

**SMALL BUSINESS  
CELEBRATION**

# APPLICATION

## 2022 Small Business of the Year Application

### CONTACT INFORMATION

To avoid error messages, please remember EVERY blank field (except those marked optional) 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. **DO NOT SKIP ANY QUESTIONS.**

Business Name:

Headquartered in the Greater Kansas City Region?

Yes (1)

No (2)

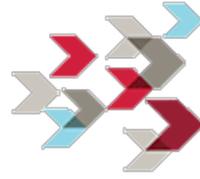
*Eligibility limited to small businesses headquartered in the Greater Kansas City Region.*

Name and title of owner(s)/principal(s):

(1) Mr./Ms.

(2) Mr./Ms.

(3) Mr./Ms.



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Percentage of ownership:

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_

Business contact information:

Address

City

State

Zip

Business Phone

Primary Contact Email Address

Website

Social Media Information, if applicable

Twitter

Instagram

Facebook

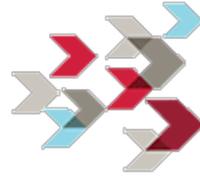
LinkedIn

Other

Please designate one primary contact person - please ensure that this person will be available and actively communicate with Chamber staff.

Name

Email



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Please designate one contact person to assist with marketing needs.

Name

Email

Please upload a business logo: Acceptable file types include JPG, TIF, AI, EPS, PDF (*Optional*)

Please upload any supplemental materials—all materials must be condensed into one uploaded document (e.g. PDF, DOC, JPG, MPG, MOV) (*Optional*)

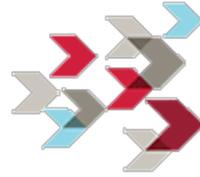
## **BUSINESS INFORMATION**

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Recent economic conditions should NOT deter any qualified applicant. They will be taken into account when judging revenue and 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 2019, 2020 and 2021 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.*

In what year was your business established?

The Emerging Business Award is available to businesses established three years ago or less. You can find the application covering the Emerging Business Award, Small Business Equity Award, and Paul Weida International Business Award at [https://survey.co1.qualtrics.com/jfe/form/SV\\_ekvAJIIYyGEBk10](https://survey.co1.qualtrics.com/jfe/form/SV_ekvAJIIYyGEBk10).



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Please describe the industry in which your business operates. What should the judges know about your industry as they review your application?

Please describe your company history. *(Displays for companies established in 2007 or earlier, that qualify for the Legacy of Kansas City Award.)*

Why do you believe your your business has been a staple in the Greater Kansas City region? *(Displays for companies established in 2007 or earlier, that qualify for the Legacy of Kansas City Award.)*

What challenges has your company faced in the past and how have you addressed and overcome these? Please provide specific examples. *(Displays for companies established in 2007 or earlier, that qualify for the Legacy of Kansas City Award.)*

Please describe your business model, including brief descriptions of the key products and services you provide, your customers, and how you differentiate your offerings.

Are you actively doing business outside the United States? (Examples include buying from, selling to, or in partnership with other countries.)

Yes

No

How many employees does your business have? (Please note: companies with more than 250 employees are not considered eligible small businesses.)

In 2019:

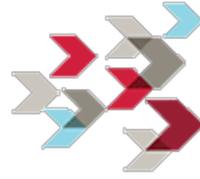
Full Time:

Part Time:

In 2020:

Full Time:

Part Time:



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In 2021:

Full Time:

Part Time:

How much revenue did your business generate in each of the following

years? In 2019:

Less than \$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 +

In 2020:

Less than \$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 +

In 2021:

Less than \$200,000

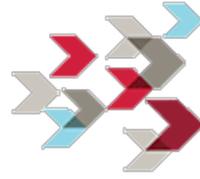
\$200,000 - \$500,000

\$500,000 - \$1,000,000

\$1,000,000 - \$3,000,000

\$3,000,000 - \$5,000,000

\$5,000,000 +



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Please use the following ratios to describe your business's growth over the past three years.

In 2019:

- % revenue growth
- % profitability growth
- % employee growth

In 2020:

- % revenue growth
- % profitability growth
- % employee growth

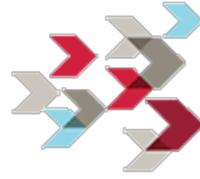
In 2021:

- % revenue growth
- % profitability growth
- % employee growth

(OPTIONAL) Please use this space to explain any positive or negative trends that appear in the data you have provided above. For instance, if your revenue has grown, but your profitability has not, why is that the case? Was your business impacted by political or economic factors that hampered growth? In those circumstances, how did your business demonstrate resiliency?

Is your business:

- Minority Owned? (1)
- Women Owned? (2)
- Disabled Owned? (3)
- Veteran Owned? (4)
- LGBT Owned? (5)
- None of the above. (6)



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## **EMPLOYEE RELATIONS INFORMATION**

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Please describe the unique benefits that you provide for employees.

What opportunities do you provide for your employees to grow in their roles and receive training? (e.g. leadership training, first aid or CPR training, tuition reimbursement, professional development...)

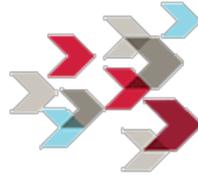
What do you do to make your employees feel valued? (e.g. employee recognition, employee feedback process, perks...)

Give an example of how you created a supportive work environment for an employee or employees in need.

## **DIVERSITY, EQUITY & INCLUSION INFORMATION**

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This section poses questions that reference people of under-represented and marginalized groups.



