

# *2015 Business Survey*

## FINAL REPORT

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Conducted for  
*The City of*  
*Branson, Missouri*

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By



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June 2015

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# *2015 City of Branson Business Survey*

## Executive Summary

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### **Overview and Methodology**

ETC Institute administered a survey to a random sample of 200 businesses in the City of Branson during the spring of 2015. This was the third business survey that ETC Institute has conducted for the City of Branson; previous surveys were conducted in 2008 and 2012. 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 200 businesses have a 95% level of confidence with a precision of at least +/- 6.9%. 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
- tabular data for the overall results to each question on the survey
- open-ended comments
- a copy of the survey instrument

### **Major Findings from the Business Survey**

- The majority of businesses were generally satisfied with the overall quality of services offered by the City of Branson. Ninety-one percent (91%) of businesses surveyed, *who had an opinion*, were satisfied (combination of “very satisfied” and “satisfied” responses) with the quality of fire service; 78% were satisfied with the quality of police service, and 69% were satisfied with the quality of City parks and recreation facilities. Businesses were least satisfied with the enforcement of City codes and ordinances (41%).

#### **Trends for Overall Quality of City Services**

The changes in satisfaction for the “Overall Quality of City Services” that were identified as significant, because satisfaction ratings showed a difference of +/- 6.9% or more, are listed on the next page.

*NOTE: The 9/11 Effect often occurs when communities face catastrophic events that heighten awareness and the importance of local governmental services. It occurred nationwide after 9/11 and is often reflected in surveys for a year or two after the event. Branson may have experienced a similar phenomenon in its survey results after the February 2012 tornado. Consequently, 2015 results are presented based on short-term (2012) and long-term (2008) survey comparisons.*

### **Significant Increases Since the 2012 Survey**

- None

### **Significant Decreases Since the 2012 Survey**

- Effectiveness of communication with the public (-11%)
- Quality of customer service from City employees (-10%)
- Quality of City parks and recreation facilities (-9%)
- Maintenance of City streets and infrastructure (-9%)
- Management of traffic flow on City streets (-7%)
- Water and Sewer rates (-7%)

### **Significant Increases Since the 2008 Survey**

- Management of traffic flow on City streets (+14%)

### **Significant Decreases Since the 2008 Survey**

- Quality of City parks and recreation facilities (-11%)
- Maintenance of City streets and infrastructure (-10%)

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

- Maintenance of City streets and infrastructure (58%)
- Management of traffic flow on City streets (45%)
- Effectiveness of communication with the public (39%)

*In 2012, 49% 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 58% in 2015).*

- Sixty-eight percent (68%) of businesses felt it was “extremely important” to keep the crime rate low when planning for the City of Branson’s future.
- Sixty-two percent (62%) of businesses felt the tourism industry in Branson was “extremely important” to the success of their business.
- Sixty-eight percent (68%) 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 14% 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 +/- 6.9% or more, are listed below and on the next page:

### **Significant Increases Since the 2012 Survey**

- None

### **Significant Decreases Since the 2012 Survey**

- Value received for City taxes and fees (-20%)
- Quality of life in the City (-19%)
- Image of the City (-19%)
- Feeling of safety in the City (-18%)
- Highway 76 (-13%)
- Quality of Historic Downtown Branson (-12%)
- How well the City is managing growth (-12%)
- Overall quality of services provided by the City (-10)
- Appearance and visual attractiveness of the City (-8%)

### **Significant Increases Since the 2008 Survey**

- None

### **Significant Decreases Since the 2008 Survey**

- Image of the City (-21%)
- Appearance and visual attractiveness of the City (-15%)
- Quality of life in the City (-13%)
- Feeling of safety in the City (-12%)
- How well the City is managing growth (-8%)
- Value received for City taxes and fees (-8%)

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

Ratings of Branson's labor pool have decreased in all five areas since 2012, including significant decreases in 3 areas. The changes in satisfaction for the "Overall ratings for the City of Branson's Labor Pool" that were identified as significant, because satisfaction ratings showed a difference of +/- 6.9% or more, are listed below:

### **Significant Decreases Since the 2012 Survey**

- Availability of labor (-14%)
- Productivity of workforce (-8%)
- Stability of workforce (-8%)

### **Significant Increases/Decreases Since the 2008 Survey**

- None

### **Other Findings**

- Fifty-nine percent (59%) of businesses surveyed, *who had an opinion*, rated the physical appearance of the area where their business is located as "excellent" or "good"; 29% rated it as "average" and 12% gave a rating of "poor."
- Eighty-seven percent (87%) of businesses surveyed, *who had an opinion*, rated the City of Branson as an "excellent" or "good" place to visit.

- Eighty percent (80%) of businesses surveyed, *who had an opinion*, rated the City of Branson as an “excellent” or “good” place to raise children.
- When asked to rate the performance of various units of the Branson City government they had contacted, 80% of businesses, *who had an opinion*, rated the Fire Inspections unit as “excellent” or “good” and 76% felt the Business Licensing unit was “excellent” or “good.”
- Over half (55%) 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 22% 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 have an opinion.
- Twenty-two percent (22%) of businesses surveyed indicated that they plan on expanding their business sometime in the next 12 months.
- Two-thirds (66%) of businesses surveyed indicated that they get information about the City of Branson via the *Branson Daily Independent*. When asked how their businesses would like to receive information about the City, 52% indicated “traditional media” (print, broadcast) and 51% indicated “quarterly City newsletter” (multiple answers could be given to this question).
- Eighty-one percent (81%) of businesses surveyed, who had an opinion, rated the City of Branson as an “excellent” or “good” place to retire. **(85% in 2012).**
- Eighty percent (80%) of businesses surveyed, who had an opinion, rated the City of Branson as an “excellent” or “good” place to live. **(89% in 2012).**

*Section 1:*  
*Charts and Graphs*

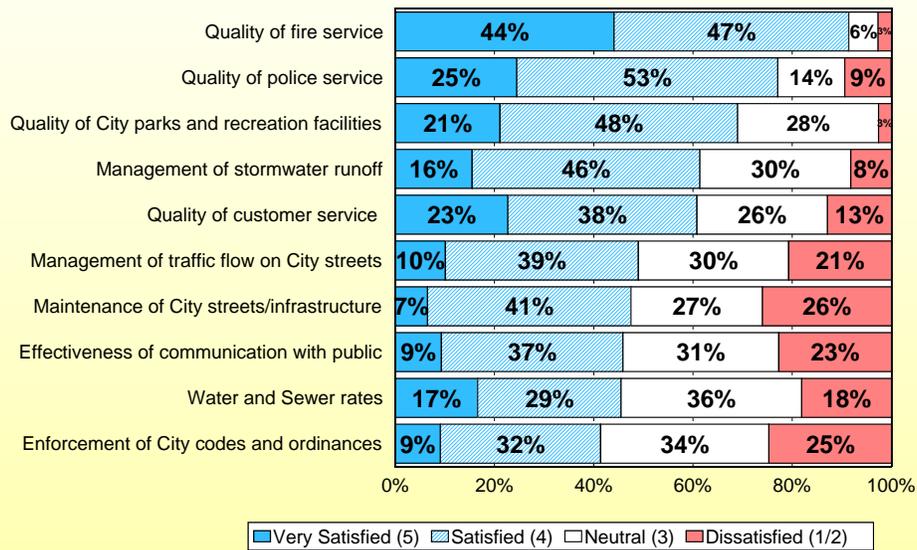
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# 2015 City of Branson Business Survey

## -OVERALL RATINGS-

### Overall Satisfaction With City Services by Major Category

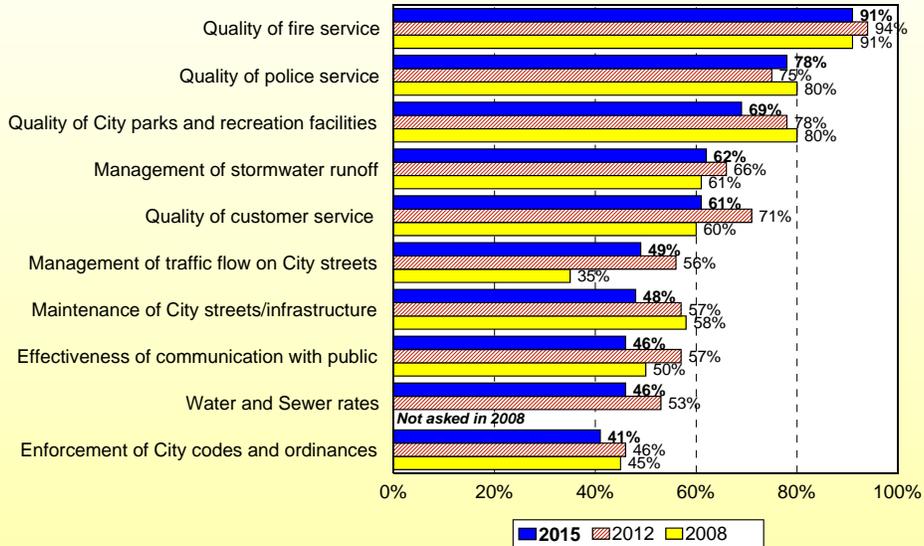
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2015)

