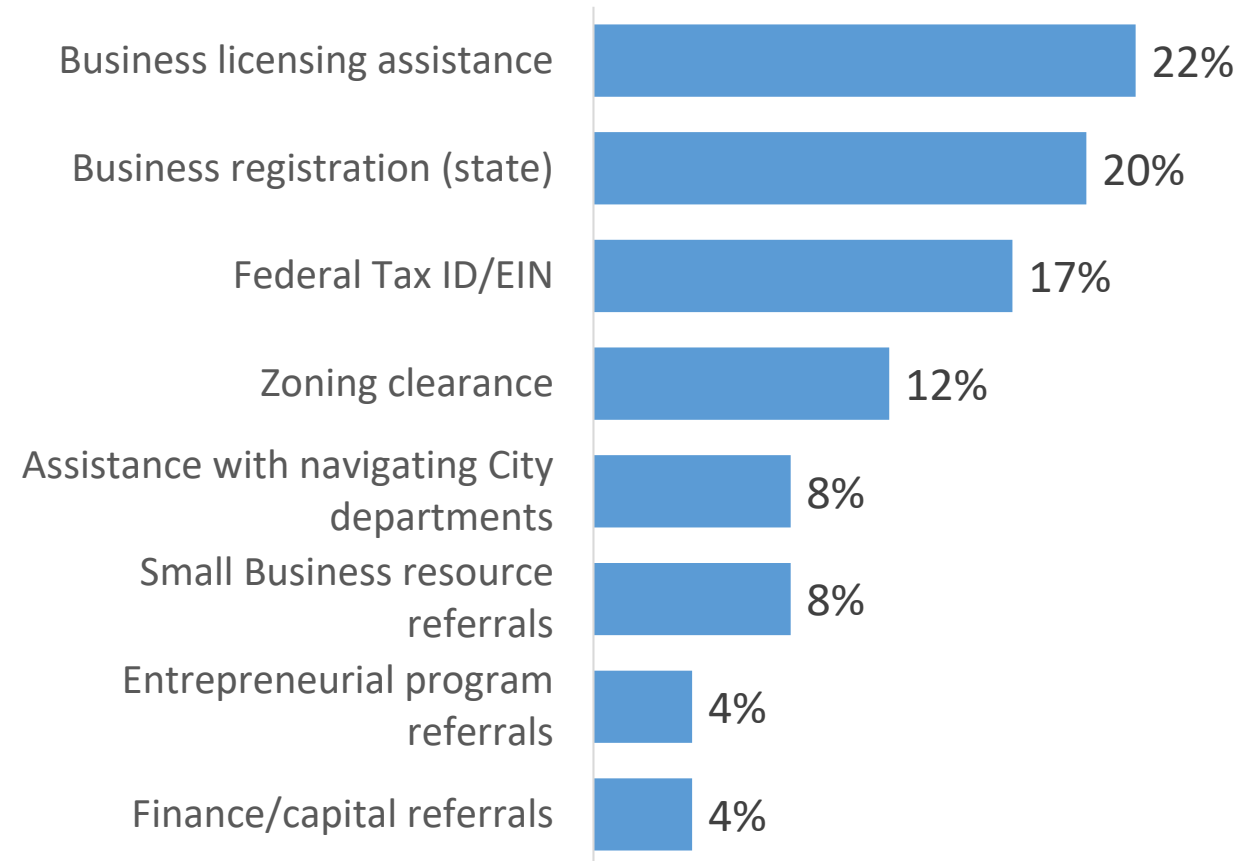


	Groups with above average satisfaction with support for entrepreneurs (more than 35%)	Groups with below average satisfaction with support for entrepreneurs (less than 35%)
Sectors	<ul style="list-style-type: none"> Information (67%) Real Estate/Rental Licensing (58%) Professional/Scient/Tech (49%) Finance and Insurance (45%) Public Admin/Nonprofits (42%) 	<ul style="list-style-type: none"> Transportation/Warehousing (22%) Manufacturing (25%) Ag/Forestry/Fishing (25%) Healthcare/Social Assistance (27%) Construction (30%)
Regions	<ul style="list-style-type: none"> North (44%) 	<ul style="list-style-type: none"> East (26%)
Business Size	<ul style="list-style-type: none"> 250+ employees (56%) 	<ul style="list-style-type: none"> 100-249 employees (25%)
Minority/ Women- Owned	<ul style="list-style-type: none"> Women-owned (42%) 	

