

2017 Business Satisfaction Survey Results

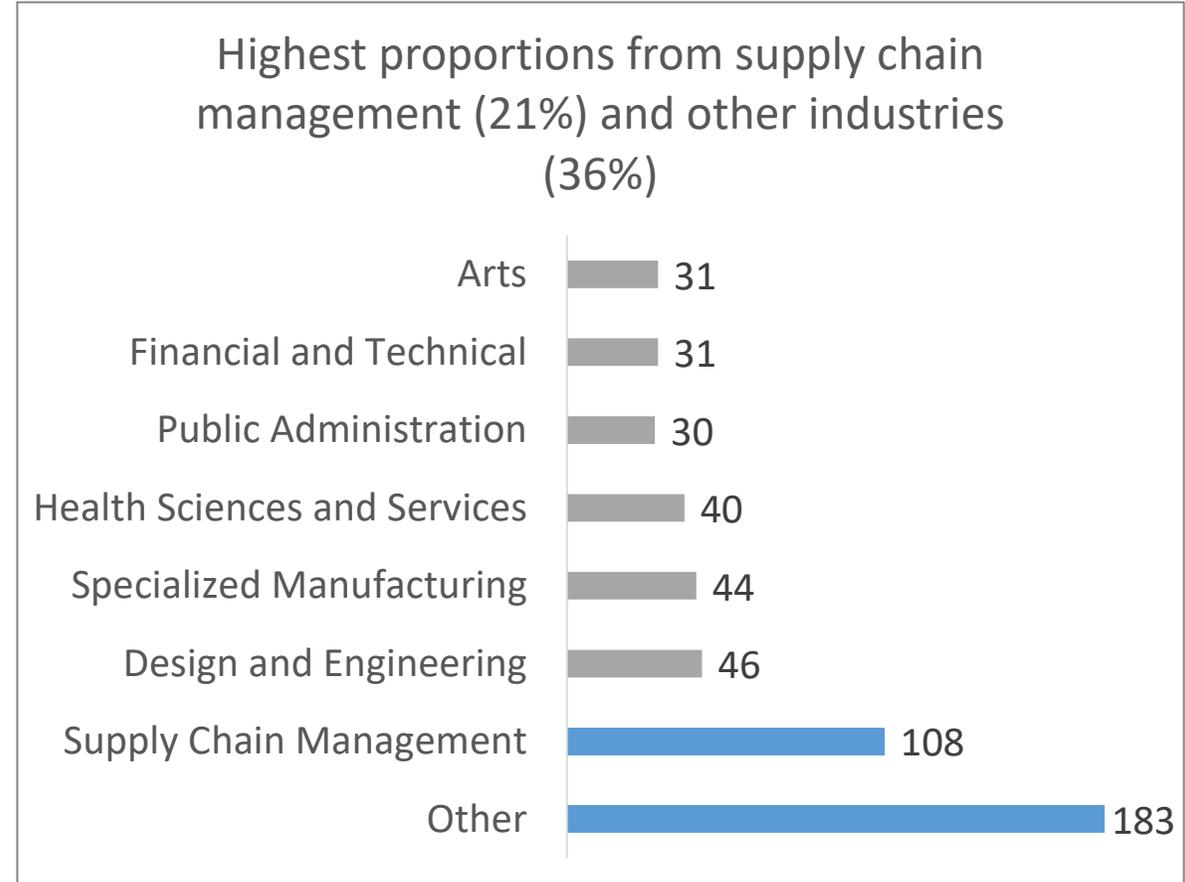
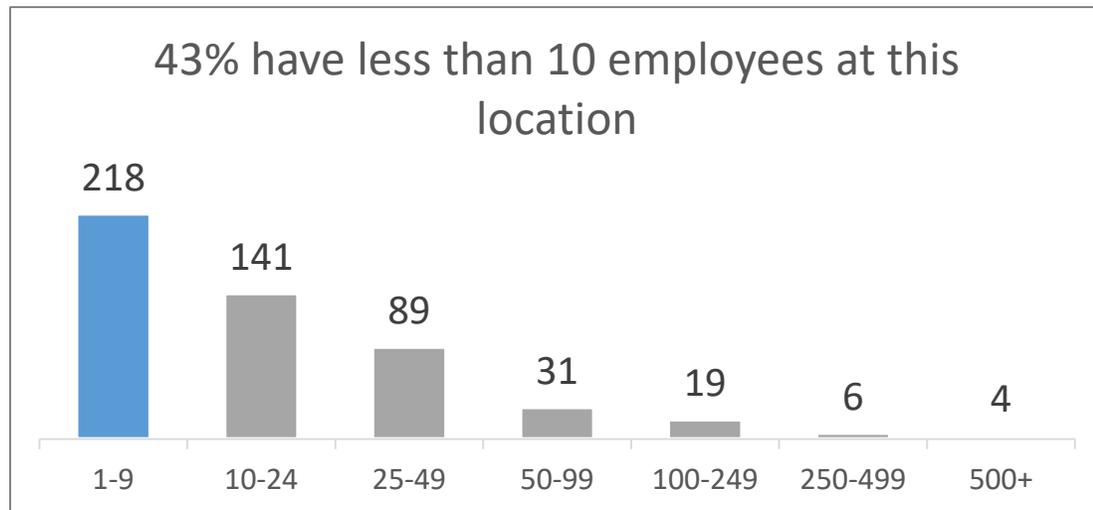
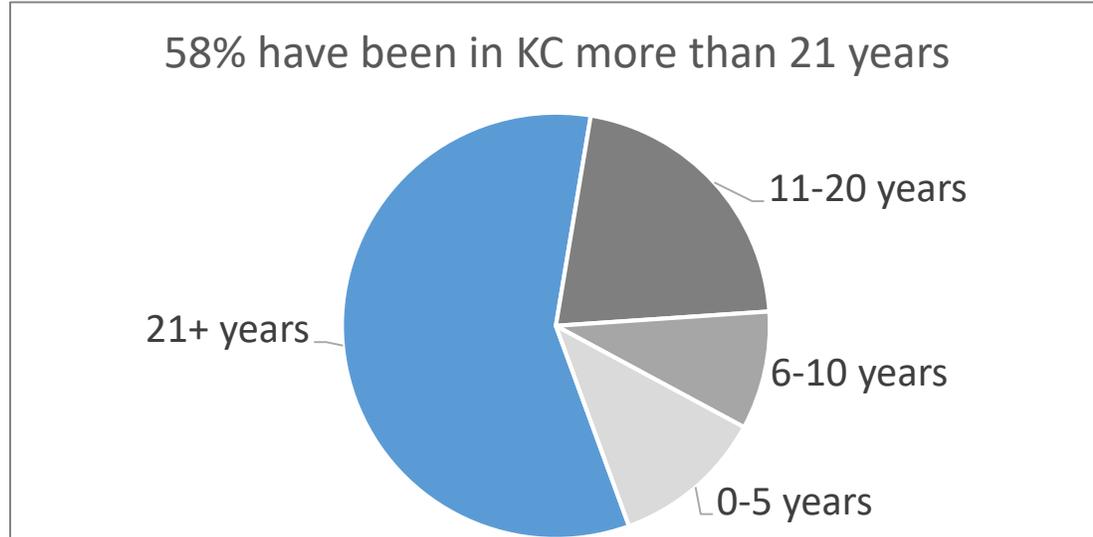
Presentation to Business Session

