

# City of Branson Business Survey

# 2018

*...helping organizations make better decisions since 1982*

Findings  
Report

**Submitted to the City of Branson, Missouri:**

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Olathe, Kansas  
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**January 2019**





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# 2018 City of Branson Business Survey

## Executive Summary

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### Purpose and Methodology

ETC Institute administered a survey to a random sample of 209 businesses in the City of Branson during the fall and winter of 2018. This was the fifth business survey that ETC Institute has conducted for the City of Branson; previous surveys were conducted in 2008, 2012, 2015, and 2016. The purpose of the survey was to gather objective feedback from the business community regarding the quality of city services. The results for the random sample of 209 businesses have a 95% level of confidence with a precision of at least +/-6.7%. Some of the major findings are described below.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts depicting the overall results to each question on the survey
- Importance-Satisfaction analysis
- tabular data for the overall results to each question on the survey
- open-ended comments
- a copy of the survey instrument

### Major Findings

The majority of businesses were generally satisfied with the overall quality of services offered by the City of Branson, over 50% of all businesses indicated they were either “very satisfied” or “satisfied” with all 10 major categories of service provided by the City. Ninety-seven percent (97%) of businesses surveyed, *who had an opinion*, were satisfied (combination of “very satisfied” and “satisfied” responses) with the quality of fire service; 84% were satisfied with the quality of police service, and 83% were satisfied with the quality of customer service from City employees. Businesses were least satisfied with the management of traffic flow on City streets (57%).

#### Trends for Overall Quality of City Services

There was one significant increase in satisfaction for the “Major Categories of City Services,” because satisfaction ratings showed an increase of 6.7% or more. This increase is listed below:

##### Significant Increases Since the 2016 Survey

- Enforcement of City codes and ordinances (+14%)

##### Significant Decreases Since the 2016 Survey

- None

City services that businesses felt should receive the most emphasis over the next two years included:

- Management of traffic flow on City streets (46%)
- Maintenance of City streets and infrastructure (40%)
- Quality of police service (22%)

*In 2016, 45% of respondents rated “Maintenance of City streets and infrastructure” as one of their top three choices for the City service that should receive the most emphasis over the next two years (49% in 2012 compared to 40% in 2018).*

- Seventy-two percent (72%) of businesses felt it was “extremely important” to keep the crime rate low when planning for the City of Branson’s future; this number is down from 77% in 2016.
- Seventy-six percent (76%) of businesses felt the tourism industry in Branson was “extremely important” to the success of their business; this number is up from 69% in 2016.
- Three-fourths (75%) of businesses surveyed, *who had an opinion*, indicated that they felt either “very satisfied” or “satisfied” with their feeling of safety in Branson; 18% gave a neutral response, and only 6% were either “dissatisfied” or “very dissatisfied.”

### **Trends for Items that Influence Perceptions of the City**

The changes in satisfaction for “Items that Influence Perceptions of the City” that were identified as significant, because satisfaction ratings showed a difference of +/- 6.7% or more, are listed below:

#### **Significant Increases Since the 2016 Survey**

- Appearance/visual attractiveness of the City (+15%)
- Overall quality of services provided by the City (+14%)
- Feeling of safety where your business is located (+14%)
- Value you receive for you City taxes and fees (+10%)
- Feeling of safety in the City (+8%)

#### **Significant Decreases Since the 2016 Survey**

- None

### **Trends for the City of Branson’s Labor Pool**

Ratings of Branson’s labor pool have increased in all five areas since 2016; four of these increases were significant (6.7% or more). The areas that showed significant increases are listed below:

- Availability of labor (+10%)
- Productivity of workforce (+9%)
- Stability of workforce (+9%)
- Attitude of employees (+7%)

## Other Findings

- Eighty-two percent (82%) of businesses surveyed, *who had an opinion*, rated the physical appearance of the area where their business is located as “excellent” or “good”; 18% rated it as “average.” Businesses who gave ratings of “excellent” or “good” were up significantly from 2016 (58% in 2016 compared to 82% in 2018).
- Seventy-seven percent (77%) of businesses surveyed, *who had an opinion*, rated the City of Branson as an “excellent” or “good” place to work, an increase of 9% from 2016.
- When asked to rate the performance of various units of the Branson City government they had contacted, 98% of businesses, *who had an opinion*, rated the Fire unit as “excellent” or “good” and 95% felt the Police unit was “excellent” or “good.”
- Nearly two-thirds (65%) of businesses surveyed indicated that they thought the City worked at least “somewhat well” with other governmental organizations in the region when planning the future of the City, and 9% thought the City worked either “not particularly well” or “not well at all” with other governmental organizations. The remaining 25% of businesses surveyed did not know how well the City of Branson works with other governmental organizations in the region.
- Thirteen percent (13%) of businesses surveyed indicated they plan on expanding their business in the next 12 months, down from 19% in 2016.
- Fifty-five percent (55%) of businesses surveyed indicated that they get information about the City of Branson via social media (Facebook, Twitter, Nextdoor, etc.). This is a significant increase from 2016 (41% in 2016 compared to 55% in 2018). When asked how their businesses would prefer to receive information about the City, 69% indicated online or digital media (website, social media) and 28% indicated traditional media (print, broadcast) (multiple answers could be given to this question). The selection of online or digital media showed a significant increase from 2016 (57% in 2016 compared to 69% in 2018).
- Fifty-five percent (55%) of businesses surveyed indicated they know who their local elected officials are. This is a significant decrease of 7% from 2016.
- When analyzing the importance of various items when planning for the City’s future keeping the crime rate low was the most important item for businesses in the City of Branson. This item was significantly more important to businesses than any of the other 14 items rated. Enhancing the appearance and overall beauty of the City and managing environmental resources were the second and third most important items to businesses.
- Businesses were asked to rate the importance seven items are to the success of their business. Preserving water quality in lakes and streams and the tourism industry were the two items which received the highest levels of “extremely important” and “important responses.” When businesses were asked to indicate which two of the seven items were most important to them when planning for the future, the tourism industry and promoting the Branson brand through marketing were the two most selected.

## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance businesses placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 2 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below:

- Management of traffic flow on City streets (IS Rating=0.1970)
- Maintenance of City streets and infrastructure (IS Rating=0.1632)

The table below shows the importance-satisfaction rating for all 10 major categories of City services that were rated.

2018 Importance Satisfaction Rating City of Branson Business Survey Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Management of traffic flow on City streets	46%	1	57%	10	0.1970	1
Maintenance of City streets and infrastructure	40%	2	59%	9	0.1632	2
<b>Medium Priority (IS &lt; .10)</b>						
Effectiveness of City communication	21%	4	65%	7	0.0735	3
Enforcement of City codes & ordinances	17%	6	67%	6	0.0561	4
Quality of City parks/rec facilities	20%	5	74%	4	0.0533	5
City of Branson’s Water & Sewer rates	12%	7	60%	8	0.0494	6
Quality of police service	22%	3	84%	2	0.0344	7
Management of stormwater runoff	11%	9	70%	5	0.0328	8
Quality of customer service from City employees	12%	8	82%	3	0.0209	9
Quality of fire service	6%	10	97%	1	0.0020	10

# **Section 1**

## ***Charts and Graphs***

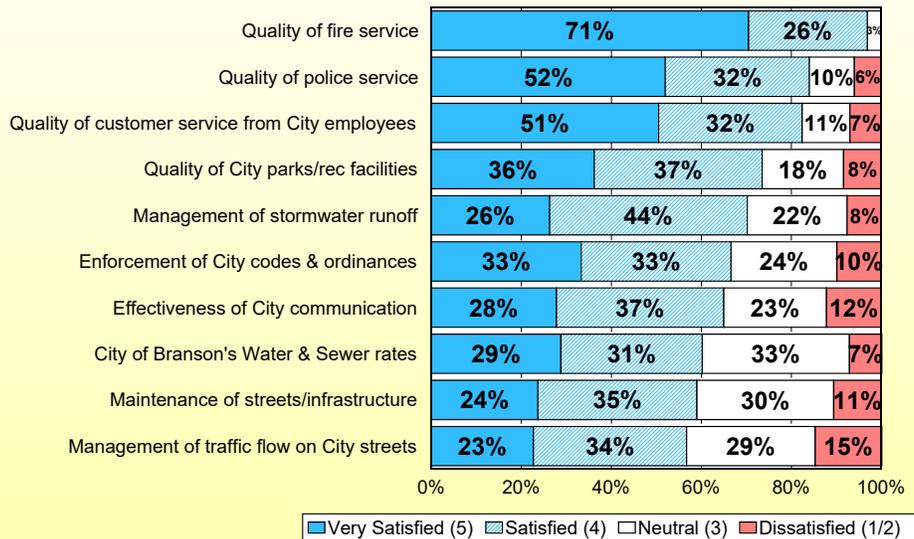
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# 2018 City of Branson Business Survey

## -OVERALL RATINGS-

### Overall Satisfaction With City Services by Major Category

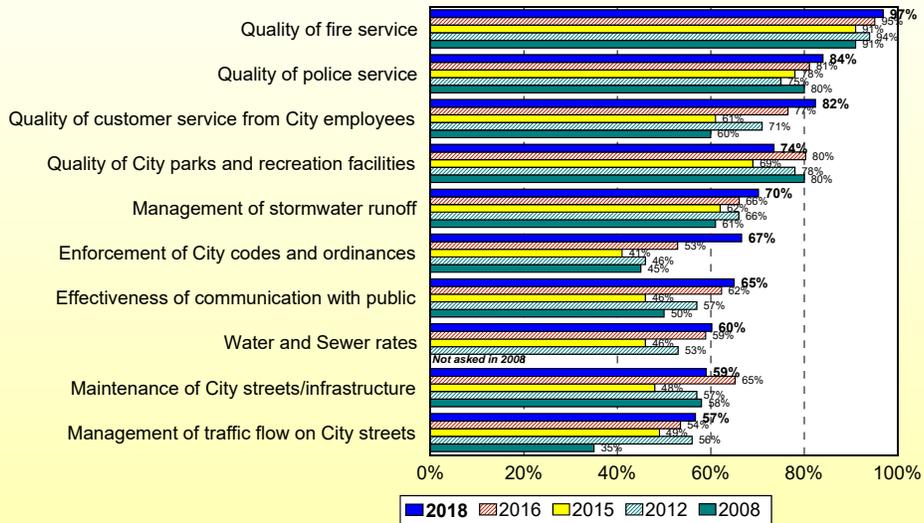
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2018)

## TRENDS: Overall Satisfaction With City Services by Major Category - 2008 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

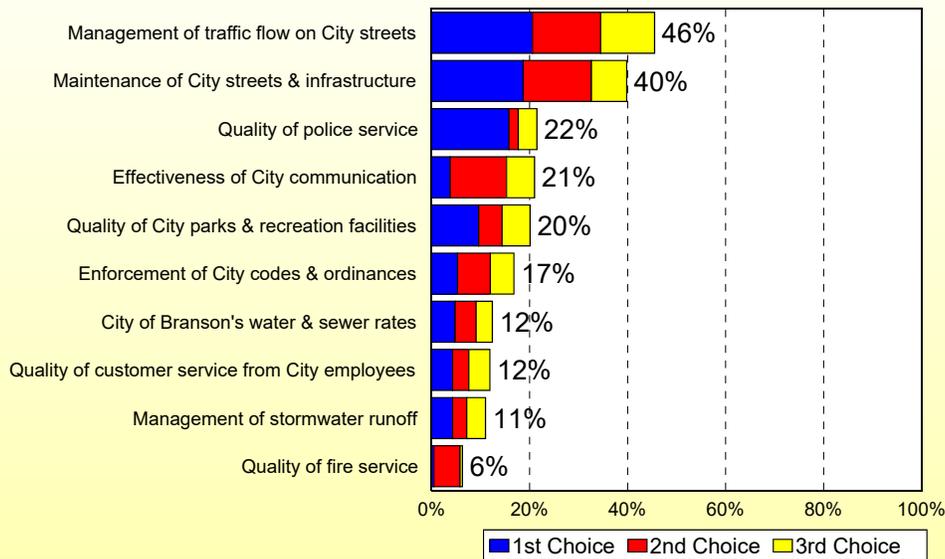


Source: ETC Institute (Branson, MO Business Survey - 2018)

**Trend Data**

## City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

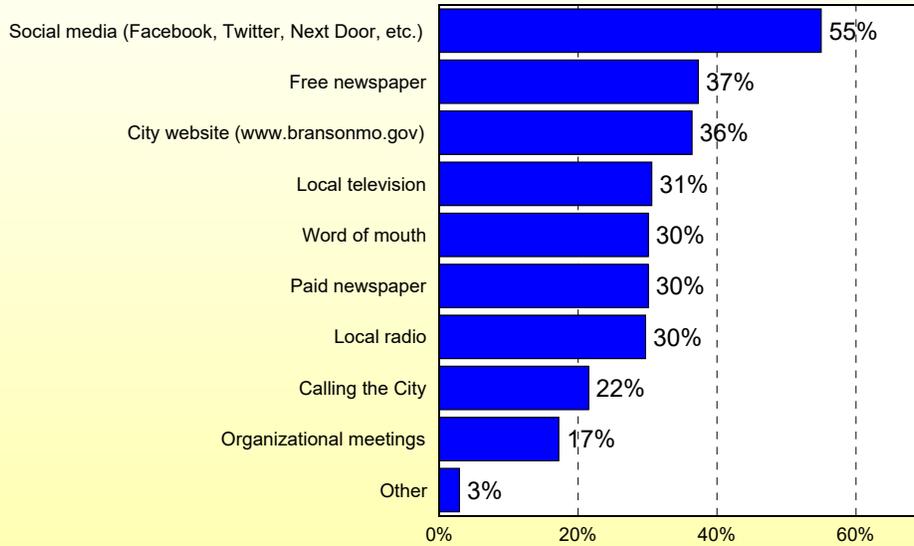
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Branson, MO Business Survey - 2018)

### How Businesses Get Information About the City of Branson

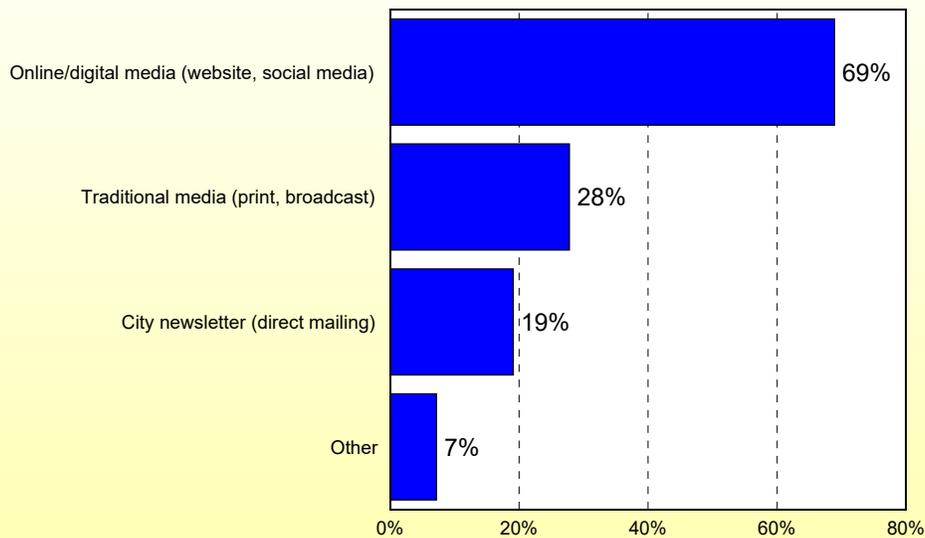
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (Branson, MO Business Survey - 2018)

### How Businesses Would Prefer to Receive Information About the City of Branson

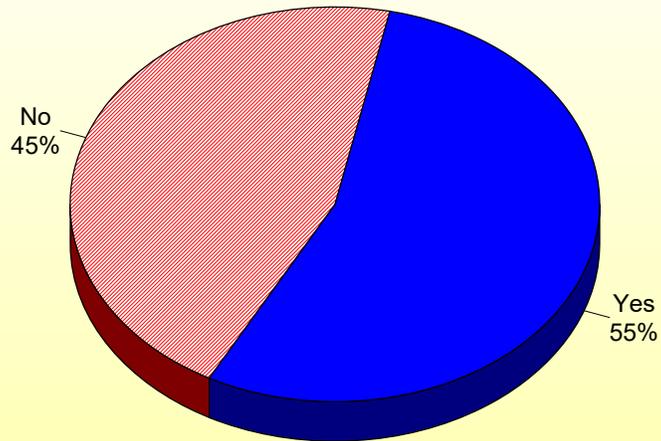
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (Branson, MO Business Survey - 2018)

Do you know who your local (City of Branson) elected officials are?