### TRENDS: Overall Satisfaction With City Services by Major Category - 2008 to 2015

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

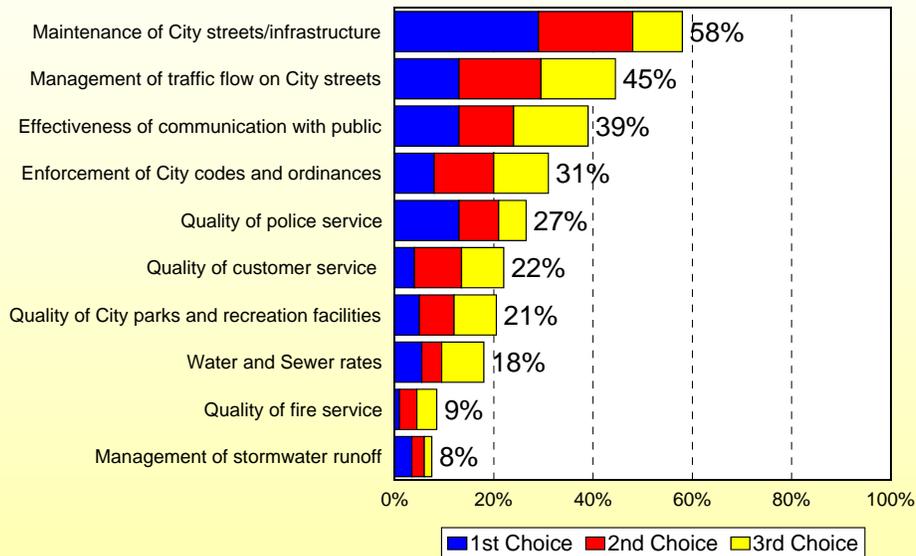


Source: ETC Institute (Branson, MO Business Survey - 2015)

**Trend Data**

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

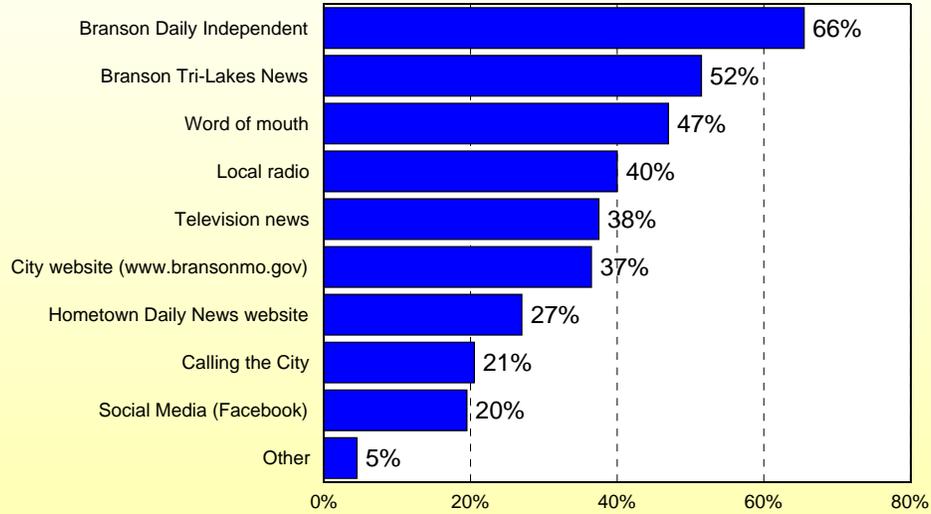
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Branson, MO Business Survey - 2015)

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

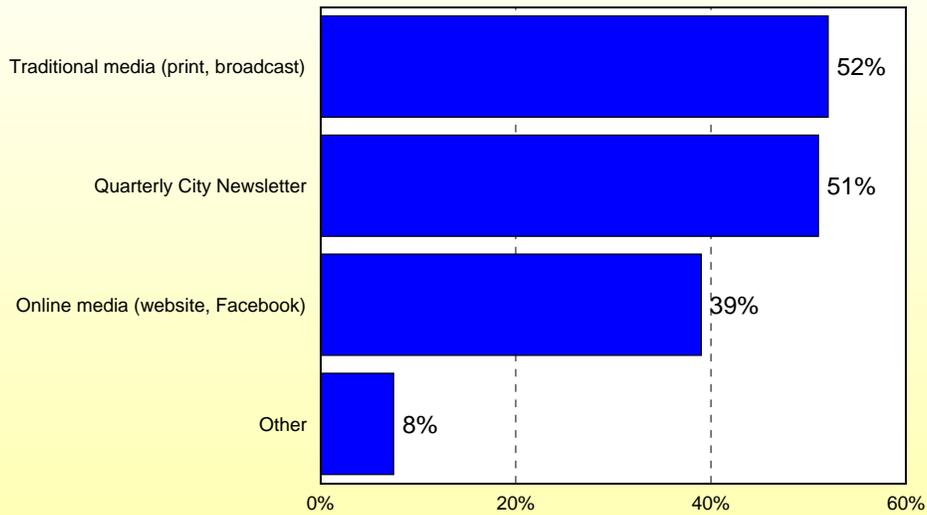
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (Branson, MO Business Survey - 2015)

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

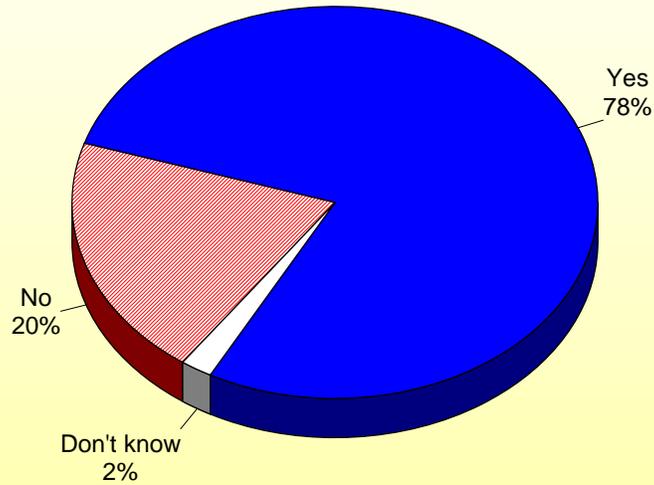
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (Branson, MO Business Survey - 2015)

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

by percentage of respondents

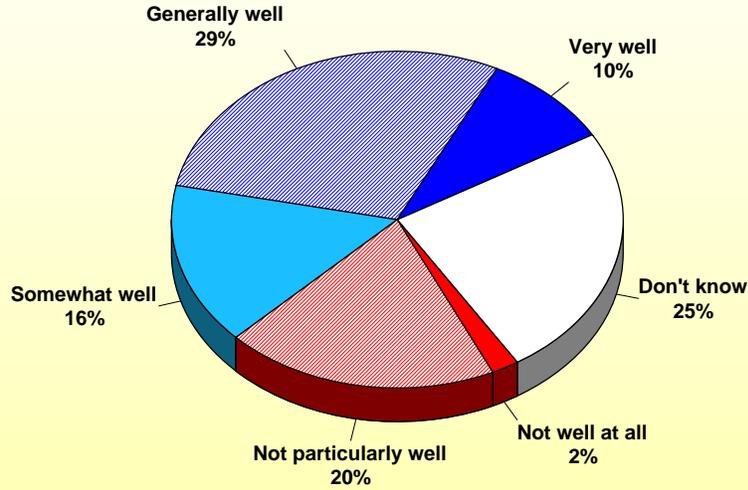


Source: ETC Institute (Branson, MO Business Survey - 2015)

## *REGIONAL COOPERATION*

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

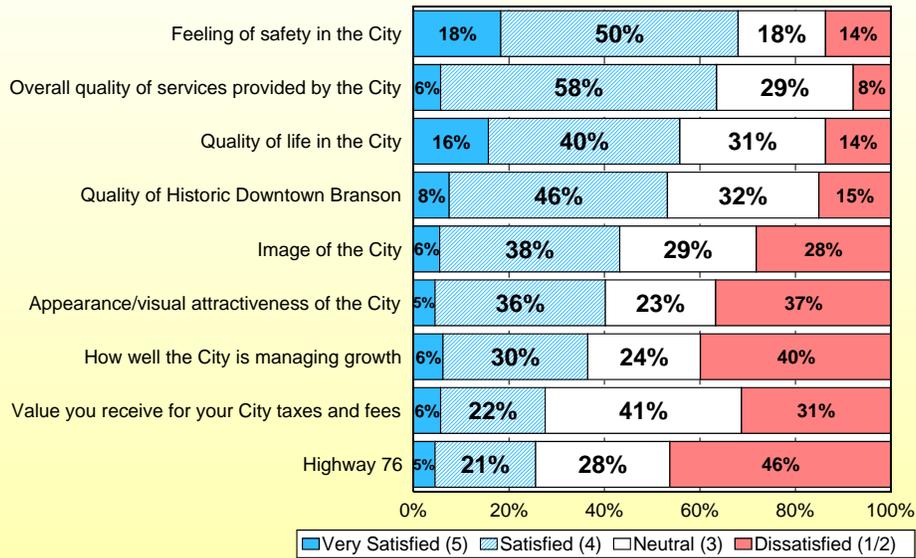
by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2015)

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

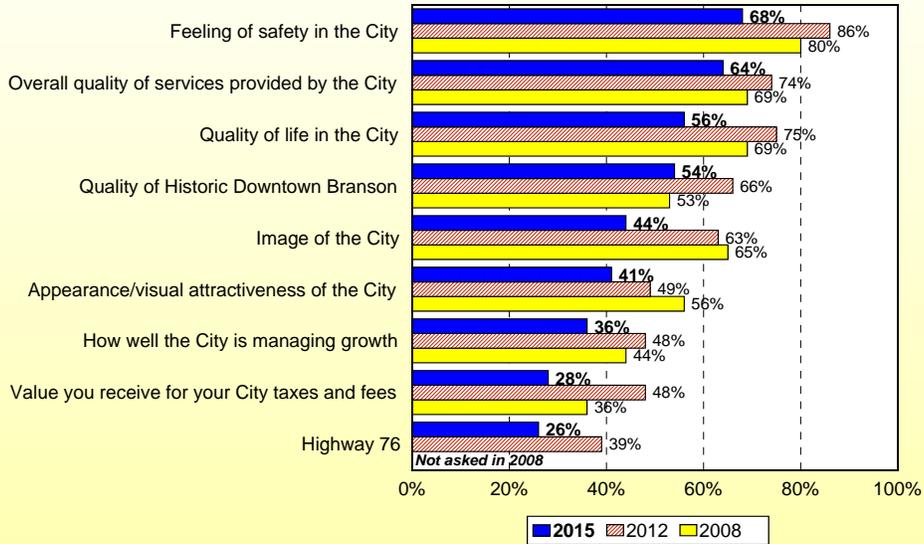
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2015)

