

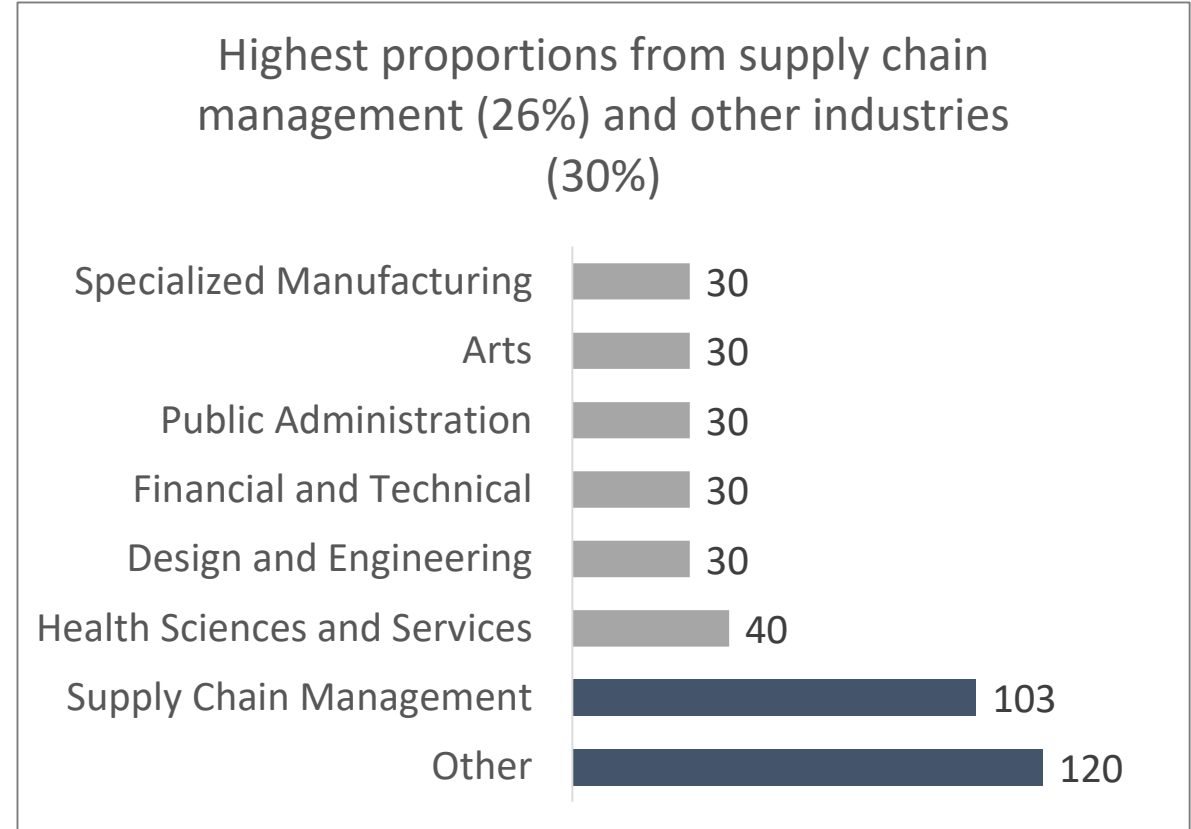
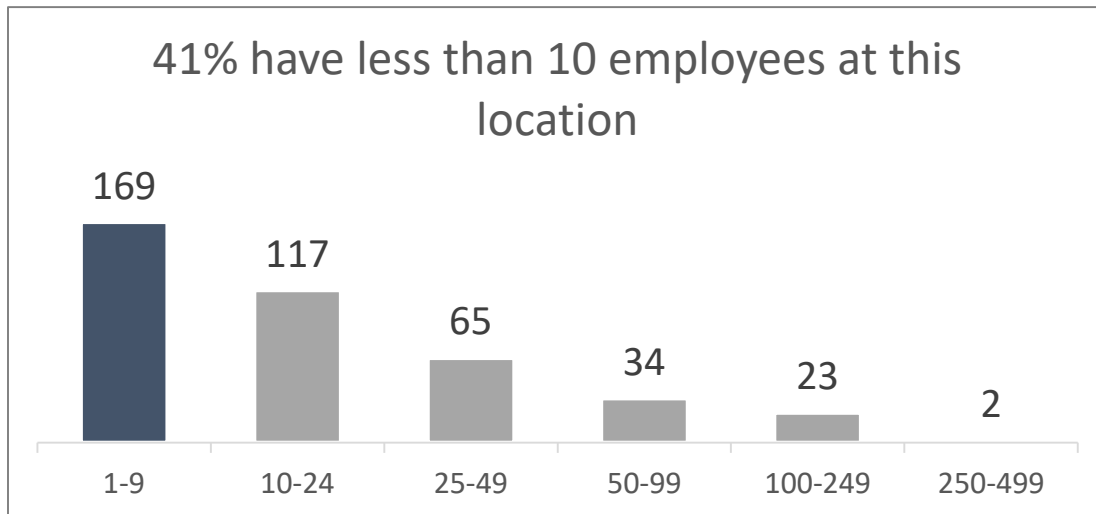
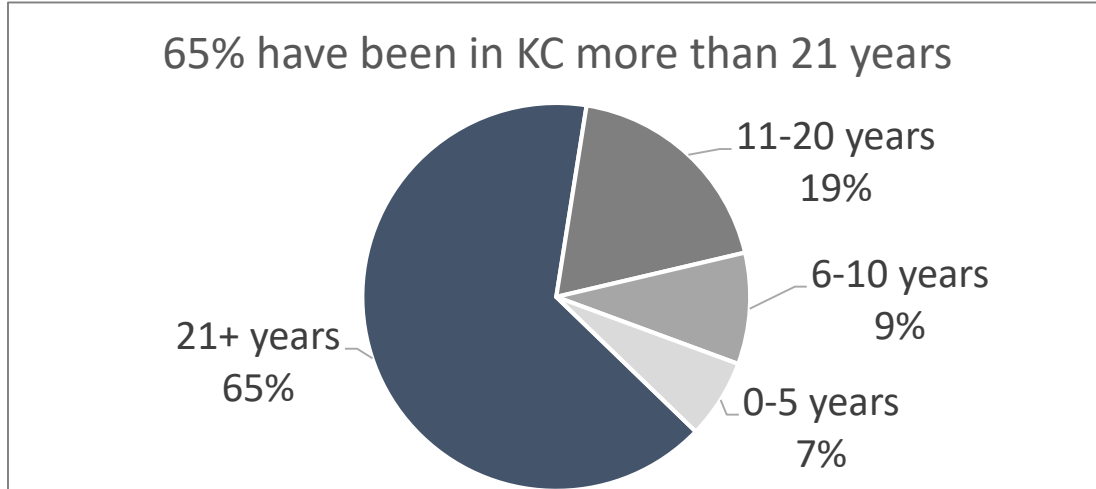
2018 Business Satisfaction Survey Results

