

# 2015 Business Survey Results

Business Session Presentation

March 31, 2016

# History of Business Survey

## Impetus

- Developed by Economic Development Corporation and City in 2011 to understand needs of business community

## History

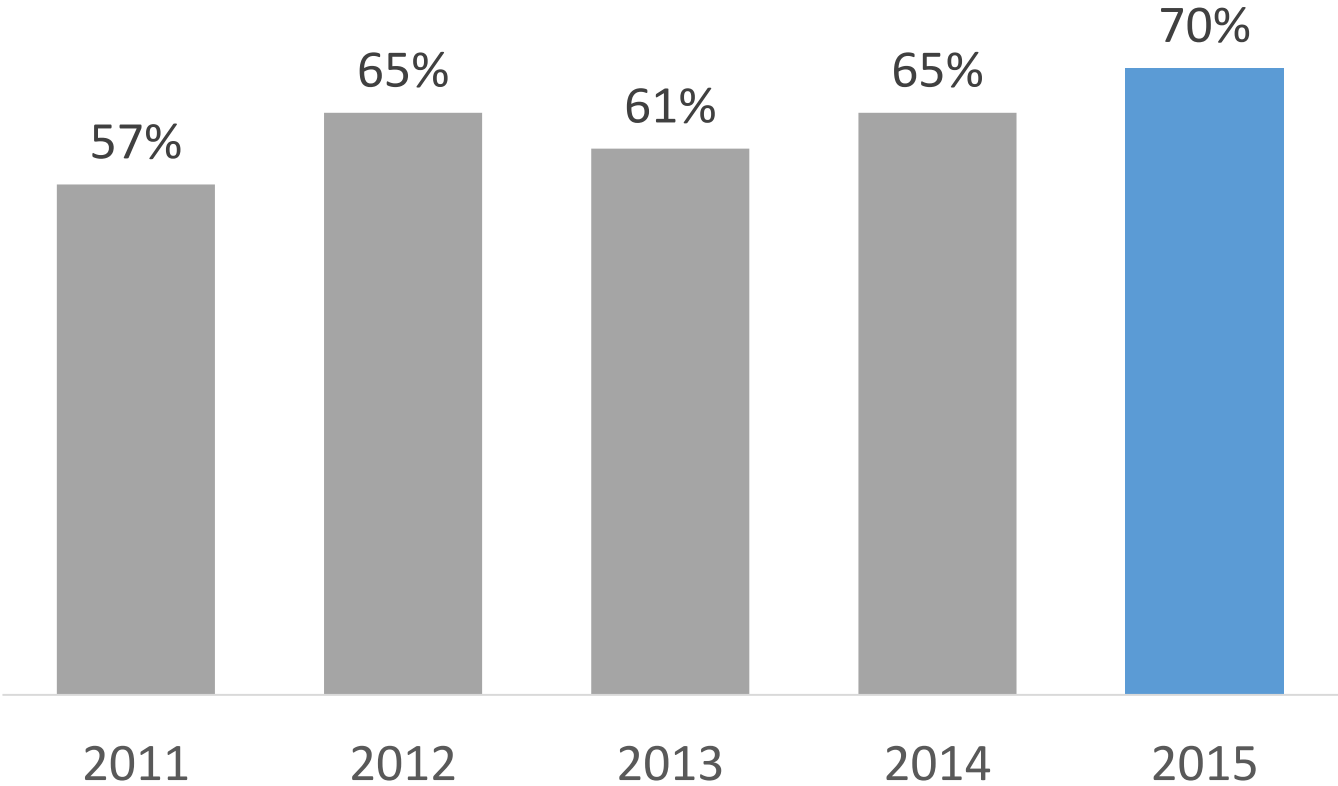
- First business survey done by ETC Institute
- Has been done annually since 2011