### TRENDS: Satisfaction With Items That Influence Perceptions of the City- 2008 to 2015

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

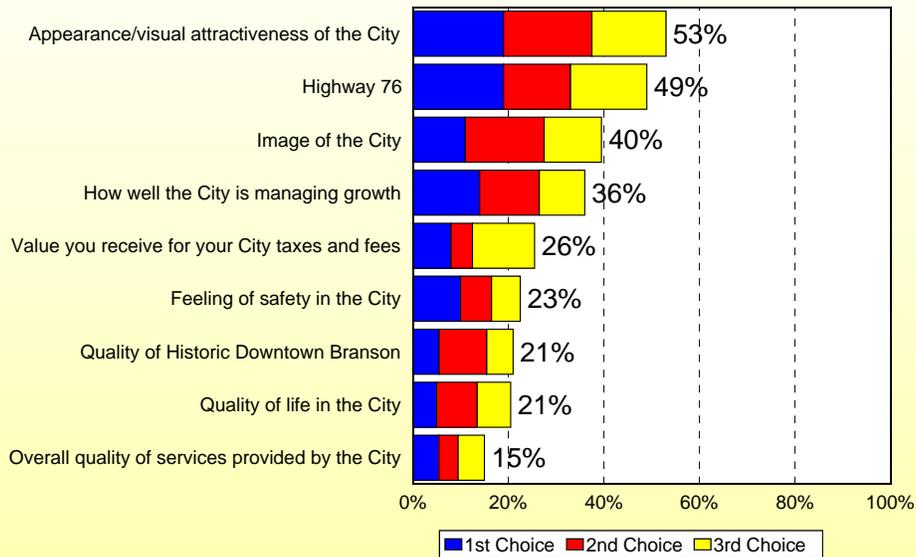


Source: ETC Institute (Branson, MO Business Survey - 2015)

**Trend Data**

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

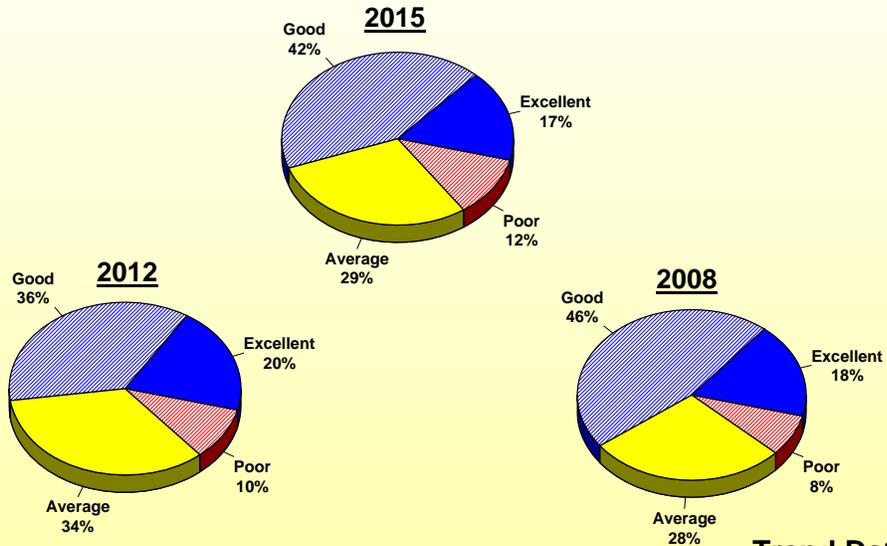
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Branson, MO Business Survey - 2015)

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

by percentage of respondents

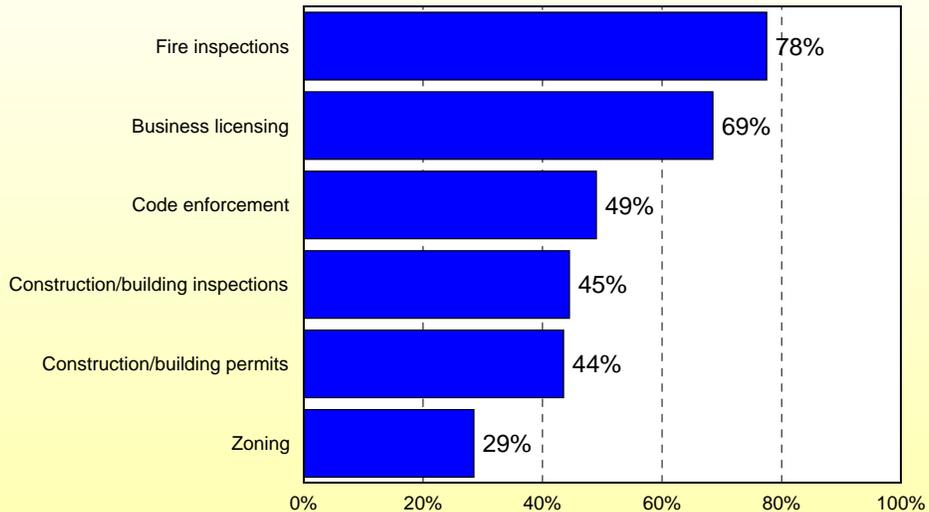


Source: ETC Institute (Branson, MO Business Survey - 2015)

**Trend Data**

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

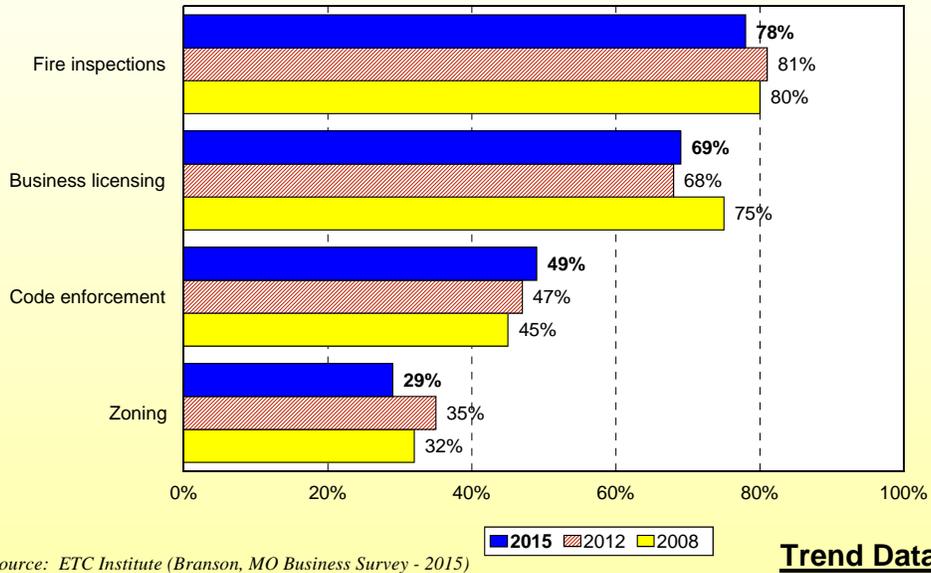
by percentage of respondents who answered "YES"



Source: ETC Institute (Branson, MO Business Survey - 2015)

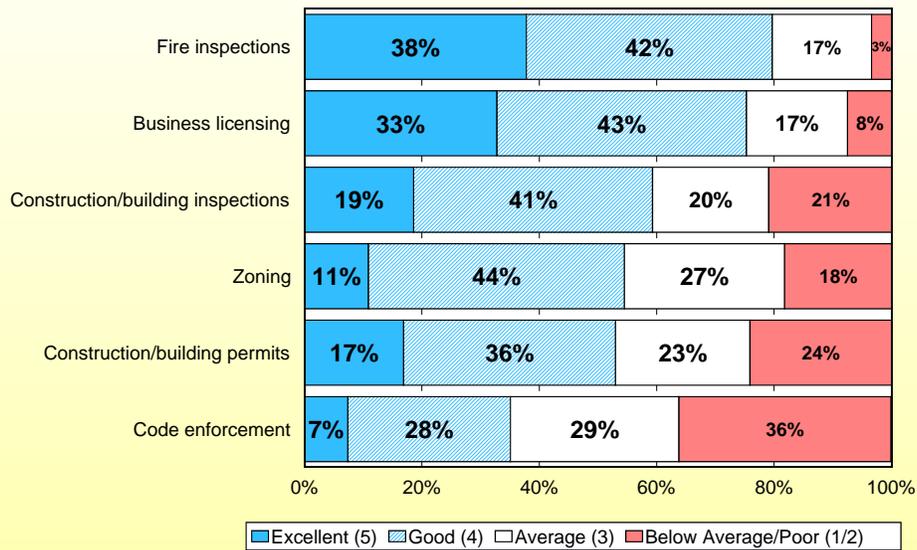
### TRENDS: Percentage of Businesses That Contacted Branson City Government During the Past Year for Various Reasons - 2008 to 2015

by percentage of respondents who answered "YES"



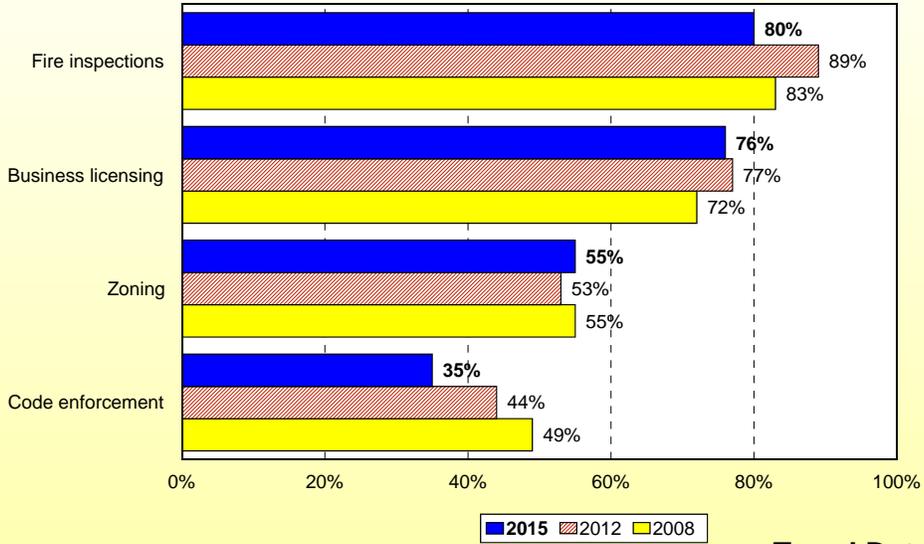
### The City's Performance Ratings by Major Category