February 1, 2018

Methodology for 6th Annual Business Survey

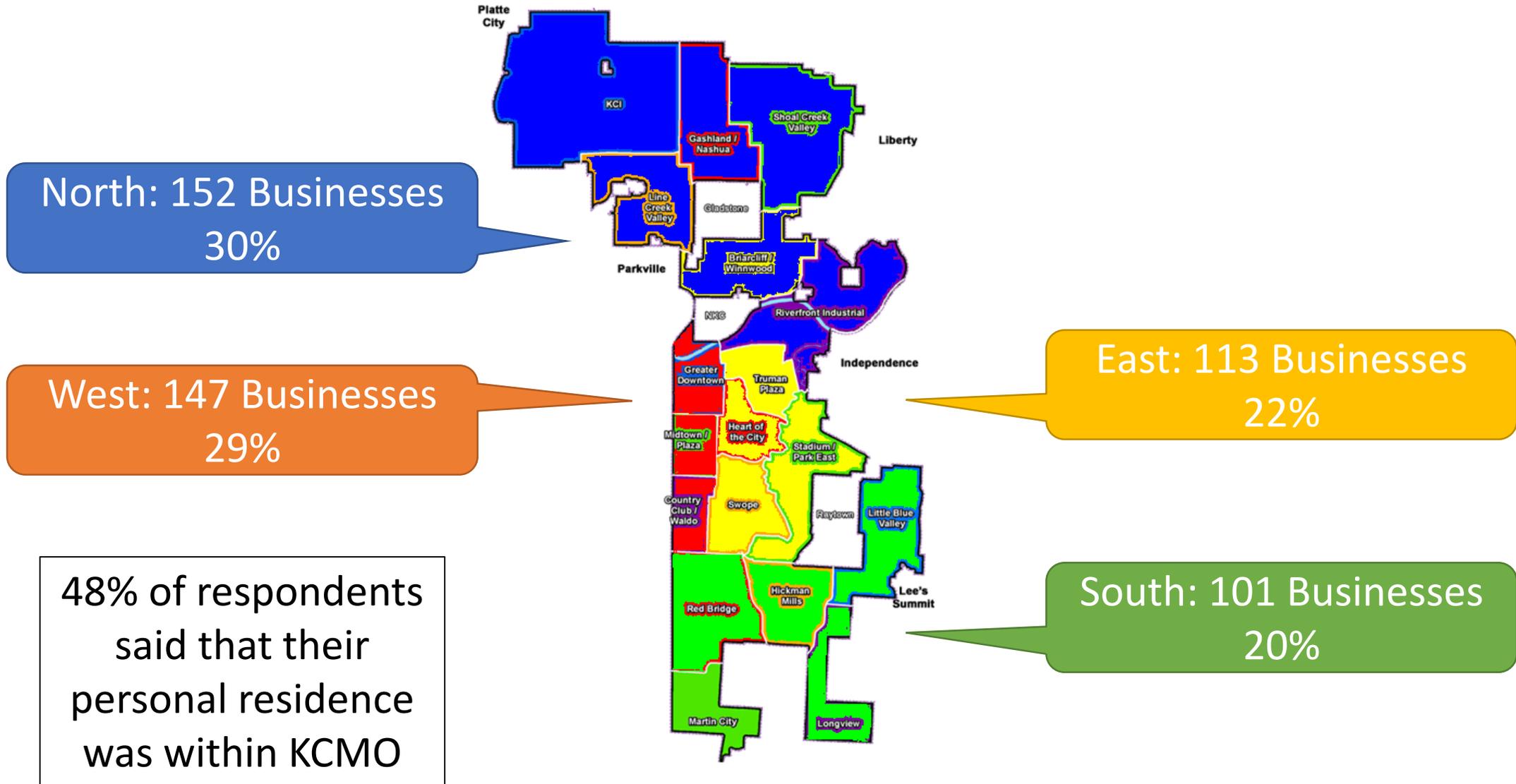
Administration method	<ul style="list-style-type: none">• Combination of mail and online
Administration timeframe	<ul style="list-style-type: none">• November and December 2017
Sample size	<ul style="list-style-type: none">• 513 businesses (minimum of 100 in each of four geographic zones)
Margin of error	<ul style="list-style-type: none">• + or – 5% (95% level of confidence)

Characteristics of Businesses Responding



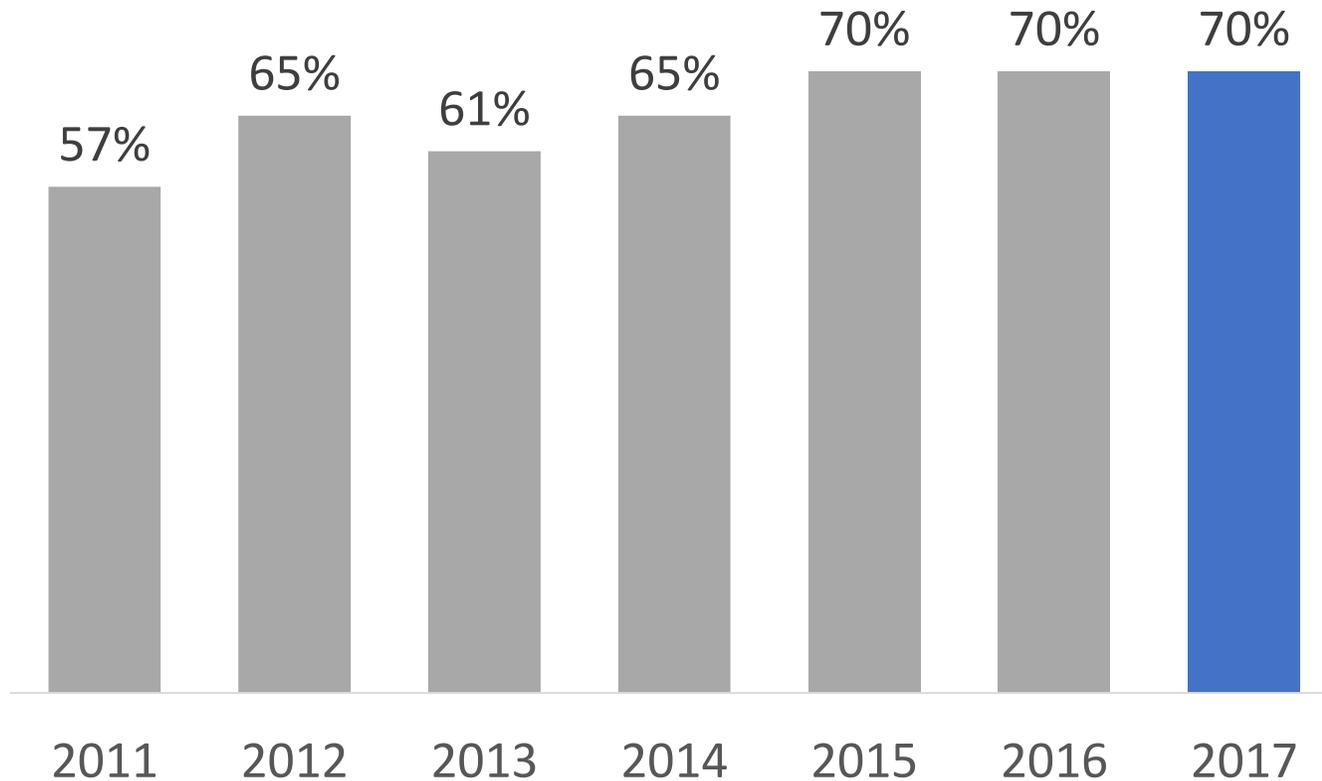
Most common under "Other": Other Services (73), Construction (39), Accommodation and Food Services (25), and Real Estate and Rental Leasing (22)

Characteristics of Businesses Responding

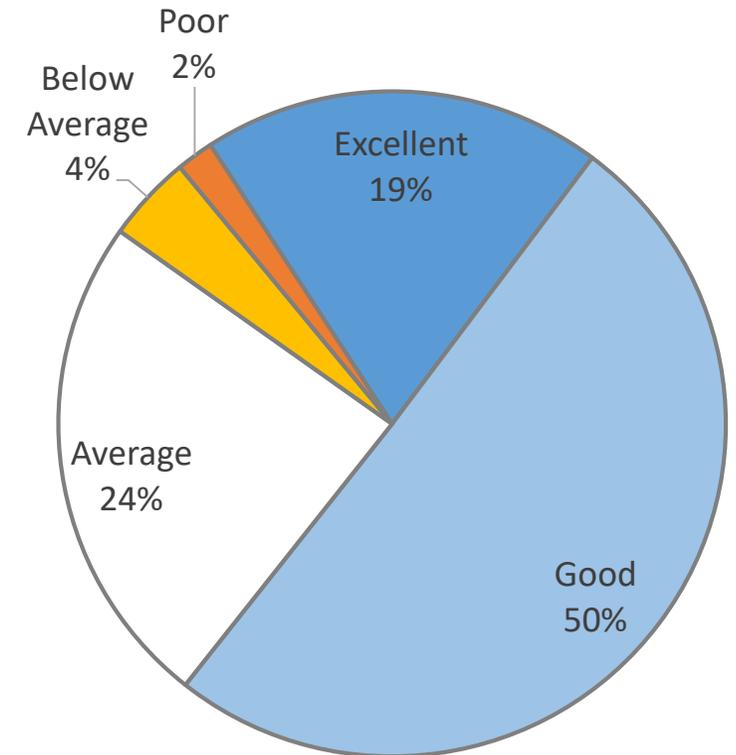


Kansas City as a Place to Do Business

Rating of KC as an “excellent” or “good” place to do business remains at an all-time high