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Please provide information describing the demographics of your employees, leadership, and board, in percentages:

Employees (not including management or executive leadership):

**Percentage Minority Workforce** (Latino | Black/African American | Asian | Native Hawaiian or Pacific Islander | American Indian or Alaska Native | Two or more races)

**Percentage Women Workforce**

**Percentage Disabled Workforce**

**Percentage Veteran Workforce**

Management and executive leadership:

**Percentage Minority Management** (Latino | Black/African American | Asian | Native Hawaiian or Pacific Islander | American Indian or Alaska Native | Two or more races)

**Percentage Women Management**

**Percentage Disabled Management**

**Percentage Veteran Management**

Board of Directors (if not applicable, fill in zero)

**Percentage Minority Board Members** (Latino | Black/African American | Asian | Native Hawaiian or Pacific Islander | American Indian or Alaska Native | Two or more races)

**Percentage Women Board Members**

**Percentage Disabled Board Members**

**Percentage Veteran Board Members**

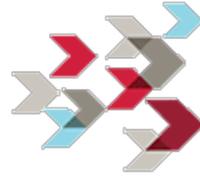
How has the demographic makeup of your business changed over time?

Does your business have a formal Diversity, Equity, and Inclusion policy in place?

Yes

No

Please upload your Diversity, Equity, and Inclusion policy if you have one in place.



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Describe your strategies around making your business an inclusive work environment, if you have not yet implemented a DEI plan.

What resources does your business offer to support diverse employees? (E.g. employee resource groups, DEI training, or leadership development programs...)

How does your business support diverse businesses in the KC region? (E.g. procurement/vendor development programs, buying local, membership in any identity- or affinity-based chambers of commerce, business associations, etc.)

Does your business have disability access and/or services above ADA compliance at your facilities?

Yes

No

How often do you evaluate and update accessibility if you have disability access/services above ADA compliance?

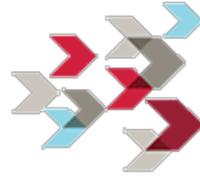
How has your business responded to or supported movements advocating for social and racial justice in our community?

## **COMMUNITY SERVICE INFORMATION**

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How does your business make a difference in the Greater Kansas City region through civic and community service?

How does your business decide where to focus its community service efforts?



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How does your business leadership demonstrate to your workforce that civic or community involvement is a priority?

How does community service fit within your business's values, mission, and vision?

**INTERNATIONAL BUSINESS INFORMATION** *(This section will be displayed only if you indicate your company does business outside of the U.S.)*

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Does your company

- Export (sales outside the U.S.)
- Import (purchases outside the U.S.)
- Both

What percentage of your annual revenue can be attributed to business outside the U.S.? Please provide a rough estimate for the following years:

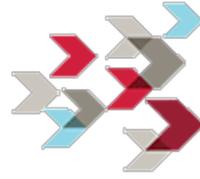
- 2021
- 2020
- 2019

Does your company have a long-term international growth strategy?

- Yes
- No

As part of our long-term international growth strategy we actively engage in researching and identifying potential new customers/partners.

- Yes
- No



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As part of our long-term international growth strategy we aim to grow the percentage of annual revenue attributed to international sales in the next five years by: *(Please provide a rough estimate.)*

As part of our long-term international growth strategy we aim to enter new markets in the next five years: *(Please provide the number of new markets anticipated.)*

We plan to accomplish our long-term strategy by: *(Choose all that apply.)*

- Attend trade missions, trade shows, and other events with an international business component
- Compile Market/Industry Research
- Perform Distributor/Partner searches
- Website globalization and/or localization
- Engage international trade assistance and resource providers
- Other

Do you have, or plan to have, at least one employee whose sole focus is growing international trade for your company?

- Yes
- No

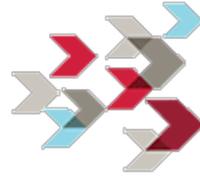
Do you encourage and/or offer international trade education to your employees?

- Yes
- No

How else do you engage your employees to create an “international trade” culture?

Does your company contribute to the development of international business in the Greater KC region?

- Yes
- No



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How do you accomplish this? (Choose all that apply.)

Serve as a mentor to other businesses

Speak about your international trade experience

Engage in thought leadership (articles, blogs, podcasts, webinars, etc.)

Promote pro-trade efforts via social media

Advocate for pro-trade policies and economic development measures

Hold membership with associations who take an active interest in international trade (local, national, or international)?

Other/list memberships

Please list international trade associations and other ways your company contributes to development of international business in the Greater KC region.

Please provide any additional information you think we should be aware of pertaining to your international endeavors. (Optional)

Please upload any examples or materials that you think showcase your international efforts. (Optional - if uploading more than one document, please combine them into one file.)

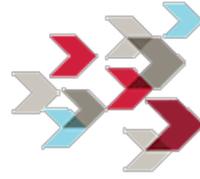
## **SUBMIT YOUR APPLICATION**

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Let us know whether or not you authorize the release of your corporate description (50 words or less) for publicity purposes in association with the KC Chamber's Small Business Celebration.

Yes

No



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Owner(s) signature:

The information provided is true and factual as of (date):

*Dates MUST be in the form of mm/dd/yyyy.*

The information provided on and with this application will be considered confidential and will be used only by the KC Chamber and the panel of judges.

Thank you for your interest in the Small Business Celebration Awards. If you have any questions about the Small Business Awards application process, please contact Vicky Kulikov, the KC Chamber's Small Business Director, at (816) 374-5458, or email [kulikov@kcchamber.com](mailto:kulikov@kcchamber.com).