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



### TRENDS: The City's Performance Ratings by Major Category - 2008 to 2015

by percentage of respondents who had contacted the following specific unit of Branson City Govt. during the past year and responded either a 4 or 5 on a 5-point scale (excluding don't knows)

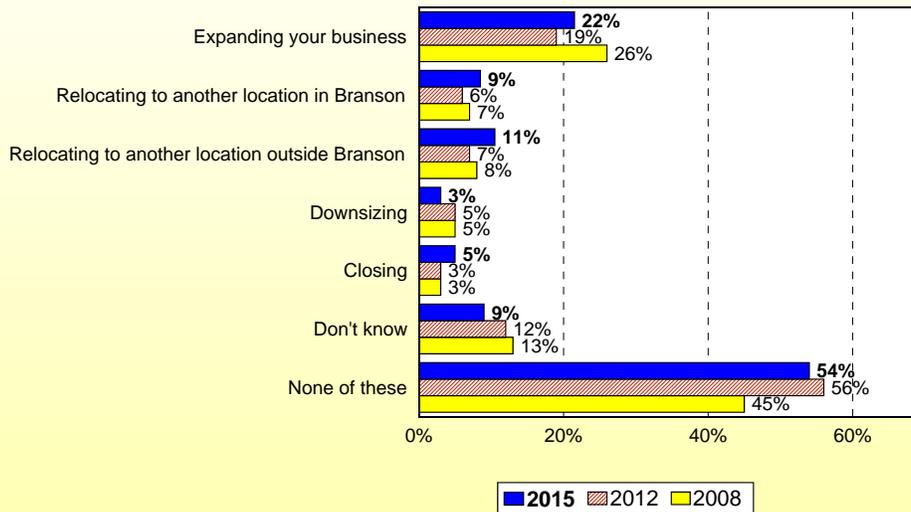


Source: ETC Institute (Branson, MO Business Survey - 2015)

**Trend Data**

### TRENDS: Businesses Considering Various Changes in the Next 12 Months - 2008 to 2015

by percentage of respondents (multiple selections could be made)



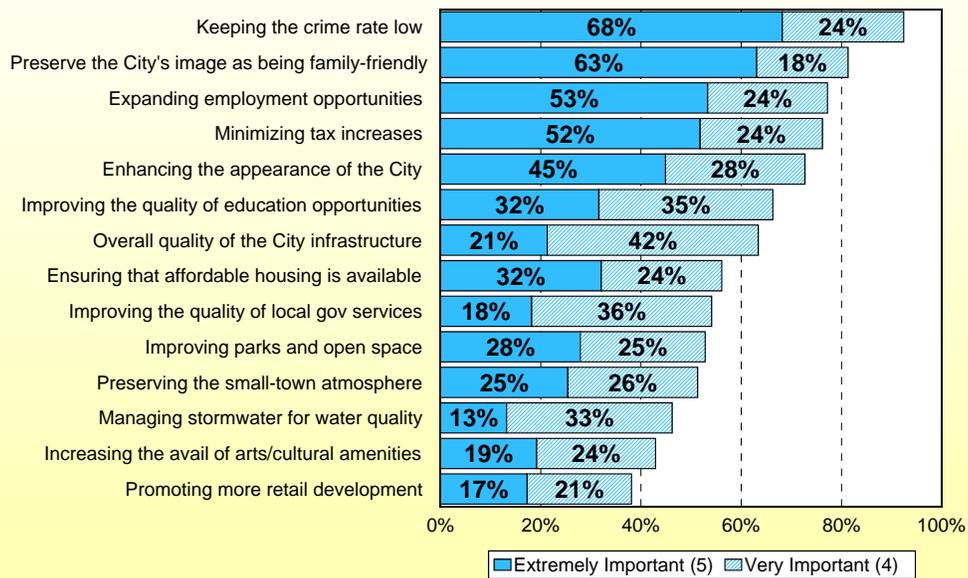
Source: ETC Institute (Branson, MO Business Survey - 2015)

**Trend Data**

# Future Planning

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

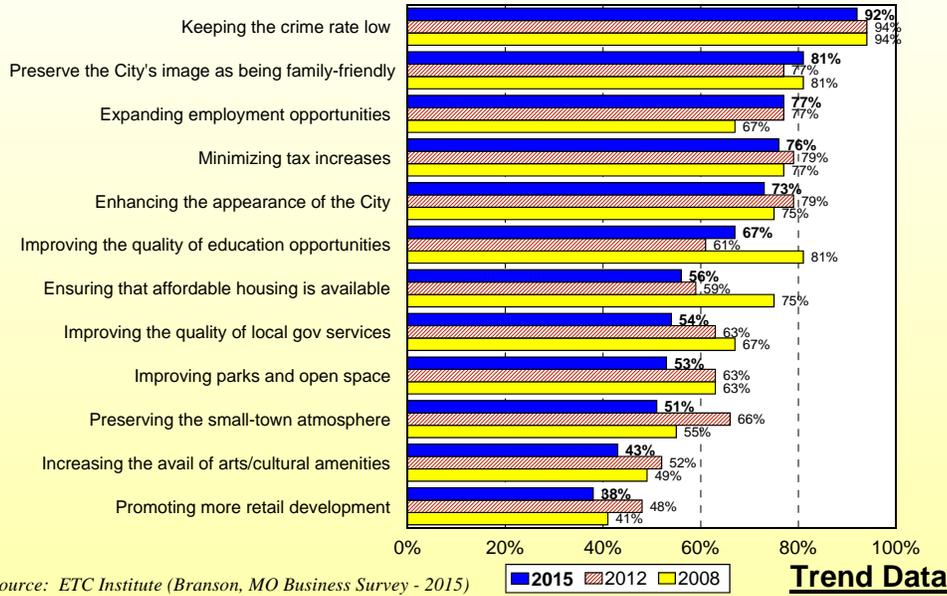
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2015)

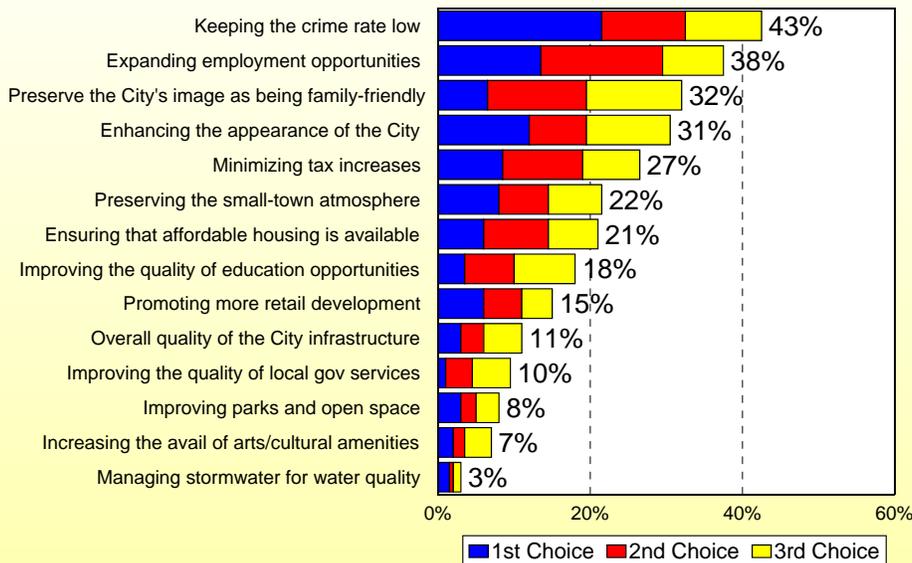
### TRENDS: Importance Rating for Considering Various Items When Planning for the City's Future - 2008 to 2015