## Methodology

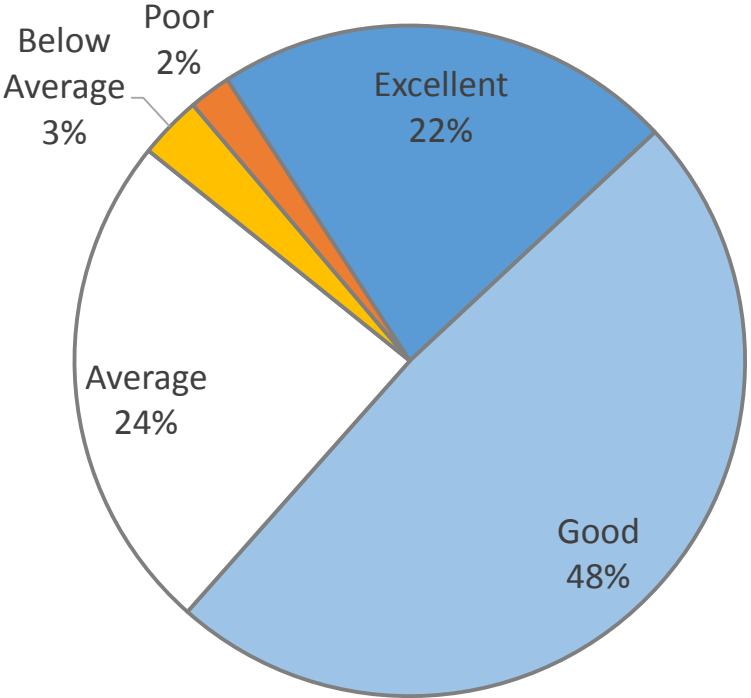
- Administered by ETC Institute in October/November 2015
- Sample size = 430 businesses, 100 in each of 4 zones (+/- 5% margin of error)

