



**SMALL BUSINESS
CELEBRATION**

APPLICATION

MR. K SMALL BUSINESS OF THE YEAR AWARD

The KC Chamber's Small Business Celebration has been a business community mainstay for more than 30 years. It's recognized as one of the largest Chamber small business celebrations in the United States. Our Celebration is a series of events where people and companies show support for the small business community within the Greater Kansas City region. To be an award recipient signifies that a company has shown growth or sustainability of their business with strong employee relations and a record of giving back to the community.

CONTACT INFORMATION

- Business Name
- Name and title of owner(s)/principal(s)
 - o (1) Mr./Mrs.
 - o (2) Mr./Mrs.
 - o (3) Mr./Mrs.
- Percentage of Ownership
 - o (1)
 - o (2)
 - o (3)
- Business Contact Information:
 - o Address
 - o City
 - o State
 - o Zip
 - o Business Phone
 - o Primary Contact Email Address
 - o Website
 - o Social Media Information (Twitter, Instagram, Facebook, LinkedIn) - If applicable
- Please designate one primary contact person for logistic purposes - please ensure that this person will be available and actively communicate with Chamber staff.
- Please designate one contact person to be listed for marketing and publicity purposes:
- Email address to be listed for marketing and publicity purposes:
- Please upload a company logo: Acceptable file types include JPG, TIF, AI, EPS, PDF
- Please upload any supplemental materials you would like our judges to see - all materials must be condensed into 1 uploaded document (e.g. PDF, DOC, JPG, MPG, MOV)

BUSINESS INFORMATION

To avoid error message, please remember EVERY blank field must be filled (0 or N/A is acceptable). If you would like to leave this survey and return later, you MUST re-enter using the same link and on the same device you used to start the application.

- Company established date (Year) ***QUALIFYING QUESTION – Legacy of Kansas City Award**
- Type of business / industry (e.g. manufacturing, retail, service):
- Main product(s) and/or service(s)
- Are you actively doing business outside the United States? Examples include buying from, selling to, or in partnership with other countries. ***QUALIFYING QUESTION – Paul Weida International Small Business Award**
- Number of employees (not eligible if over 250):
 - o Full Time
 - o Part Time
 - o In the Greater Kansas City region
 - o In 2017
 - o In 2018
 - o In 2019
- Is your business:
 - o Minority Owned?
 - o Women Owned?
 - o Disabled Owned?
 - o Veteran Owned?
 - o LGBT Owned?
- Is your business certified? If so, by who?
 - o MBE Certified
 - o WBE Certified
 - o DBE Certified
 - o VBE Certified
 - o LGBTBE Certified
- Would you like to apply for the Diverse Small Business of the Year Award? ***QUALIFYING QUESTION – Diverse Small Business of the Year Award**
- Please list three customers – to be used as references (Phone MUST be in the form of (xxx) xxx-xxxx)
 - o Name/Business Name, Phone, Email Address
 - o Name/Business Name, Phone, Email Address
 - o Name/Business Name, Phone, Email Address
- Please list your attorney, banker and accountant to be used as references. Include company name, contact name, email address and phone number.
 - o Attorney
 - Contact Name
 - Email Address
 - Phone
 - o Bank
 - Contact Name
 - Email Address
 - Phone
 - o Accountant
 - Contact Name
 - Email Address
 - Phone

BUSINESS CULTURE INFORMATION

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Please answer the following questions as they relate to your business culture and philosophies. Please keep responses to 500 words or fewer.

- Please share your company history.
- How do you differentiate yourself from your competitors?
- Explain the core values of your business.
- What are the ideals of your company? Ideals can be defined as a higher purpose that rallies support for the brand both internally and externally.
- How would you describe the culture within your business?
- Where do you see your company in 10 years? How will you get there?
- Please provide three examples of how you're demonstrating the potential necessary for long-term business success.
- Please provide evidence of success as measured by sales or capital raised throughout the business life.
- Through strategic decision-making, allocation of resources and the establishment of company priorities, please describe how the company's executive team exhibits visionary and insightful leadership when confronting and resolving true or perceived business inequities.
- Provide examples for how your business contributes to the development of a diverse, inclusive culture within your organization and the Greater Kansas City regional community.
- Describe how your business promotes and facilitates equitable education and social engagement with and between people of different ethnic or religious backgrounds, socio-economic status, sexual orientation and/or physical and mental capabilities.
- Please submit three 200-word testimonials supporting your company's quality service and/or value to the regional community.
 - o Testimonial 1
 - o Testimonial 2
 - o Testimonial 3

ANNUAL REVENUE INFORMATION

To avoid error message, please remember EVERY blank field must be filled (0 or N/A is acceptable). If you would like to leave this survey and return later, you MUST re-enter using the same link and on the same device you used to start the application.