by percentage of respondents

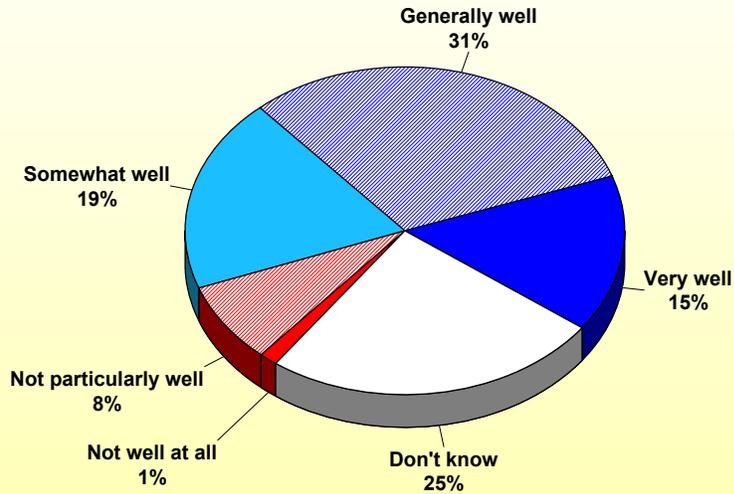


Source: ETC Institute (Branson, MO Business Survey - 2018)

## *REGIONAL COOPERATION*

### How well do you think the City of Branson works with other governmental organizations in our region?

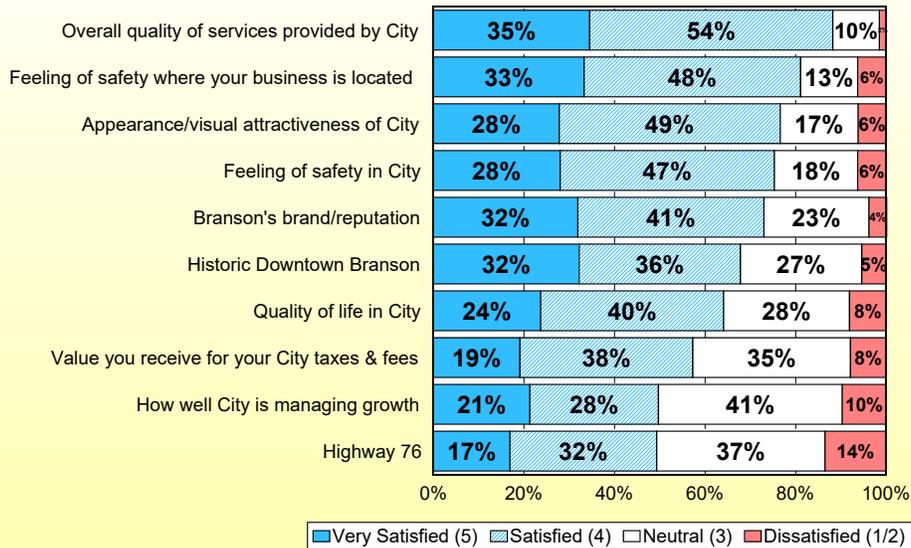
by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2018)

### Satisfaction With Items That Influence Perceptions of the City

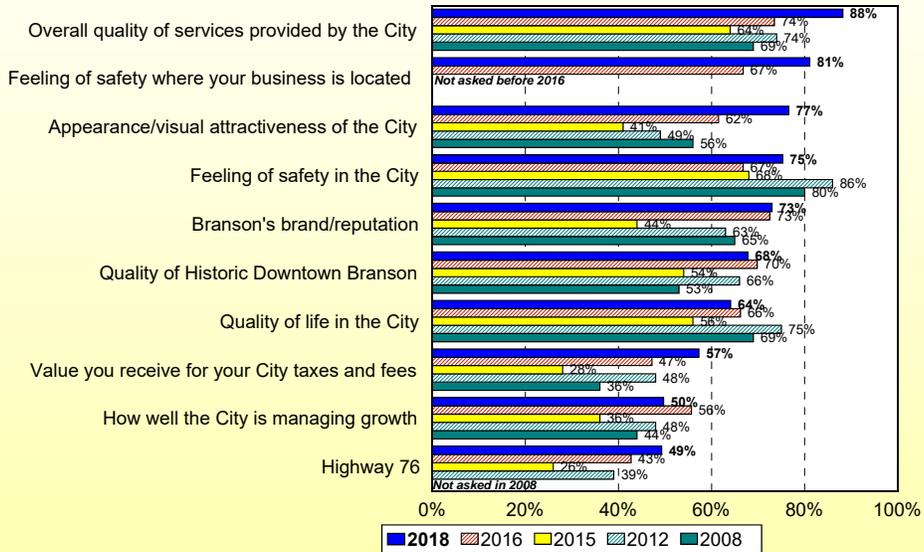
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2018)

### TRENDS: Satisfaction With Items That Influence Perceptions of the City- 2008 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

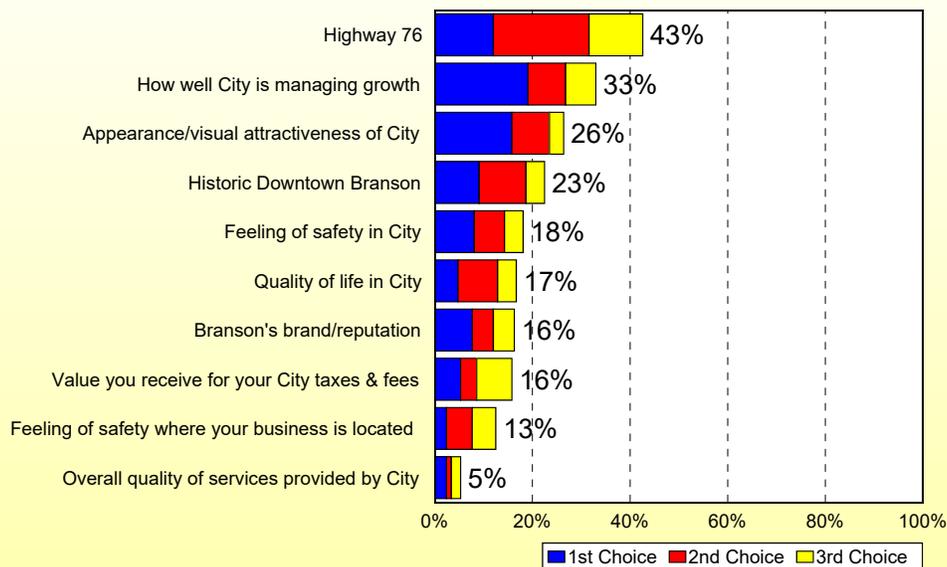


Source: ETC Institute (Branson, MO Business Survey - 2018)

**Trend Data**

### Items Influencing Perceptions of the City That Should Receive Emphasis Over the Next Two Years

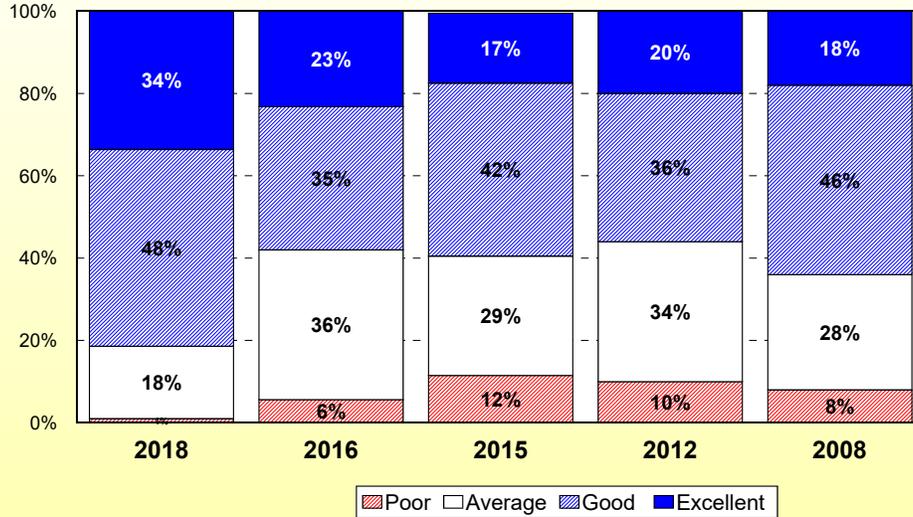
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Branson, MO Business Survey - 2018)

### TRENDS: How would you rate the physical appearance of the area where your business is located?

by percentage of respondents (excluding "don't know")

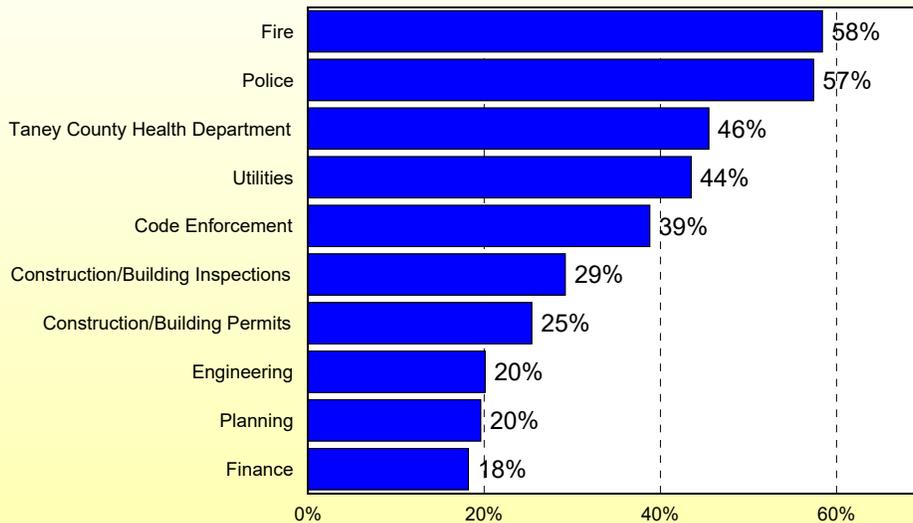


Source: ETC Institute (Branson, MO Business Survey - 2018)

**Trend Data**

### Percentage of Businesses That Contacted Branson City Government During the Past Year for Various Reasons

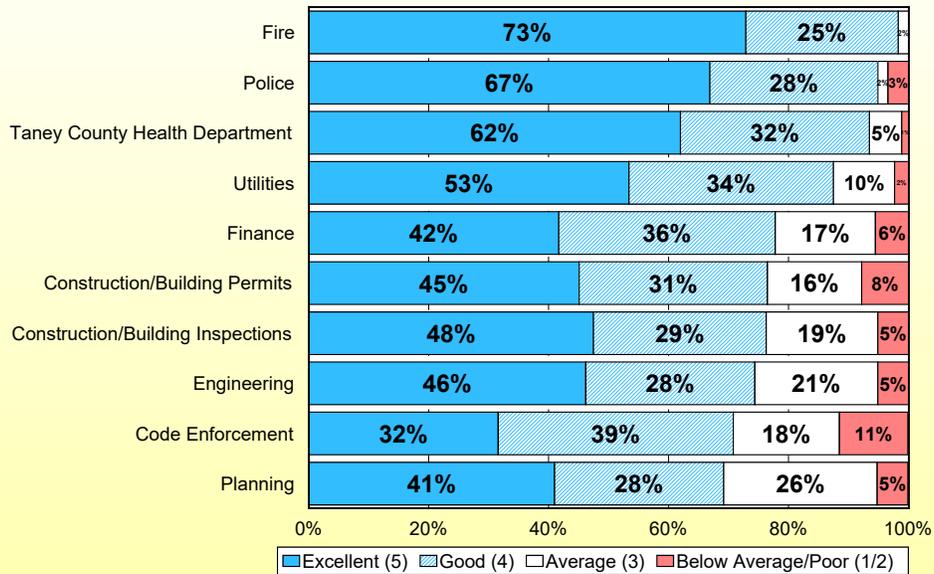
by percentage of respondents who answered "YES"



Source: ETC Institute (Branson, MO Business Survey - 2018)

### The City's Performance Ratings by Major Category

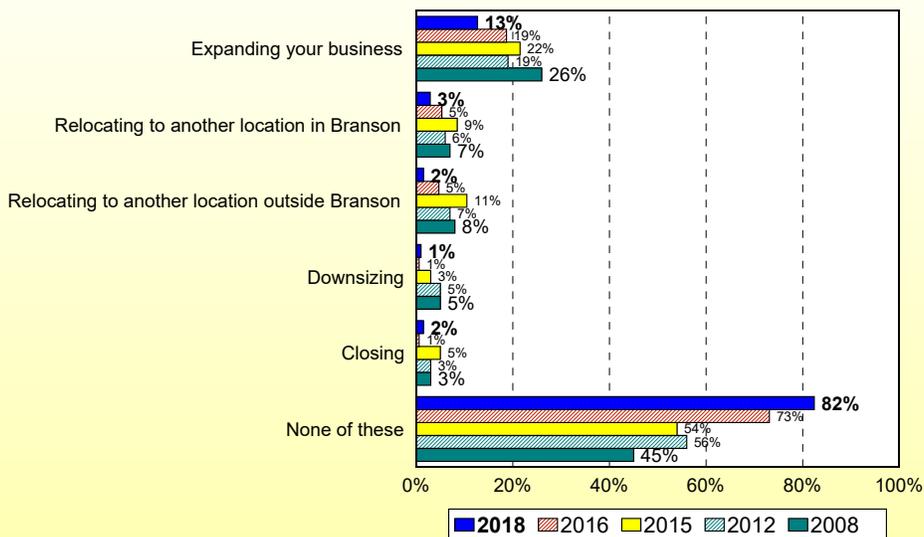
by percentage of respondents who had contacted the following specific unit of Branson City Govt. during the past year (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2018)

### TRENDS: Businesses Considering Various Changes in the Next 12 Months - 2008 to 2018

by percentage of respondents (multiple selections could be made)



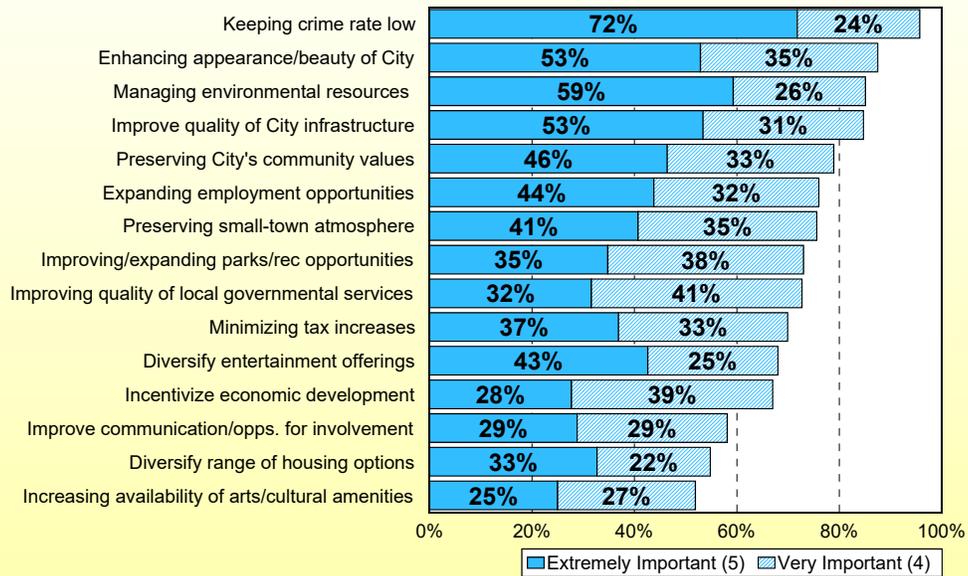
Source: ETC Institute (Branson, MO Business Survey - 2018)

**Trend Data**

# Future Planning

## Importance of Considering Various Items When Planning for the City's Future

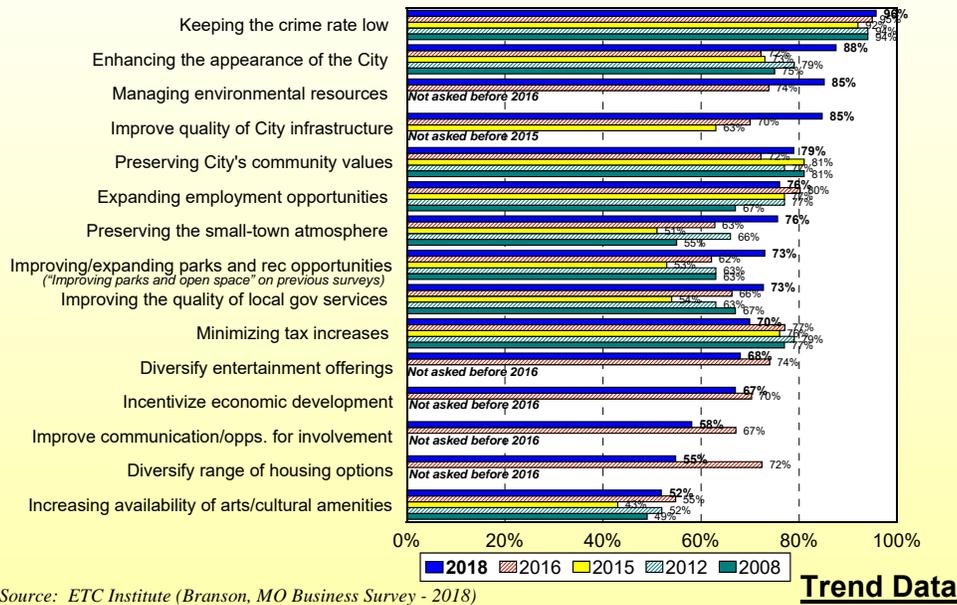
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2018)