# Rating of Kansas City as a Place to Do Business is at an All Time High

Percent of businesses rating KC as an “excellent” or “good” place to do business

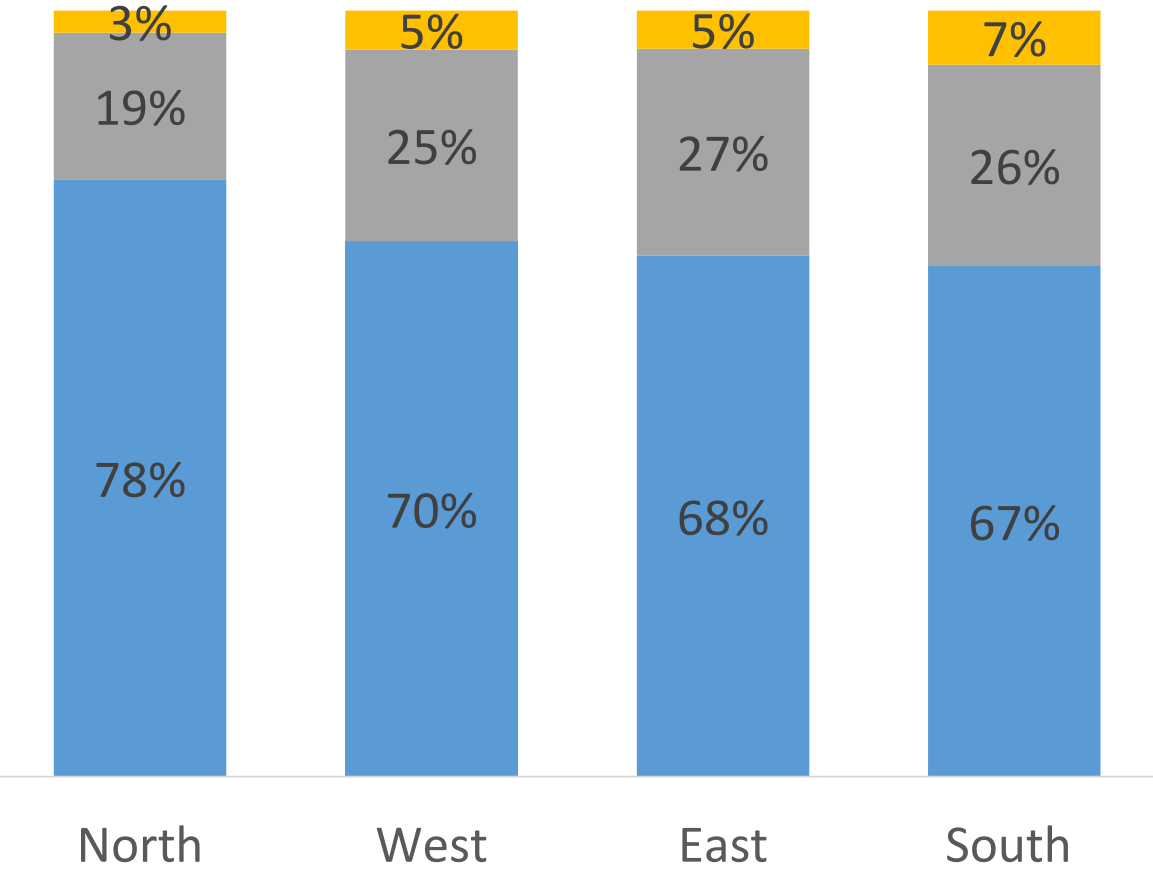


Only 5% of businesses rate KC as a “below average” or “poor” place to do business