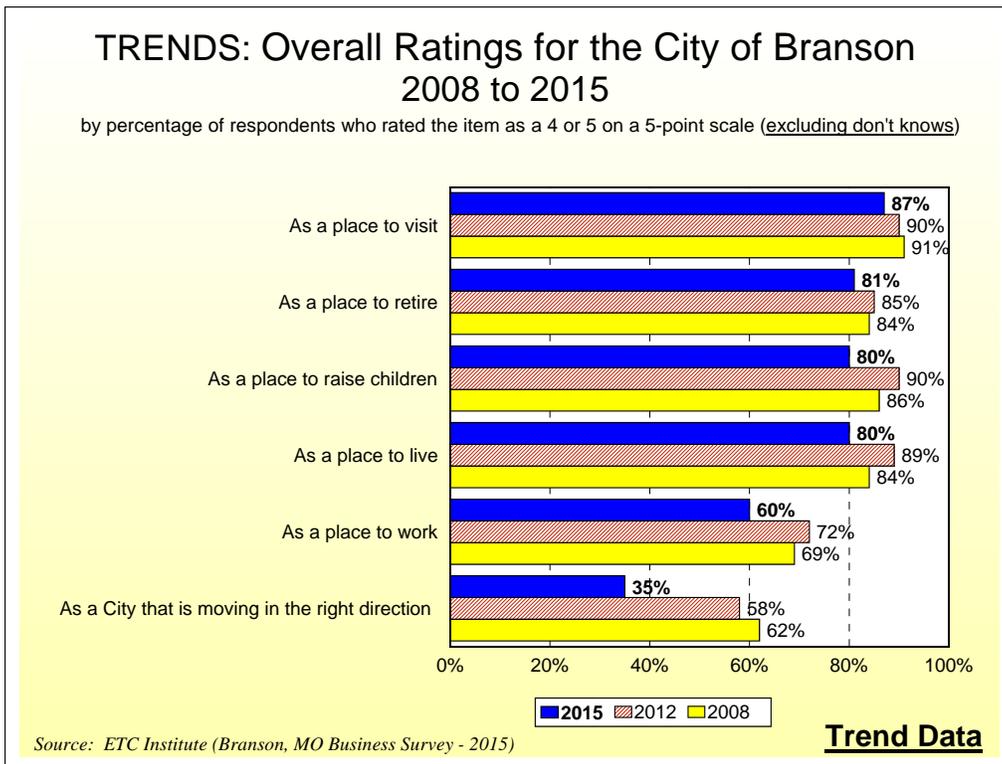
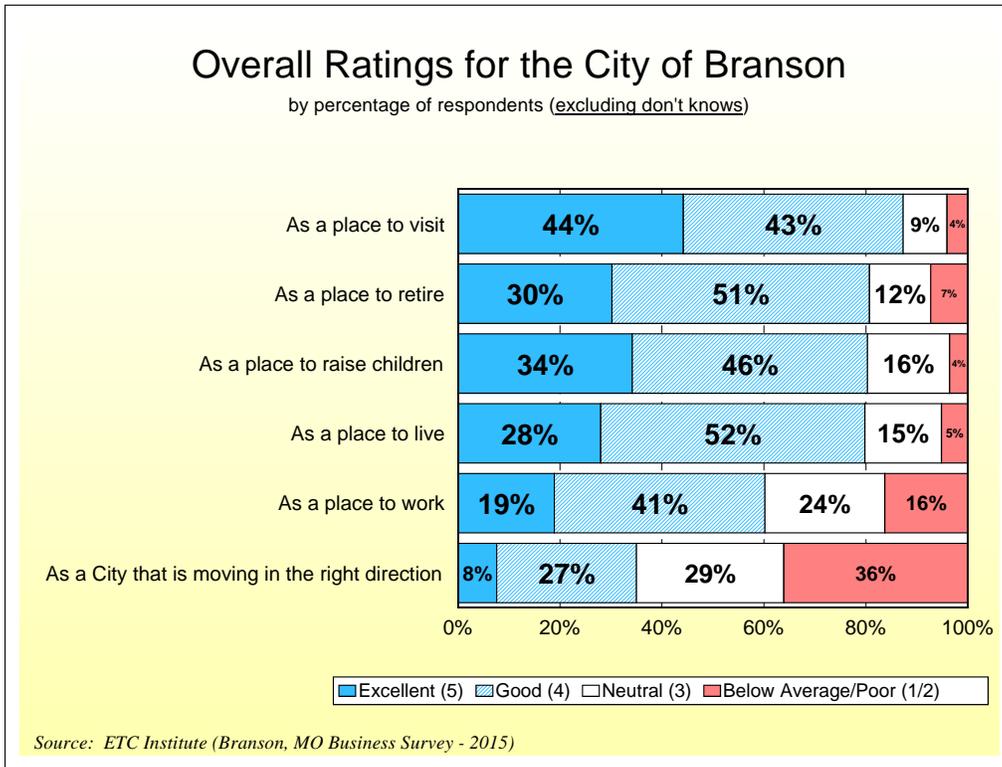
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



### 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





### Who does your business receive water service from?

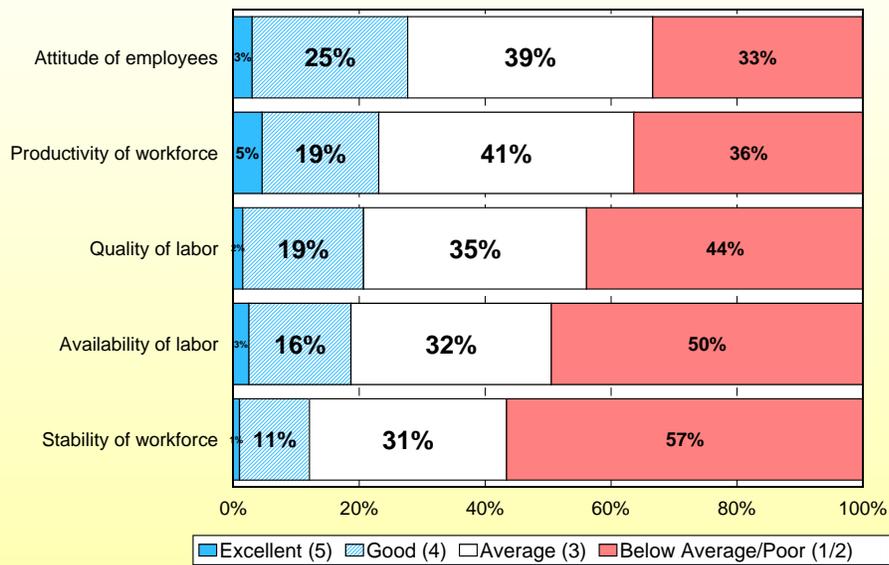
by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2015)

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

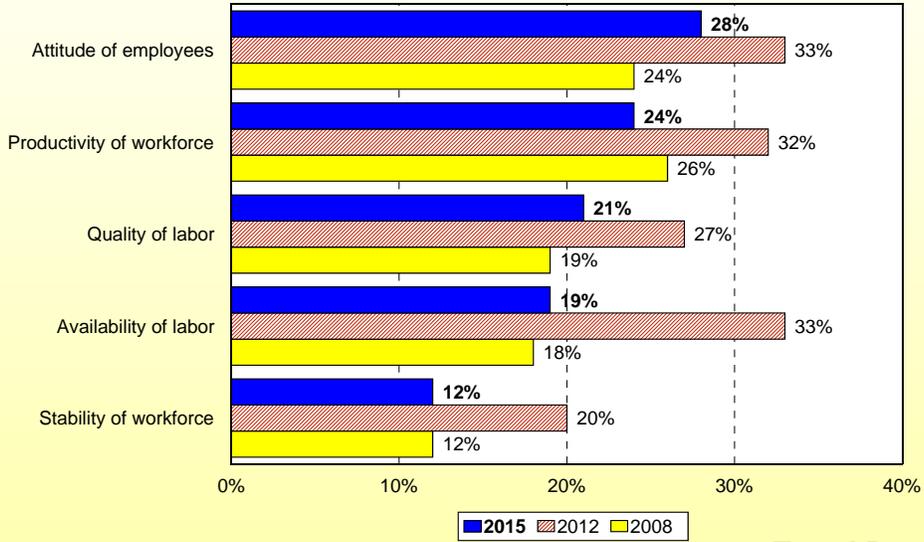
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2015)

### TRENDS: Overall Ratings for the City of Branson's Labor Pool - 2008 to 2015

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

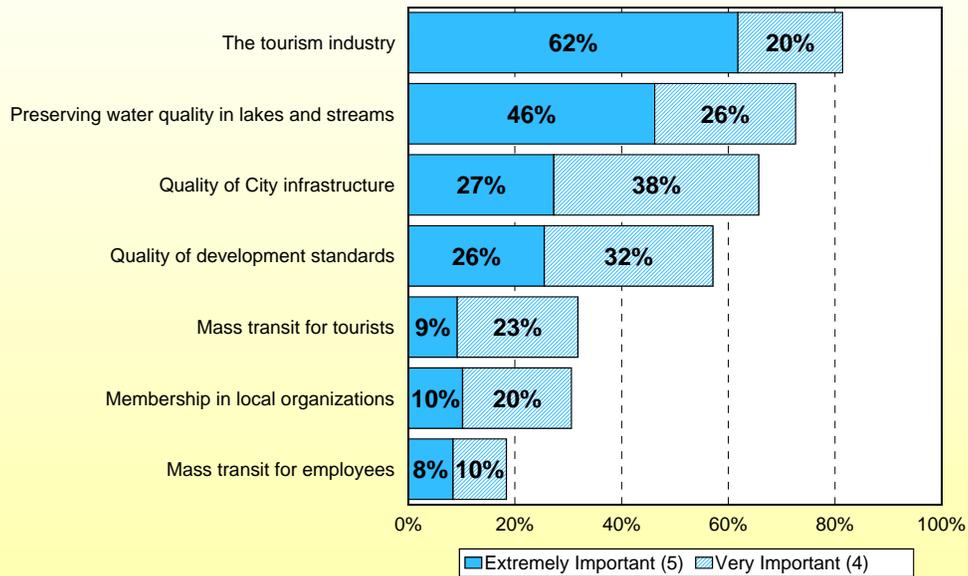


Source: ETC Institute (Branson, MO Business Survey - 2015)

**Trend Data**

### Level of Importance of the Following Items to the Success of Respondent's Business

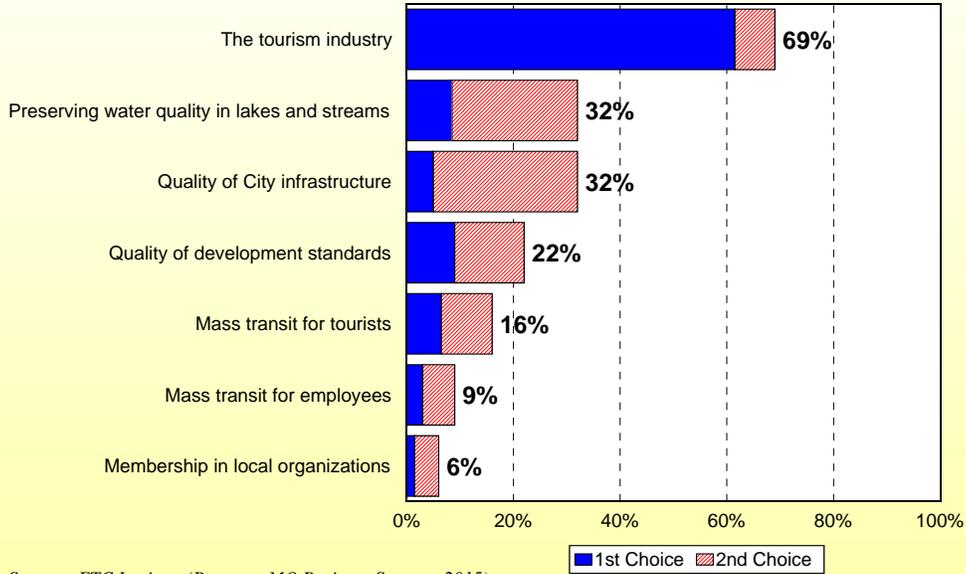
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2015)