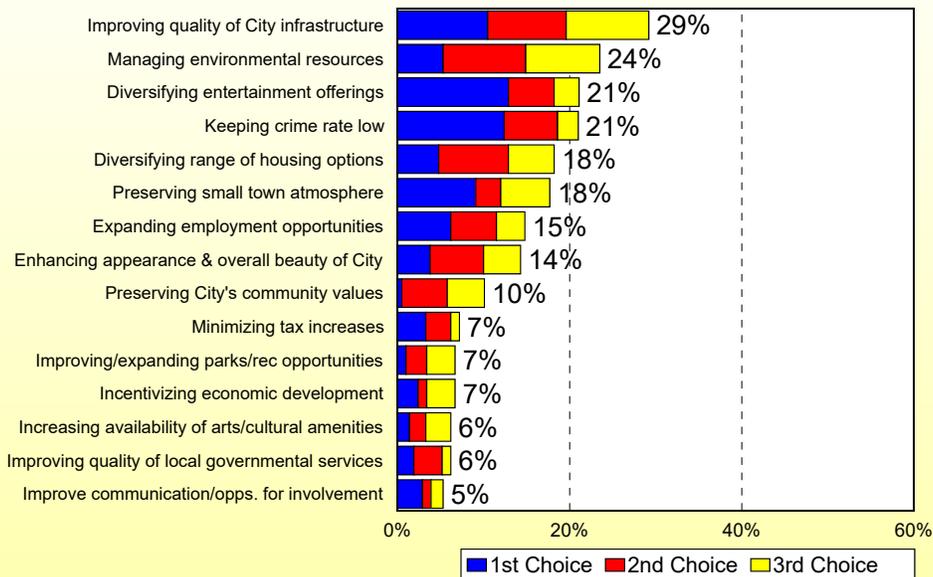
### TRENDS: Importance Rating for Considering Various Items When Planning for the City's Future - 2008 to 2018

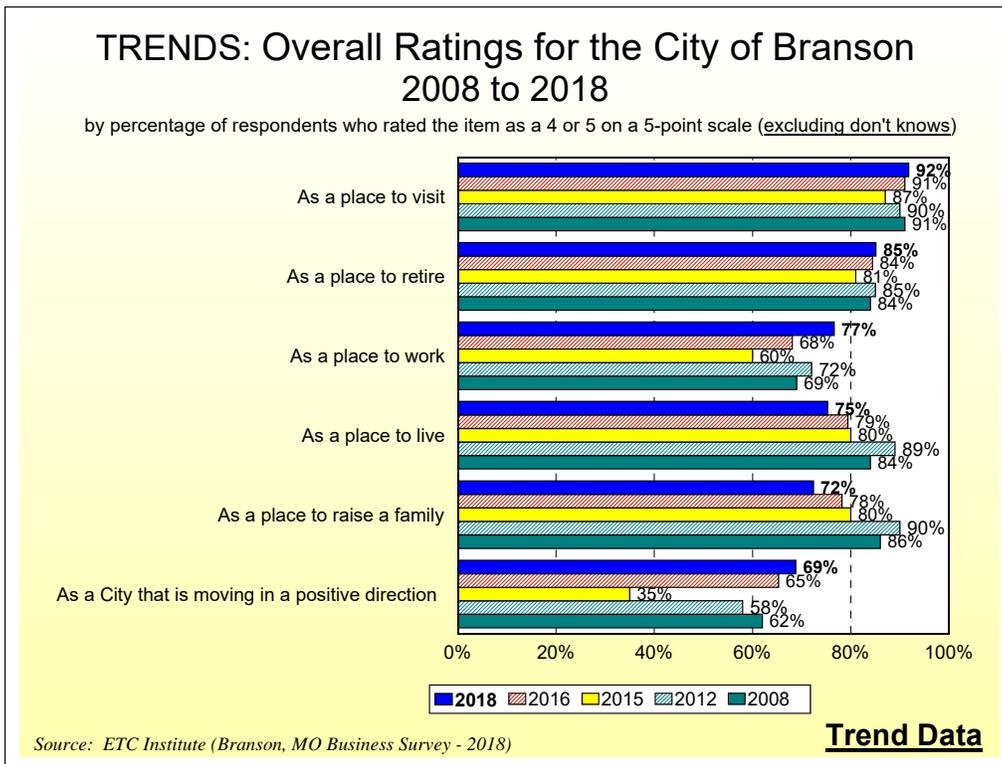
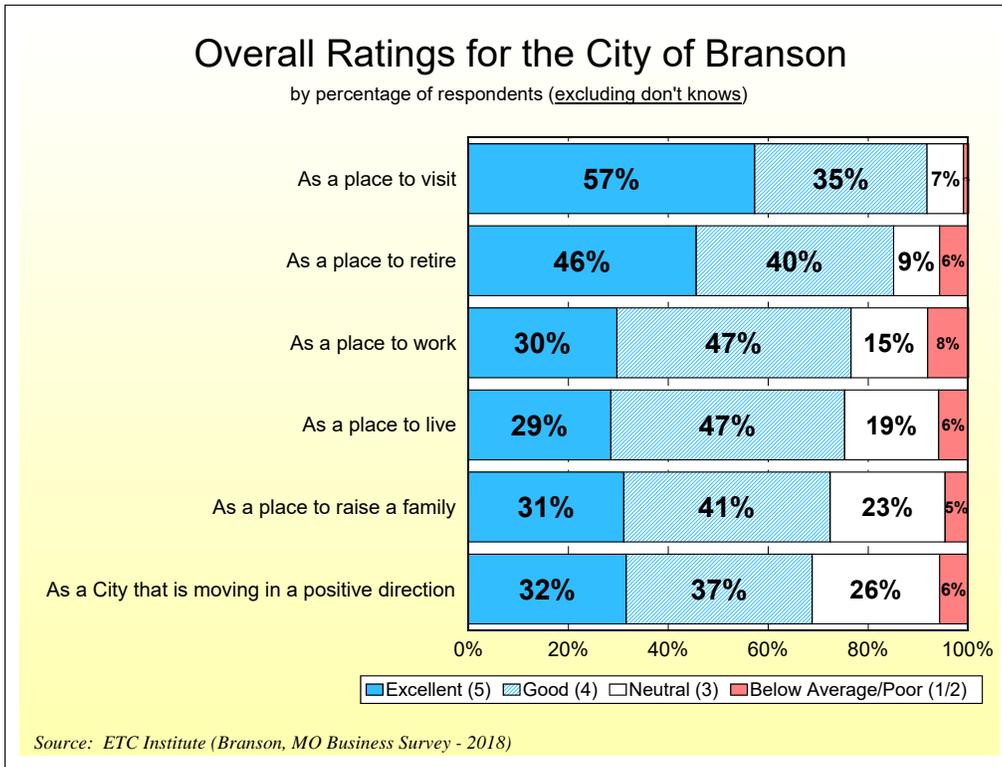
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



### City Issues That Should be Most Important When Planning for the City's Future

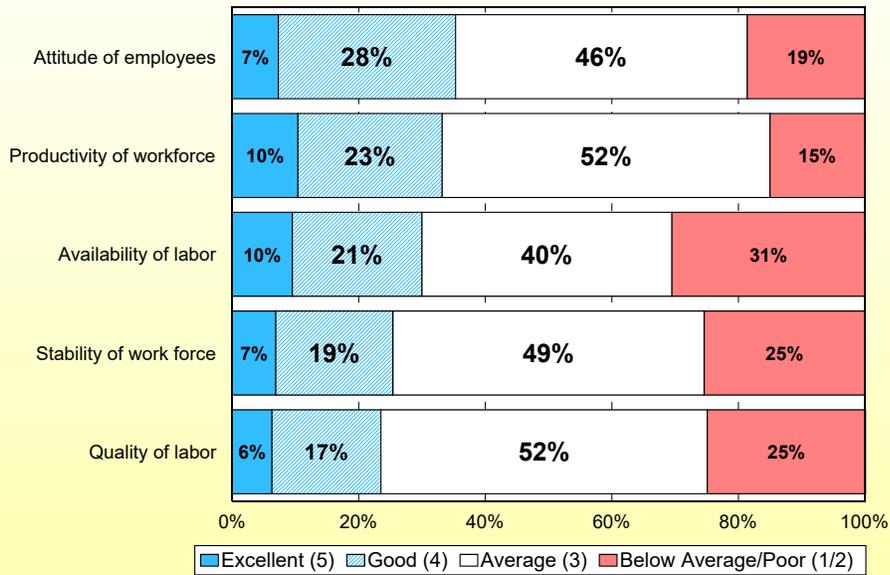
by percentage of respondents who selected the item as one of their top three choices





### Overall Ratings for the City of Branson's Labor Pool

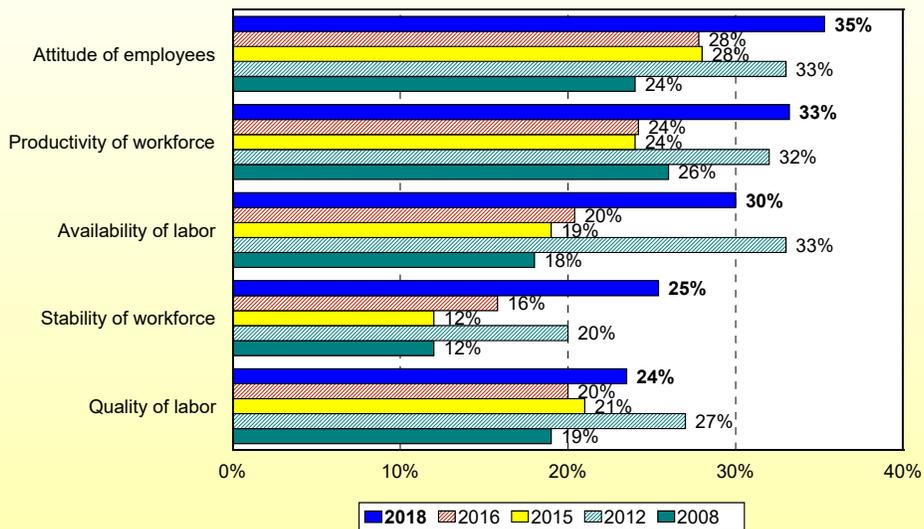
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2018)

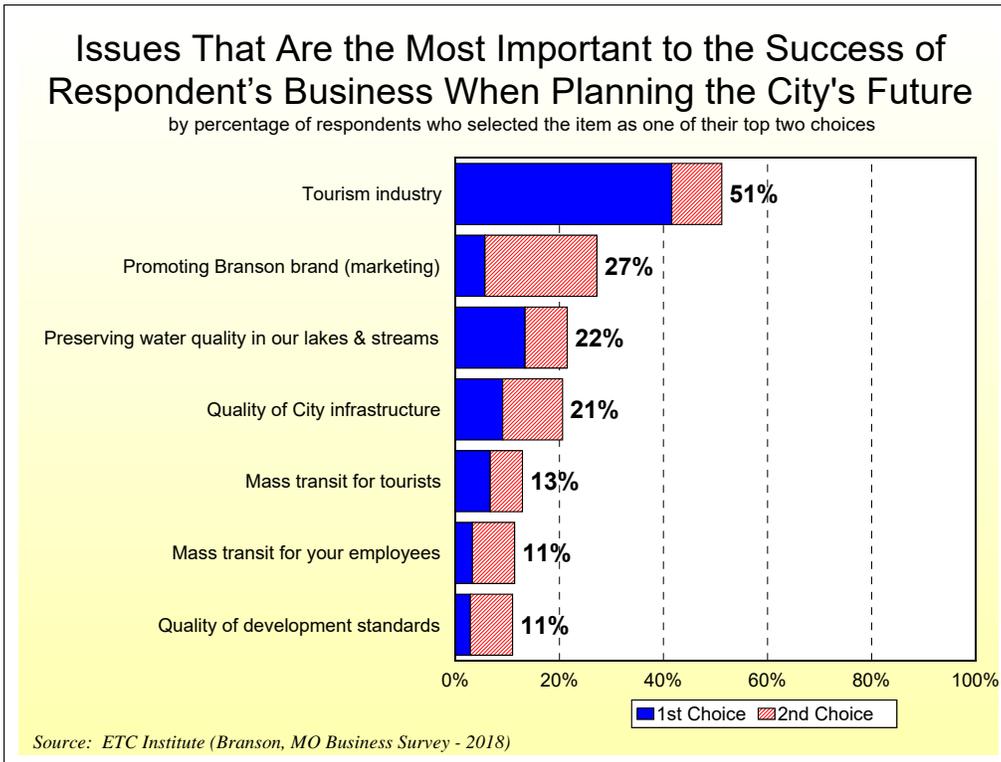
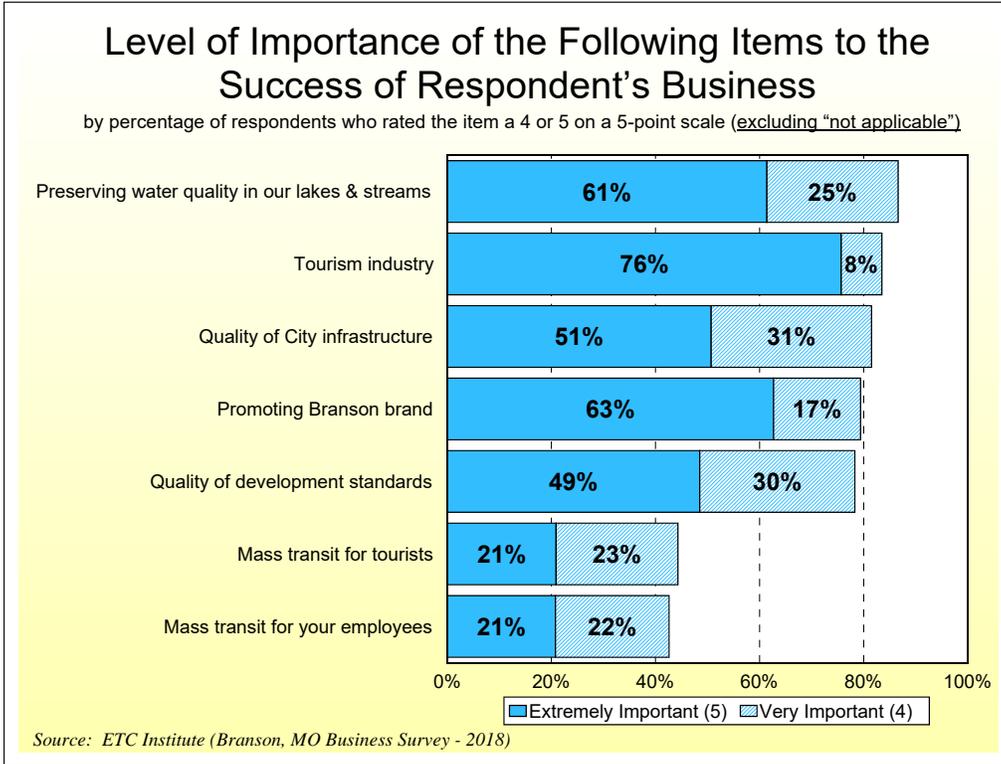
### TRENDS: Overall Ratings for the City of Branson's Labor Pool - 2008 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



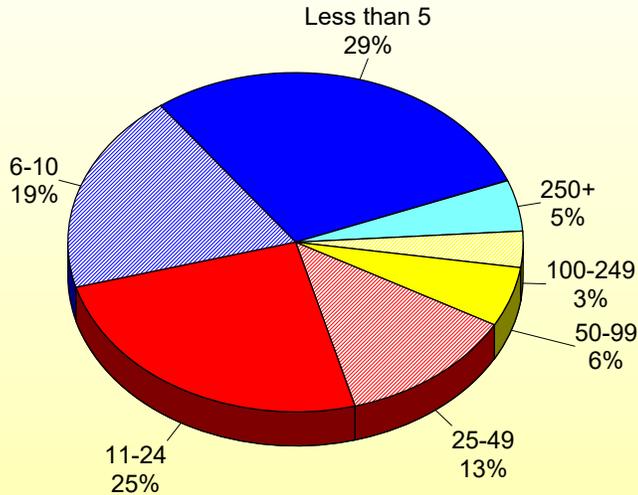
Source: ETC Institute (Branson, MO Business Survey - 2018)