BizCare awareness/use is consistent and satisfaction is high



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

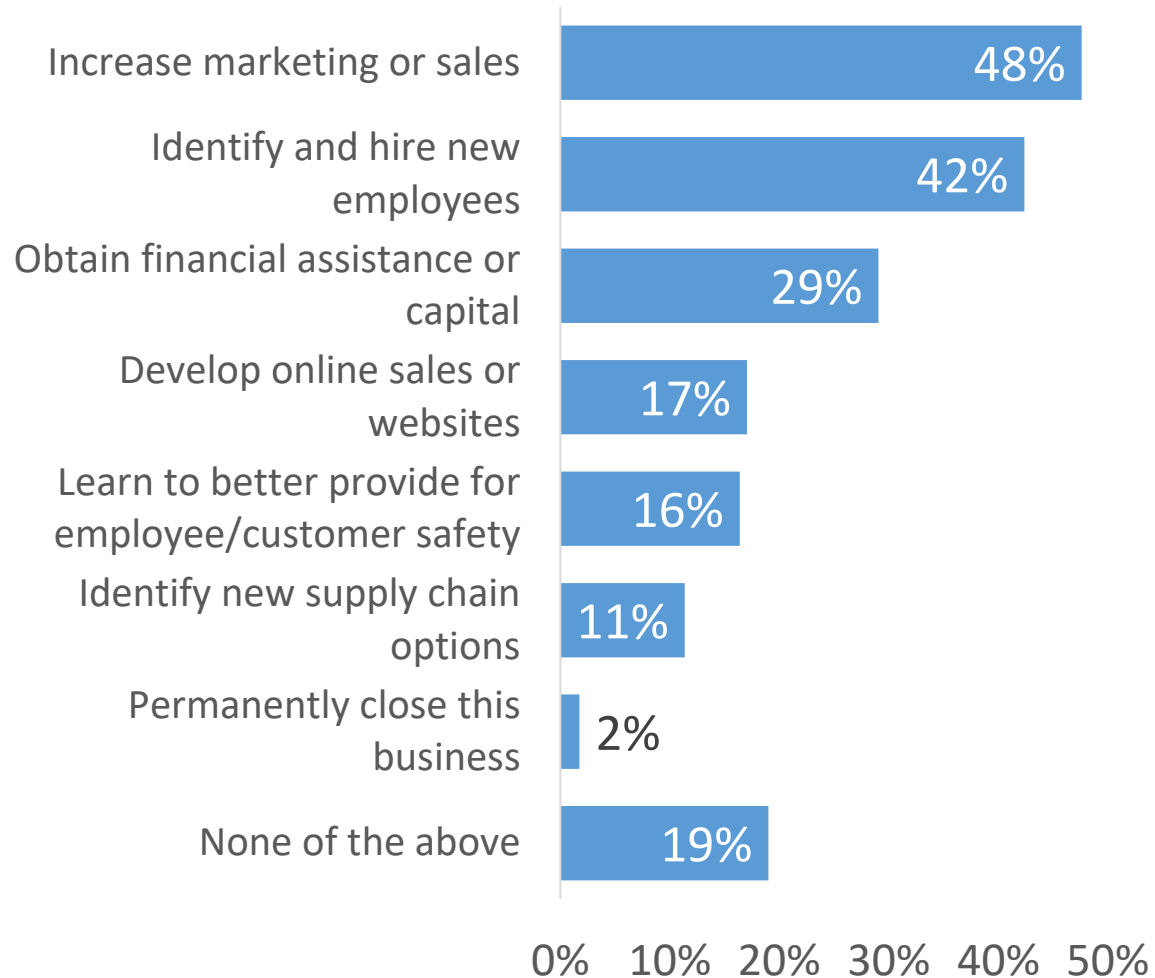


Of the 39 businesses that used and rated BizCare: 72% satisfied, 26% neutral, 3% dissatisfied