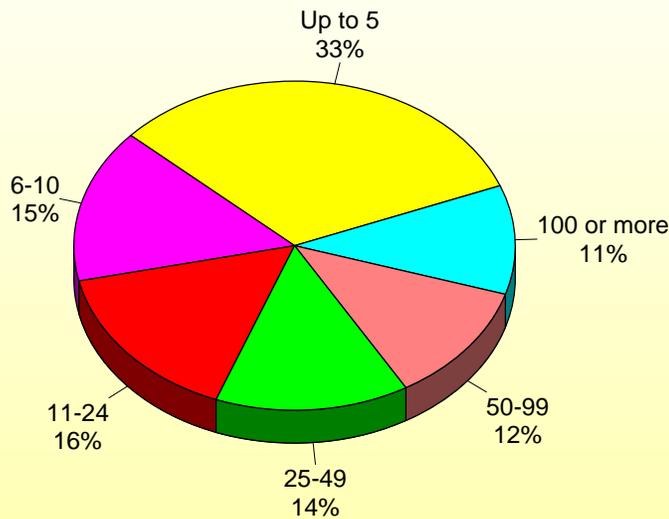
### Issues That Are the Most Important to the Success of Respondent's Business When Planning the City's Future

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



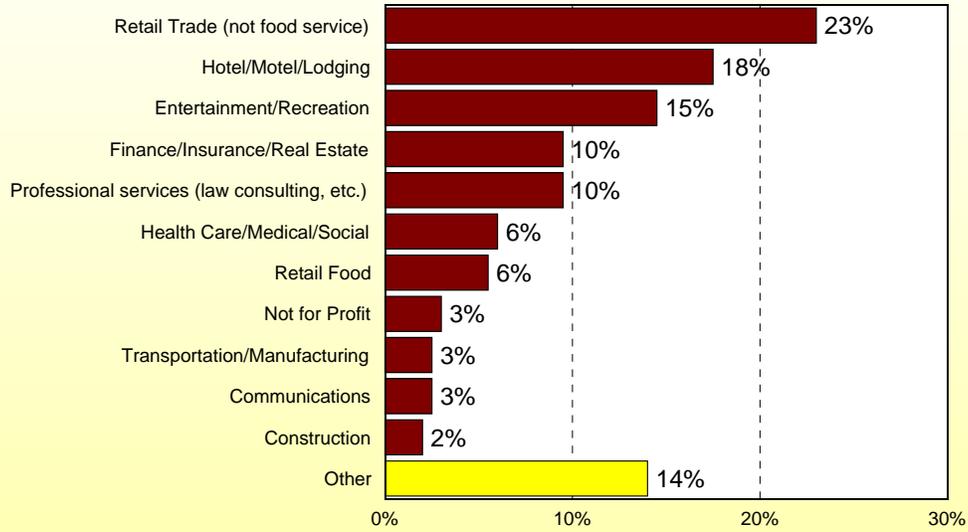
### Approximately how many employees do you employ in Branson?

by percentage of respondents



### How would you best describe your business?

by percentage of respondents (multiple responses allowed)



Source: ETC Institute (Branson, MO Business Survey - 2015)

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

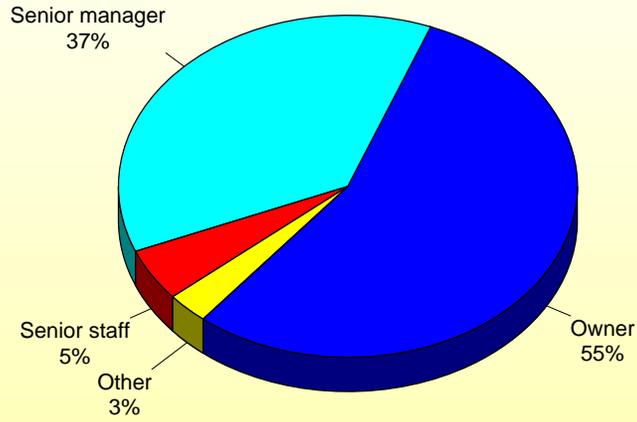
by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2015)

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

by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2015)

*Section 2:*  
*Tabular Data*

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**Q1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=200)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of police service	23.5%	50.5%	13.0%	8.0%	1.0%	4.0%
B. Quality of fire service	41.5%	44.5%	5.5%	2.5%	0.0%	6.0%
C. Quality of City parks and recreation facilities	20.0%	45.5%	27.0%	2.5%	0.0%	5.0%
D. Maintenance of City streets and infrastructure	6.5%	41.0%	26.5%	22.0%	4.0%	0.0%
E. Enforcement of City codes and ordinances	8.5%	30.0%	31.5%	15.5%	7.5%	7.0%
F. Quality of customer service you receive from City employees	22.0%	37.0%	25.5%	9.0%	3.5%	3.0%
G. Effectiveness of City communication with the public	9.0%	35.5%	30.5%	16.0%	6.0%	3.0%
H. Management of traffic flow on City streets	10.0%	38.5%	30.0%	16.5%	4.0%	1.0%
I. Management of stormwater runoff	14.0%	41.5%	27.5%	4.0%	3.5%	9.5%
J. Water and Sewer rates	15.5%	27.0%	34.0%	12.5%	4.5%	6.5%

**WITHOUT DON'T KNOW**

**Q1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")**

(N=200)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Quality of police service	24.5%	52.6%	13.5%	8.3%	1.0%
B. Quality of fire service	44.1%	47.3%	5.9%	2.7%	0.0%
C. Quality of City parks and recreation facilities	21.1%	47.9%	28.4%	2.6%	0.0%
D. Maintenance of City streets and infrastructure	6.5%	41.0%	26.5%	22.0%	4.0%
E. Enforcement of City codes and ordinances	9.1%	32.3%	33.9%	16.7%	8.1%
F. Quality of customer service you receive from City employees	22.7%	38.1%	26.3%	9.3%	3.6%
G. Effectiveness of City communication with the public	9.3%	36.6%	31.4%	16.5%	6.2%
H. Management of traffic flow on City streets	10.1%	38.9%	30.3%	16.7%	4.0%
I. Management of stormwater runoff	15.5%	45.9%	30.4%	4.4%	3.9%
J. Water and Sewer rates	16.6%	28.9%	36.4%	13.4%	4.8%

**Q2. Which THREE of these items do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q2. 1<sup>st</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of police service	26	13.0 %
B=Quality of fire service	2	1.0 %
C=Quality of City parks and recreation facilities	10	5.0 %
D=Maintenance of City streets and infrastructure	58	29.0 %
E=Enforcement of City codes and ordinances	16	8.0 %
F=Quality of customer service you receive from City employees	8	4.0 %
G=Effectiveness of City communication with the public	26	13.0 %
H=Management of traffic flow on City streets	26	13.0 %
I=Management of stormwater runoff	7	3.5 %
J=Water/sewer rate	11	5.5 %
Z=None Chosen	10	5.0 %
Total	200	100.0 %

**Q2. Which THREE of these items do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q2. 2<sup>nd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of police service	16	8.0 %
B=Quality of fire service	7	3.5 %
C=Quality of City parks and recreation facilities	14	7.0 %
D=Maintenance of City streets and infrastructure	38	19.0 %
E=Enforcement of City codes and ordinances	24	12.0 %
F=Quality of customer service you receive from City employees	19	9.5 %
G=Effectiveness of City communication with the public	22	11.0 %
H=Management of traffic flow on City streets	33	16.5 %
I=Management of stormwater runoff	5	2.5 %
J=Water/sewer rate	8	4.0 %
Z=None Chosen	14	7.0 %
Total	200	100.0 %

**Q2. Which THREE of these items do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q2. 3<sup>rd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of police service	11	5.5 %
B=Quality of fire service	8	4.0 %
C=Quality of City parks and recreation facilities	17	8.5 %
D=Maintenance of City streets and infrastructure	20	10.0 %
E=Enforcement of City codes and ordinances	22	11.0 %
F=Quality of customer service you receive from City employees	17	8.5 %
G=Effectiveness of City communication with the public	30	15.0 %
H=Management of traffic flow on City streets	30	15.0 %
I=Management of stormwater runoff	3	1.5 %
J=Water/sewer rate	17	8.5 %
Z=None Chosen	25	12.5 %
Total	200	100.0 %

**Q2. The sum of the THREE items do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
D=Maintenance of City streets and infrastructure	116	58.0 %
H=Management of traffic flow on City streets	89	44.5 %
G=Effectiveness of City communication with the public	78	39.0 %
E=Enforcement of City codes and ordinances	62	31.0 %
A=Quality of police service	53	26.5 %
F=Quality of customer service you receive from City employees	44	22.0 %
C=Quality of City parks and recreation facilities	41	20.5 %
J=Water/sewer rate	36	18.0 %
B=Quality of fire service	17	8.5 %
I=Management of stormwater runoff	15	7.5 %
Total	551	

**Q3. Which of the following do you use to get information about the City of Branson? [Please check all that apply.]**

<u>Q3. Used to get information about the City of Branson</u>	<u>Number</u>	<u>Percent</u>
01=Branson Tri-Lakes News	103	51.5 %
02=Branson Daily Independent	131	65.5 %
03=Calling the City	41	20.5 %
04=City website (www.bransonmo.gov)	73	36.5 %
05=Local radio	80	40.0 %
06=Social media (Facebook)	39	19.5 %
07=Television news	75	37.5 %
08=Hometown Daily News Website	54	27.0 %
09=Word of mouth	94	47.0 %
10=Other	9	4.5 %
Total	699	