Please select the appropriate annual revenue range:

- 2017
 - o \$100,000 - \$200,000
 - o \$200,000 - \$500,000
 - o \$500,000 - \$1,000,000
 - o \$1,000,000 - \$3,000,000
 - o \$3,000,000 - \$5,000,000
 - o \$5,000,000 +
- 2018
 - o \$100,000 - \$200,000
 - o \$200,000 - \$500,000
 - o \$500,000 - \$1,000,000
 - o \$1,000,000 - \$3,000,000
 - o \$3,000,000 - \$5,000,000
 - o \$5,000,000 +
- 2019

- \$100,000 - \$200,000
- \$200,000 - \$500,000
- \$500,000 - \$1,000,000
- \$1,000,000 - \$3,000,000
- \$3,000,000 - \$5,000,000
- \$5,000,000 +
- 2018
 - % revenue growth
 - % profitability growth
 - % employee growth
- 2019
 - % revenue growth
 - % profitability growth
 - % employee growth

Those applicants advancing to the Top 20 for the Mr. K Small Business of the Year Award shall be asked to submit additional financial statements including their actual revenue numbers in 2017, 2018 and 2019 and legal background information to validate the information provided on this application. This review shall be conducted by an independent accounting firm and will remain completely confidential. If you are within the Top 20, you will be asked to directly contact the accounting firm – the Chamber is **never** directly involved with this process. Failure to comply may result in disqualification from Top 10 candidacy.

Recent economic conditions should NOT deter any qualified applicant. They will be taken into account when judging employee revenue and growth. If you would like to explain or annotate your revenue details, you may do so with a supplementary document.

- What percentage of your current business comes from the following areas:
 - Greater Kansas City
 - The United States (outside of Greater Kansas City)
 - International – please specify countries:

EMPLOYEE RELATIONS INFORMATION

To avoid error message, please remember EVERY blank field must be filled (0 or N/A is acceptable). If you would like to leave this survey and return later, you MUST re-enter using the same link and on the same device you used to start the application.

Please identify the programs and benefits you offer to your employees using the checklists below. Keep in mind, judges pay close attention to those benefits that go above and beyond the industry standard.

*Indicate percentage or amount provided by employer where applicable.

- Benefits
 - Health Insurance*
 - Dental Insurance*
 - Life insurance*
 - Disability Insurance*
 - Vacation time
 - Sick time
 - Personal time
 - Parental leave*
 - PTO (if bundled)
 - Employee assistance programs
 - Flexible work schedules
 - Stock option programs*
 - Profit sharing programs*

- Cafeteria/Dining plans*
- 401(k)*
- Team bonuses
- Tuition reimbursement*
- Health & Wellness / Gym facilities or membership reimbursement
- Other (please provide details)
- Training and empowerment
 - Leadership training
 - Technology training
 - Trauma Awareness training
 - First Aid training
 - Mental Health First aid training
 - Reimbursement/training for certifications*
 - Company loans for continuing education*
- Other personnel benefits:
 - On-site childcare services
 - Personal concierge service for employees
 - Employee recognition programs
 - Employee wellness programs (e.g. Corporate Challenge, KC Crew, etc.)
 - Other (please provide details)
- How do you engage your employees?

DIVERSITY & INCLUSION INFORMATION

To avoid error message, please remember EVERY blank field must be filled (0 or N/A is acceptable). If you would like to leave this survey and return later, you MUST re-enter using the same link and on the same device you used to start the application.

- Percentage of employees
 - American Indian/Alaskan National
 - Asian/Pacific Islander
 - Black, Non-Hispanic
 - Latinx or Hispanic
 - White, Non-Hispanic
 - Male
 - Female
 - Disabled
 - LGBT
 - Veteran
 - Prefer not to disclose
 - Other
- Percentage of workforce
 - American Indian/Alaskan National
 - Asian/Pacific Islander
 - Black, Non-Hispanic
 - Latinx or Hispanic
 - White, Non-Hispanic
 - Male
 - Female
 - Disabled
 - LGBT
 - Veteran
 - Prefer not to disclose
 - Other