February 7, 2019

Methodology for 7th Annual Business Survey

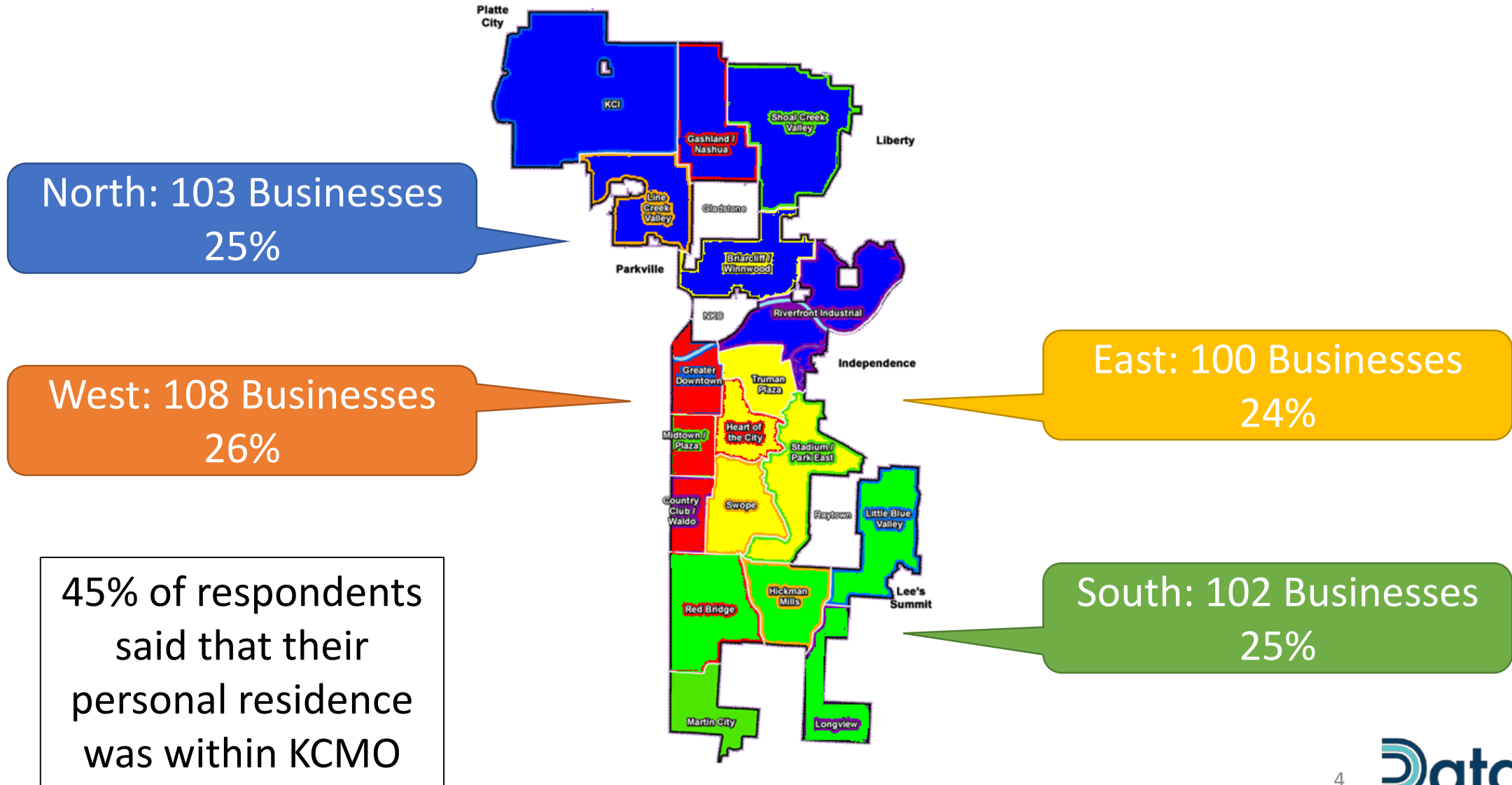
Administration method	<ul style="list-style-type: none">• Combination of mail and online
Administration timeframe	<ul style="list-style-type: none">• October - November 2018
Sample size	<ul style="list-style-type: none">• 413 businesses (minimum of 100 in each of four geographic zones)
Margin of error	<ul style="list-style-type: none">• + or - 4.8% (95% level of confidence)

Characteristics of Businesses Responding



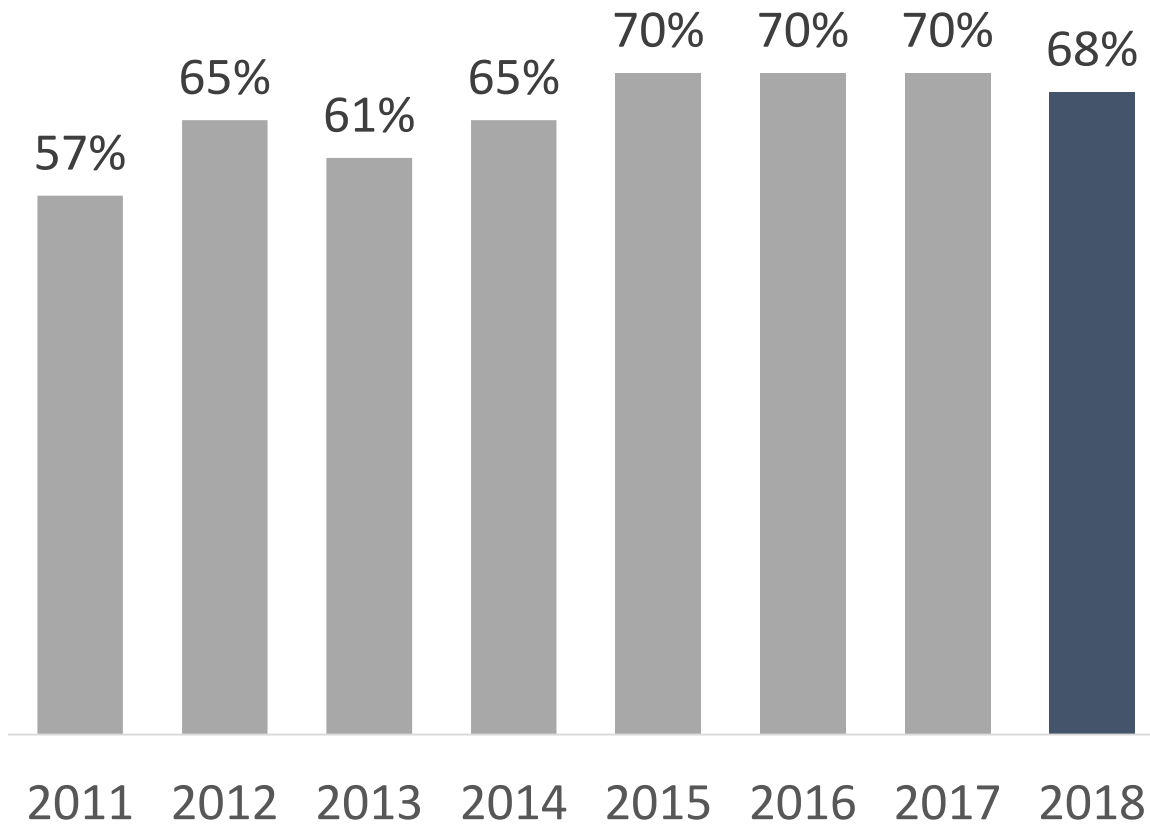
Most common under "Other": Construction (33), Other Services (29), Accommodation and Food Services (20), and Real Estate and Rental Leasing (15)