**Q3. Other**

Q3 Other

- 
- ATTEND MEETINGS
  - CHAMBER
  - CHAMBER
  - CITY OFFICIALS
  - CUB/CHAMBER
  - INTERNET NEWS
  - LODGING ASSOC
  - MAILINGS FROM CITY
  - THE VACATION CHANNEL

**Q4. How would you like to receive information about the City of Branson? [Please check all that apply.]**

<u>Q4. Like to receive information</u>	<u>Number</u>	<u>Percent</u>
1=Traditional Media (print, broadcast)	104	52.0 %
2=Quarterly City Newsletter	102	51.0 %
3=Online media (website, Facebook)	78	39.0 %
4=Other	15	7.5 %
0=None chosen	4	2.0 %
Total	303	

**Q4. Other**

Q4 Other

- 
- BRANSON BILLBOARD
  - BROADCAST EMAILS
  - CITY MEETINGS
  - EMAIL
  - EMAIL
  - EMAIL
  - EMAIL
  - EMAIL
  - EMAIL-NEIGHBORHD DAY
  - EMAIL NEWSLETTER
  - EMAIL/TEXT
  - EMAILS TEXT
  - MONTHLY NEWSLETTERS
  - TEXT ALERTS
  - TEXT MESSAGE UPDATES

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

<u>Q5. Do you know who your local elected officials are?</u>	<u>Number</u>	<u>Percent</u>
Yes	155	77.5 %
No	41	20.5 %
Don't know	4	2.0 %
Total	200	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?**

Q6. How well do you think the City works with other governmental organizations?	Number	Percent
Very well	19	9.5 %
Generally well	58	29.0 %
Somewhat well	31	15.5 %
Not particularly well	39	19.5 %
Not well at all	4	2.0 %
Don't know	49	24.5 %
Total	200	100.0 %

**Q7. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=200)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of services provided by the City	5.5%	55.5%	27.5%	6.5%	1.0%	4.0%
B. Appearance/visual attractiveness of the City	4.5%	35.5%	23.0%	26.5%	10.0%	0.5%
C. Image of the City	5.5%	37.5%	28.5%	21.5%	6.5%	0.5%
D. How well the City is managing growth	6.0%	29.5%	23.0%	24.5%	14.5%	2.5%
E. Quality of life in the City	15.5%	39.5%	30.0%	12.0%	1.5%	1.5%
F. Feeling of safety in the City	18.0%	49.0%	18.0%	11.0%	2.5%	1.5%
G. Historic Downtown Branson	7.5%	45.5%	31.5%	11.5%	3.5%	0.5%
H. Highway 76	4.5%	21.0%	28.0%	33.5%	12.5%	0.5%
I. Value you receive for your City taxes and fees	5.5%	21.0%	39.5%	20.0%	10.0%	4.0%

**WITHOUT DON'T KNOW**

**Q7. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")**

(N=200)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of services provided by the City	5.7%	57.8%	28.6%	6.8%	1.0%
B. Appearance/visual attractiveness of the City	4.5%	35.7%	23.1%	26.6%	10.1%
C. Image of the City	5.5%	37.7%	28.6%	21.6%	6.5%
D. How well the City is managing growth	6.2%	30.3%	23.6%	25.1%	14.9%
E. Quality of life in the City	15.7%	40.1%	30.5%	12.2%	1.5%
F. Feeling of safety in the City	18.3%	49.7%	18.3%	11.2%	2.5%
G. Historic Downtown Branson	7.5%	45.7%	31.7%	11.6%	3.5%
H. Highway 76	4.5%	21.1%	28.1%	33.7%	12.6%
I. Value you receive for your City taxes and fees	5.7%	21.9%	41.1%	20.8%	10.4%

**Q8. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q8. 1 <sup>st</sup> choice	Number	Percent
A=Overall quality of services provided by the City	11	5.5 %
B=Appearance/visual attractiveness of the City	38	19.0 %
C=Image of City	22	11.0 %
D=How well the City is managing growth	28	14.0 %
E=Quality of life in the City	10	5.0 %
F=Feeling of safety in the City	20	10.0 %
G=Historic Downtown Branson	11	5.5 %
H=Highway 76	38	19.0 %
I=Value you receive for your City taxes and fees	16	8.0 %
Z=None chosen	6	3.0 %
Total	200	100.0 %

**Q8. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q8. 2 <sup>nd</sup> Choice	Number	Percent
A=Overall quality of services provided by the City	8	4.0 %
B=Appearance/visual attractiveness of the City	37	18.5 %
C=Image of City	33	16.5 %
D=How well the City is managing growth	25	12.5 %
E=Quality of life in the City	17	8.5 %
F=Feeling of safety in the City	13	6.5 %
G=Historic Downtown Branson	20	10.0 %
H=Highway 76	28	14.0 %
I=Value you receive for your City taxes and fees	9	4.5 %
Z=None chosen	10	5.0 %
Total	200	100.0 %

**Q8. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q8. 3 <sup>rd</sup> Choice	Number	Percent
A=Overall quality of services provided by the City	11	5.5 %
B=Appearance/visual attractiveness of the City	31	15.5 %
C=Image of City	24	12.0 %
D=How well the City is managing growth	19	9.5 %
E=Quality of life in the City	14	7.0 %
F=Feeling of safety in the City	12	6.0 %
G=Historic Downtown Branson	11	5.5 %
H=Highway 76	32	16.0 %
I=Value you receive for your City taxes and fees	26	13.0 %
Z=None chosen	20	10.0 %
Total	200	100.0 %

**Q8. The sum of the THREE items do you think should receive the most emphasis from City leaders over the next two years?**

Q8. Sum of Top 3 Choices	Number	Percent
B=Appearance/visual attractiveness of the City	106	53.0 %
H=Highway 76	98	49.0 %
C=Image of City	79	39.5 %
D=How well the City is managing growth	72	36.0 %
I=Value you receive for your City taxes and fees	51	25.5 %
F=Feeling of safety in the City	45	22.5 %
G=Historic Downtown Branson	42	21.0 %
E=Quality of life in the City	41	20.5 %
A=Overall quality of services provided by the City	30	15.0 %
Total	564	

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

Q9. How would you rate the physical appearance of the area?	Number	Percent
Excellent	34	17.0 %
Good	84	42.0 %
Average	58	29.0 %
Poor	23	11.5 %
Don't know	1	0.5 %
Total	200	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.**

(N=200)

	Yes	No
A. Business licensing	68.5%	31.5%
B. Zoning	28.5%	71.5%
C. Code enforcement	49.0%	51.0%
D. Construction/building permits	43.5%	56.5%
E. Construction/building Inspections	44.5%	55.5%
F. Fire inspections	77.5%	22.5%

**Q10. If YES, how would you rate the City's performance in this area?**

(N=182)

	Excellent	Good	Average	Below Average	Poor	Don't Know
A. Business licensing	32.1%	41.6%	16.8%	4.4%	2.9%	2.2%
B. Zoning	10.5%	42.1%	26.3%	8.8%	8.8%	3.5%
C. Code enforcement	7.1%	26.5%	27.6%	21.4%	13.3%	4.1%
D. Construction/building permits	16.1%	34.5%	21.8%	10.3%	12.6%	4.6%
E. Construction/building Inspections	18.0%	39.3%	19.1%	10.1%	10.1%	3.4%
F. Fire inspections	36.1%	40.0%	16.1%	1.9%	1.3%	4.5%

**WITHOUT DON'T KNOW**

**Q10. If YES, how would you rate the City's performance in this area? (Without "Don't Know")**

(N=182)

	Excellent	Good	Average	Below Average	Poor
A. Business licensing	32.8%	42.5%	17.2%	4.5%	3.0%
B. Zoning	10.9%	43.6%	27.3%	9.1%	9.1%
C. Code enforcement	7.4%	27.7%	28.7%	22.3%	13.8%
D. Construction/building permits	16.9%	36.1%	22.9%	10.8%	13.3%
E. Construction/building Inspections	18.6%	40.7%	19.8%	10.5%	10.5%
F. Fire inspections	37.8%	41.9%	16.9%	2.0%	1.4%

**Q11. In the next 12 months, is your business considering any of the following?**

Q11. Is your business considering any of the following?	Number	Percent
Expanding your business in Branson	43	21.5 %
Relocating to another location in Branson	17	8.5 %
Relocating to another location outside Branson	21	10.5 %
Downsizing	6	3.0 %
Closing	10	5.0 %
Don't know	18	9.0 %
None of these	108	54.0 %
Total	223	

**Q12. Future Planning. 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 issues should be when planning the City's future.**

(N=200)

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
A. Preserving the small-town atmosphere in the community	25.0%	25.5%	22.5%	20.0%	5.5%	1.5%
B. Promoting more retail development to serve the needs of residents	17.0%	20.5%	32.0%	18.0%	11.0%	1.5%
C. Keeping the crime rate low	67.5%	24.0%	7.0%	0.5%	0.0%	1.0%
D. Ensuring that affordable housing is available inside the City of Branson	31.5%	23.5%	28.5%	10.0%	4.5%	2.0%
E. Minimizing tax increases	44.0%	23.0%	25.0%	5.5%	0.5%	2.0%
F. Expanding employment opportunities	52.5%	23.5%	14.0%	6.5%	2.0%	1.5%
G. Increasing the availability of arts and cultural amenities	19.0%	23.5%	32.0%	15.5%	9.0%	1.0%
H. Improving the quality of local governmental services	18.0%	35.5%	37.5%	7.0%	1.0%	1.0%
I. Improving the quality of education opportunities available	31.0%	34.0%	25.0%	7.5%	0.5%	2.0%
J. Enhancing the appearance and overall beauty of the City	44.5%	27.5%	19.5%	5.5%	2.0%	1.0%
K. Improving parks and open space	27.5%	24.5%	27.5%	17.0%	2.0%	1.5%
L. Preserving the City's image as a "family-friendly" community	51.0%	24.0%	14.0%	7.5%	2.0%	1.5%
M. Managing stormwater for water quality through stream buffers and green infrastructure requirements	13.0%	32.5%	35.0%	13.0%	5.0%	1.5%
N. Overall quality of the City infrastructure	21.0%	41.5%	30.5%	2.5%	3.0%	1.5%