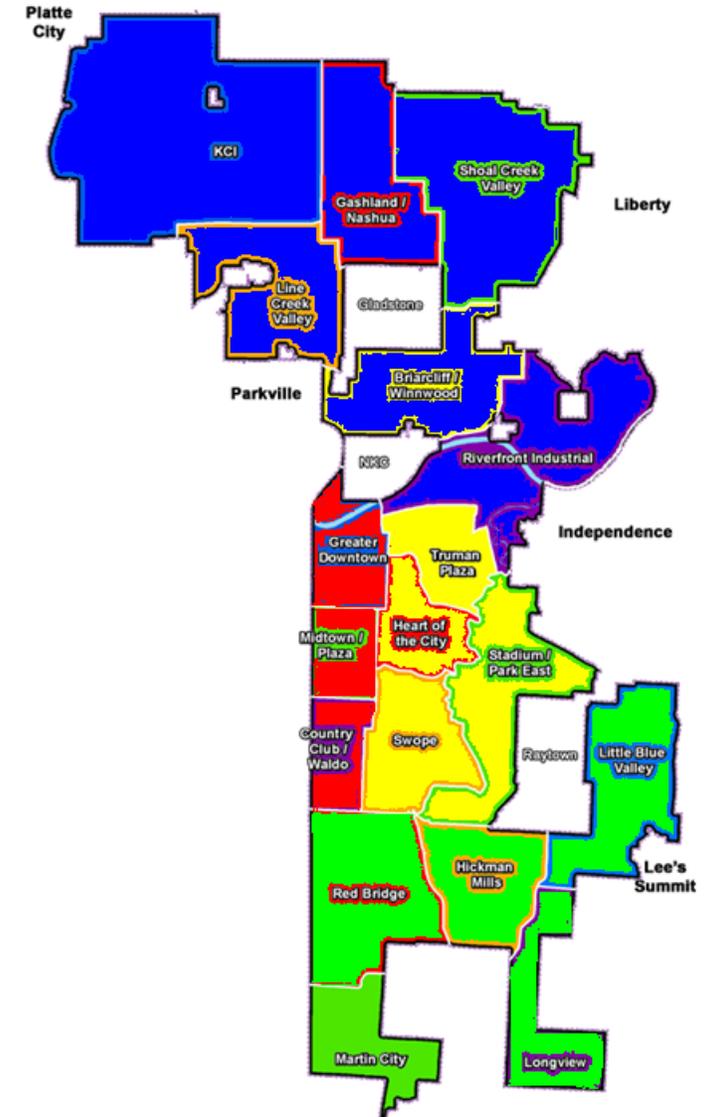
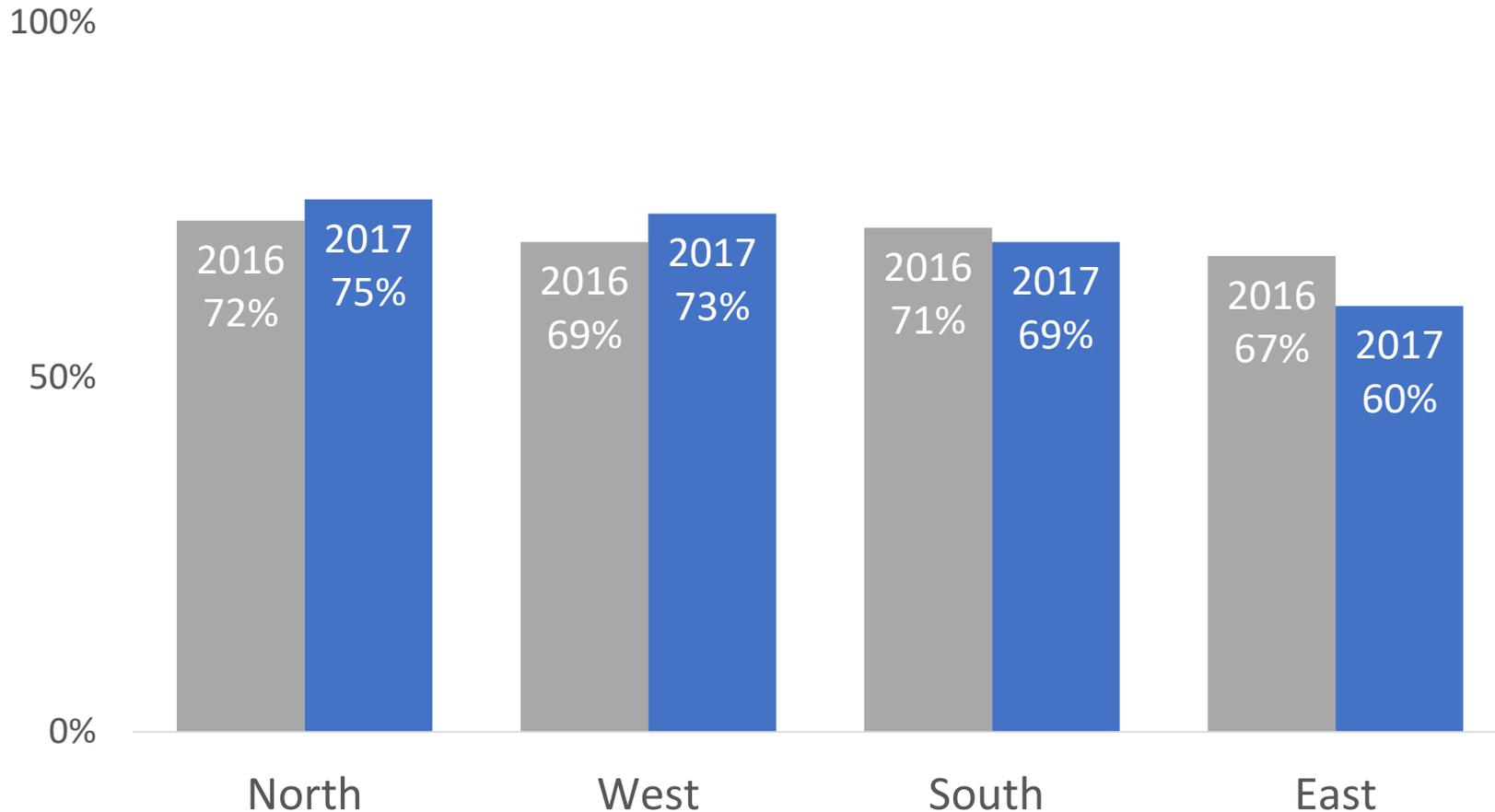


Only 6% of businesses rate KC as a “below average” or “poor” place to do business



Kansas City as a Place to Do Business by Location

Businesses in “East” zone saw a decline in rating Kansas City as an “Excellent” or “Good” place to do business