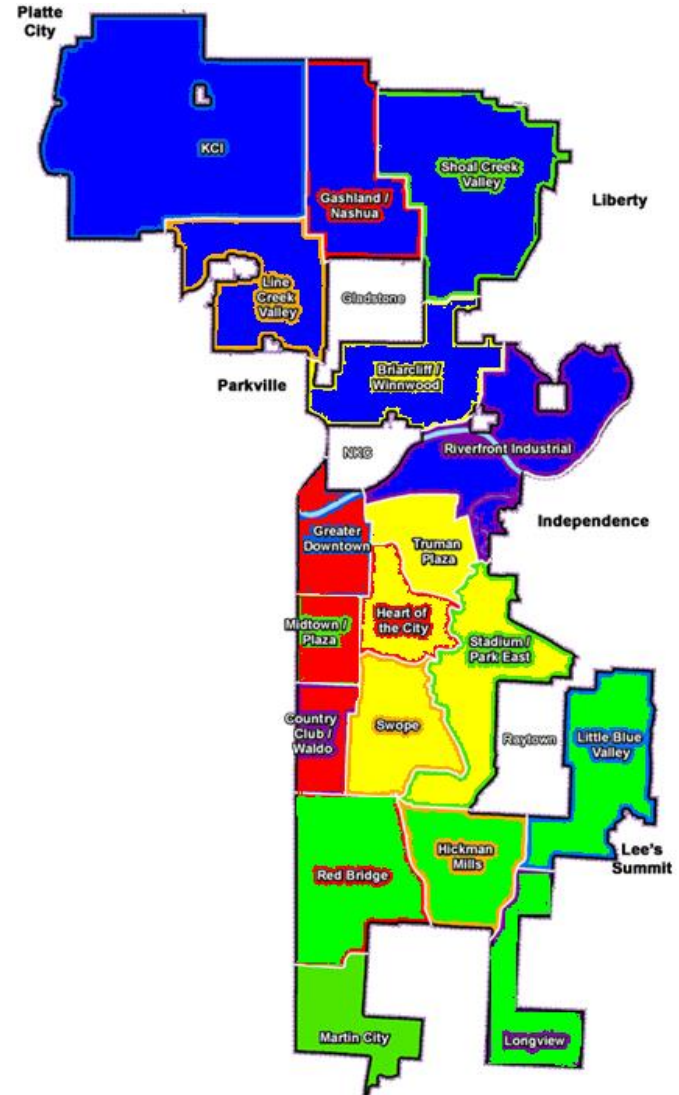


# Rating of KC as a Place to Do Business Does Not Vary Much by Location

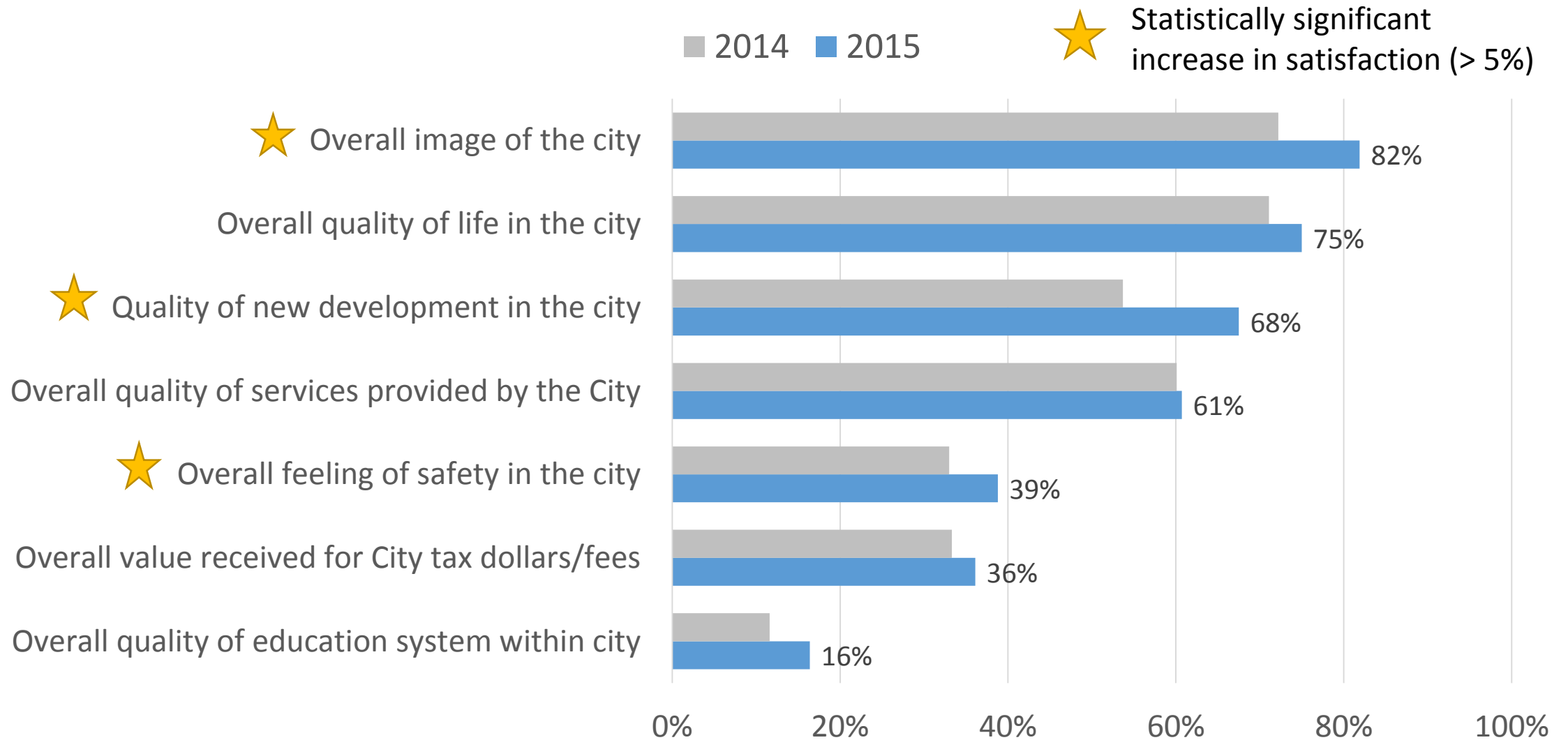
Rating of KC as a place to do business



- Below Average/Poor
- Average
- Excellent/Good



# Perceptions of the City and City Government Are Improved or Stable

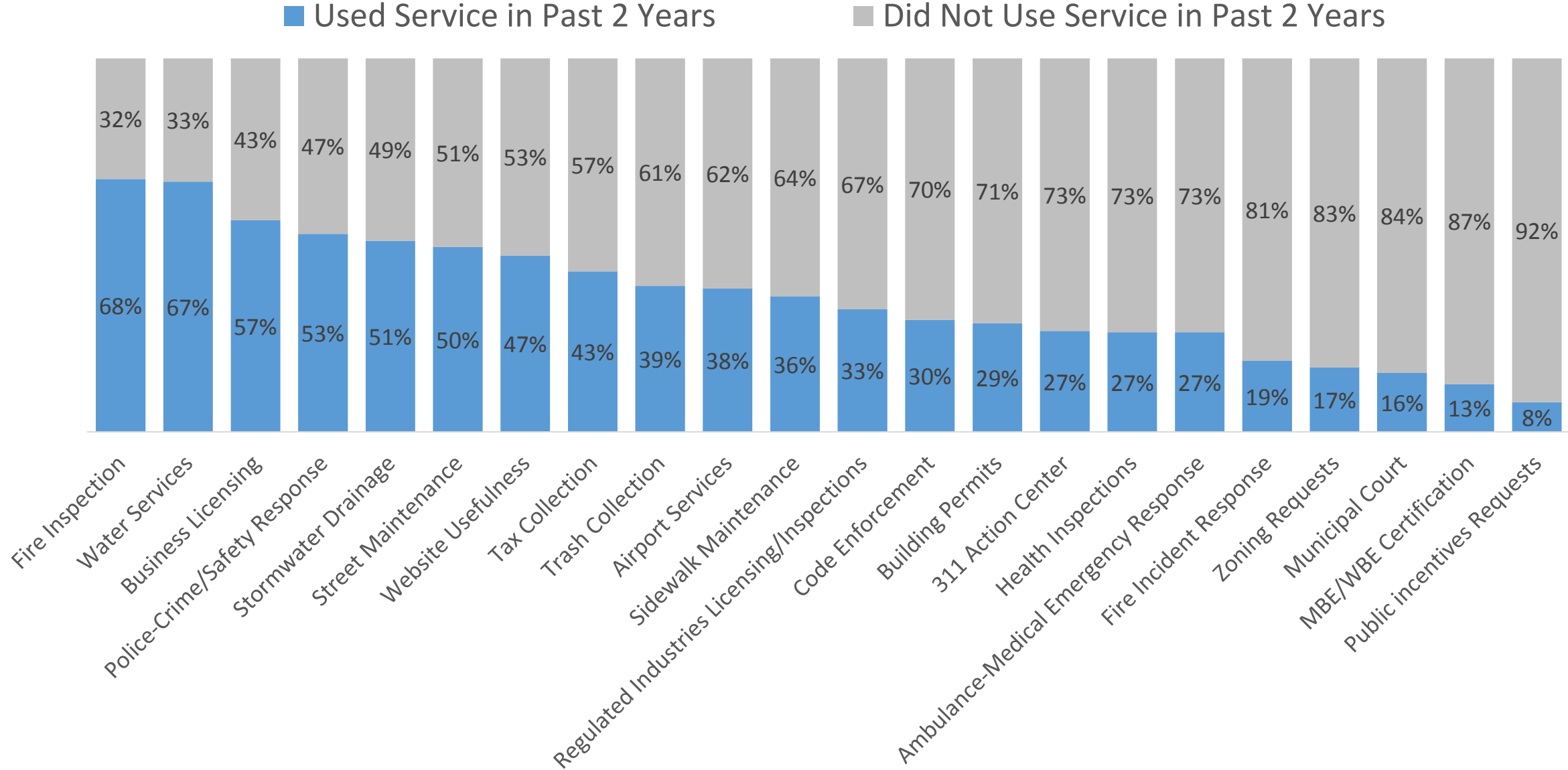