**Trend Data**



### Approximately how many employees do you employ in Branson?

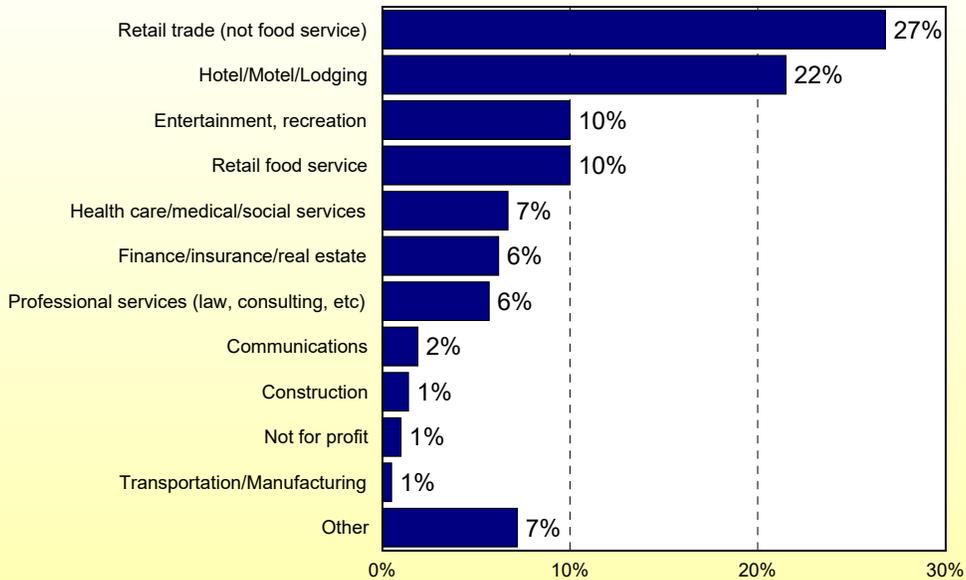
by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2018)

### How would you best describe your business?

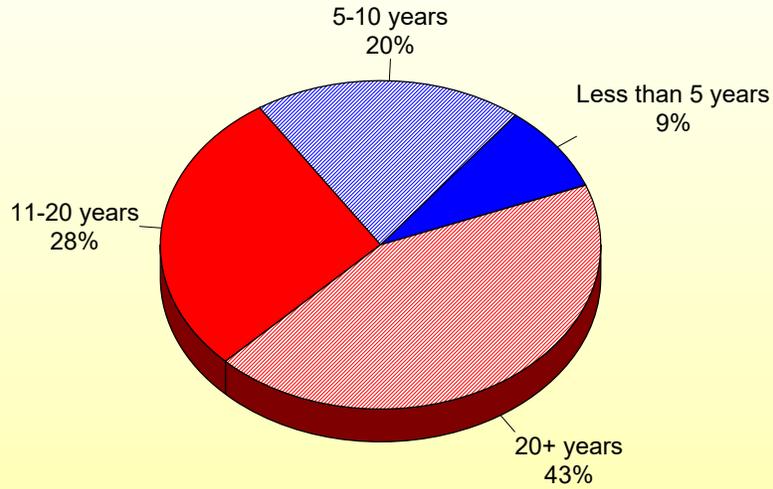
by percentage of respondents (multiple responses allowed)



Source: ETC Institute (Branson, MO Business Survey - 2018)

### Approximately how many years has your organization been located in Branson?

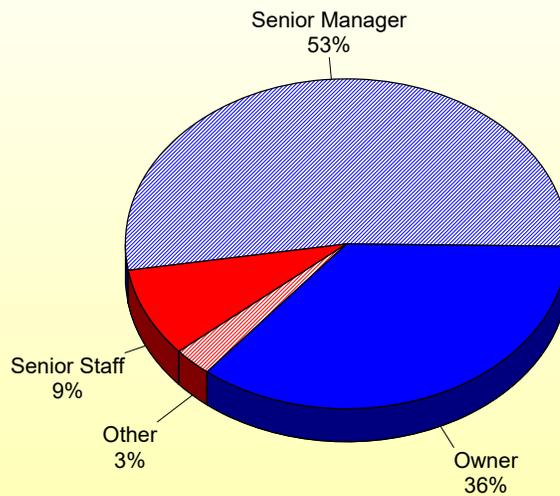
by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2018)

### Which of the following best describes your position in your organization?

by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2018)

## **Section 2**

# ***Importance Satisfaction Analysis***

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# Importance-Satisfaction Analysis

## City of Branson, Missouri

### Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Overview

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

**Example of the Calculation:** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Forty-six percent (45.5%) of respondents selected *management of traffic flow on City streets* as one of the most important services for the City to provide.

With regard to satisfaction, 56.7% of respondents surveyed rated the City's overall performance in the *management of traffic flow on City streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *management of traffic flow on City streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 45.5% was multiplied by 43.3% (1-0.567). This calculation yielded an I-S rating of 0.1970 which ranked first out of 10 major service categories.



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ( $IS \geq 0.20$ )
- *Increase Current Emphasis* ( $0.10 \leq IS < 0.20$ )
- *Maintain Current Emphasis* ( $IS < 0.10$ )

The results for the City of Branson are provided on the following pages.

## 2018 Importance Satisfaction Rating

### City of Branson Business Survey

### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Management of traffic flow on City streets	46%	1	57%	10	0.1970	1
Maintenance of City streets and infrastructure	40%	2	59%	9	0.1632	2
<b>Medium Priority (IS &lt; .10)</b>						
Effectiveness of City communication	21%	4	65%	7	0.0735	3
Enforcement of City codes & ordinances	17%	6	67%	6	0.0561	4
Quality of City parks/rec facilities	20%	5	74%	4	0.0533	5
City of Branson's Water & Sewer rates	12%	7	60%	8	0.0494	6
Quality of police service	22%	3	84%	2	0.0344	7
Management of stormwater runoff	11%	9	70%	5	0.0328	8
Quality of customer service from City employees	12%	8	82%	3	0.0209	9
Quality of fire service	6%	10	97%	1	0.0020	10

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2018 Importance Satisfaction Rating City of Branson Business Survey Perceptions of the City

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
Highway 76	43%	1	49%	10	0.2160	1
<b><u>High Priority (IS .10-.20)</u></b>						
How well City is managing growth	33%	2	50%	9	0.1660	2
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Historic Downtown Branson	23%	4	68%	6	0.0725	3
Value you receive for your City taxes & fees	16%	8	57%	8	0.0675	4
Appearance/visual attractiveness of City	26%	3	77%	3	0.0618	5
Quality of life in City	17%	6	64%	7	0.0600	6
Feeling of safety in City	18%	5	75%	4	0.0447	7
Branson's brand/reputation	16%	7	73%	5	0.0440	8
Feeling of safety where your business is located	13%	9	81%	2	0.0236	9
Overall quality of services provided by City	5%	10	88%	1	0.0063	10

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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# Importance-Satisfaction Matrix Analysis

## City of Branson, Missouri

### Overview

The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axis on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S Matrix should be interpreted as follows:

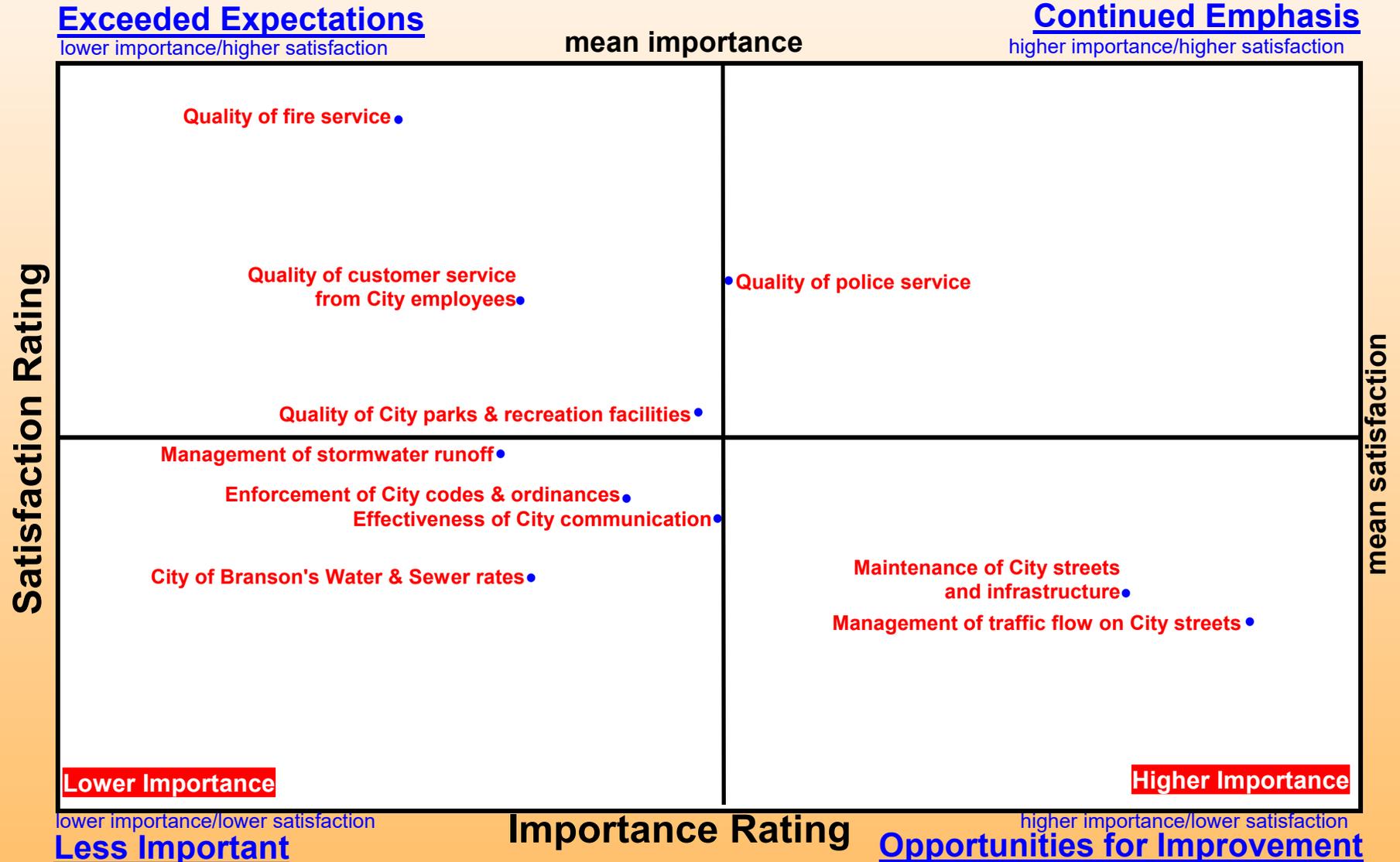
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting expectations. Items in this area have a significant impact on overall levels of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than businesses expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction with City services. The City should maintain (or slightly decrease) emphasis in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as expected. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well *relative* to their performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction because the items are less important to residents. The City should maintain current levels of emphasis on items in this area.

Matrices showing the results for Branson are provided on the following pages.

# 2018 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

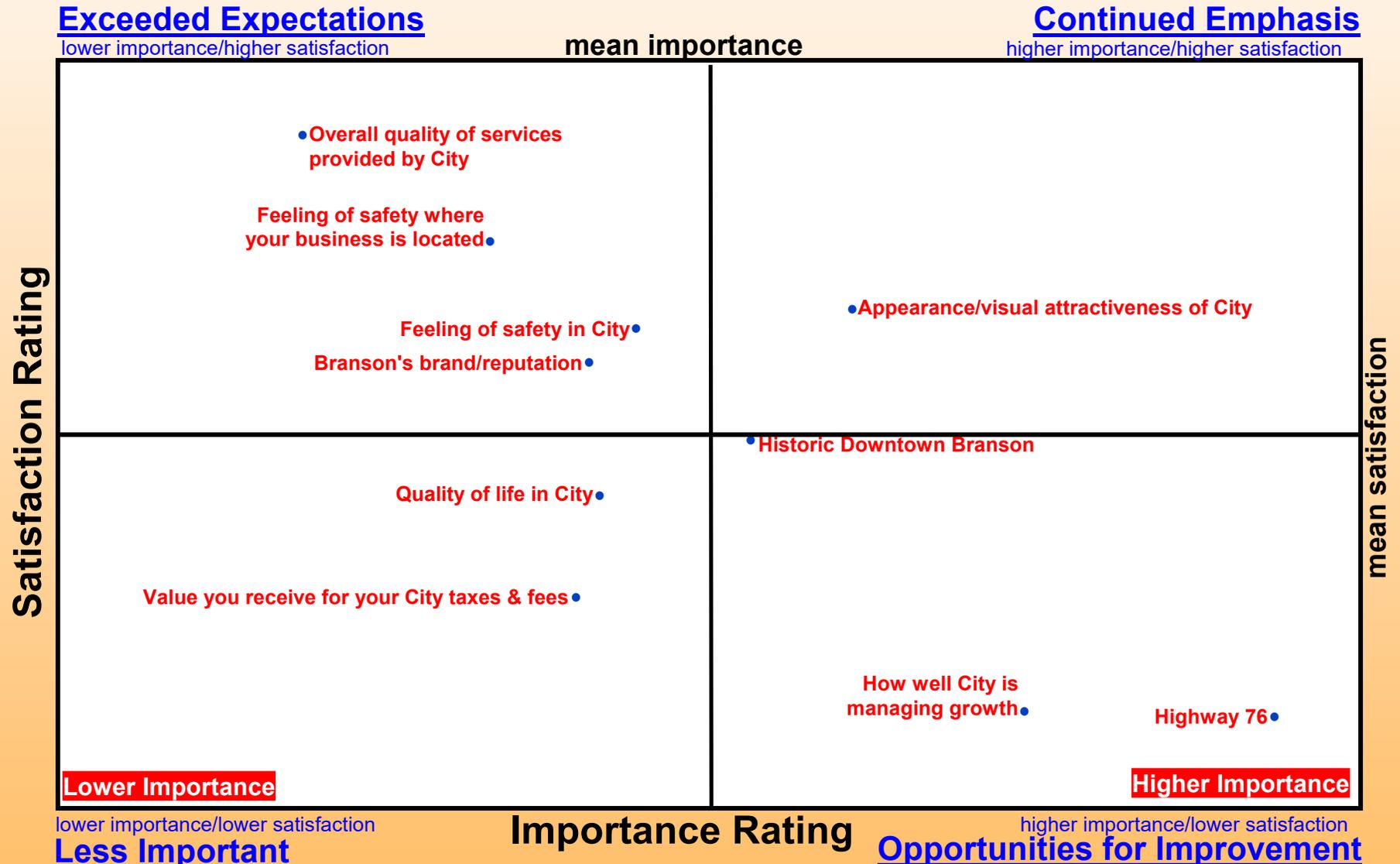


Source: ETC Institute (2018)

# 2018 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

## -Perceptions-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2018)

## **Section 3**

### ***Tabular Data***

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**Q1. Major City Services. Please rate each of the following major categories of services provided by the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=209)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Quality of police service	49.8%	30.6%	9.6%	5.3%	0.5%	4.3%
Q1-2. Quality of fire service	65.1%	24.4%	2.9%	0.0%	0.0%	7.7%
Q1-3. Quality of City parks & recreation facilities	30.6%	31.6%	15.3%	4.8%	2.4%	15.3%
Q1-4. Maintenance of City streets & infrastructure (e.g. water, sewer)	23.4%	34.9%	30.1%	7.2%	3.3%	1.0%
Q1-5. Enforcement of City codes & ordinances	29.2%	29.2%	20.6%	6.2%	2.4%	12.4%
Q1-6. Quality of customer service you receive from City employees	45.5%	28.7%	9.6%	2.9%	3.3%	10.0%
Q1-7. Effectiveness of City communication	23.9%	32.1%	19.6%	7.2%	3.3%	13.9%
Q1-8. Management of traffic flow on City streets	22.0%	33.0%	27.8%	9.6%	4.8%	2.9%
Q1-9. City of Branson's water & sewer rates	21.1%	23.0%	23.9%	1.9%	3.3%	26.8%
Q1-10. Management of stormwater runoff	21.5%	35.9%	18.2%	3.3%	2.9%	18.2%

**WITHOUT "DON'T KNOW"**

**Q1. Major City Services. Please rate each of the following major categories of services provided by the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=209)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Quality of police service	52.0%	32.0%	10.0%	5.5%	0.5%
Q1-2. Quality of fire service	70.5%	26.4%	3.1%	0.0%	0.0%
Q1-3. Quality of City parks & recreation facilities	36.2%	37.3%	18.1%	5.6%	2.8%
Q1-4. Maintenance of City streets & infrastructure (e.g. water, sewer)	23.7%	35.3%	30.4%	7.2%	3.4%
Q1-5. Enforcement of City codes & ordinances	33.3%	33.3%	23.5%	7.1%	2.7%
Q1-6. Quality of customer service you receive from City employees	50.5%	31.9%	10.6%	3.2%	3.7%
Q1-7. Effectiveness of City communication	27.8%	37.2%	22.8%	8.3%	3.9%
Q1-8. Management of traffic flow on City streets	22.7%	34.0%	28.6%	9.9%	4.9%
Q1-9. City of Branson's water & sewer rates	28.8%	31.4%	32.7%	2.6%	4.6%
Q1-10. Management of stormwater runoff	26.3%	43.9%	22.2%	4.1%	3.5%