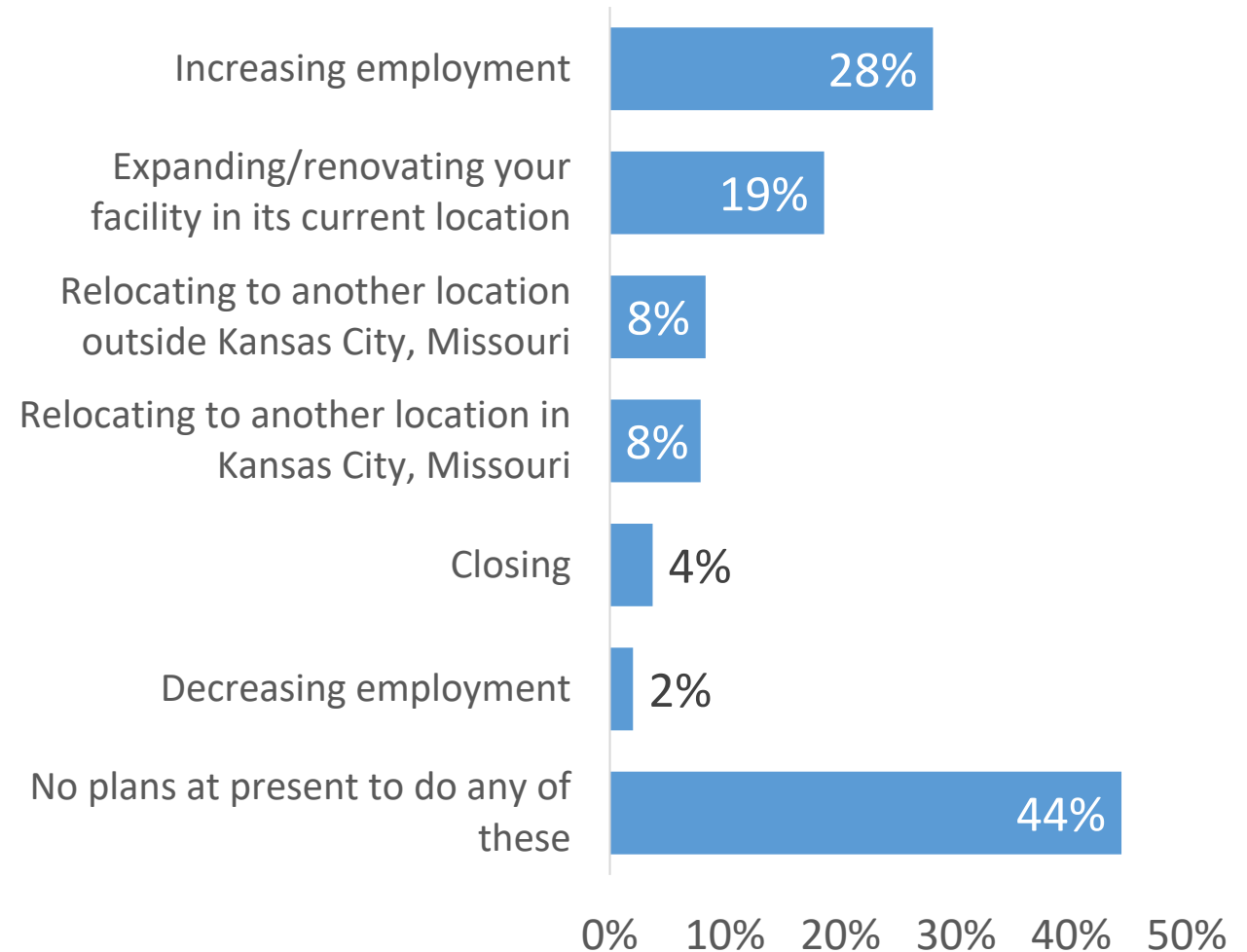
Plans for the future are similar to prior year



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



In the next 3 years, is your business planning to do any of the following?



Plans Over Next Three Years: Details

Future Plans	Details
Increasing employment (28%)	<ul style="list-style-type: none"> 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%)	<ul style="list-style-type: none"> Most common reason cited: Need more space Next most common: Reduce costs and location needs
Relocating outside of KCMO (8%)	<ul style="list-style-type: none"> 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%)	<ul style="list-style-type: none"> Of the 10 businesses that said that they would be decreasing employment, half said that they would have 5 or less layoffs.
Closing (4%)	<ul style="list-style-type: none"> 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:

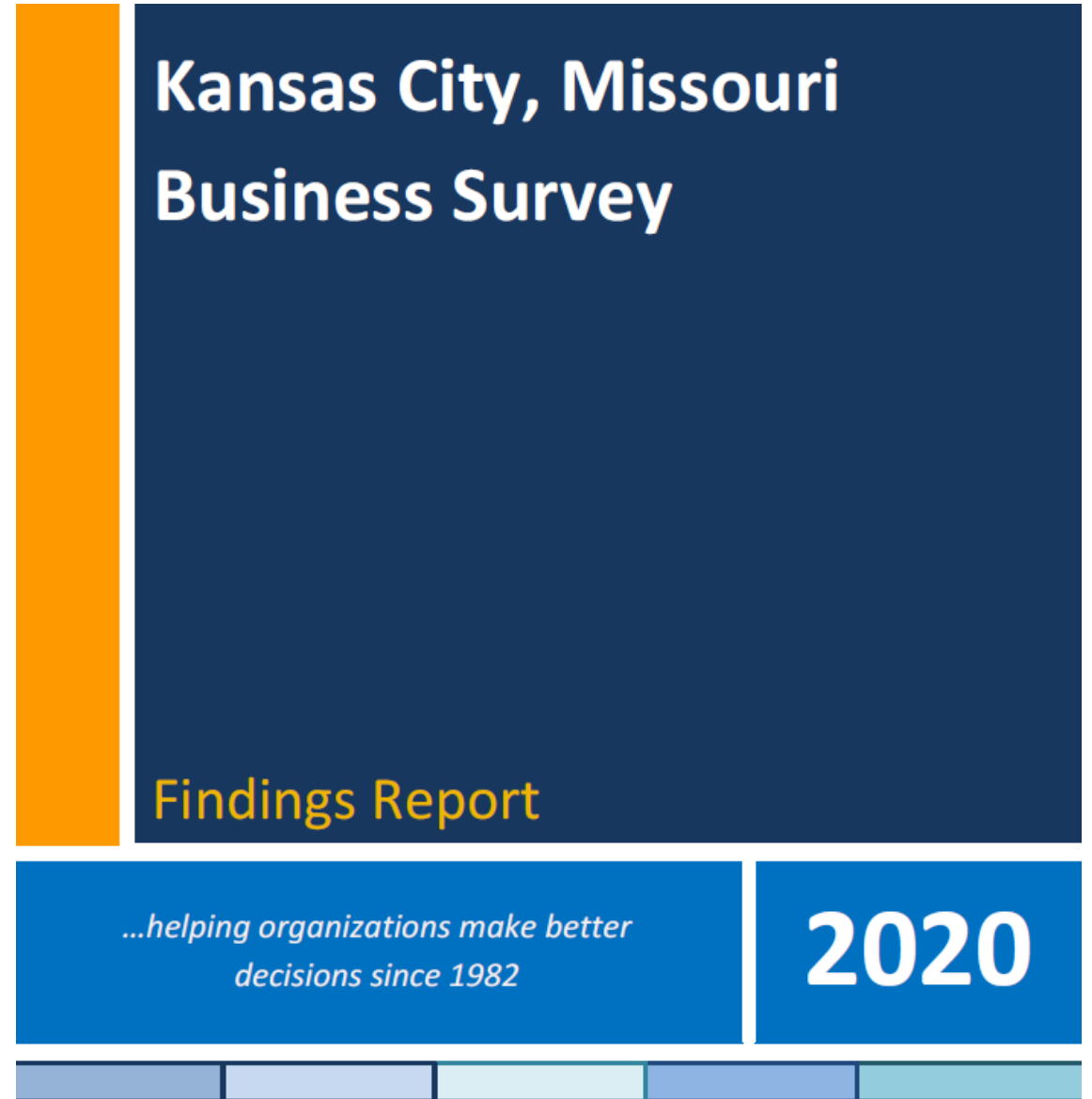
<http://kcmo.gov/survey>

For additional questions:

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(816) 513-6567

kate.bender@kcmo.org

The image shows the cover of a report titled 'Kansas City, Missouri Business Survey Findings Report 2020'. The cover has a dark blue background with a vertical orange bar on the left side. The title is in white text, and 'Findings Report' is in yellow. At the bottom, there is a blue banner with the tagline '...helping organizations make better decisions since 1982' and the year '2020' in white. Below the banner is a decorative horizontal bar with five colored segments: light blue, medium blue, light blue, medium blue, and light blue.

**Kansas City, Missouri
Business Survey**

Findings Report

*...helping organizations make better
decisions since 1982*

2020