- Percentage of management
 - o American Indian/Alaskan National
 - o Asian/Pacific Islander
 - o Black, Non-Hispanic
 - o Latinx or Hispanic
 - o White, Non-Hispanic
 - o Male
 - o Female
 - o Disabled
 - o LGBT
 - o Veteran
 - o Prefer not to disclose
 - o Other
- Percentage of executive leadership
 - o American Indian/Alaskan National
 - o Asian/Pacific Islander
 - o Black, Non-Hispanic
 - o Latinx or Hispanic
 - o White, Non-Hispanic
 - o Male
 - o Female
 - o Disabled
 - o LGBT
 - o Veteran
 - o Prefer not to disclose
 - o Other
- Percentage of board of directors (if not applicable, please fill in "0")
 - o American Indian/Alaskan National
 - o Asian/Pacific Islander
 - o Black, Non-Hispanic
 - o Latinx or Hispanic
 - o White, Non-Hispanic
 - o Male
 - o Female
 - o Disabled
 - o LGBT
 - o Veteran
 - o Prefer not to disclose
 - o Other

COMMUNITY SERVICE INFORMATION

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- Please identify the programs and benefits you offer to your employees using the checklists below.
*Indicate percentage or amount provided by employer where applicable.

- Paid time off for community service*
- Company-wide or team community service projects
- Pro bono service or products to benefit non-profit organizations*
- Financial support of non-profit organizations
- Employer matching program for charitable giving*
- Board involvement
- How does your company make a difference in the Greater Kansas City region through community service?
- What are your plans for future community service efforts in the Greater Kansas City region?
- Why is it important for companies to be actively involved in the Greater Kansas City community?
- If you have a specific area of interest within your community support efforts, please explain why it is important to your company.

The following sections will appear only if you qualify or wish to apply for the Diverse Small Business of the Year, the Paul Weida International Small Business of the Year, or the Legacy of Kansas City Award.

DIVERSE SMALL BUSINESS OF THE YEAR INFORMATION

Prepare answers for the following questions as they relate to your business culture and philosophies.

- Company history with a description of the services provided.
- Does your company maintain membership in any diverse chambers of commerce or business associations? If so, please list:
- Does your company have a formal DEI Policy in place? If so, please provide.
- Is DEI recognized in your company's mission, vision, and/or stated values? If so, please provide all that apply.
- Is DEI recognized/shown in your company's marketing materials? Examples can include social media, website, print, podcast or webcast, broadcast, outdoor, experiential. If so, please provide context/elaborate.
- Does your company offer any internal policies/practices in the past year to ensure equity and support DE&I? Examples can include, but are not limited to diverse council or committee, domestic partner benefits, employee resource groups, DEI professional development, diverse procurement/vendor sourcing. If so, please elaborate.
- Has your company received any recognition for your work in the DEI space?
- Does your company support or engage in partnerships with non-profits that strengthen underserved communities? (May include pro bono services)
- Has any member of your team supported or attended awareness-raising networking events, forums, and/or conferences on DEI? If so, please list.
- Does your company have disability access and/or services at your facilities? If so, how often do you evaluate accessibility?
- If your company is diverse owned, what major obstacles have been confronted and how have you overcome those obstacles?
- Please provide any additional examples of how the company contributes to the development of a diverse, equitable and inclusive Greater Kansas City community.

PAUL WEIDA INTERNATIONAL SMALL BUSINESS OF THE YEAR AWARD INFORMATION

Prepare answers for the following questions as they relate to your business culture and philosophies.

- Company history with a description of the services provided.
- Does your company have an international business plan integrated into the long-term growth strategy? If yes, does that plan focus on one or multiple markets?

- Do you consider your business active in international research and identification of new markets beyond sales resulting from customers who approached you first? What steps are you taking to seek new business from customers who approach you? What steps are being taken to ensure further international trade is conducted?
- What are the challenges/barriers your company has faced as a trade business and how have they been overcome?
- Please provide examples of how your business contributes to the development of international business in the Greater Kansas City region. Does your company take an active role in the international region? Does your company take an active role in the international business community?
- How do you engage your employees to create an “international trade” culture? Do you encourage/offer additional training and education on international business?

LEGACY OF KANSAS CITY AWARD INFORMATION

Prepare answers for the following questions as they relate to your business culture and philosophies.

- Company history with a description of the services provided.
- Why do you believe your business has been a staple in the Greater Kansas City region?
- How does your company make a difference in Greater Kansas City through community service? Please provide examples of how the community at large has benefited from your community service efforts over the years.
- How has your company engaged your employees? Please provide examples of employee programs, resources, etc. that are unique to your company.
- What challenges has your company faced in the past and how have you addressed and overcome these? Please provide specific examples.