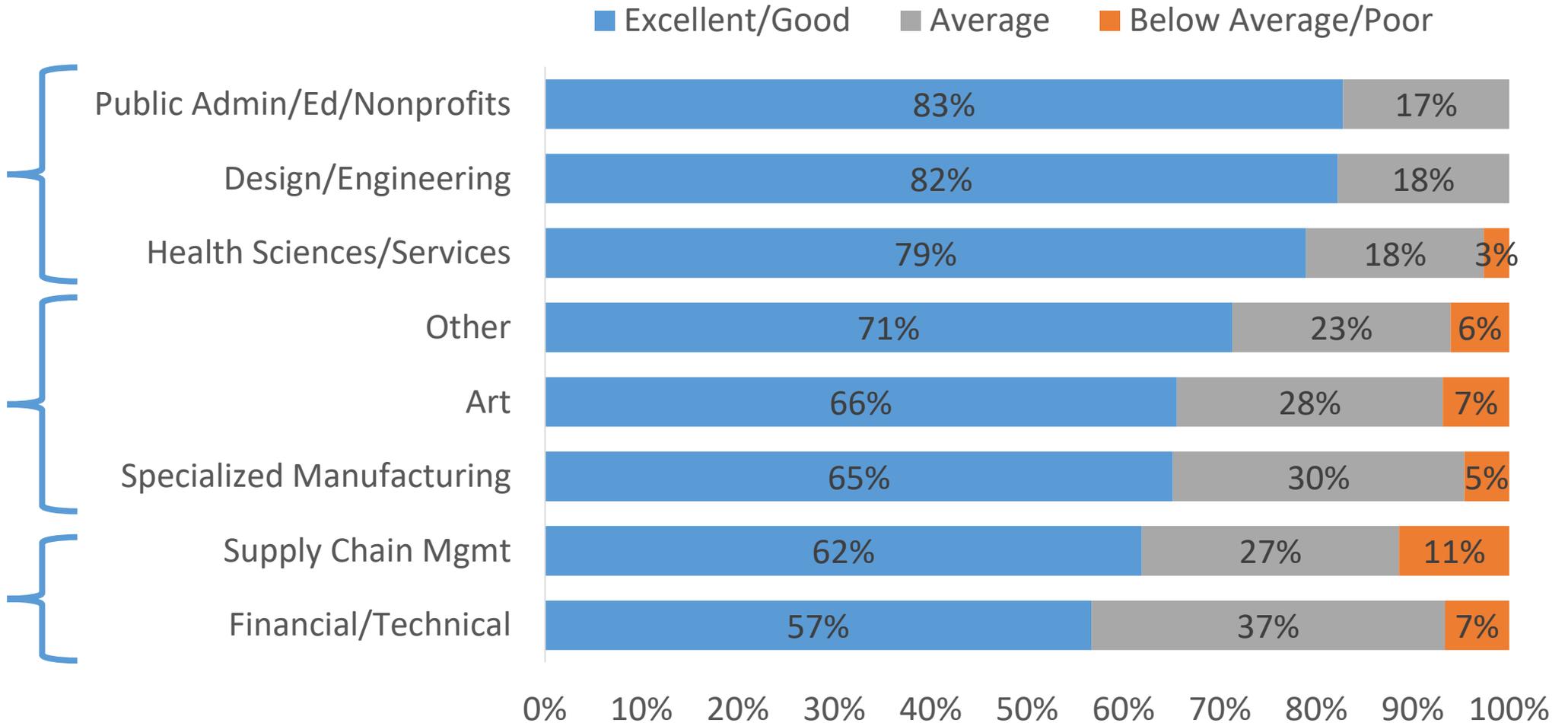
Kansas City as a Place to do Business by Sector

Sectors fall into three groups:

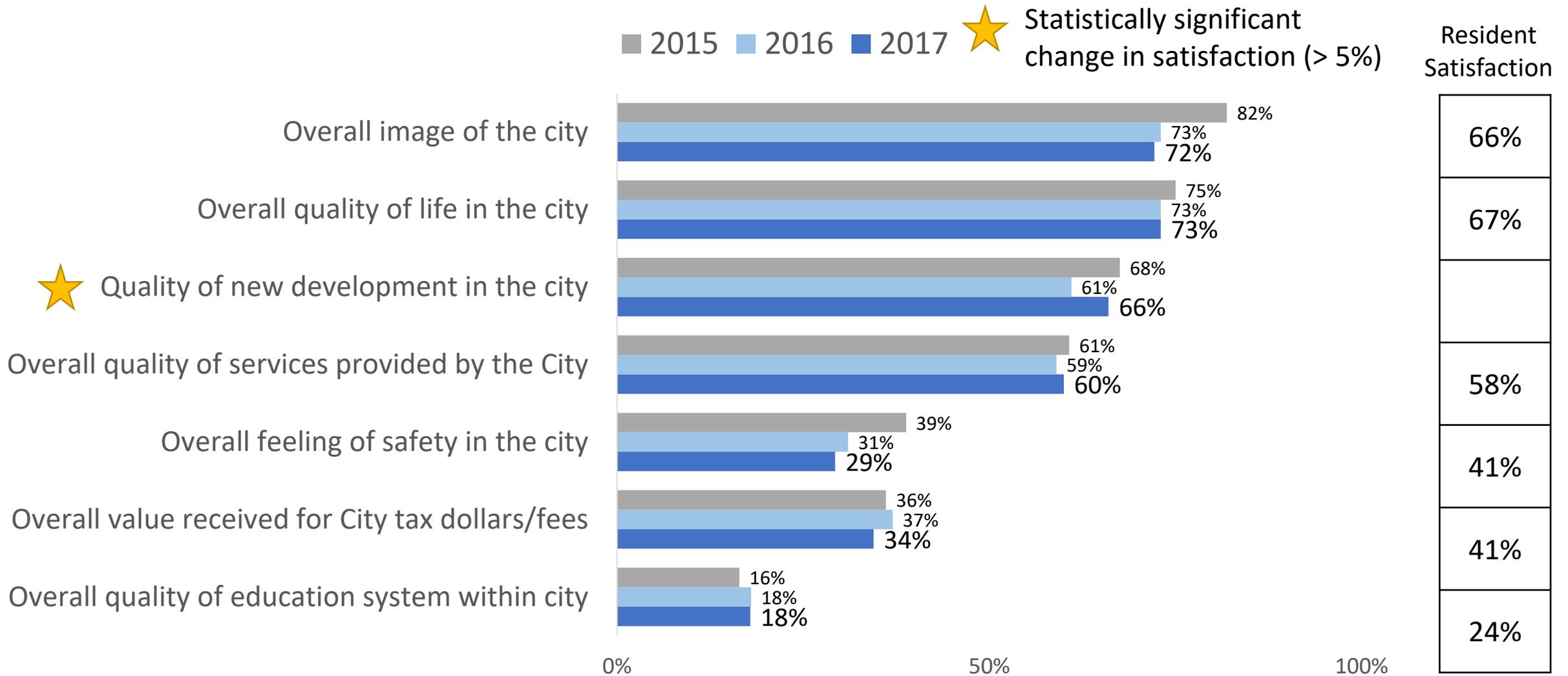
Higher than average satisfaction

Average satisfaction

Lower than average satisfaction



Perceptions of the City and City Government



Most Important Factors to Keeping Your Business in the City

Question	2017 (% Very or Extremely Important)	2017 Rank	2016 (% Very or Extremely Important)	2016 Rank
 Availability of telecommunications & other infrastructure	81%	1	73%	2
 Attitude of local government toward business	80%	2	75%	1
Low crime rate	77%	3	63%	3
 Availability of trained employees	70%	4	60%	5
 Quality of local schools	65%	5	49%	8
Image of city	65%	6	57%	6
 Level of taxation	64%	7	60%	4
 Proximity of other businesses	47%	8	52%	7
 Availability of parks and open space	46%	9	35%	11
 Access to airports	45%	10	35%	11
 Availability of public transportation	45%	11	35%	10
 Availability of arts, libraries, and cultural amenities	45%	12	37%	9
Availability of workforce housing for employees	42%	13		
Availability of quality housing			33%	13