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	33	15.8 %
Quality of fire service	1	0.5 %
Quality of City parks & recreation facilities	20	9.6 %
Maintenance of City streets & infrastructure (e.g. water, sewer)	39	18.7 %
Enforcement of City codes & ordinances	11	5.3 %
Quality of customer service you receive from City employees	9	4.3 %
Effectiveness of City communication	8	3.8 %
Management of traffic flow on City streets	43	20.6 %
City of Branson's water & sewer rates	10	4.8 %
Management of stormwater runoff	9	4.3 %
None chosen	26	12.4 %
Total	209	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	4	1.9 %
Quality of fire service	11	5.3 %
Quality of City parks & recreation facilities	10	4.8 %
Maintenance of City streets & infrastructure (e.g. water, sewer)	29	13.9 %
Enforcement of City codes & ordinances	14	6.7 %
Quality of customer service you receive from City employees	7	3.3 %
Effectiveness of City communication	24	11.5 %
Management of traffic flow on City streets	29	13.9 %
City of Branson's water & sewer rates	9	4.3 %
Management of stormwater runoff	6	2.9 %
None chosen	66	31.6 %
Total	209	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q2. 3rd choice	Number	Percent
Quality of police service	8	3.8 %
Quality of fire service	1	0.5 %
Quality of City parks & recreation facilities	12	5.7 %
Maintenance of City streets & infrastructure (e.g. water, sewer)	15	7.2 %
Enforcement of City codes & ordinances	10	4.8 %
Quality of customer service you receive from City employees	9	4.3 %
Effectiveness of City communication	12	5.7 %
Management of traffic flow on City streets	23	11.0 %
City of Branson's water & sewer rates	7	3.3 %
Management of stormwater runoff	8	3.8 %
None chosen	104	49.8 %
Total	209	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q2. Sum of top 3 choices	Number	Percent
Quality of police service	45	21.5 %
Quality of fire service	13	6.2 %
Quality of City parks & recreation facilities	42	20.1 %
Maintenance of City streets & infrastructure (e.g. water, sewer)	83	39.7 %
Enforcement of City codes & ordinances	35	16.7 %
Quality of customer service you receive from City employees	25	12.0 %
Effectiveness of City communication	44	21.1 %
Management of traffic flow on City streets	95	45.5 %
City of Branson's water & sewer rates	26	12.4 %
Management of stormwater runoff	23	11.0 %
None chosen	26	12.4 %
Total	457	

**Q3. Please CHECK ALL of the following sources you use to get information about the City of Branson.**

Q3. Sources you use to get information about City of Branson	Number	Percent
Paid newspaper	63	30.1 %
Free newspaper	78	37.3 %
Local television	64	30.6 %
Local radio	62	29.7 %
Organizational meetings	36	17.2 %
Social media (e.g. Facebook, Twitter, NextDoor)	115	55.0 %
City website (bransonmo.gov)	76	36.4 %
Calling City	45	21.5 %
Word of mouth	63	30.1 %
Other	6	2.9 %
Total	608	

**Q3-10. Other**

Q3-10. Other	Number	Percent
Drive to city hall	1	16.7 %
Nextdoor	1	16.7 %
TWITTER	1	16.7 %
TEXT	1	16.7 %
VISIT THE OFFICE	1	16.7 %
Email	1	16.7 %
Total	6	100.0 %

**Q4. Please CHECK ALL of the following ways you would prefer to receive information about the City of Branson.**

Q4. Ways you would prefer to receive information about City of Branson	Number	Percent
Traditional media (print, broadcast)	58	27.8 %
City newsletter (direct mailing)	40	19.1 %
Online/digital media (e.g. website, social media)	144	68.9 %
Other	15	7.2 %
Total	257	

**Q4-4. Other**

Q4-4. Other	Number	Percent
Email	6	40.0 %
DIRECT CONTACT	4	26.7 %
Continue Call-Text-Email Alert	1	6.7 %
CHAMBER OF COMMERCE	1	6.7 %
DIRECT FROM THE CITY	1	6.7 %
CALLING IN	1	6.7 %
MOBILE PHONE ALERTS	1	6.7 %
Total	15	100.0 %

**Q5. Do you know who the local (City of Branson) elected officials are?**

<u>Q5. Do you know who the local elected officials are</u>	<u>Number</u>	<u>Percent</u>
Yes	114	54.5 %
No	95	45.5 %
Total	209	100.0 %

**Q6. Regional Cooperation. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?**

<u>Q6. How well does City of Branson work with other governmental organizations in our region</u>	<u>Number</u>	<u>Percent</u>
Very well	32	15.3 %
Generally well	65	31.1 %
Somewhat well	40	19.1 %
Not particularly well	17	8.1 %
Not well at all	3	1.4 %
Don't know	52	24.9 %
Total	209	100.0 %

**WITHOUT "DON'T KNOW"**

**Q6. Regional Cooperation. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City? (without "don't know")**

<u>Q6. How well does City of Branson work with other governmental organizations in our region</u>	<u>Number</u>	<u>Percent</u>
Very well	32	20.4 %
Generally well	65	41.4 %
Somewhat well	40	25.5 %
Not particularly well	17	10.8 %
Not well at all	3	1.9 %
Total	157	100.0 %

**Q7. Perception of the City. Please rate each of the following items that may influence your perception of the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=209)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall quality of services provided by City	33.5%	52.2%	10.0%	1.4%	0.0%	2.9%
Q7-2. Appearance/visual attractiveness of City	27.8%	48.8%	17.2%	5.7%	0.5%	0.0%
Q7-3. Branson's brand/reputation	31.6%	40.7%	23.0%	2.9%	1.0%	1.0%
Q7-4. How well City is managing growth	20.1%	26.8%	38.3%	5.7%	3.3%	5.7%
Q7-5. Quality of life in City	22.5%	38.3%	26.3%	6.7%	1.0%	5.3%
Q7-6. Feeling of safety in City	27.8%	46.9%	18.2%	4.8%	1.4%	1.0%
Q7-7. Feeling of safety where your business is located	33.0%	47.4%	12.4%	3.8%	2.4%	1.0%
Q7-8. Historic Downtown Branson	31.6%	34.9%	26.3%	3.3%	1.9%	1.9%
Q7-9. Highway 76	16.7%	32.1%	36.8%	9.1%	4.3%	1.0%
Q7-10. Value you receive for your City taxes & fees	16.3%	32.5%	29.7%	2.9%	3.8%	14.8%

**WITHOUT "DON'T KNOW"**

**Q7. Perception of the City. Please rate each of the following items that may influence your perception of the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=209)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall quality of services provided by City	34.5%	53.7%	10.3%	1.5%	0.0%
Q7-2. Appearance/visual attractiveness of City	27.8%	48.8%	17.2%	5.7%	0.5%
Q7-3. Branson's brand/reputation	31.9%	41.1%	23.2%	2.9%	1.0%
Q7-4. How well City is managing growth	21.3%	28.4%	40.6%	6.1%	3.6%
Q7-5. Quality of life in City	23.7%	40.4%	27.8%	7.1%	1.0%
Q7-6. Feeling of safety in City	28.0%	47.3%	18.4%	4.8%	1.4%
Q7-7. Feeling of safety where your business is located	33.3%	47.8%	12.6%	3.9%	2.4%
Q7-8. Historic Downtown Branson	32.2%	35.6%	26.8%	3.4%	2.0%
Q7-9. Highway 76	16.9%	32.4%	37.2%	9.2%	4.3%
Q7-10. Value you receive for your City taxes & fees	19.1%	38.2%	34.8%	3.4%	4.5%

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q8. Top choice	Number	Percent
Overall quality of services provided by City	5	2.4 %
Appearance/visual attractiveness of City	33	15.8 %
Branson's brand/reputation	16	7.7 %
How well City is managing growth	40	19.1 %
Quality of life in City	10	4.8 %
Feeling of safety in City	17	8.1 %
Feeling of safety where your business is located	5	2.4 %
Historic Downtown Branson	19	9.1 %
Highway 76	25	12.0 %
Value you receive for your City taxes & fees	11	5.3 %
None chosen	28	13.4 %
Total	209	100.0 %

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q8. 2nd choice	Number	Percent
Overall quality of services provided by City	2	1.0 %
Appearance/visual attractiveness of City	16	7.7 %
Branson's brand/reputation	9	4.3 %
How well City is managing growth	16	7.7 %
Quality of life in City	17	8.1 %
Feeling of safety in City	13	6.2 %
Feeling of safety where your business is located	11	5.3 %
Historic Downtown Branson	20	9.6 %
Highway 76	41	19.6 %
Value you receive for your City taxes & fees	7	3.3 %
None chosen	57	27.3 %
Total	209	100.0 %

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q8. 3rd choice	Number	Percent
Overall quality of services provided by City	4	1.9 %
Appearance/visual attractiveness of City	6	2.9 %
Branson's brand/reputation	9	4.3 %
How well City is managing growth	13	6.2 %
Quality of life in City	8	3.8 %
Feeling of safety in City	8	3.8 %
Feeling of safety where your business is located	10	4.8 %
Historic Downtown Branson	8	3.8 %
Highway 76	23	11.0 %
Value you receive for your City taxes & fees	15	7.2 %
None chosen	105	50.2 %
Total	209	100.0 %

**SUM OF TOP 3 CHOICES**

**Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q8. Sum of top 3 choices	Number	Percent
Overall quality of services provided by City	11	5.3 %
Appearance/visual attractiveness of City	55	26.3 %
Branson's brand/reputation	34	16.3 %
How well City is managing growth	69	33.0 %
Quality of life in City	35	16.7 %
Feeling of safety in City	38	18.2 %
Feeling of safety where your business is located	26	12.4 %
Historic Downtown Branson	47	22.5 %
Highway 76	89	42.6 %
Value you receive for your City taxes & fees	33	15.8 %
None chosen	28	13.4 %
Total	465	

**Q9. How would you rate the physical appearance of the area where your business is located?**

Q9. How would you rate physical appearance of the area where your business is located	Number	Percent
Excellent	69	33.0 %
Good	98	46.9 %
Average	36	17.2 %
Poor	2	1.0 %
Don't know	4	1.9 %
Total	209	100.0 %

**WITHOUT "DON'T KNOW"**

**Q9. How would you rate the physical appearance of the area where your business is located? (without "don't know")**

Q9. How would you rate physical appearance of the area where your business is located	Number	Percent
Excellent	69	33.7 %
Good	98	47.8 %
Average	36	17.6 %
Poor	2	1.0 %
Total	205	100.0 %

**Q10. Please indicate whether your business had any contact with any unit of Branson City government during the past year related to the following issues or departments.**

(N=209)

	Yes	No
Q10-1. Code enforcement	38.8%	61.2%
Q10-2. Construction/building permits	25.4%	74.6%
Q10-3. Construction/building inspections	29.2%	70.8%
Q10-4. Engineering	20.1%	79.9%
Q10-5. Finance	18.2%	81.8%
Q10-6. Fire	58.4%	41.6%
Q10-7. Planning	19.6%	80.4%
Q10-8. Police	57.4%	42.6%
Q10-9. Taney County Health Department	45.5%	54.5%
Q10-10. Utilities	43.5%	56.5%

**Q10. If "Yes," please rate the City's performance in that area.**

(N=167)

	Excellent	Good	Average	Below average	Poor	Don't know
Q10-1. Code enforcement	31.6%	39.2%	17.7%	6.3%	5.1%	0.0%
Q10-2. Construction/ building permits	44.2%	30.8%	15.4%	7.7%	0.0%	1.9%
Q10-3. Construction/ building inspections	46.7%	28.3%	18.3%	3.3%	1.7%	1.7%
Q10-4. Engineering	43.9%	26.8%	19.5%	4.9%	0.0%	4.9%
Q10-5. Finance	40.5%	35.1%	16.2%	5.4%	0.0%	2.7%
Q10-6. Fire	71.7%	25.0%	1.7%	0.0%	0.0%	1.7%
Q10-7. Planning	40.0%	27.5%	25.0%	5.0%	0.0%	2.5%
Q10-8. Police	66.4%	27.7%	1.7%	1.7%	1.7%	0.8%
Q10-9. Taney County Health Department	60.6%	30.9%	5.3%	0.0%	1.1%	2.1%
Q10-10. Utilities	52.8%	33.7%	10.1%	0.0%	2.2%	1.1%

**WITHOUT "DON'T KNOW"****Q10. If "Yes," please rate the City's performance in that area. (without "don't know")**

(N=167)

	Excellent	Good	Average	Below average	Poor
Q10-1. Code enforcement	31.6%	39.2%	17.7%	6.3%	5.1%
Q10-2. Construction/building permits	45.1%	31.4%	15.7%	7.8%	0.0%
Q10-3. Construction/building inspections	47.5%	28.8%	18.6%	3.4%	1.7%
Q10-4. Engineering	46.2%	28.2%	20.5%	5.1%	0.0%
Q10-5. Finance	41.7%	36.1%	16.7%	5.6%	0.0%
Q10-6. Fire	72.9%	25.4%	1.7%	0.0%	0.0%
Q10-7. Planning	41.0%	28.2%	25.6%	5.1%	0.0%
Q10-8. Police	66.9%	28.0%	1.7%	1.7%	1.7%
Q10-9. Taney County Health Department	62.0%	31.5%	5.4%	0.0%	1.1%
Q10-10. Utilities	53.4%	34.1%	10.2%	0.0%	2.3%

**Q11. Please CHECK ALL of the following actions your business may take in the next 12 months.**

<u>Q11. Actions your business may take in next 12 months</u>	<u>Number</u>	<u>Percent</u>
Expanding your business in Branson	26	12.4 %
Relocating to another location in Branson	6	2.9 %
Relocating to another location outside Branson	3	1.4 %
Downsizing	2	1.0 %
Closing	3	1.4 %
None of these	168	80.4 %
Don't know	5	2.4 %
Total	213	

**WITHOUT "DON'T KNOW"**

**Q11. Please CHECK ALL of the following actions your business may take in the next 12 months. (without "don't know")**

<u>Q11. Actions your business may take in next 12 months</u>	<u>Number</u>	<u>Percent</u>
Expanding your business in Branson	26	12.7 %
Relocating to another location in Branson	6	2.9 %
Relocating to another location outside Branson	3	1.5 %
Downsizing	2	1.0 %
Closing	3	1.5 %
None of these	168	82.4 %
Total	208	

**Q12. Future Planning. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please rate how important each of the following issues should be when planning the City's future.**

(N=209)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q12-1. Preserving small town atmosphere	40.7%	34.9%	14.8%	3.3%	6.2%	0.0%
Q12-2. Diversifying entertainment offerings	42.6%	25.4%	22.0%	5.3%	4.8%	0.0%
Q12-3. Keeping crime rate low	71.8%	23.9%	2.9%	0.5%	1.0%	0.0%
Q12-4. Diversifying range of housing options	32.5%	22.0%	31.6%	6.7%	6.7%	0.5%
Q12-5. Minimizing tax increases	36.4%	32.5%	23.9%	3.3%	2.4%	1.4%
Q12-6. Expanding employment opportunities	43.5%	32.1%	15.3%	1.0%	7.7%	0.5%
Q12-7. Increasing availability of arts & cultural amenities	24.9%	26.8%	35.4%	3.8%	8.6%	0.5%
Q12-8. Improving quality of local governmental services	31.6%	41.1%	18.7%	2.9%	5.7%	0.0%
Q12-9. Enhancing appearance & overall beauty of City	52.6%	34.4%	9.1%	1.9%	1.4%	0.5%
Q12-10. Improving & expanding parks & recreational opportunities	34.4%	37.8%	20.6%	3.3%	2.9%	1.0%
Q12-11. Preserving City's community values	46.4%	32.5%	16.3%	1.9%	2.9%	0.0%
Q12-12. Managing environmental resources including water & air quality	59.3%	25.8%	11.0%	1.4%	2.4%	0.0%
Q12-13. Improving quality of City infrastructure	53.1%	31.1%	9.6%	1.0%	4.8%	0.5%
Q12-14. Improving communication & opportunities for public participation	28.7%	29.2%	33.5%	1.4%	6.7%	0.5%
Q12-15. Incentivizing economic development	27.3%	38.8%	21.5%	1.9%	9.1%	1.4%

**WITHOUT "NOT PROVIDED"**

**Q12. Future Planning. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please rate how important each of the following issues should be when planning the City's future. (without "not provided")**

(N=209)