Characteristics of Businesses Responding



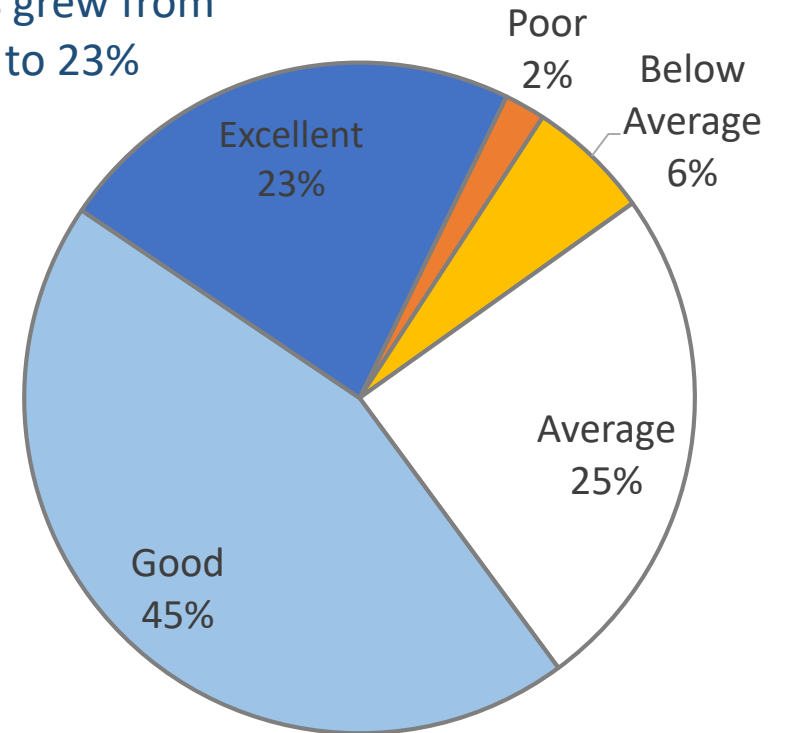
Kansas City as a Place to Do Business

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



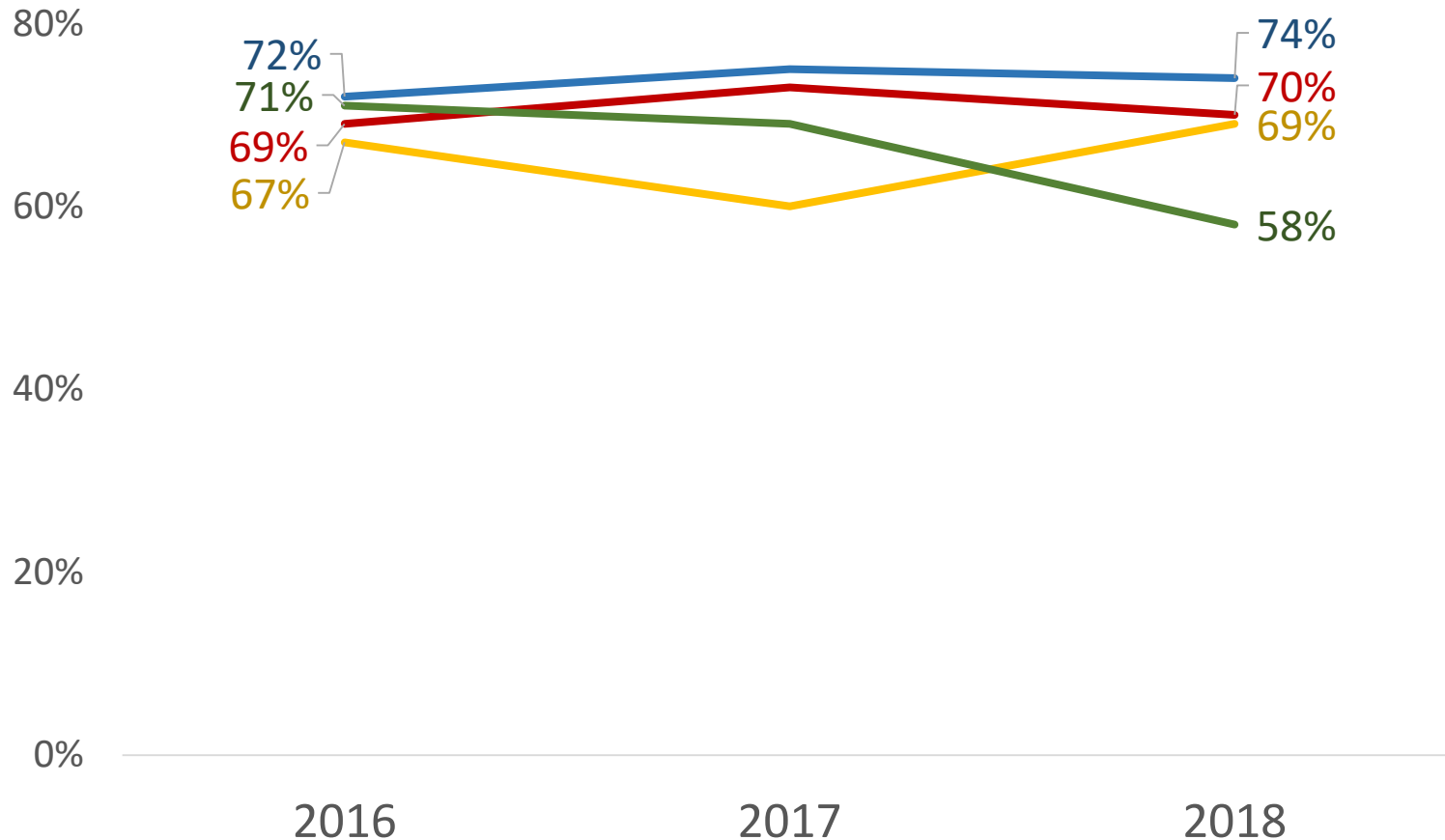
Businesses rating Kansas City as an “excellent” place to do business grew from 19% to 23%

Only 8% of businesses rate KC as a “below average” or “poor” place to do business