Satisfaction with City Services

Services Utilized by More Than 50% of businesses	% Satisfied	Change in Satisfaction (2016-2017)	Services Utilized by Less Than 50% of businesses	% Satisfied	Change in Satisfaction (2016-2017)
Fire Inspection	80%		Ambulance-EMS Response	80%	↓
Airport Services	66%		Fire Incident Response	78%	↓
Website Usefulness	64%		Health Inspections	71%	↑
Business Licensing	64%		311 Action Center	68%	↑
Police-Crime/Safety Response	63%	↓	Public Transportation	65%	
Water Services	52%		Regulated Industries Lic/Insp	62%	↓
Tax Collection	48%	↓	Building Permits	57%	
Stormwater Drainage	43%	↓	Public incentives Requests	50%	
Street Maintenance	31%	↓	Development Review	50%	
			MBE/WBE Certification	47%	
			Municipal Court	45%	↑
			Code Enforcement	39%	↓
			Sidewalk Maintenance	31%	↓

Importance and Satisfaction for City Services

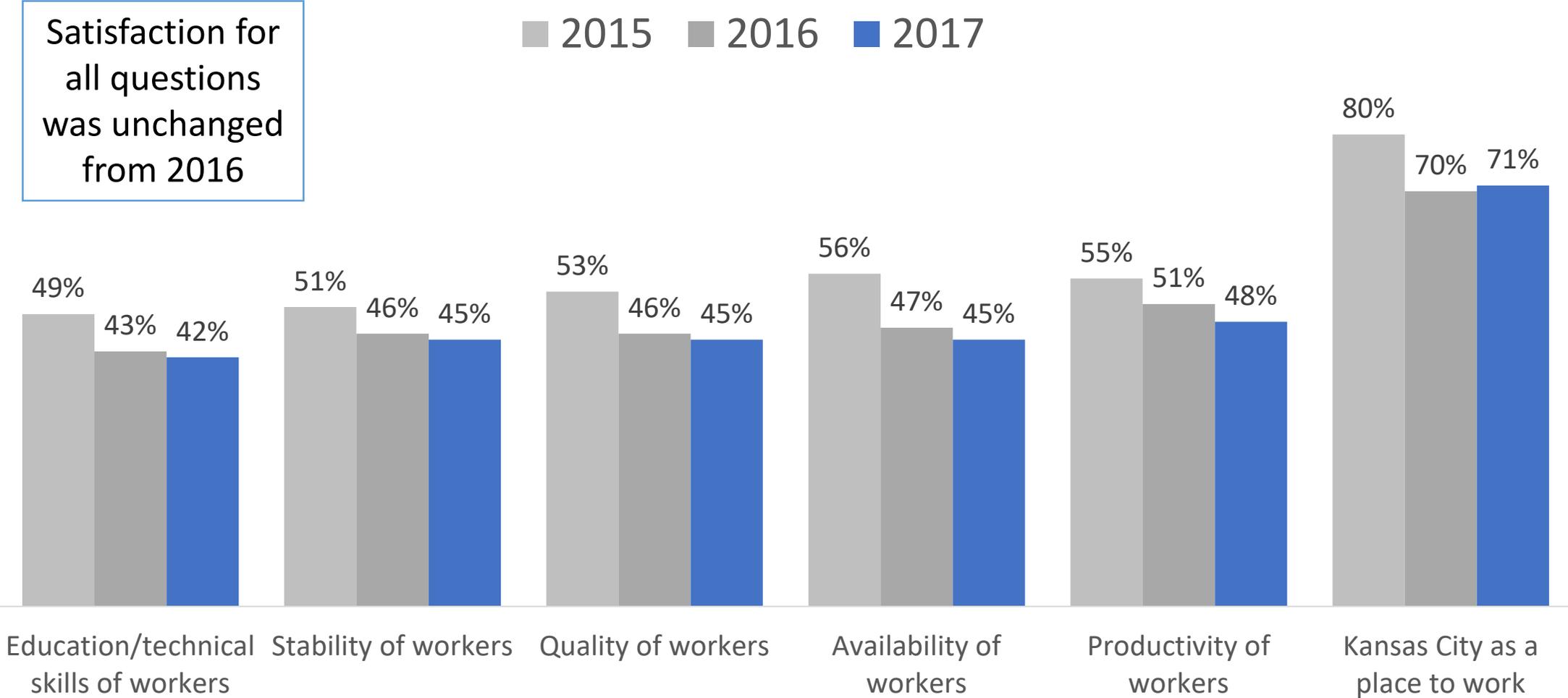
	Above Average Satisfaction	Below Average Satisfaction
Above Average Importance	Airport Services Ambulance-EMS Response Business Licensing Fire Incident Response Police-Crime/Safety Response	Street Maintenance Tax Collection Water Services
Below Average Importance	311 Action Center Building Permits Fire Inspection Health Inspections Regulated Industries Licensing/Inspections Public Transportation Website Usefulness	Code Enforcement Development Review MBE/WBE Certification Municipal Court Public Incentives Requests Sidewalk Maintenance Stormwater Drainage

Selected Zone and Sectors: Areas of Lower Satisfaction

The zone and sectors with lower ratings of Kansas City as a place to do business also have lower satisfaction with some city service areas and perceptions:

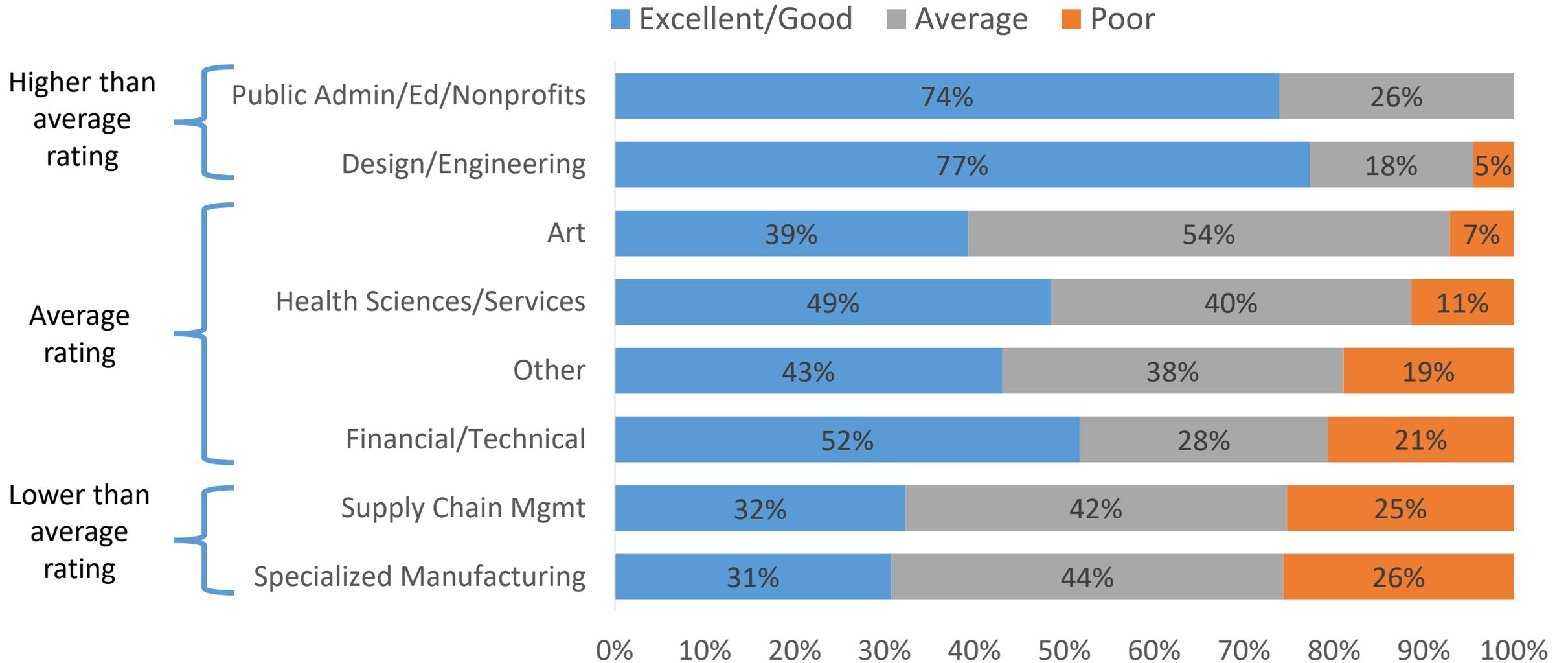
East Zone	Supply Chain Management	Financial/Technical
Overall quality of City services	Quality of new development in City	Overall quality of City services
Overall image of city		Overall image of city
Value for City taxes/fees		Business Licensing
311		Tax Collection
Code Enforcement		
Police-crime/safety response		

Rating the Workforce – Rating of Good/Excellent



Quality and availability of workers are rated as two most important factors for businesses.