	Extremely important	Very important	Important	Less important	Not important
Q12-1. Preserving small town atmosphere	40.7%	34.9%	14.8%	3.3%	6.2%
Q12-2. Diversifying entertainment offerings	42.6%	25.4%	22.0%	5.3%	4.8%
Q12-3. Keeping crime rate low	71.8%	23.9%	2.9%	0.5%	1.0%
Q12-4. Diversifying range of housing options	32.7%	22.1%	31.7%	6.7%	6.7%
Q12-5. Minimizing tax increases	36.9%	33.0%	24.3%	3.4%	2.4%
Q12-6. Expanding employment opportunities	43.8%	32.2%	15.4%	1.0%	7.7%
Q12-7. Increasing availability of arts & cultural amenities	25.0%	26.9%	35.6%	3.8%	8.7%
Q12-8. Improving quality of local governmental services	31.6%	41.1%	18.7%	2.9%	5.7%
Q12-9. Enhancing appearance & overall beauty of City	52.9%	34.6%	9.1%	1.9%	1.4%
Q12-10. Improving & expanding parks & recreational opportunities	34.8%	38.2%	20.8%	3.4%	2.9%
Q12-11. Preserving City's community values	46.4%	32.5%	16.3%	1.9%	2.9%
Q12-12. Managing environmental resources including water & air quality	59.3%	25.8%	11.0%	1.4%	2.4%
Q12-13. Improving quality of City infrastructure	53.4%	31.3%	9.6%	1.0%	4.8%
Q12-14. Improving communication & opportunities for public participation	28.8%	29.3%	33.7%	1.4%	6.7%

**WITHOUT "NOT PROVIDED"**

**Q12. Future Planning. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please rate how important each of the following issues should be when planning the City's future. (without "not provided")**

	Extremely important	Very important	Important	Less important	Not important
Q12-15. Incentivizing economic development	27.7%	39.3%	21.8%	1.9%	9.2%

**Q13. Which THREE of the issues listed in Question 12 do you think should be MOST IMPORTANT when planning the City's future?**

Q13. Top choice	Number	Percent
Preserving small town atmosphere	19	9.1 %
Diversifying entertainment offerings	27	12.9 %
Keeping crime rate low	26	12.4 %
Diversifying range of housing options	10	4.8 %
Minimizing tax increases	7	3.3 %
Expanding employment opportunities	13	6.2 %
Increasing availability of arts & cultural amenities	3	1.4 %
Improving quality of local governmental services	4	1.9 %
Enhancing appearance & overall beauty of City	8	3.8 %
Improving & expanding parks & recreational opportunities	2	1.0 %
Preserving City's community values	1	0.5 %
Managing environmental resources including water & air quality	11	5.3 %
Improving quality of City infrastructure	22	10.5 %
Improving communication & opportunities for public participation	6	2.9 %
Incentivizing economic development	5	2.4 %
None chosen	45	21.5 %
Total	209	100.0 %

**Q13. Which THREE of the issues listed in Question 12 do you think should be MOST IMPORTANT when planning the City's future?**

Q13. 2nd choice	Number	Percent
Preserving small town atmosphere	6	2.9 %
Diversifying entertainment offerings	11	5.3 %
Keeping crime rate low	13	6.2 %
Diversifying range of housing options	17	8.1 %
Minimizing tax increases	6	2.9 %
Expanding employment opportunities	11	5.3 %
Increasing availability of arts & cultural amenities	4	1.9 %
Improving quality of local governmental services	7	3.3 %
Enhancing appearance & overall beauty of City	13	6.2 %
Improving & expanding parks & recreational opportunities	5	2.4 %
Preserving City's community values	11	5.3 %
Managing environmental resources including water & air quality	20	9.6 %
Improving quality of City infrastructure	19	9.1 %
Improving communication & opportunities for public participation	2	1.0 %
Incentivizing economic development	2	1.0 %
None chosen	62	29.7 %
Total	209	100.0 %

**Q13. Which THREE of the issues listed in Question 12 do you think should be MOST IMPORTANT when planning the City's future?**

Q13. 3rd choice	Number	Percent
Preserving small town atmosphere	12	5.7 %
Diversifying entertainment offerings	6	2.9 %
Keeping crime rate low	5	2.4 %
Diversifying range of housing options	11	5.3 %
Minimizing tax increases	2	1.0 %
Expanding employment opportunities	7	3.3 %
Increasing availability of arts & cultural amenities	6	2.9 %
Improving quality of local governmental services	2	1.0 %
Enhancing appearance & overall beauty of City	9	4.3 %
Improving & expanding parks & recreational opportunities	7	3.3 %
Preserving City's community values	9	4.3 %
Managing environmental resources including water & air quality	18	8.6 %
Improving quality of City infrastructure	20	9.6 %
Improving communication & opportunities for public participation	3	1.4 %
Incentivizing economic development	7	3.3 %
None chosen	85	40.7 %
Total	209	100.0 %

**SUM OF TOP 3 CHOICES****Q13. Which THREE of the issues listed in Question 12 do you think should be MOST IMPORTANT when planning the City's future? (top 3)**

<u>Q13. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Preserving small town atmosphere	37	17.7 %
Diversifying entertainment offerings	44	21.1 %
Keeping crime rate low	44	21.1 %
Diversifying range of housing options	38	18.2 %
Minimizing tax increases	15	7.2 %
Expanding employment opportunities	31	14.8 %
Increasing availability of arts & cultural amenities	13	6.2 %
Improving quality of local governmental services	13	6.2 %
Enhancing appearance & overall beauty of City	30	14.4 %
Improving & expanding parks & recreational opportunities	14	6.7 %
Preserving City's community values	21	10.0 %
Managing environmental resources including water & air quality	49	23.4 %
Improving quality of City infrastructure	61	29.2 %
Improving communication & opportunities for public participation	11	5.3 %
Incentivizing economic development	14	6.7 %
None chosen	45	21.5 %
Total	480	

**Q14. Overall Ratings of the City. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following.**

(N=209)

	Excellent	Good	Average	Below average	Poor	Don't know
Q14-1. As a place to live	25.4%	41.6%	16.7%	4.3%	1.0%	11.0%
Q14-2. As a place to raise a family	29.2%	38.8%	21.5%	3.3%	1.0%	6.2%
Q14-3. As a place to work	29.7%	46.9%	15.3%	5.3%	2.9%	0.0%
Q14-4. As a place to retire	42.6%	36.8%	8.6%	4.3%	1.0%	6.7%
Q14-5. As a place to visit	56.5%	34.0%	7.2%	0.0%	1.0%	1.4%
Q14-6. As a City that is moving in a positive direction	29.7%	34.9%	23.9%	4.3%	1.0%	6.2%

**WITHOUT "DON'T KNOW"**

**Q14. Overall Ratings of the City. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following. (without "don't know")**

(N=209)

	Excellent	Good	Average	Below average	Poor
Q14-1. As a place to live	28.5%	46.8%	18.8%	4.8%	1.1%
Q14-2. As a place to raise a family	31.1%	41.3%	23.0%	3.6%	1.0%
Q14-3. As a place to work	29.7%	46.9%	15.3%	5.3%	2.9%
Q14-4. As a place to retire	45.6%	39.5%	9.2%	4.6%	1.0%
Q14-5. As a place to visit	57.3%	34.5%	7.3%	0.0%	1.0%
Q14-6. As a City that is moving in a positive direction	31.6%	37.2%	25.5%	4.6%	1.0%

**Q17. Please rate the labor pool in Branson in the following areas.**

(N=209)

	Excellent	Good	Average	Below average	Poor	Don't know
Q17-1. Quality of labor	5.7%	15.8%	47.4%	14.4%	8.6%	8.1%
Q17-2. Availability of labor	8.6%	18.7%	35.9%	16.7%	11.0%	9.1%
Q17-3. Stability of work force	6.2%	16.7%	44.5%	14.4%	8.6%	9.6%
Q17-4. Attitude of employees	6.7%	25.8%	42.6%	11.0%	6.2%	7.7%
Q17-5. Productivity of workforce	9.6%	21.1%	47.8%	9.1%	4.8%	7.7%

**WITHOUT "DON'T KNOW"**

**Q17. Please rate the labor pool in Branson in the following areas. (without "don't know")**

(N=209)

	Excellent	Good	Average	Below average	Poor
Q17-1. Quality of labor	6.3%	17.2%	51.6%	15.6%	9.4%
Q17-2. Availability of labor	9.5%	20.5%	39.5%	18.4%	12.1%
Q17-3. Stability of work force	6.9%	18.5%	49.2%	15.9%	9.5%
Q17-4. Attitude of employees	7.3%	28.0%	46.1%	11.9%	6.7%
Q17-5. Productivity of workforce	10.4%	22.8%	51.8%	9.8%	5.2%

**Q18. Business Impact. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following are to the success of your business.**

(N=209)

	Extremely important	Very important	Important	Less important	Not important	Not applicable
Q18-1. Tourism industry	74.6%	7.7%	7.7%	2.4%	6.2%	1.4%
Q18-2. Promoting Branson brand (marketing)	61.2%	16.3%	12.4%	2.9%	4.8%	2.4%
Q18-3. Mass transit (e.g. buses, trolleys, gondola) for tourists	20.1%	22.5%	23.4%	13.9%	16.3%	3.8%
Q18-4. Mass transit (e.g. buses, trolleys, gondola) for your employees	19.6%	20.6%	19.1%	12.9%	22.0%	5.7%
Q18-5. Preserving water quality in our lakes & streams	59.3%	24.4%	6.2%	6.2%	0.5%	3.3%
Q18-6. Quality of development standards	45.9%	28.2%	16.7%	3.8%	0.0%	5.3%
Q18-7. Quality of City infrastructure	48.8%	29.7%	14.4%	2.4%	1.0%	3.8%

**WITHOUT "NOT APPLICABLE"**

**Q18. Business Impact. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following are to the success of your business. (without "not applicable")**

(N=209)

	Extremely important	Very important	Important	Less important	Not important
Q18-1. Tourism industry	75.7%	7.8%	7.8%	2.4%	6.3%
Q18-2. Promoting Branson brand (marketing)	62.7%	16.7%	12.7%	2.9%	4.9%
Q18-3. Mass transit (e.g. buses, trolleys, gondola) for tourists	20.9%	23.4%	24.4%	14.4%	16.9%
Q18-4. Mass transit (e.g. buses, trolleys, gondola) for your employees	20.8%	21.8%	20.3%	13.7%	23.4%
Q18-5. Preserving water quality in our lakes & streams	61.4%	25.2%	6.4%	6.4%	0.5%
Q18-6. Quality of development standards	48.5%	29.8%	17.7%	4.0%	0.0%
Q18-7. Quality of City infrastructure	50.7%	30.8%	14.9%	2.5%	1.0%

**Q19. Which TWO of the items listed in Question 18 should be MOST IMPORTANT when planning the City's future?**

Q19. Top choice	Number	Percent
Tourism industry	87	41.6 %
Promoting Branson brand (marketing)	12	5.7 %
Mass transit (e.g. buses, trolleys, gondola) for tourists	14	6.7 %
Mass transit (e.g. buses, trolleys, gondola) for your employees	7	3.3 %
Preserving water quality in our lakes & streams	28	13.4 %
Quality of development standards	6	2.9 %
Quality of City infrastructure	19	9.1 %
None chosen	36	17.2 %
Total	209	100.0 %

**Q19. Which TWO of the items listed in Question 18 should be MOST IMPORTANT when planning the City's future?**

Q19. 2nd choice	Number	Percent
Tourism industry	20	9.6 %
Promoting Branson brand (marketing)	45	21.5 %
Mass transit (e.g. buses, trolleys, gondola) for tourists	13	6.2 %
Mass transit (e.g. buses, trolleys, gondola) for your employees	17	8.1 %
Preserving water quality in our lakes & streams	17	8.1 %
Quality of development standards	17	8.1 %
Quality of City infrastructure	24	11.5 %
None chosen	56	26.8 %
Total	209	100.0 %

**SUM OF TOP 2 CHOICES****Q19. Which TWO of the items listed in Question 18 should be MOST IMPORTANT when planning the City's future? (top 2)**

Q19. Sum of top 2 choices	Number	Percent
Tourism industry	107	51.2 %
Promoting Branson brand (marketing)	57	27.3 %
Mass transit (e.g. buses, trolleys, gondola) for tourists	27	12.9 %
Mass transit (e.g. buses, trolleys, gondola) for your employees	24	11.5 %
Preserving water quality in our lakes & streams	45	21.5 %
Quality of development standards	23	11.0 %
Quality of City infrastructure	43	20.6 %
None chosen	36	17.2 %
Total	362	

**Q20. Approximately how many people do you employ in Branson?**

Q20. How many people do you employ in Branson	Number	Percent
Less than 5	61	29.2 %
6-10	40	19.1 %
11-24	52	24.9 %
25-49	27	12.9 %
50-99	12	5.7 %
100-249	7	3.3 %
250+	10	4.8 %
Total	209	100.0 %

**Q21. Which ONE of the following best describes your business?**

Q21. What best describes your business	Number	Percent
Transportation/manufacturing	1	0.5 %
Communications	4	1.9 %
Construction	3	1.4 %
Hotel/motel/lodging	45	21.5 %
Entertainment, recreation	21	10.0 %
Professional services (e.g. law, consulting)	12	5.7 %
Finance/insurance/real estate	13	6.2 %
Retail trade (not food service)	56	26.8 %
Retail food service	21	10.0 %
Health care/medical/social services	14	6.7 %
Not for profit	2	1.0 %
Other	15	7.2 %
None chosen	2	1.0 %
Total	209	100.0 %

**WITHOUT "NONE CHOSEN"****Q21. Which ONE of the following best describes your business? (without "none chosen")**

Q21. What best describes your business	Number	Percent
Transportation/manufacturing	1	0.5 %
Communications	4	1.9 %
Construction	3	1.4 %
Hotel/motel/lodging	45	21.7 %
Entertainment, recreation	21	10.1 %
Professional services (e.g. law, consulting)	12	5.8 %
Finance/insurance/real estate	13	6.3 %
Retail trade (not food service)	56	27.1 %
Retail food service	21	10.1 %
Health care/medical/social services	14	6.8 %
Not for profit	2	1.0 %
Other	15	7.2 %
Total	207	100.0 %

**Q21-12. Other**

<u>Q21-12. Other</u>	<u>Number</u>	<u>Percent</u>
Museum	3	20.0 %
Marketing Agency digital	1	6.7 %
Own both food service and retail stores	1	6.7 %
LAND SURVEY	1	6.7 %
HOUSING	1	6.7 %
DENTAL	1	6.7 %
PRESERVE MISSOURI DOWNTOWN	1	6.7 %
SERVICE PROVIDED SEWING ALTERATIONS	1	6.7 %
TECHNOLOGY COMPANY	1	6.7 %
FACILITY MANAGEMENT	1	6.7 %
PROMOTE ECONOMIC DEVELOPMENT, PRIVATE NON PROFIT	1	6.7 %
TATOO SHOP	1	6.7 %
COMPUTER REPAIR	1	6.7 %
Total	15	100.0 %

**Q22. Approximately how many years has your organization been located in Branson?**

Q22. How many years has your organization been located in Branson

	<u>Number</u>	<u>Percent</u>
Less than 5 years	18	8.6 %
5-10 years	41	19.6 %
11-20 years	59	28.2 %
20+ years	90	43.1 %
<u>Not provided</u>	1	0.5 %
Total	209	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q22. Approximately how many years has your organization been located in Branson? (without "not provided")**

Q22. How many years has your organization been located in Branson

	<u>Number</u>	<u>Percent</u>
Less than 5 years	18	8.7 %
5-10 years	41	19.7 %
11-20 years	59	28.4 %
<u>20+ years</u>	90	43.3 %
Total	208	100.0 %

**Q23. Which of the following best describes your position in your organization?**

Q23. What best describes your position in your organization

	Number	Percent
Owner	73	34.9 %
Senior manager	108	51.7 %
Senior staff	18	8.6 %
Other	6	2.9 %
Not provided	4	1.9 %
Total	209	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q23. Which of the following best describes your position in your organization? (without "not provided")**

Q23. What best describes your position in your organization

	Number	Percent
Owner	73	35.6 %
Senior manager	108	52.7 %
Senior staff	18	8.8 %
Other	6	2.9 %
Total	205	100.0 %

**Q23-4. Other**

Q23-4. Other

	Number	Percent
Manager	4	66.7 %
Preschool director	1	16.7 %
CURATOR	1	16.7 %
Total	6	100.0 %

**Q24. Where is your primary residence?**

<u>Q24. Where is your primary residence</u>	<u>Number</u>	<u>Percent</u>
Branson, within City limits	88	42.1 %
Taney County, outside City limits	83	39.7 %
Missouri, outside Taney County	35	16.7 %
Out of state	1	0.5 %
Not provided	2	1.0 %
Total	209	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q24. Where is your primary residence? (without "not provided")**

<u>Q24. Where is your primary residence</u>	<u>Number</u>	<u>Percent</u>
Branson, within City limits	88	42.5 %
Taney County, outside City limits	83	40.1 %
Missouri, outside Taney County	35	16.9 %
Out of state	1	0.5 %
Total	207	100.0 %

## **Section 4**

# ***Open Ended Comments***

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## Overview

On survey Questions 15, 16 and 25, Branson businesses were given the opportunity to provide open-ended comments. While the results in this section are not statistically valid, they provide useful insights for interpreting the reasons behind survey responses. The results were recorded verbatim, so spelling and grammatical errors have not been corrected.