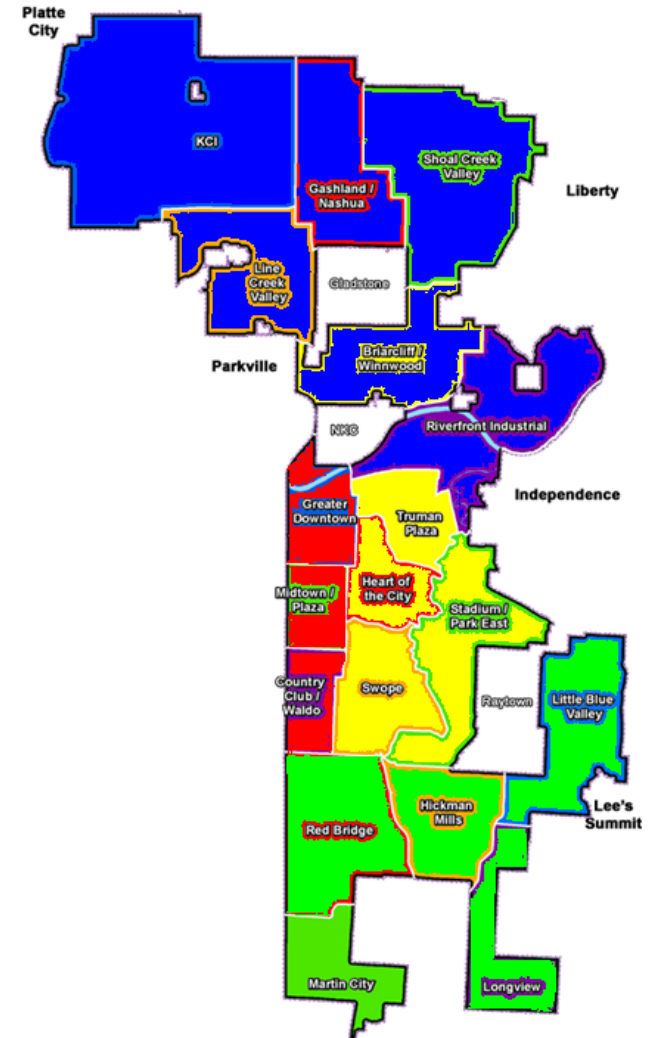


Kansas City as a Place to Do Business by Location

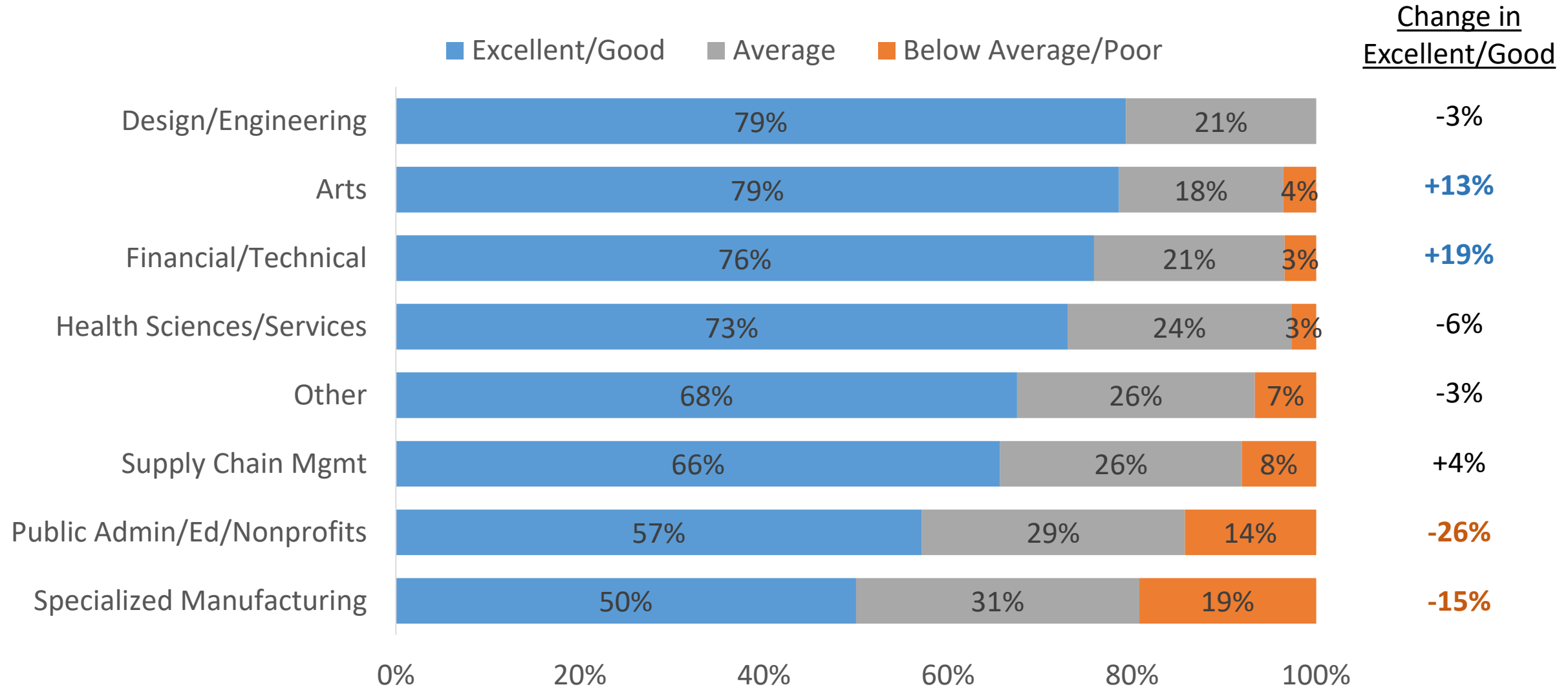
Ratings of “Kansas City as a Place to Business” improved in the East zone and declined in the South zone