Satisfaction with Quality of Workforce by Sector

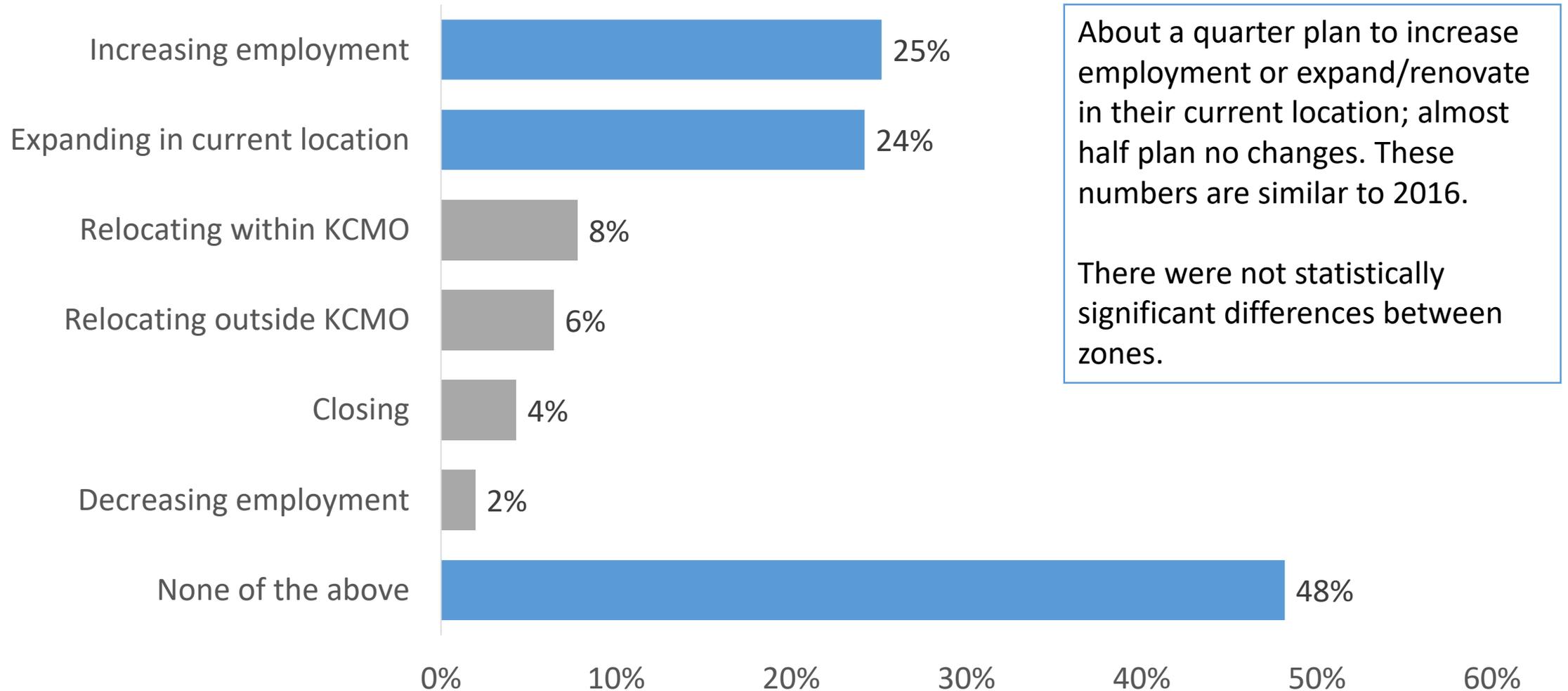


Selected Zone and Sectors: Differences in Workforce Satisfaction and Importance

The zone and sectors with lower ratings of Kansas City as a place to do business also have different perceptions of the workforce in some cases:

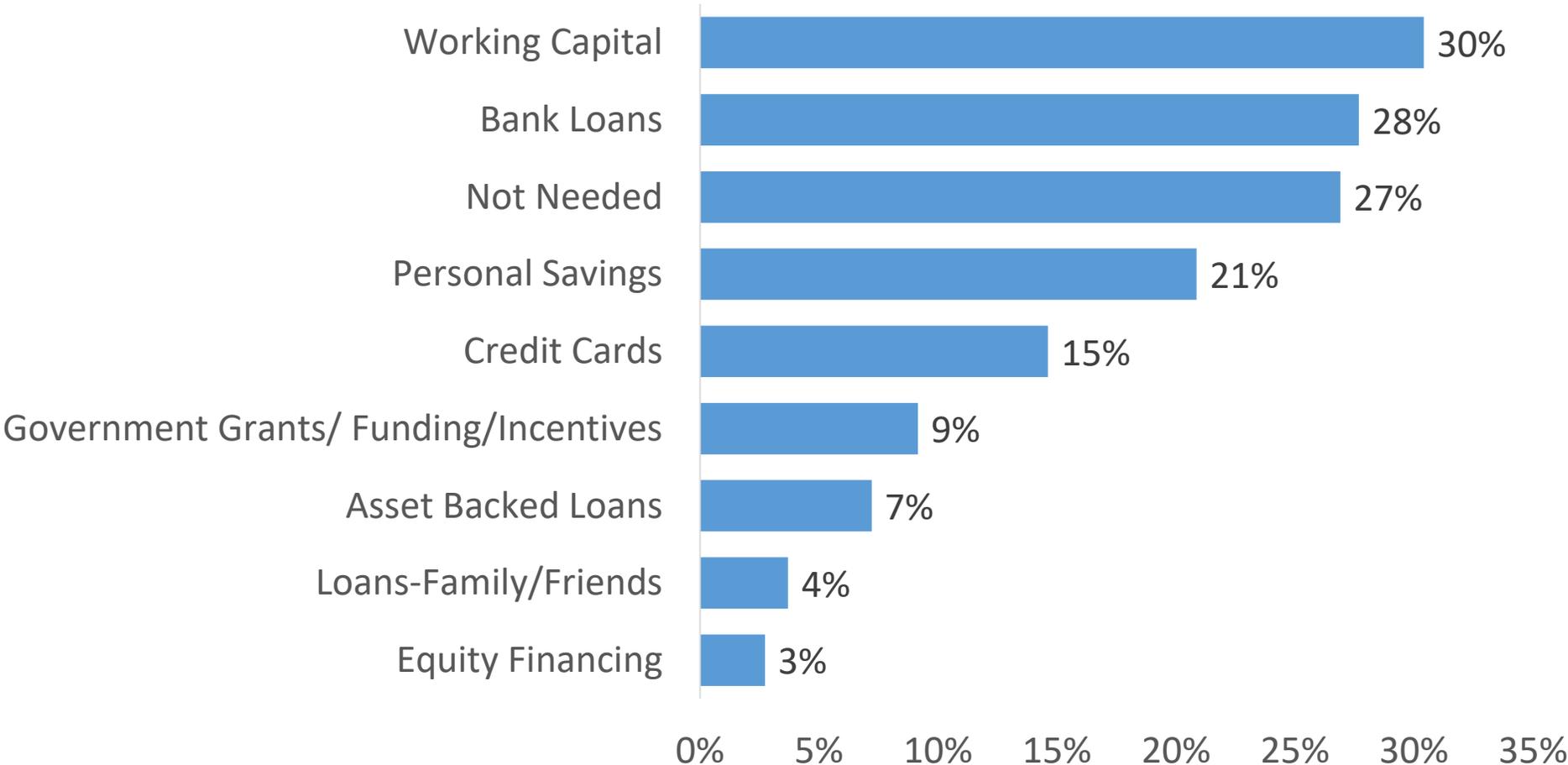
	East Zone	Supply Chain Management	Financial/Technical
Availability of workers	Lower satisfaction	Lower satisfaction	Higher satisfaction
Quality of workers		Lower satisfaction	
Stability of workers		Lower satisfaction	
Education/technical skills of workers	Lower satisfaction	Lower satisfaction	
Productivity of workers	Lower satisfaction	Lower satisfaction	
KC as a place to work		Lower satisfaction	
Most Important issue	Availability of workers	Quality of workers	Quality of workers