### *Q15. What do you like/dislike about having a business in Branson?*

- A good place to live and work.
- ACCESS TO CLIENTS TOURIST SUMMER VACATION HOMES.
- AMOUNT OF EMPTY THEATERS AND HOTEL PROPERTIES IN GENERAL.
- BEING ABLE TO PROMOTE A DESTINATION THAT IS TRULY AN AMERICAN EXPERIENCE THAT WE HOPE IS STILL AVAILABLE IN THE FUTURE.
- BRANSON IS LIKE A BOX OF CHOCOLATE.
- CHANGING TO FAMILY ENTERTAINMENT FOR YOUNGSTERS.
- CHRISTIAN VALUES GREAT VETERANS. DISLIKE ALL THE WINDING CURVED ROADS TO DRIVE ON.
- CITY AND COUNTY NEED TO IMPROVE COMMUNICATIONS.
- CODE ENFORCEMENT IS FRUSTRATING TO SAY THE LEAST.
- CONTINUE MOVING FORWARD WITH GROWTH
- Different every day.
- Dislike - The labor, it's hard to find qualified workers that want to stay.
- Dislike - To clean the snow the city uses gravel not salt. That makes a huge mess. Seasonal employment makes it hard to maintain the labor pool.
- Dislike - tourist driven. It's hard to live here off-season because of the cost.
- DISLIKE DOWN TIME IN OFF SEASON
- DISLIKE HARD TO FIND EMPLOYEES
- DISLIKE SEASONAL CHANGES
- DISLIKE SEASONALITY BUSINESS.
- DISLIKE TARGETING THE YOUNGER GENERATION.
- DISLIKE THAT WE DON'T HAVE THE BRANSON APPEAL THAT WE USED TO HAVE. WE NEED TO TARGET A YOUNGER CROWD.
- DISLIKE THE EFFECT THAT AS A TOURIST TOWN THE SEASONALITY OF BUSINESS IS A PROBLEM.
- DISLIKE THE EXTENDED STAY HOTELS AND THE PROBLEMS THEY BRING.
- DISLIKE THE PAY BY THE WEEK MOTELS.
- DISLIKE THE RUNDOWN APPEARANCE OF THE CITY COMING INTO TOWN ON WEST BOUND 76.
- DISLIKE THE WAY THEY DON'T ADVERTISE
- DISLIKE THE WAY THEY HIDE THINGS, CRIME AND HOMELESSNESS. LIKE LOTS TO DO FOR EVERYONE.
- DISLIKE THE YOUNGER GENERATION DOESN'T COME DURING THE WEEK UNTIL SUMMER WEEKENDS AND HOLIDAYS ONLY.
- DISLIKE TOURIST SEASON.
- DON'T KNOW WE ARE MOVING IN A POSITIVE DIRECTION
- Finding employees difficult.

- FIRE POLICE SERVICES WERE DOWN BUT WAS CONTACTED BY PHONE.
- Focus on tourism - I like what we do now but we need to step it up.
- Friendly and easy to get along. I like the small town atmosphere.
- GET RID OF LONG TERM HOTELS
- I ENJOY MEETING PEOPLE FROM AROUND THE COUNTRY AND THE WORLD.
- I like everything.
- I like the constant flow of people.
- I LIKE THE FAMILY ATMOSPHERE WE TRY TO MARKET. I LIKE THE DIVERSITY OF ACTIVITIES.
- I LIKE THE GREAT COMMUNITY, TIGHT KNIT, BEST OF ENTERTAINMENT AND OUTDOORS.
- I LIKE THE SECURITY AND LIVELIHOOD. I DISLIKE THE PEOPLE.
- I LIKE TO MEET PEOPLE FROM ALL OVER THE COUNTRY.
- I LIKE TO TALK TO MANY PEOPLE. DISLIKE POPULATION TOO SMALL TO SUPPORT MULTIPLE BUSINESSES.
- I LIKE WORKING WITH THE TOURISTS AND THEM HAVING FUN. I LIKE THE LAID BACK ATMOSPHERE.
- IT IS BEAUTIFUL HERE.
- IT IS NICE TO BE BUSY IN THE SUMMER AND IT IS NICE TO SLOW DOWN IN THE WINTER FOR A BREAK.
- It's a hard place to raise a family. Seasonal employment and low wages.
- LACK OF SECURITY, DRUGS, TRAFFIC, AND PANHANDLING.
- LIKE A LOT OF DIFFERENT KINDS OF JOBS AVAILABLE. DISLIKE DIFFICULT TO FIND YEAR ROUND WORK.
- LIKE AMOUNT OF DIFFERENT CHOICES OF EMPLOYMENT, DISLIKE INCONSISTENT WORK YEAR ROUND.
- LIKE BUSYNESS
- LIKE CLOSE TO HOME, DISLIKE PAY SCALE AND HOUSING OPTIONS.
- Like doing business.
- like feel safe with room to grow, dislike hard to reach like masses we're isolated
- LIKE GREAT BENEFITS. DISLIKE OFF SEASON.
- LIKE INVOLVEMENT IN A GREAT COMMUNITY, DISLIKE THE DRIVE IN.
- LIKE ITS FAMILY ORIENTED, DISLIKE SEASONAL THREE MONTHS ON UNEMPLOYMENT EACH YEAR, TAXES AT THE LANDING 13% THAT SCARES ALL TOURIST
- LIKE PROVIDE A REALLY GOOD SERVICE TO THE COMMUNITY.
- LIKE SMALL TOWN ATMOSPHERE AND TOURISTS.
- LIKE SMALL TOWN ATMOSPHERE. DISLIKE PROBLEMS WITH DRUG ADDICTED LIVING IN THE AREA.
- LIKE SMALL TOWN FEEL.
- LIKE THE COMMUNITY, SMALL TOWN ATMOSPHERE, AND PEOPLE.
- LIKE THE DIFFERENT PEOPLE
- LIKE THE SMALL TOWN FEEL AND ART OPTIONS. DISLIKE THE COUNTY AND CITY TAXES.
- LIKE THE TRAFFIC AND AMOUNT OF VISITORS
- LIKE TOURIST ORIENTED. DISLIKE THE CITY TARGETING A YOUNGER DEMOGRAPHIC. THE PROBLEM WITH THEM IS THEY ARE WEEKEND, HOLIDAY, AND SUMMER ONLY, AND NOT THROUGH THE WEEK.
- LIKES SMALL TOWN ATMOSPHERE.

- LOCATION IS THE BEST
- LOW WAGE WORKERS.
- Mix of clientele.
- Multiple languages of visitors.
- NEVER RUNS OUT OF DISLIKE CLUTTER SOMETIMES TOO MANY PEOPLE AND CUSTOMERS.
- Not crazy about tattoo/vapor businesses.
- NOT ENOUGH QUALIFIED LABOR.
- Overall environment is conducive to business.
- PANHANDLING
- People are nice.
- Seasonal city makes it hard to keep employees.
- SEASONALITY OF EMPLOYMENT IS A PROBLEM.
- STRONG TOURIST MARKET NO LIKE OFF SEASON DECREASE IN CUSTOMERS.
- The city does a good job of attracting businesses. The city cares about businesses.
- THE CLIENTELE PEOPLE FROM ALL OVER THE WORLD.
- THE LABOR POOL. TOO MANY LOW PAYING JOBS, THE COST OF LIVING DOESN'T KEEP UP.
- The opportunities to serve the public in the hospitality industry allows us to share God's love.
- The police do not respond in a timely manner.
- THE TOURIST TRADE
- THEY DO A GOOD JOB BRINGING IN TOURISTS AND HONORING VETERANS.
- THEY IGNORE SMALL BUSINESS.
- Tight knit business community.
- TOO MANY PEOPLE ARE WORKING 2-3 JOBS TO MAKE ENDS MEET.
- TOO MANY REGULATIONS AND CODES.
- Tourism from many different areas.
- WANTED TO RETIRE HERE
- WE LOVE OUR CUSTOMERS.
- we need to keep in mind that people live here its not all tourist business
- WE NEED TO REMEMBER PEOPLE LIVE HERE TOO. IT'S NOT ALL TOURIST.

*Q16. What can the City of Branson do to better serve your business?*

- 2012 TORNADO CAUSED LOCAL DAMAGE, CITY FAILED TO PICK UP DEBRIS FOR BUSINESSES.
- ADD MORE PARKING DOWNTOWN
- ADDRESS THE PROBLEMS WITH FALL CREEK RD AND HOUSING ISSUES FOR LOW INCOME.
- ADDRESS THE SEASONALITY BUSINESS
- ALL BUSINESS NEED TO WORK TOGETHER WE ARE ALL IN THE TOURIST BUSINESS MAYBE THE CITY CAN COORDINATE THE GATHERING PLACE AND TIME
- ATTRACT MORE COMPANIES AND ORGANIZATIONS, NOT AS MUCH ENTERTAINMENT.
- Better street lighting on 76 near US.
- BETTER STREET MAINTENANCE.
- BETTER WAYS TO MOVE THE TOURIST AROUND BUS TOLLEY.
- BRANDING AND MARKETING IS A CONCERN. WE USE TO HAVE MORE COMMUNITY INVOLVEMENT, WE NEED TO GO BACK TO THAT.
- Bring in a factory that can pay higher than minimum wage.
- Bring new shows to encourage younger crowds.
- BUILD ON THE BRANSON BRAND GET RID OF THE STIGMA LOCALLY WE ARE GOOD BUT OTHER THAN PARTS OF THE COUNTY NOT SO GOOD
- CLEAN UP THE CITY.
- COMMUNICATIONS.
- Continue economic growth.
- Continue to grow the labor pool. Also, all the departments involved with license renewals are fine folks to work with but we got backup last year because of the backlog in those departments. Please work on expediting this process.
- CONTINUE TO GROW.
- Create better employment choices, not all minimum wage jobs.
- Diversify the income opportunities by not just catering to the entertainment businesses.
- DO A BETTER JOB PROVIDING FOR LOW INCOME PEOPLE. MORE DAYCARE OPTIONS.
- DOING A GREAT JOB
- Doing great.
- Don't make it look like an amusement park. Keep the older crowd in mind and don't just cater to the younger people.
- ELIMINATE HOMELESSNESS
- ENFORCE CITY CODES EQUALLY ACROSS ALL BUSINESS TYPES.
- Every time there is an event or festival the entrance to my business gets blocked. The police dept. needs to control traffic better.
- Expand employment opportunities.
- FIX THE SPEED LIMIT SIGN ON CLIFF DR
- Fix what we have instead of building new.
- FOCUS TOURISM
- GET A PROMOTE BUSINESS PLAN, WE DON'T HAVE THE DRAW AND GOOD SUN REPUTATION WE USED TO
- Get a humane handle on the homeless problem.
- HAVE MORE ACTIVITIES IN THE OFF SEASON.

- HELP US MARKET ADVERTISE.
- HOMELESS COMMUNITY LIVES BEHIND THE BUILDING. WOULD LIKE HELP IN GETTING THEM UNDER CONTROL.
- HWY 76 NEEDS TO BE CLEANED UP HEADING INTO TOWN.
- IMPROVE THE APPEARANCE ON WEST BOUND 76 COMING INTO TOWN. THE LABOR POOL, NEED MORE GOOD PAYING JOBS TO DRAW FAMILIES.
- IMPROVE TRAFFIC FLOW
- INFRASTRUCTURE! ROAD ACCESS AND SAFETY AND SECURITY.
- IT WOULD BE NICE TO HAVE FOCUS GROUPS ONCE IN A WHILE SO THAT BUSINESSES COULD DISCUSS SOME OF THE ISSUES MENTIONED IN THE SURVEY.
- Keep it a family friendly atmosphere.
- KEEP PUSHING FORWARD. COMMUNICATION IS IMPORTANT BETWEEN ORGANIZATIONS.
- KEEP THE TOURIST COMING.
- KEEP UP THE GOOD WORK
- LET US HAVE A SIGN ON 76 AND A STREET SIGN FOR WILDWOOD.
- LISTEN TO INPUT FROM THE BUSINESSES.
- LOWER THE COUNTY TAXES.
- MAINTAIN AND INCREASE TOURISM
- MARKET ALL SHOWS, NOT JUST THE BIG NAMES.
- MORE ADVERTISE FOR BUSINESSES. COME VISIT THE LANDING.
- MORE OPTIONS TO IMPROVE HEALTH OF THE COMMUNITY.
- MORE SUPPORTIVE OF BUSINESSES THAT ARE NEW OR A NEW TYPE.
- NEED A BALANCE OF JOBS AND INCOME
- NEED A BIG THEATER FOR BIG SHOWS.
- NEED AFFORDABLE HOUSING
- NEED BETTER CITY LIGHTING THROUGHOUT THE CITY.
- NEW ATTRACTIONS AND NEW SHOWS
- NO THEY HELP A LOT!
- OWN WATER COMPANY
- POLICE
- POLICE DO A GOOD JOB FOR ME WHEN I NEED THEM BECAUSE I DO NOT DO EXTENDED STAY BUSINESS.
- PUT A QUILT MUSEUM IN BRANSON.
- Remember people live here, it's not just a tourist place. More low cost options for families.
- ROAD MAINTENANCE
- RUN RADAR TO CONTROL TRAFFIC AND ADDRESS THE HOMELESS PROBLEM.
- SEEKING ECONOMIC DEVELOPMENT.
- SEPARATE THE CHAMBER OF COMMERCE FROM CVB
- STAY OUT OF MY BUSINESS AND LET ME RUN IT.
- STOP RAISING THE TAXES AND THE SIDE WALK EXPANSION PLAN. THIS IS NOT A WALKING TOWN, IT IS TOO HILLY. CLEAN UP EXTENDED STAY HOTELS AND THE DRUG PROBLEMS THEY CAUSE.
- Surge of employment needs on a seasonal basis creates problems.
- TARGET THE OLDER GENERATION TO COME HERE DURING THE WEEK.
- TARGET THE OLDER GENERATION TO VISIT DURING THE WEEK.
- The balance of services/care for residents and tourists.
- THE ROAD CONDITIONS IN THE WINTER NEED HELP

- THEY ARE TRYING TO STIFLE GROWTH, TOO MANY REGULATIONS.
- THIS IS A VAPE SHOP, AND THE VAPOR SETS OFF SMOKE ALARMS, MAYBE SOMEBODY COULD FIND A DETECTOR THAT WOULDN'T REACT TO VAPOR.
- WE ARE NOT A TOURIST BUSINESS BUT WE NEED TO CLEAN BRANSON UP FROM THE LOW RENT HOTELS TO THE STREET, THIS NEEDS TO BE A BEAUTIFUL TOWN AGAIN
- we need fiber optics add/improve biking trails
- WE NEED MORE ATTRACTIONS IN THE OFF SEASON.
- WE NEED TO CLEAN IT UP THIS INVOLVES THE PEOPLE.
- WE NEED TO WORK ON ECONOMIC DEVELOPMENT.
- Work with neighboring counties on crime prevention and solving crimes.

***Q25. If there are any other issues or suggestions you would like to make, please provide your comments below.***

- ADDRESS HIGH WATER RUNOFF ON FALL CREEK RD.
- AFFORDABLE HOUSING FOR ALL INCOMES.
- Allowing different entertainment to draw a younger crowd. More family activities, balance seniors and young adults.
- APPLY FOR AND GET COPIES OF PERMITS AT P & Z ONLINE WITHOUT HAVING TO DRIVE 2 TIMES TO CITY HALL ONCE TO APPLY THEN AGAIN TO PICK UP PERMITS
- Better online communication. Better internet service.
- BRANSON HAS A PROBLEM WITH THE HOMELESS. NUMEROUS DRUG TREATMENT PROGRAMS THAT BRING IN PEOPLE FROM THE OUTSIDE OF THE AREA.
- Branson population growth seems to be largely poor people. If no zoning or zero net sum gain hotel room planning is put forth, the tourism industry will disappear and your per capita income level will plummet. Fix it or suffer the obvious future. Public transportation for your growing impoverished population and sidewalks so they can no longer roam in the streets. One new hotel bed must = -1 old hotel bed. Zero gain.
- BUSINESS GATHERINGS TO DISCUSS QUALITY OF BRANSON ENTERTAINMENT, LODGING AND FOOD SERVICES RESELLING TICKETS
- CITY NEEDS TO DO A BETTER JOB OF LETTING US KNOW WHEN THEY ARE SPONSORING EVENTS SO WE CAN LET OUR PATRONS BE AWARE OF IT.
- CITYSCOPE IS TERRIBLE DUE TO INFRASTRUCTURE. CITY SHOULD TAKE OVER WATER DEPT. WHEN LANDING FLOODS, PEOPLE PUMP INTO THE STREET WHICH GOES TO LAKE.
- CLEAN UP AND MAINTAIN ROADS, STREETS, AND RIGHT OF WAYS.
- CLEAN UP THE LANDSCAPE ON GREYNA LANE
- CODES INVOLVING CONVERSION AND MOTELS TO MORE USABLE PURPOSES. SHOULD BE A LITTLE MORE FRIENDLY.
- CONCENTRATE ON THE HOMELESS DRUG USE AND CRIME ISSUES IN THIS AREA.
- CONCERNED WHO IS RESPONSIBLE FOR LEAK IN WATER PIPES.
- Concerned with safety. There are a lot of transient people in town.
- DON'T HAVE THE TIME OR ENERGY TO ADDRESS THE MANY POLICIES AND PRACTICES THAT BRING SERIOUS QUESTIONS TO MIND.
- Extended stay hotels do not encourage people to find permanent positions. Panhandling has become a profession.
- Help send more tourist traffic down Greyna Road. We would also like more information on holding events in parking lot.
- Help send more tourist traffic down Greyna Road. Would also like more information on holding events in parking lot.
- HIGHWAY 76 FACE LIFT THAT THEY WORKED ON.