# Infrastructure, Local Government Attitude, Low Crime Rate, and Image of City are Most Important Location Factors

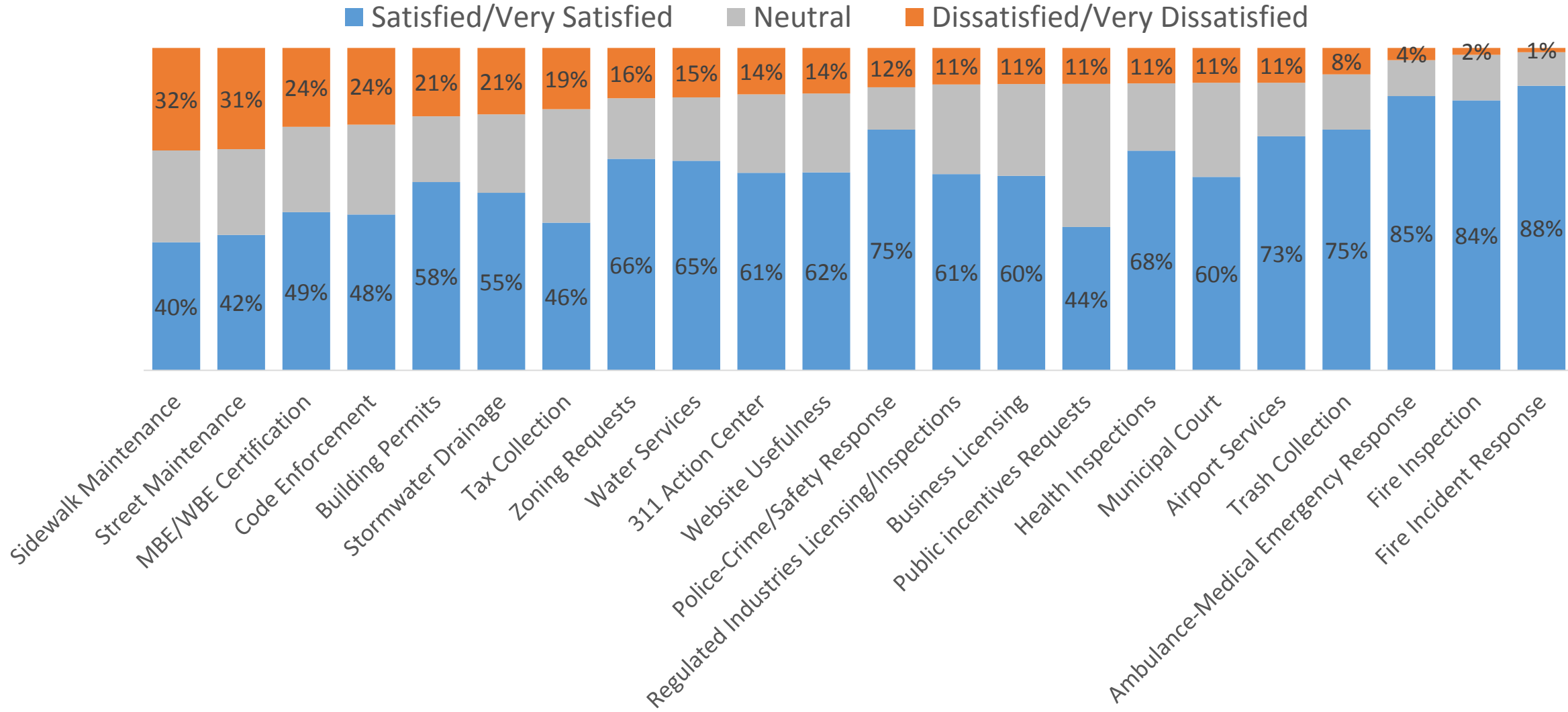
Reasons to Locate Your Businesses in City of KCMO	% of Businesses selecting as “extremely” or “very” important
Availability of telecommunications, utilities, and other infrastructure	78%
Attitude of local government toward business	72%
Low crime rate	66%
Overall image of city	65%
Availability of trained employees	63%
Quality of local schools	59%
Proximity of other businesses	57%
Level of taxation	57%
Availability of parks and open space	49%
Availability of arts, libraries, and cultural amenities	47%
Availability of public transportation	45%
Access to airports	42%
Availability of quality housing	41%