Businesses' Plans Over the Next Three Years



Business Finances and Structure

Sources of finances in the last 5 years



51% of businesses own their facility

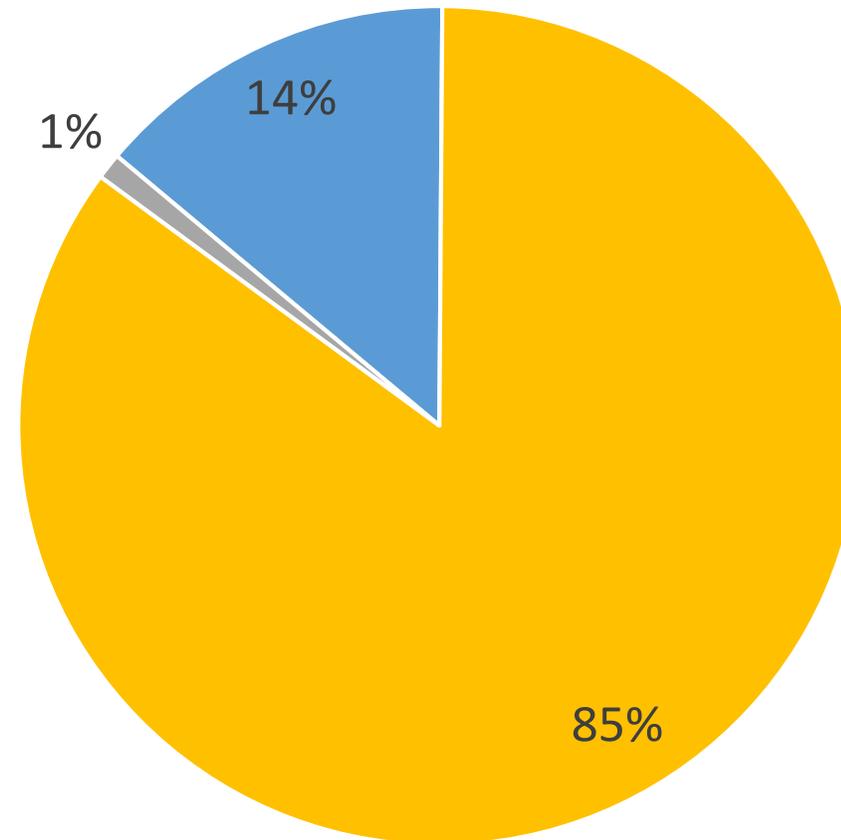
46% of businesses are members of a local business or trade association

Export Services

Does your company currently sell any products/services outside of the United States?

- Yes
- No
- Not currently but would like to

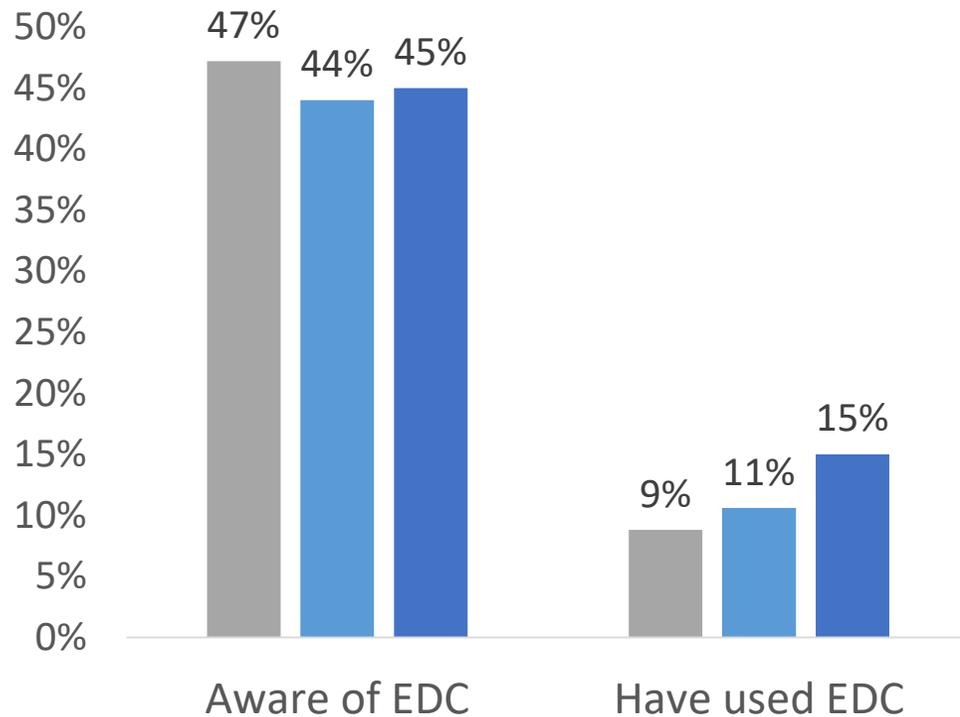
7 companies indicated that they were interested in assistance with exports (1%)



