

**SMALL BUSINESS  
CELEBRATION**

# APPLICATION

## 2023 Emerging Business Award Application

*Please note additional questions will be required if you wish to apply for the Paul Weida International Business of the Year.*

### **CONTACT INFORMATION**

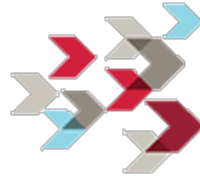
To avoid error messages, please remember EVERY blank field (except those marked optional) must be filled (0 or N/ A is acceptable). If you would like to leave this survey and return later, you MUST re-enter using the same link and on the same device you used to start the application. DO NOT SKIP ANY QUESTIONS.

Business Name:

Is your business headquartered in the Greater Kansas City Region?

- Yes (21)
- No (22)

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



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**Business Contact Information**

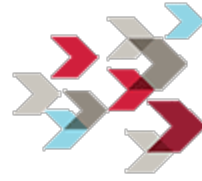
- Address (2) \_\_\_\_\_
- City (4) \_\_\_\_\_
- State (5) \_\_\_\_\_
- Zip (6) \_\_\_\_\_
- Website (7) \_\_\_\_\_
- Social Media Information (8)  
\_\_\_\_\_

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

- (1) Mr./Ms./They (1) \_\_\_\_\_
- (2) Mr./Ms./They (2) \_\_\_\_\_
- (3) Mr./Ms./They (3) \_\_\_\_\_

**Percentage of ownership**

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



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My business is actively doing business outside the United States.

Yes (34)

No (35)

## **BUSINESS INFORMATION**

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Please upload a high quality logo

Describe your company in 50 words or less (this information will be used for marketing and publicity purposes)

Year Established

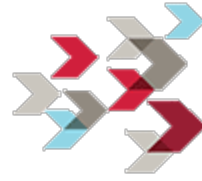
Type of business (e.g. manufacturing, retail, service...)

Main product(s) and/or service(s)

Number of employees (not eligible over 250)

Full Time

Part Time



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## **BUSINESS CULTURE AND VALUES**

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

Please explain your company's unique value proposition, breakthrough technology or service.

What are the values of your company?

How do you define success?

What is your biggest accomplishment to date?

Please provide evidence of success as measured by sales, capital raised, or employee growth throughout the business life.

How does your company plan to give back to the Greater Kansas City community?

Is your executive/leadership team currently engaged in the Greater Kansas City business community or philanthropic endeavors? If so, how?

How do you plan to attract talent?

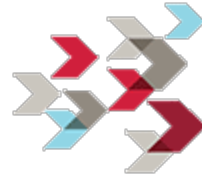
Within the pillars of Community Involvement, Employee Engagement and Growth/Sustainability, where do you see yourself in:

Three Years

Five Years

Ten Years

Why did you choose to start your business in Kansas City?



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

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

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

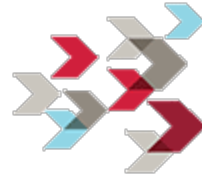
Board of Directors (if not applicable, fill in zero)

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



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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.

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.)

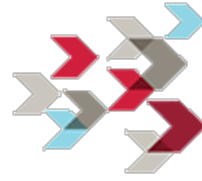
Does your business have disability access and/or services above ADA compliance at your facilities?

Yes

No

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

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



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**INTERNATIONAL BUSINESS INFORMATION (This section is only displayed for companies that indicated they do business outside 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:

2022

2021

2020

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

Yes

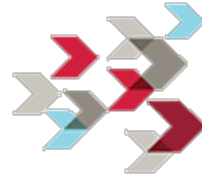
No

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

Yes

No

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.)*



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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?

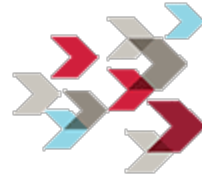
- Yes
- No

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**

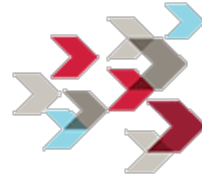
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Owner(s) signature:

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.



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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).