- **Biggest increase in importance:** Availability of libraries, arts, and cultural amenities (+8%)
- **Biggest decrease in importance:** Level of taxation (-11%)

# Business Use of City Services Varies



# Businesses Who Have Used Services Have Varying Levels of Satisfaction



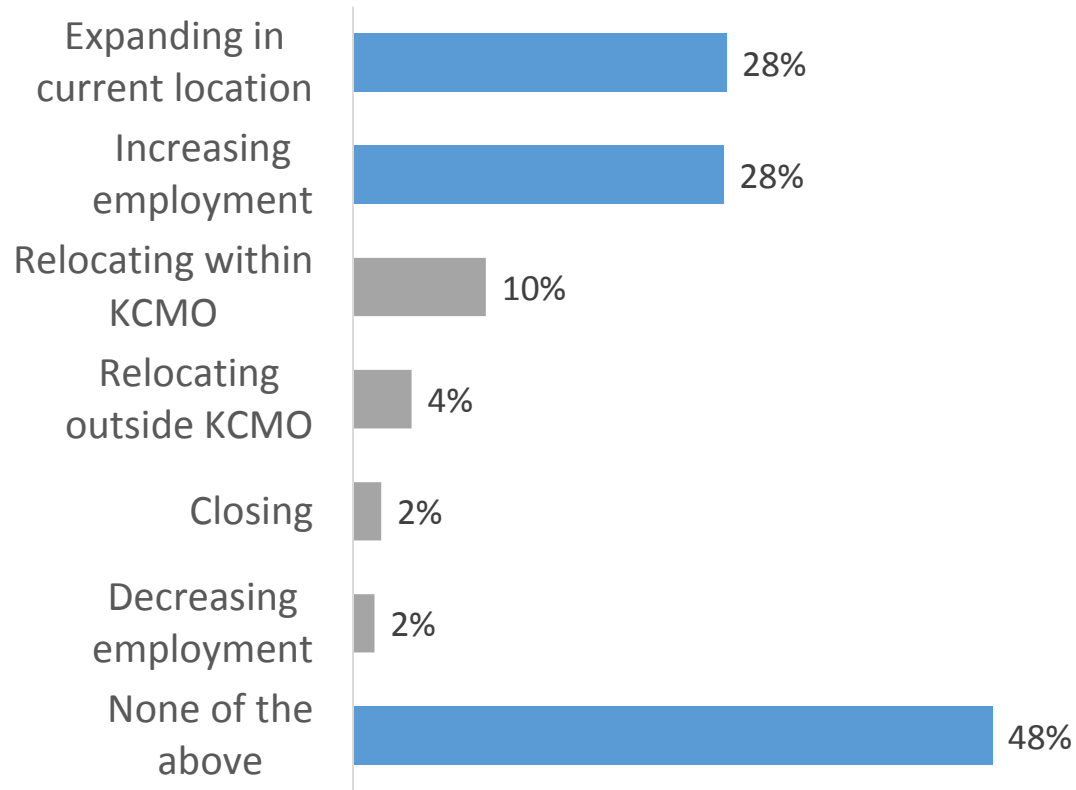


# Trends in Satisfaction with City Services are Largely Positive or Neutral

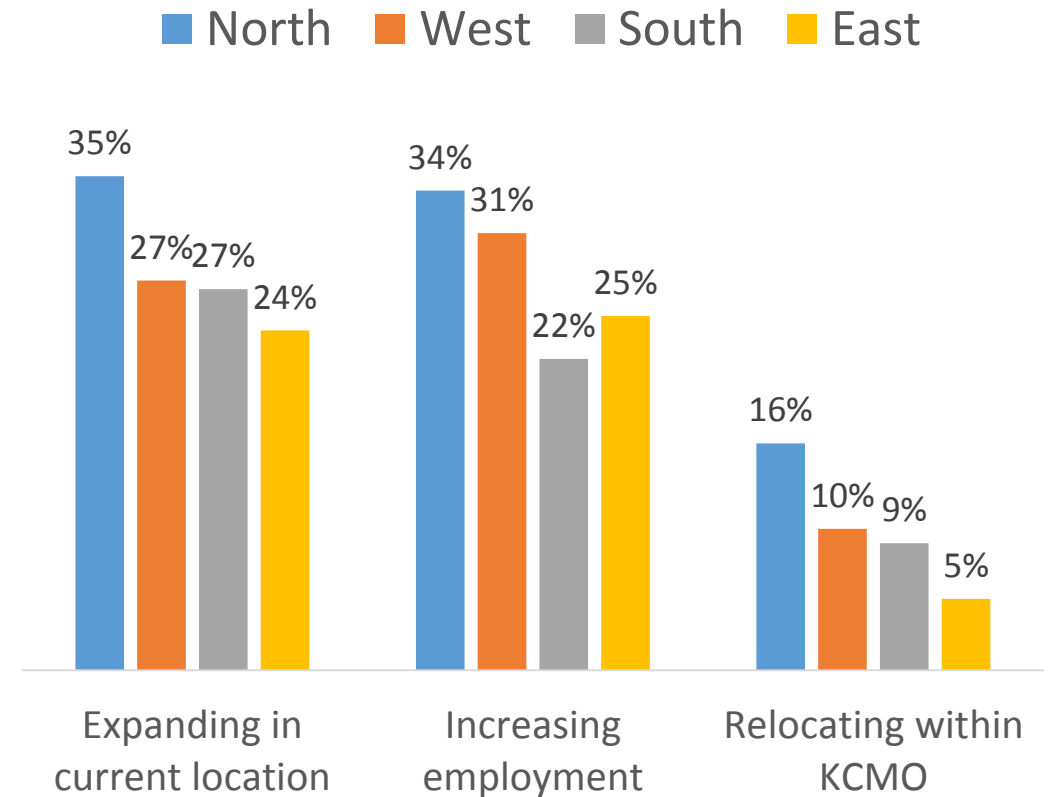
Increase in satisfaction	No change	Decrease in satisfaction
<p>Municipal Court</p> <p>Police-Crime/Safety Response</p> <p>Ambulance-Medical Emergency Response</p> <p>Fire Incident Response</p> <p>Zoning Requests</p> <p>Public Incentives Requests</p> <p>MBE/WBE Certification</p> <p>Website Usefulness</p>	<p>311 Action Center</p> <p>Code Enforcement</p> <p>Regulated Industries Licensing/Inspections</p> <p>Health Inspections</p> <p>Fire Inspection</p> <p>Building Permits</p> <p>Trash Collection</p> <p>Water Services</p> <p>Stormwater Drainage</p>	<p>Airport Services</p>

# In the Next 3 Years, Is Your Organization Planning to Do any of the Following?

More than a quarter plan to expand or increase employment; almost half plan no changes.



Businesses in the North zone are more likely to be planning changes



# Questions?

- Kate Bender, Office of the City Manager
- Katherine Carttar, City Planning and Development Department

*2015 Kansas City, Missouri  
Business Survey  
FINAL Results*

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by  
**ETC Institute**  
725 W. Frontier Circle  
Olathe, KS 66061  
Contact: Chris Tatham at (913) 829-1215

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