- North
- West
- East
- South



KC as a Place to do Business by Sector

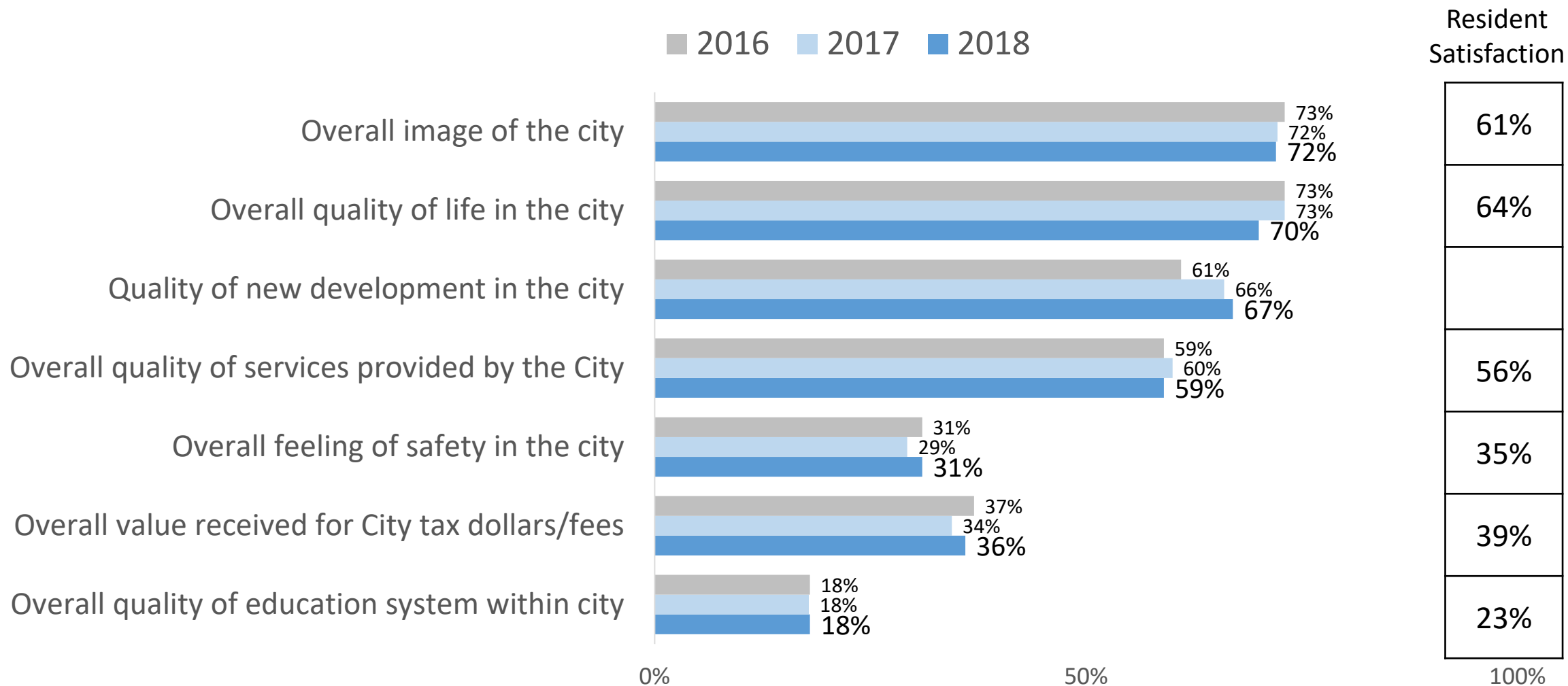


KC as a Place to Do Business by Size of Business



Perceptions of the City and City Government

No statistically significant changes in satisfaction



Most Important Factors to Keeping Your Business in the City

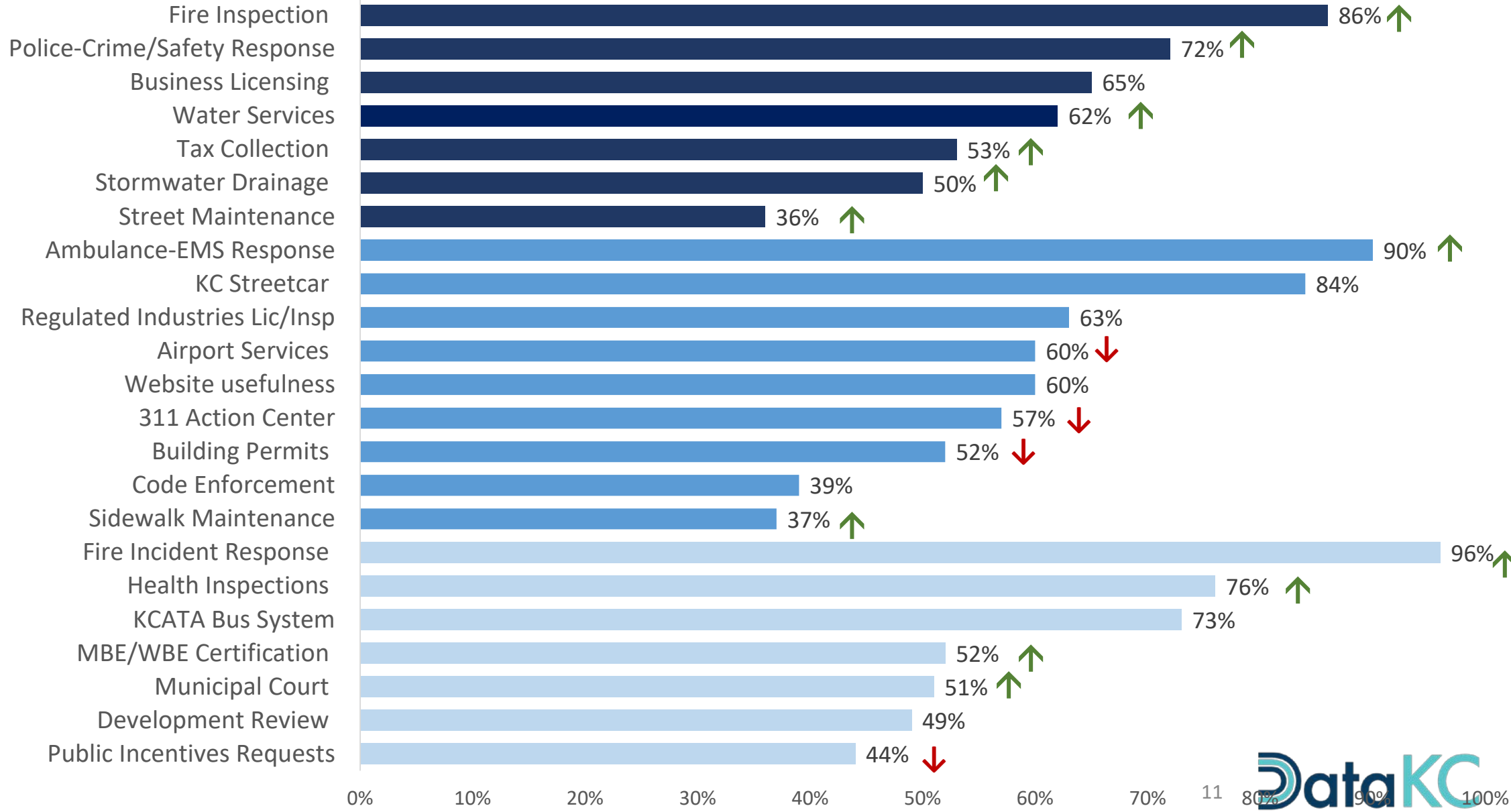
Question	2017 (% Very or Extremely Important)	2017 Rank	2018 (% Very or Extremely Important)	2018 Rank
Availability of telecommunications & other infrastructure	81%	1	84%	1
Attitude of local government toward business	80%	2	77%	2
Low crime rate	77%	3	75%	3
Availability of trained employees	70%	4	70%	4
Image of city	65%	6	65%	5
Level of taxation	64%	7	63%	6
Quality of local schools	65%	5	60%	7
Proximity of other businesses	47%	8	50%	8
Availability of public transportation	45%	11	43%	9
Availability of workforce housing for employees	42%	13	43%	10
Access to airports	45%	10	42%	11
Availability of parks and open space	46%	9	41%	12
Availability of arts, libraries, and cultural amenities	45%	12	39%	13

Comparing Satisfaction Between City Services

Used by more than 50% of businesses

Used by 25% - 50% of businesses

Used by less than 25% of businesses



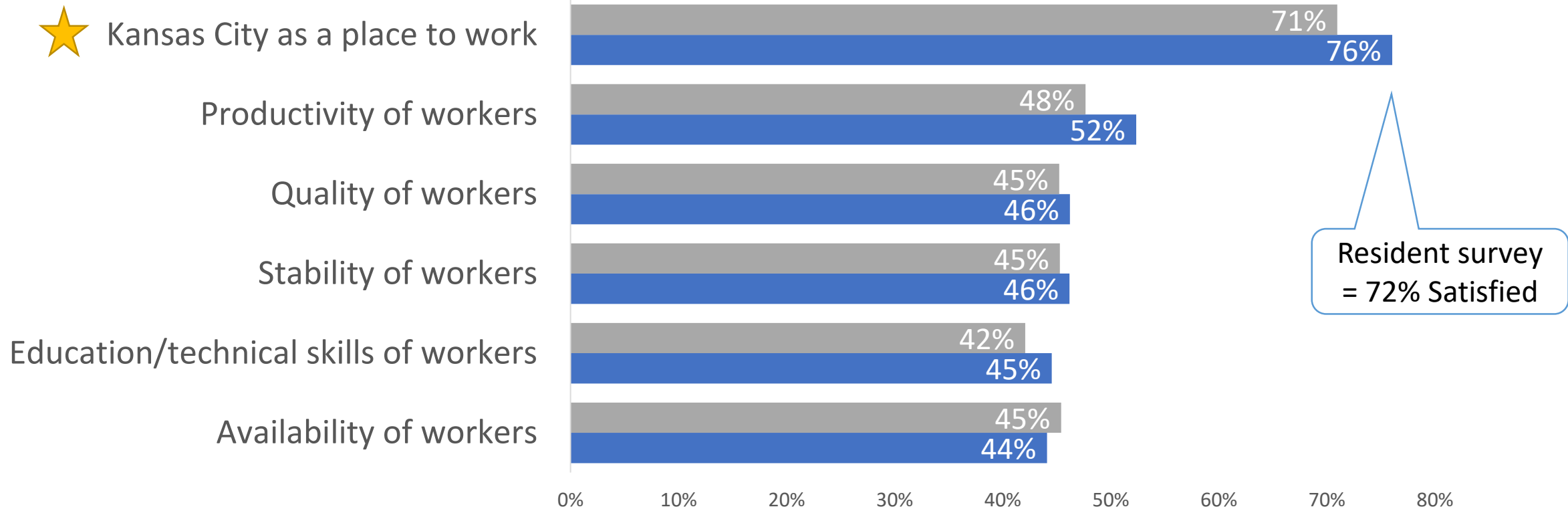
Importance-Satisfaction for City Services	Importance	Satisfaction	I-S Rank
Street Maintenance	20%	36%	1
Police-Crime/Safety Response	39%	72%	2
Water Services	18%	62%	3
Business Licensing	16%	65%	4
Building Permits	9%	52%	5
Code Enforcement	7%	39%	6
Airport Services	10%	60%	7
Stormwater Drainage	8%	50%	8
Tax Collection	8%	53%	9
Website Usefulness (kcmo.gov)	6%	60%	10
Regulated Industries Licensing/Inspections	6%	63%	11
Sidewalk Maintenance	3%	37%	12
Development Review	4%	49%	13
311 Action Center	4%	57%	14
Health Inspections	7%	76%	15
KCATA Bus System	6%	73%	16
Public Incentives Requests	2%	44%	17
Fire Inspection	8%	86%	18
Ambulance-Medical Emergency Response	11%	90%	19
MBE/WBE Certification	2%	52%	20
Municipal Court	2%	51%	21
Fire Incident Response	12%	96%	22
KC Streetcar	3%	84%	23