- HOTELS WANTS TO AVOID CALLING THE POLICE. IT MAKES A NEGATIVE REFLECTION ON BUSINESS NEVER SEEN A CITY THAT OWNS SO MUCH PROPERTY.
- I feel like Branson is a great place to live and work. However, I feel like we duplicate businesses to the point where the pie is sliced way to thin and they have trouble keeping afloat. Ex. 1 We have two indoor water parks and they're building a third. 2. Lots of zip lines. We have a lot of things for tourists but not a lot of free or low cost activities for residents. Most of the things to do here aren't frequented by locals on an ongoing basis due to the expense for a family. Some places offer local discounts, but usually just \$2-\$5 off. Thanks for asking for my opinion.
- I HAVE LIVED HERE FOR 18 YEARS THEY ARE FAILING TO ASK LOCALS WHAT THEY NEED. THEY DON'T DO WELL CELEBRATING THE HOLIDAYS.
- I THOUGHT THEY WERE GOING TO SHUT DOWN ROACH AND BED INFESTED EXTENDED STAY HOTELS.
- IMPROVING ENTERTAINMENT, ADDRESS THE SEASONALITY ISSUE.
- It would be helpful if amenities/activities/facilities were geared toward the tourists, with secondary emphasis on locals.
- KEEP MAYOR BEST
- Live in Hollister, have a system that sends a text message when something bad happens with traffic or storms, etc.
- LOW INCOME HOUSING FOR RESIDENTS AND OTHER AMENITIES. DIVERSIFY JOB OPTIONS FOR SEASONAL JOBS, ENCOURAGE SOCIAL SUPPORT ORGANIZATIONS.
- MAKE MORE OF AN EFFORT TO PRESEVE THE NATURE OF THE Ozarks, CLEANING TREES, HILLS AND WATERWAYS FOR DEVELOPMENT KILLS WHAT MADE THIS PLACE BEAUTIFUL, AFTER THE MUSIC IS GONE WE WILL STILL HAVE NATURE DON'T MESS IT UP ANY MORE THAN YOU ALREADY HAVE
- MAKE THE CHANGES THAT ARE NEEDED. LISTEN TO NEW IDEAS. THIS TOWN NEEDS TO DRAW IN THE YOUNGER GENERATION.
- MASS TRANSIT FOR RESIDENCE WOULD BE GREAT.
- MORE DOG PARKS
- More of the homeless seem to be making being homeless a full time job. The real homeless need help not the phonies.
- My image of the police is they are heavy-handed.
- Need to diversify our economy.
- One issue I see that needs improvement is the cleanliness of downtown Branson. The streets do not get swept like they used to. The sidewalks and street gutters always have cigarette butts and trash laying in them. Really the cigarette butt disposal units do not help that much. Also the parking in downtown is an issue. Most of the year it was not monitored. If it is not going to be monitored, parking meters need to be used because some cars are parked in front of our businesses all day because they walk down to the landing and spend the day. Also signs at the corner of Main and Commercial pointing down Commercial Street saying More Shops would be helpful to businesses on

Commercial Street. Believe it or not, I hear everyday that We didn't know there were more shops down the side streets. We only thought Main Street had all the shops.

- Overall, doing a good job of managing the city.
- Please create more programs and shelter for homeless population.
- PLEASE WORK ON THE HOMELESS PROBLEM, IT MAKES THE CITY LOOK BAD.
- POLICE NEED TO SPEND LESS TIME ON TRAFFIC ENFORCEMENT AND MORE TIME DOING BACK LOT DRIVE THROUGH AT NIGHT. TREAT SMALL BUSINESS AS AN EQUAL PARTNER.
- Police should work w/adjacent counties to retrieve stolen property and not be so arrogant w/citizens.
- PROTECT THEATER HEALTH. WORK ON REMOVAL OF OLD EXTENDED STAY MOTELS. REWORK YOUR TIF PROCESS. BREAK THE CYCLE OF TAX AND SPEND.
- PROVIDE MORE HOUSING FOR WORKERS AND FAMILIES. MORE AFFORDABLE HOUSING, NOT LIVING IN MOTELS.
- PROVIDE SMALL BUSINESS START UP INCENTIVES, PROMOTE BRANSON SHOWS THT DESERVE PROMOTION NOT ALL OF THEM
- RAISE MINIMUM WAGE SO PEOPLE CAN EARN A LIVING WAGE.
- Repair the sidewalks downtown that were never repaired. Instead of building a park and ballrooms downtown that cost millions of dollars no one uses. Could have repaired the old sidewalks.
- SET A QUALITY STANDARD FOR RESTAURANT
- STAFF NEEDS TO BE MORE COOPERTIVE ATTITUDE, PARTNERSHIP ATTITUDE, CITY HAS TOO MANY RULES AND ORDINANCES
- Stop approving new businesses without adequate parking. Approve TIF's more family.
- street cleaner seem to drive around in circles and on rainy days, many services and lawn care city should contract out, focus on all the little small parks in neighborhood, more outside activity for kids and award based off kids for service such as mowing
- THE CHAMBER/CVB'S CURRENT MARKETING DIRECTION IS CONCERNING. THERE SHOULD BE MORE COMMUNITY INVOLVEMENT IN PLANNING AND BRANDING, AS THERE ONCE WAS.
- THE CITY NEEDS TO SHOW MORE INTEREST IN THE RESIDENTS AND NOT JUST THE TOURIST.
- The conflict over the Bee Creek area was/is faulty. Stand by what is promised. Work with the county and be fair to residents.
- THE POLICE NEED TO BE MORE CONSISTENT IN THEIR ACTIONS.
- THERE ARE A GREAT VARIETY OF SHOWS AVAILABLE, PLEASE DON'T FORGET THEM. NOT JUST THE BIG SHOWS WITH LOTS OF MONEY.
- There are groups of panhandlers near the business and it makes them feel uncomfortable.
- THERE ARE SEVERAL BUSINESSES WITHIN THE CITY THAT ARE NOT FOLLOWING CODE ENFORCEMENT, BUT WHEN I CALL THE CITY THEY SAY THEY ARE NOT IN THE CITY?
- THEY NEED TO ADDRESS THE HOMELESS SITUATION. DIFFERENT ATTRACTIONS FOR A BROADER AUDIENCE.

- They need to keep tax rates down.
- TIGHTEN YOUR BELTS INSTEAD OF RAISING RATES. KEEP WORKING ON REMOVAL OF DILAPIDATED EXTENDED STAY MOTELS.
- TOO COMMERCIAL LOST IT'S FAMILY APPEAL HAS VANISHED. LOST OUR ROOTS.
- Too many organizations promoting their own interests. There needs to be more cooperation amongst the various groups.
- Very upset with the police dept. I have called them 4 or 5 times about drunk drivers and they will not respond.
- WE APPRECIATE THE CITY'S SUPPORT.
- WE ASK FOR OPINIONS FREQUENTLY HOWEVER, IT SEEMS ACTION AND THE PLAN ARE SLOW TO EVOLVE, I DON'T MING GIVING MY OPINION BUT WANT TO SEE SOME ACTON
- WE HAD NEW MANAGEMENT THIS YEAR AND HEALTH DEPARTMENT WAS VERY PATIENT IN SHARING THEIR KNOWLEDGE WITH US.
- WE MUST FOCUS ON ATTRACTING ALL YEAR INDUSTRY AND TALENT IN HIGHER PAYING JOBS. IT IS VERY SHORT SIDED TO CONTINUE TO FOCUS ON BEING A PART TIME ENTERTAINMENT/TOURIST VENUE ONLY!
- WE NEED A BETTER SYSTEM FOR PLACING ADDRESSES ON ROADS, PARTICULARLY BUCHANAN ST WHERE THE SCHOOLS ARE.
- WE NEED A MUSEUM PARTICULARLY A BRANCH OF THE SMITHSONIAN.
- WE NEED IMPROVED STREET LIGHTING THROUGHOUT THE CITY.
- Wish there was more to do that would appeal to the younger adult age group versus the seniors.
- WORKING WITH THE COMMUNITY TO CLEAN UP AND REMOVE DAMAGES AND VACANT PROPERTIES IN MAIN TOURIST AREAS.

## **Section 5**

### ***Survey Instrument***

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**PLANNING & DEVELOPMENT DEPARTMENT**  
PLANNING & ZONING | BUILDING PERMITS | SIGN PERMITS | CODE ENFORCEMENT

November 2018

Dear Branson Business Leader:

Your input on the enclosed survey is extremely important. Over the coming months, the Branson Board of Aldermen will be making decisions that affect a wide range of city services and programs that include public safety, transportation, water and sewer utilities, community planning and others. To ensure that the city's priorities continue to match the needs and desires of our business community, we need to know what you think.

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence many of the decisions made about the city's future. Your responses will also allow city leaders to identify and address the many opportunities and challenges facing Branson.

Please complete and return your survey during the next seven days. Your responses will remain confidential. An enclosed postage-paid envelope has been provided for your convenience, and it has been addressed to:

ETC Institute  
725 W. Frontier Circle  
Olathe, Kansas 66061

If you have questions, please call Joel Hornickel in the Planning and Development Department at 417-337-8546 or by email at [jhornickel@bransonmo.gov](mailto:jhornickel@bransonmo.gov). Again, thank you for taking the time to complete the survey to better our community.

Sincerely,

Karen Best  
Mayor

# 2018 City of Branson Business Survey



Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify ways to improve the quality of its services. If you have questions, please contact Joel Hornickel at 417-337-8546 or [jhornickel@bransonmo.gov](mailto:jhornickel@bransonmo.gov).

**1. Major City Services.** Please rate each of the following major categories of services provided by the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of police service	5	4	3	2	1	9
02. Quality of fire service	5	4	3	2	1	9
03. Quality of City parks and recreation facilities	5	4	3	2	1	9
04. Maintenance of City streets and infrastructure (e.g. water, sewer)	5	4	3	2	1	9
05. Enforcement of City codes and ordinances	5	4	3	2	1	9
06. Quality of customer service you receive from City employees	5	4	3	2	1	9
07. Effectiveness of City communication	5	4	3	2	1	9
08. Management of traffic flow on City streets	5	4	3	2	1	9
09. City of Branson's water and sewer rates	5	4	3	2	1	9
10. Management of stormwater runoff	5	4	3	2	1	9

**2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1.]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

**3. Please CHECK ALL of the following sources you use to get information about the City of Branson.**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> (01) Paid newspaper   | <input type="checkbox"/> (05) Organizational Meetings   | <input type="checkbox"/> (08) Calling the City |
| <input type="checkbox"/> (02) Free newspaper   | <input type="checkbox"/> (06) Social Media (e.g. Facebook, Twitter, NextDoor)                   | <input type="checkbox"/> (09) Word of Mouth    |
| <input type="checkbox"/> (03) Local television | <input type="checkbox"/> (07) City website ( <a href="http://bransonmo.gov">bransonmo.gov</a> ) | <input type="checkbox"/> (10) Other: _____     |
| <input type="checkbox"/> (04) Local radio      |   |  |

**4. Please CHECK ALL of the following ways you would prefer to receive information about the City of Branson.**

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Traditional Media (print, broadcast) | <input type="checkbox"/> (3) Online/Digital Media (e.g. website, social media) |
| <input type="checkbox"/> (2) City Newsletter (direct mailing)     | <input type="checkbox"/> (4) Other: _____                                      |

**5. Do you know who the local (City of Branson) elected officials are?**  (1) Yes  (2) No

**6. Regional Cooperation.** How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> (1) Very well      | <input type="checkbox"/> (3) Somewhat well         | <input type="checkbox"/> (5) Not well at all |
| <input type="checkbox"/> (2) Generally well | <input type="checkbox"/> (4) Not particularly well | <input type="checkbox"/> (9) Don't know      |



12. **Future Planning.** Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please rate how important each of the following issues should be when planning the City's future.

		Extremely Important	Very Important	Important	Less Important	Not Important
01.	Preserving the small-town atmosphere	5	4	3	2	1
02.	Diversify the entertainment offerings	5	4	3	2	1
03.	Keeping the crime rate low	5	4	3	2	1
04.	Diversify the range of housing options	5	4	3	2	1
05.	Minimizing tax increases	5	4	3	2	1
06.	Expanding employment opportunities	5	4	3	2	1
07.	Increasing the availability of arts and cultural amenities	5	4	3	2	1
08.	Improving the quality of local governmental services	5	4	3	2	1
09.	Enhancing the appearance and overall beauty of the City	5	4	3	2	1
10.	Improving and expanding parks and recreational opportunities	5	4	3	2	1
11.	Preserving the City's community values	5	4	3	2	1
12.	Managing environmental resources including water and air quality	5	4	3	2	1
13.	Improve the quality of City infrastructure	5	4	3	2	1
14.	Improve communication and opportunities for public participation	5	4	3	2	1
15.	Incentivize economic development	5	4	3	2	1

13. **Which THREE of the issues listed in Question 12 do you think should be MOST IMPORTANT when planning the City's future?** [Write in your answers below using the numbers from the list in Question 12.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

14. **Overall Ratings of the City.** Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following.

How would you rate the City of Branson...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise a family	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a City that is moving in a positive direction	5	4	3	2	1	9

15. **What do you like/dislike about having a business in Branson?**

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16. **What can the City of Branson do to better serve your business?**

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17. **Please rate the labor pool in Branson in the following areas.**

	Excellent	Good	Average	Below Average	Poor	Don't Know
1. Quality of labor	5	4	3	2	1	9
2. Availability of labor	5	4	3	2	1	9
3. Stability of work force	5	4	3	2	1	9
4. Attitude of employees	5	4	3	2	1	9
5. Productivity of the workforce	5	4	3	2	1	9

18. **Business Impact.** Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following are to the success of your business.

	Extremely Important	Very Important	Important	Less Important	Not Important	Not Applicable
1. The tourism industry	5	4	3	2	1	9
2. Promoting the Branson brand (marketing)	5	4	3	2	1	9
3. Mass transit (e.g. buses, trolleys, gondola) for tourists	5	4	3	2	1	9
4. Mass transit (e.g. buses, trolleys, gondola) for your employees	5	4	3	2	1	9
5. Preserving water quality in our lakes and streams	5	4	3	2	1	9
6. Quality of Development Standards	5	4	3	2	1	9
7. Quality of City Infrastructure	5	4	3	2	1	9

19. **Which TWO of the items listed in Question 18 should be MOST IMPORTANT when planning the City's future?** [Write in your answers below using the numbers from the list in Question 18.]

1st: \_\_\_\_ 2nd: \_\_\_\_

20. **Approximately how many people do you employ in Branson?**

\_\_\_\_(1) Less than 5      \_\_\_\_ (3) 11-24      \_\_\_\_ (5) 50-99      \_\_\_\_ (7) 250 or more  
 \_\_\_\_ (2) 6-10      \_\_\_\_ (4) 25-49      \_\_\_\_ (6) 100-249

21. **Which ONE of the following best describes your business?**

\_\_\_\_ (01) Transportation/Manufacturing      \_\_\_\_ (07) Finance/Insurance/Real estate  
 \_\_\_\_ (02) Communications      \_\_\_\_ (08) Retail trade (not food service)  
 \_\_\_\_ (03) Construction      \_\_\_\_ (09) Retail food service  
 \_\_\_\_ (04) Hotel/Motel/Lodging      \_\_\_\_ (10) Health care/medical/social services  
 \_\_\_\_ (05) Entertainment, recreation      \_\_\_\_ (11) Not for profit  
 \_\_\_\_ (06) Professional services (e.g. law, consulting)      \_\_\_\_ (12) Other: \_\_\_\_\_

22. **Approximately how many years has your organization been located in Branson?**

\_\_\_\_ (1) Less than 5 years      \_\_\_\_ (2) 5-10 years      \_\_\_\_ (3) 11-20 years      \_\_\_\_ (4) More than 20 years

23. **Which of the following best describes your position in your organization?**

\_\_\_\_ (1) Owner      \_\_\_\_ (2) Senior manager      \_\_\_\_ (3) Senior staff      \_\_\_\_ (4) Other: \_\_\_\_\_

24. **Where is your primary residence?**

\_\_\_\_ (1) Branson, within city limits      \_\_\_\_ (3) Missouri, outside Taney County  
 \_\_\_\_ (2) Taney County, outside city limits      \_\_\_\_ (4) Out of state

25. **If there are any other issues or suggestions you would like to make, please provide your comments below.** [You may attach additional sheets if necessary.]

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**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:  
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank you.