Perception of the EDC

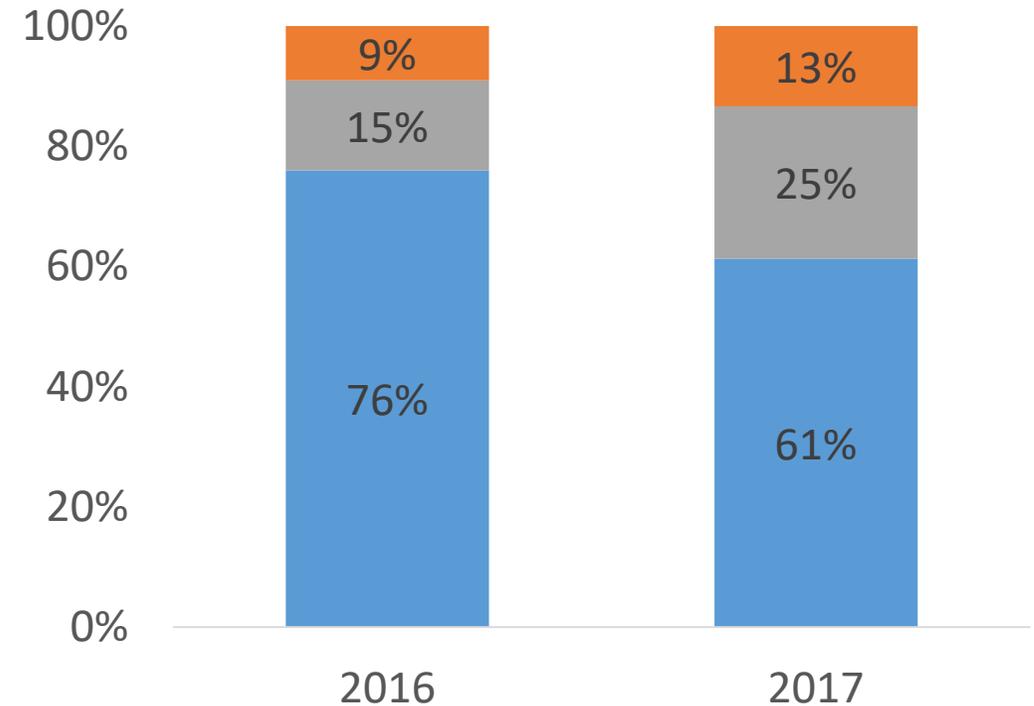
Awareness and Use of EDC

■ 2015 ■ 2016 ■ 2017



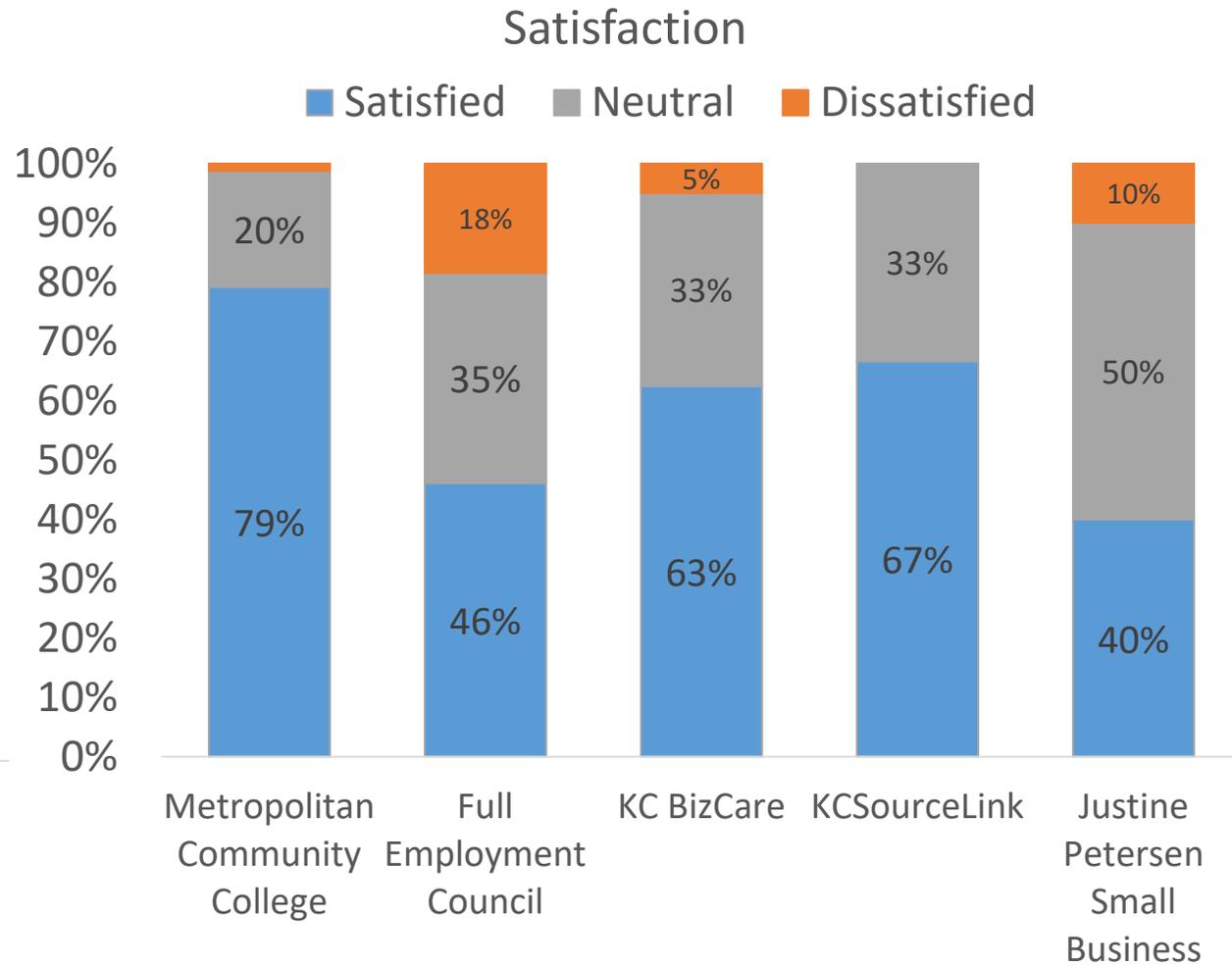
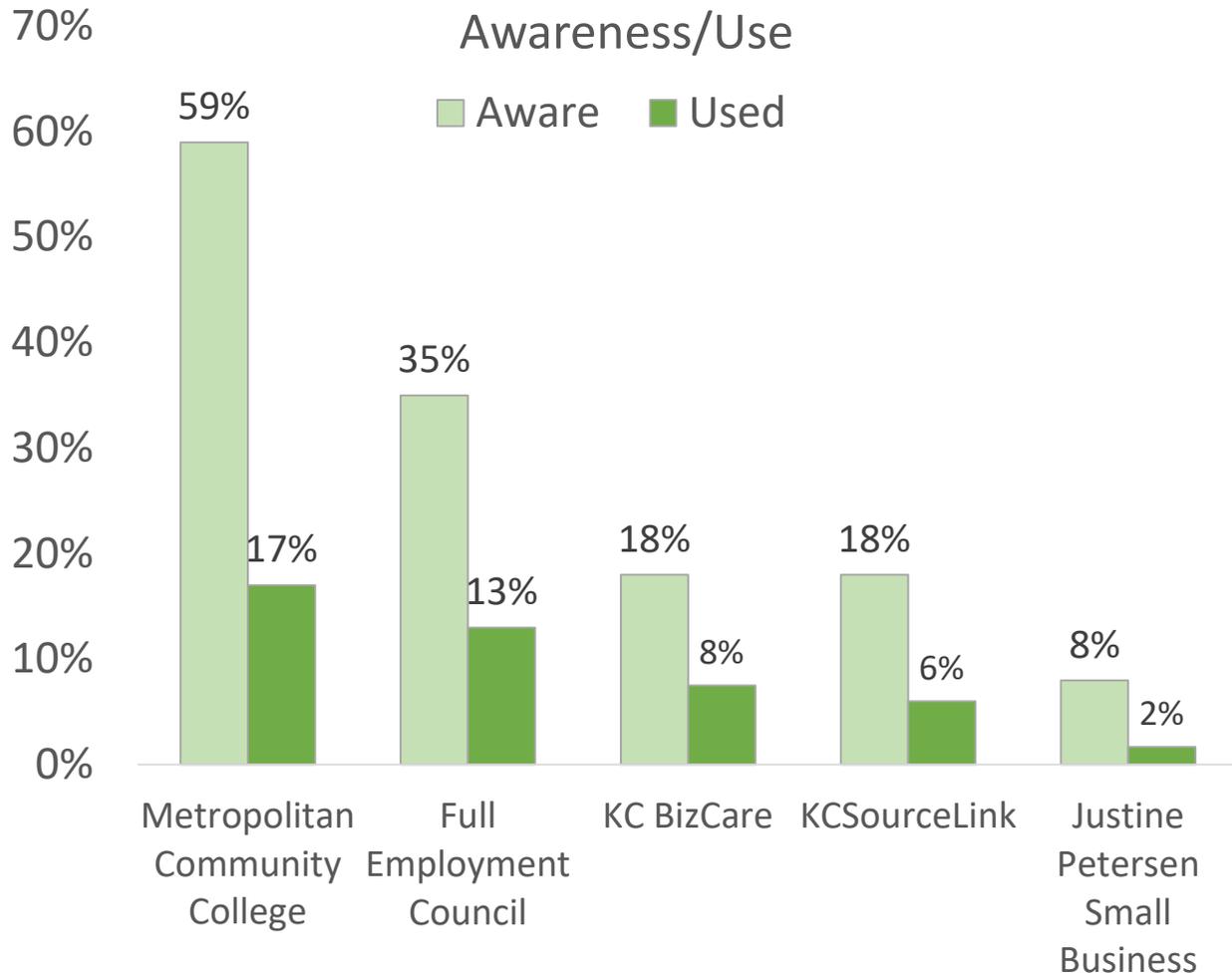
Satisfaction with EDC

■ Satisfied ■ Neutral ■ Dissatisfied



Highest awareness for an EDC services was property tax abatement (23%) followed by job/investment incentives (20%), redevelopment incentives (20%), TIF (19%), and financing (18%)

Perception of Other Business Assistance Programs



Questions?

- Bo McCall, Office of the City Manager
- Kate Bender, Office of the City Manager
- Gary Sage, Economic Development Corporation
- Kerrie Tyndall, Office of the City Manager

Full Report:
kcmo.gov/survey

2017 Kansas City, Missouri Employer Survey FINAL Results



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