Business Ratings of the Workforce

Percent of Businesses Rating Good or Excellent

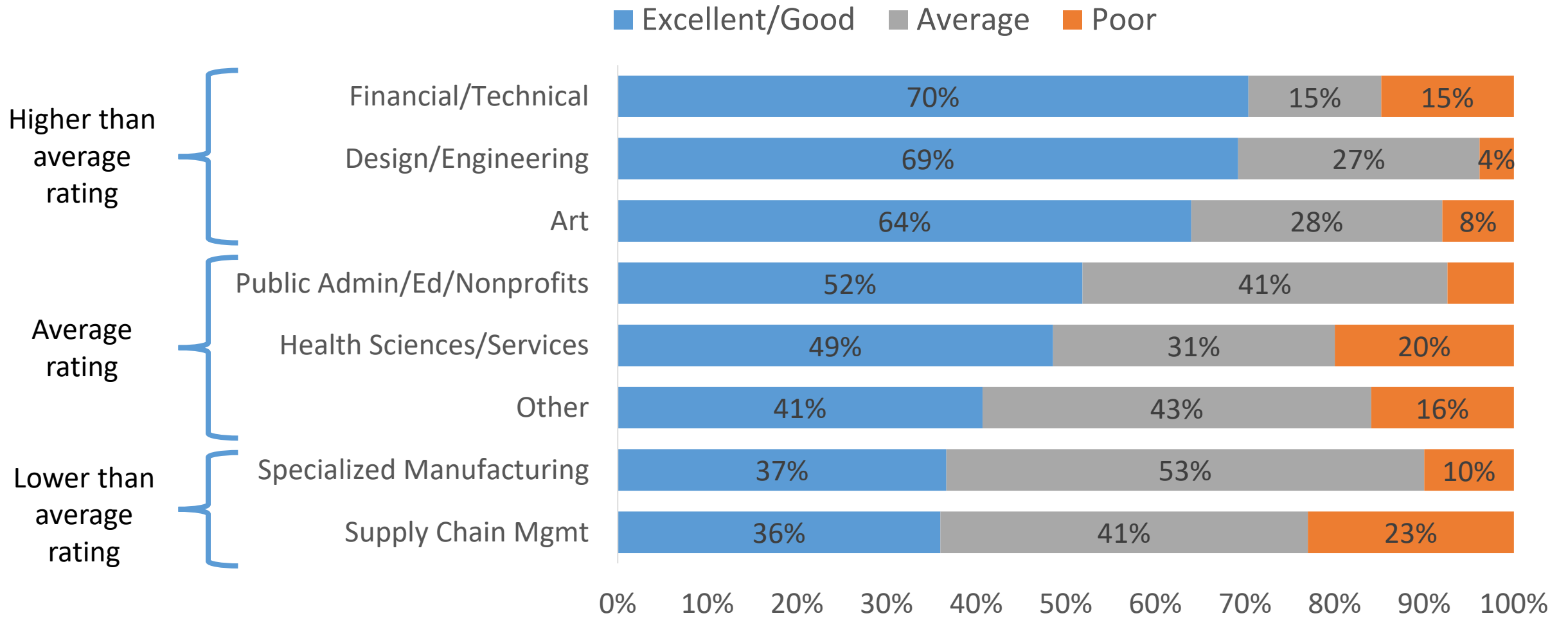
■ 2017 ■ 2018

★ Statistically significant increase



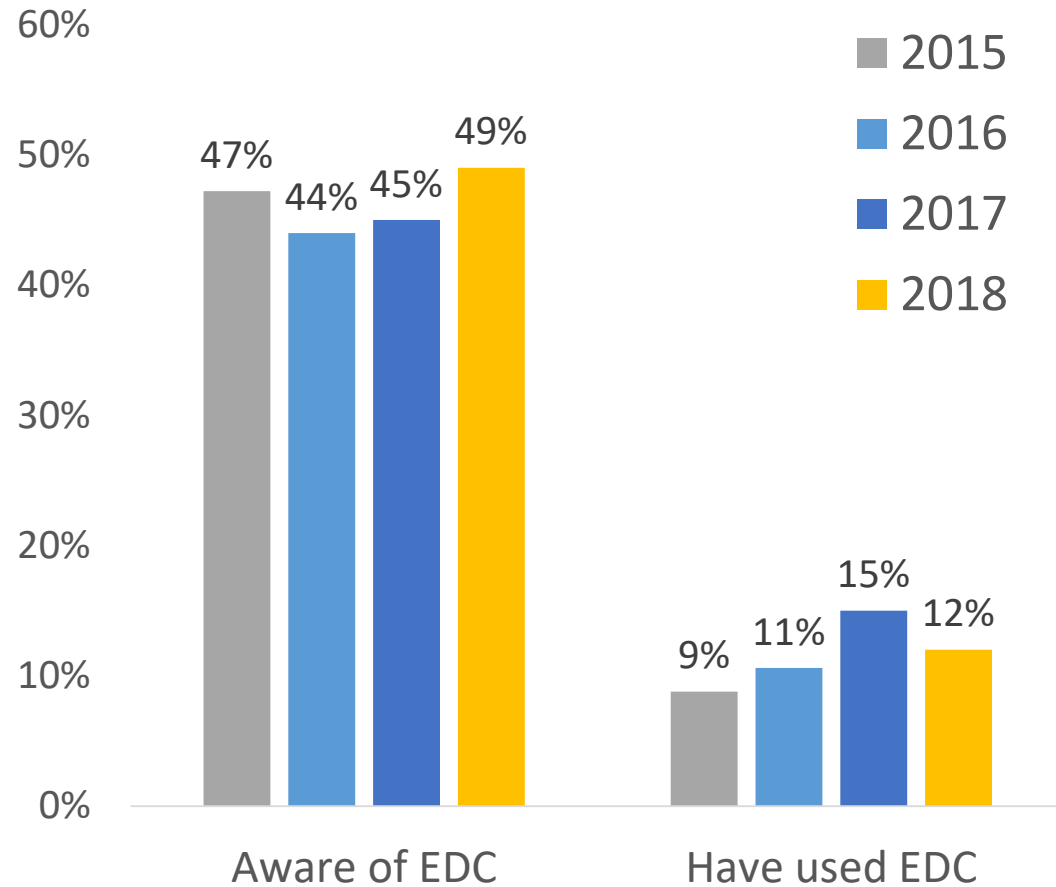
Quality is the most important factor to businesses for the workforce, followed by availability

Satisfaction with Quality of Workforce by Sector

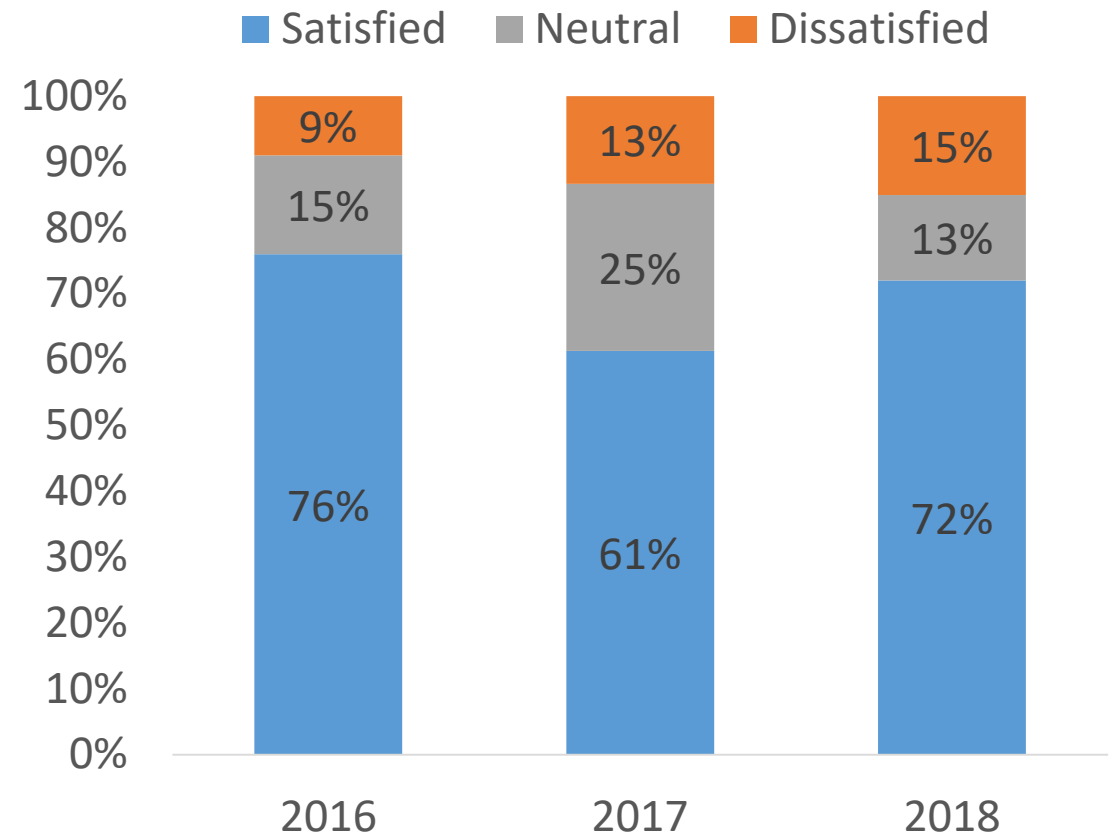


Perceptions of the EDC

Awareness and use of EDC



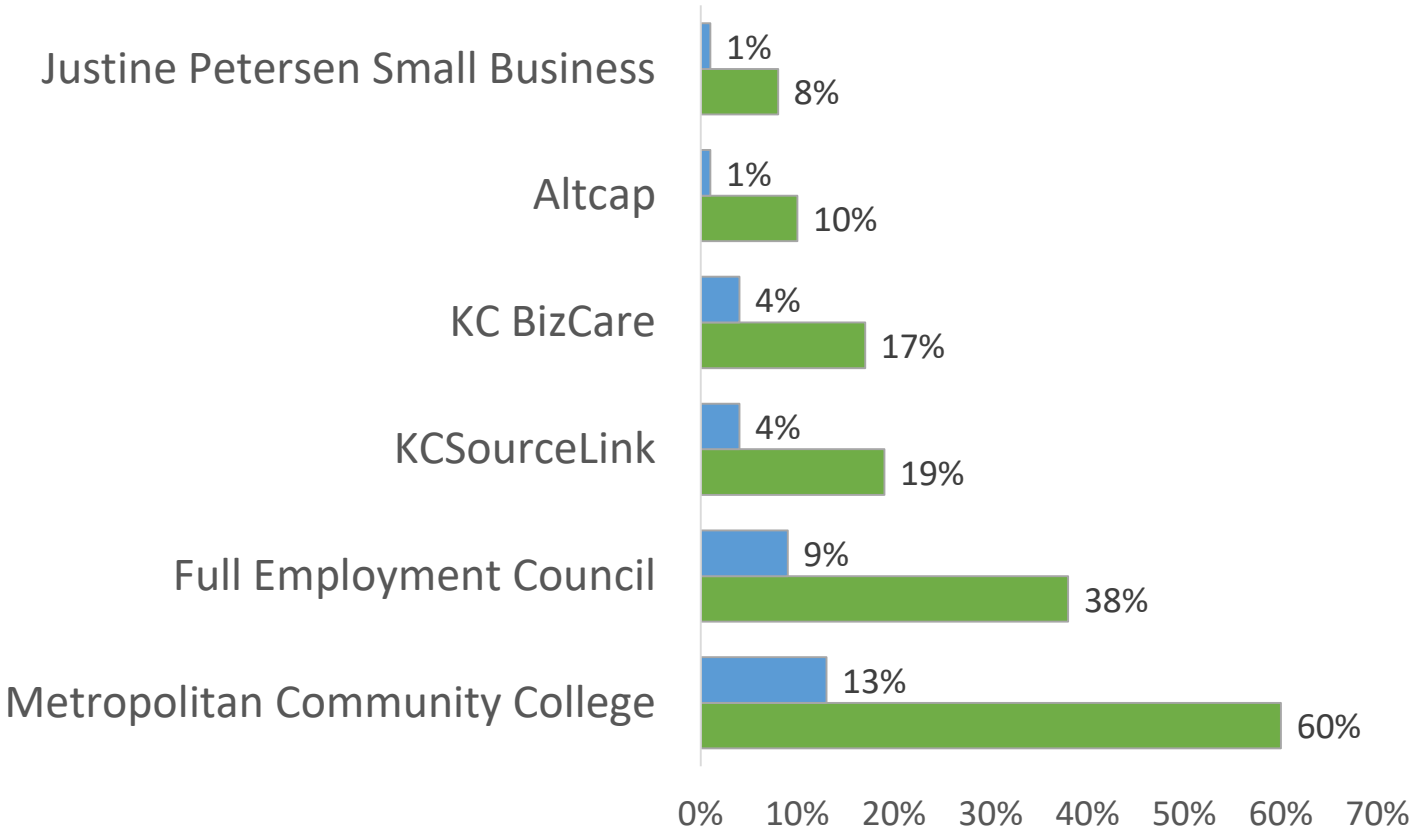
Satisfaction with EDC



Perceptions of Other Business Assistance Programs

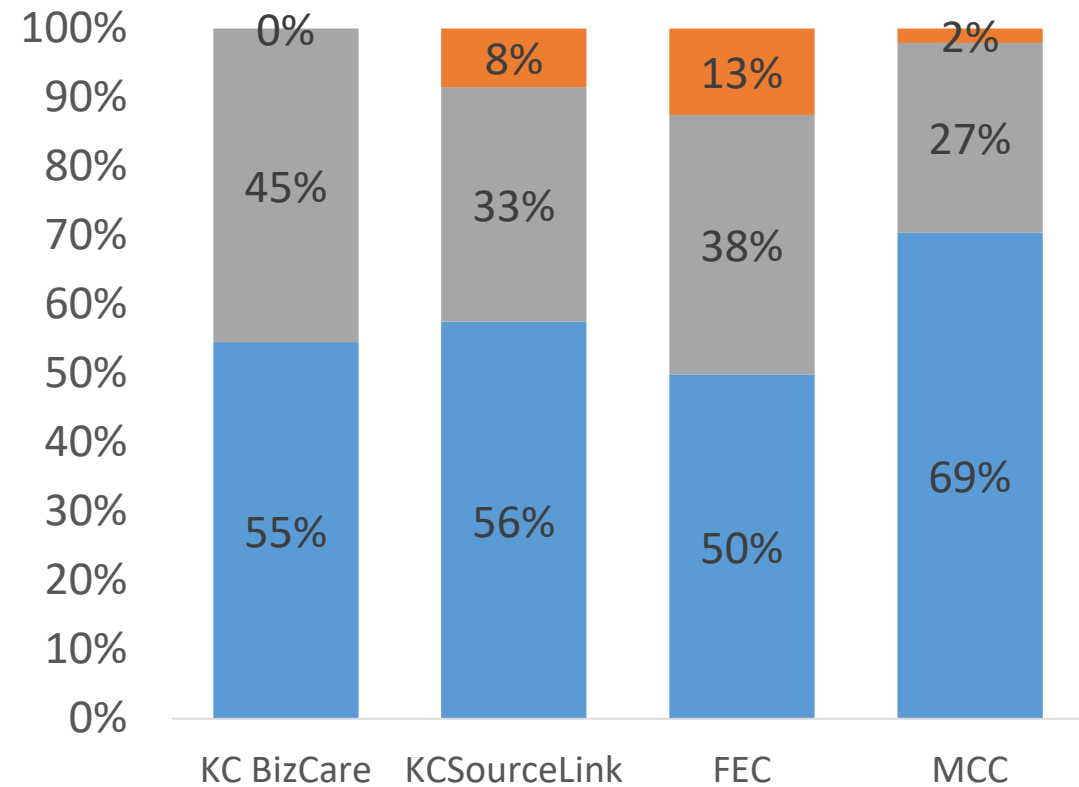
Awareness and Use

Used Aware

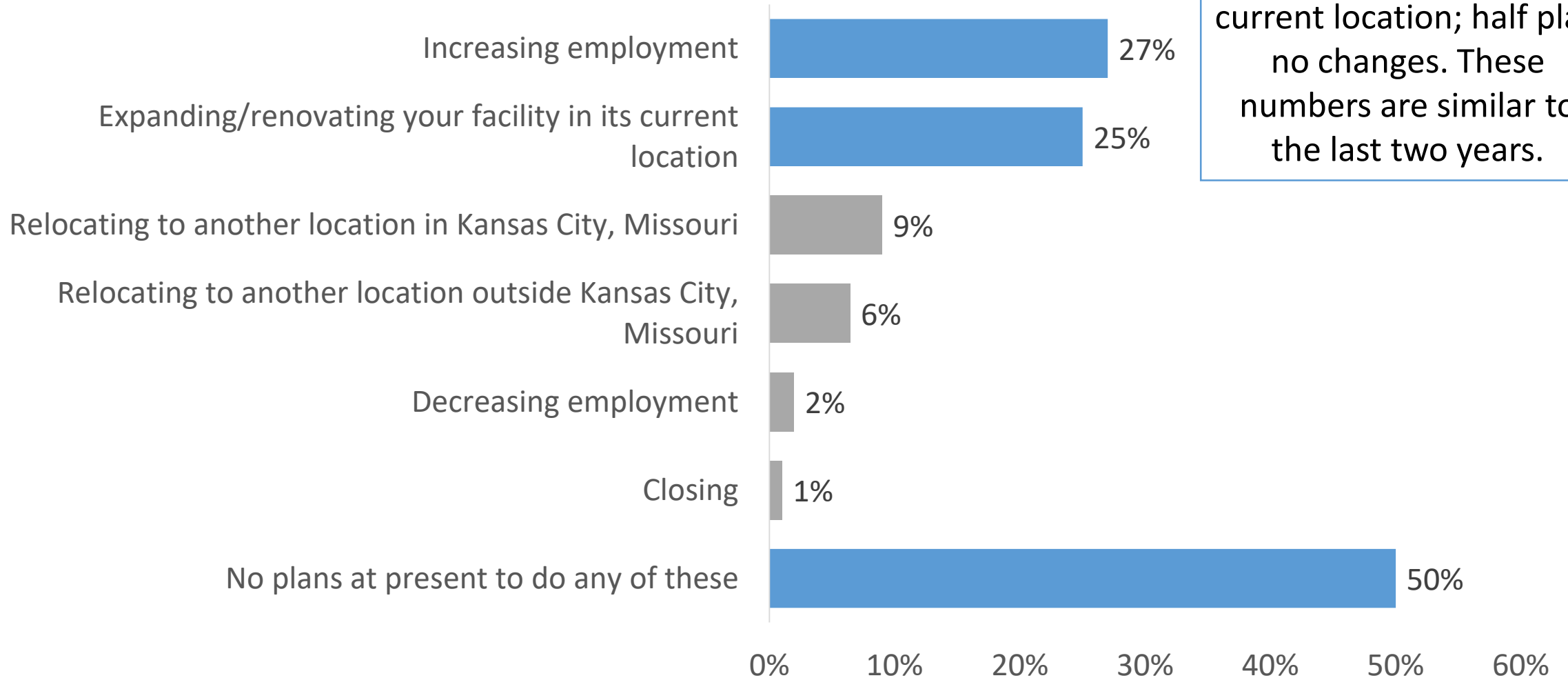


Satisfaction

Satisfied Neutral Dissatisfied



Plans Over the Next Three Years



About a quarter plan to increase employment or expand/renovate in their current location; half plan no changes. These numbers are similar to the last two years.

Plans Over Next Three Years: Details

Change	Details
Increasing employment (27%)	<ul style="list-style-type: none"> • 43% of Design/Engineering businesses; 10% of Arts businesses • Median number of new hires = 5 • Median wage = \$17.50/hour
Relocating within KCMO (9%)	<ul style="list-style-type: none"> • Most common reason cited: Expanding and need more space
Relocating outside of KCMO (6%)	<ul style="list-style-type: none"> • 44% don't know their location; 20% moving to another MO municipality; 20% moving to a KS municipality; 16% moving outside the metro • 20% (5/25) of businesses referenced taxes; other reasons include business opportunities and service issues
Decreasing employment (2%)	<ul style="list-style-type: none"> • Of the 8 businesses that said that they would be decreasing employment, half said that they would have 2-4 layoffs. • Supply chain represented 3 of the 8 businesses
Closing (1%)	<ul style="list-style-type: none"> • Of the 5 businesses that said that they were closing, 2 were due to retirement

Questions?

- Kate Bender, Office of the City Manager
- Kerrie Tyndall, Office of the City Manager
- Jim Malle, Economic Development Corporation

Full report will be posted to:

kcmo.gov/survey

Kansas City, Missouri Employer Survey

Findings Report

...helping organizations make better decisions since 1982

2018

Submitted to the City of Kansas City, Missouri
By:
ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061
January 2018