**WITHOUT DON'T KNOW**

**Q12. Future Planning. 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 issues should be when planning the City's future. (Without "Don't Know")**

(N=200)

	Extremely Important	Very Important	Important	Less Important	Not Important
A. Preserving the small-town atmosphere in the community	25.4%	25.9%	22.8%	20.3%	5.6%
B. Promoting more retail development to serve the needs of residents	17.3%	20.8%	32.5%	18.3%	11.2%
C. Keeping the crime rate low	68.2%	24.2%	7.1%	0.5%	0.0%
D. Ensuring that affordable housing is available inside the City of Branson	32.1%	24.0%	29.1%	10.2%	4.6%
E. Minimizing tax increases	44.9%	23.5%	25.5%	5.6%	0.5%
F. Expanding employment opportunities	53.3%	23.9%	14.2%	6.6%	2.0%
G. Increasing the availability of arts and cultural amenities	19.2%	23.7%	32.3%	15.7%	9.1%
H. Improving the quality of local governmental services	18.2%	35.9%	37.9%	7.1%	1.0%
I. Improving the quality of education opportunities available	31.6%	34.7%	25.5%	7.7%	0.5%
J. Enhancing the appearance and overall beauty of the City	44.9%	27.8%	19.7%	5.6%	2.0%
K. Improving parks and open space	27.9%	24.9%	27.9%	17.3%	2.0%
L. Preserving the City's image as a "family-friendly" community	51.8%	24.4%	14.2%	7.6%	2.0%
M. Managing stormwater for water quality through stream buffers and green infrastructure requirements	13.2%	33.0%	35.5%	13.2%	5.1%
N. Overall quality of the City infrastructure	21.3%	42.1%	31.0%	2.5%	3.0%

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

Q13. Most Important	Number	Percent
A=Preserving the small-town atmosphere in the community	16	8.0 %
B=Promoting more retail development to serve the needs of residents	12	6.0 %
C=Keeping the crime rate low	43	21.5 %
D=Ensuring that affordable housing is available inside the City of Branson	12	6.0 %
E=Minimizing tax increases	17	8.5 %
F=Expanding employment opportunities	27	13.5 %
G=Increasing the availability of arts and cultural amenities	4	2.0 %
H=Improving the quality of local governmental services	2	1.0 %
I=Improving the quality of education opportunities available	7	3.5 %
J=Enhancing the appearance and overall beauty of the City	24	12.0 %
K=Improving parks and open space	6	3.0 %
L=Preserving the City's image as a "family-friendly" community	13	6.5 %
M=Managing stormwater for water quality through stream buffers and green infrastructure requirements	3	1.5 %
N=Overall quality of the City infrastructure	6	3.0 %
Z=None chosen	8	4.0 %
Total	200	100.0 %

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

Q13. 2 <sup>nd</sup> Most Important	Number	Percent
A=Preserving the small-town atmosphere in the community	13	6.5 %
B=Promoting more retail development to serve the needs of residents	10	5.0 %
C=Keeping the crime rate low	22	11.0 %
D=Ensuring that affordable housing is available inside the City of Branson	17	8.5 %
E=Minimizing tax increases	21	10.5 %
F=Expanding employment opportunities	32	16.0 %
G=Increasing the availability of arts and cultural amenities	3	1.5 %
H=Improving the quality of local governmental services	7	3.5 %
I=Improving the quality of education opportunities available	13	6.5 %
J=Enhancing the appearance and overall beauty of the City	15	7.5 %
K=Improving parks and open space	4	2.0 %
L=Preserving the City's image as a "family-friendly" community	26	13.0 %
M=Managing stormwater for water quality through stream buffers and green infrastructure requirements	1	0.5 %
N=Overall quality of the City infrastructure	6	3.0 %
Z=None chosen	10	5.0 %
Total	200	100.0 %

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

Q13. 3 <sup>rd</sup> Most Important	Number	Percent
A=Preserving the small-town atmosphere in the community	14	7.0 %
B=Promoting more retail development to serve the needs of residents	8	4.0 %
C=Keeping the crime rate low	20	10.0 %
D=Ensuring that affordable housing is available inside the City of Branson	13	6.5 %
E=Minimizing tax increases	15	7.5 %
F=Expanding employment opportunities	16	8.0 %
G=Increasing the availability of arts and cultural amenities	7	3.5 %
H=Improving the quality of local governmental services	10	5.0 %
I=Improving the quality of education opportunities available	16	8.0 %
J=Enhancing the appearance and overall beauty of the City	22	11.0 %
K=Improving parks and open space	6	3.0 %
L=Preserving the City's image as a "family-friendly" community	25	12.5 %
M=Managing stormwater for water quality through stream buffers and green infrastructure requirements	2	1.0 %
N=Overall quality of the City infrastructure	10	5.0 %
Z=None chosen	16	8.0 %
Total	200	100.0 %

**Q13. The sum of the THREE issues listed above do you think should be MOST IMPORTANT when planning the City's future?**

Q13. Sum of Top 3 Choices	Number	Percent
C=Keeping the crime rate low	85	42.5 %
F=Expanding employment opportunities	75	37.5 %
L=Preserving the City's image as a "family-friendly" community	64	32.0 %
J=Enhancing the appearance and overall beauty of the City	61	30.5 %
E=Minimizing tax increases	53	26.5 %
A=Preserving the small-town atmosphere in the community	43	21.5 %
D=Ensuring that affordable housing is available inside the City of Branson	42	21.0 %
I=Improving the quality of education opportunities available	36	18.0 %
B=Promoting more retail development to serve the needs of residents	30	15.0 %
N=Overall quality of the City infrastructure	22	11.0 %
H=Improving the quality of local governmental services	19	9.5 %
K=Improving parks and open space	16	8.0 %
G=Increasing the availability of arts and cultural amenities	14	7.0 %
M=Managing stormwater for water quality through stream buffers and green infrastructure requirements	6	3.0 %
Total	566	

**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=200)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. As a place to live	27.0%	50.0%	14.5%	3.5%	1.5%	3.5%
B. As a place to raise children	33.0%	44.5%	15.5%	3.0%	0.5%	3.5%
C. As a place to work	18.5%	40.5%	23.0%	14.0%	2.0%	2.0%
D. As a place to retire	29.0%	48.5%	11.5%	5.0%	2.0%	4.0%
E. As a place to visit	43.5%	42.5%	8.5%	4.0%	0.0%	1.5%
F. As a City that is moving in the right direction	7.5%	27.0%	28.5%	22.5%	13.0%	1.5%

**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=200)

	Excellent	Good	Neutral	Below Average	Poor
A. As a place to live	28.0%	51.8%	15.0%	3.6%	1.6%
B. As a place to raise children	34.2%	46.1%	16.1%	3.1%	0.5%
C. As a place to work	18.9%	41.3%	23.5%	14.3%	2.0%
D. As a place to retire	30.2%	50.5%	12.0%	5.2%	2.1%
E. As a place to visit	44.2%	43.1%	8.6%	4.1%	0.0%
F. As a City that is moving in the right direction	7.6%	27.4%	28.9%	22.8%	13.2%

**Q15. Who does your business receive water service from?**

Q15. Who does your business receive water service from?

	Number	Percent
City of Branson	156	78.0 %
Private Well	4	2.0 %
Taney County Water District #3	21	10.5 %
Missouri American Water System	11	5.5 %
Other	1	0.5 %
Don't Know	18	9.0 %
Total	211	

**Q18. Please rate the labor pool in Branson in the following areas:**

(N=200)

	Excellent	Good	Average	Below Average	Poor	Don't Know
A. Quality of labor	1.5%	19.0%	35.0%	30.0%	13.5%	1.0%
B. Availability of labor	2.5%	16.0%	31.5%	33.5%	15.5%	1.0%
C. Stability of work force	1.0%	11.0%	31.0%	36.5%	19.5%	1.0%
D. Attitude of employees	3.0%	24.5%	38.5%	19.5%	13.5%	1.0%
E. Productivity of the workforce	4.5%	18.0%	39.5%	28.0%	7.5%	2.5%

**WITHOUT DON'T KNOW****Q18. Please rate the labor pool in Branson in the following areas:(Without "Don't Know")**

(N=200)

	Excellent	Good	Average	Below Average	Poor
A. Quality of labor	1.5%	19.2%	35.4%	30.3%	13.6%
B. Availability of labor	2.5%	16.2%	31.8%	33.8%	15.7%
C. Stability of work force	1.0%	11.1%	31.3%	36.9%	19.7%
D. Attitude of employees	3.0%	24.7%	38.9%	19.7%	13.6%
E. Productivity of the workforce	4.6%	18.5%	40.5%	28.7%	7.7%

**Q19. 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=200)

	Extremely Important	Very Important	Important	Less Important	Not Important	Not Applicable
A. The tourism industry	61.5%	19.5%	10.5%	3.5%	4.5%	0.5%
B. Membership in local organizations such as the Branson Chamber of Commerce and CVB, Lodging Associations, Theater League, etc.	10.0%	20.0%	33.0%	22.5%	12.5%	2.0%
C. Mass transit (buses and/or trolleys) for tourists	9.0%	22.0%	23.0%	26.5%	17.0%	2.5%
D. Mass transit (buses and/or trolleys) for your employees	8.0%	9.5%	16.5%	35.5%	25.5%	5.0%
E. Preserving water quality in our lakes and streams	45.5%	26.0%	20.0%	5.0%	2.0%	1.5%
F. Quality of Development Standards	25.0%	31.0%	30.5%	9.5%	2.0%	2.0%
G. Quality of City Infrastructure	27.0%	38.0%	29.5%	4.0%	0.5%	1.0%

**WITHOUT NOT APPLICABLE**

**Q19. 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=200)

	Extremely Important	Very Important	Important	Less Important	Not Important
A. The tourism industry	61.8%	19.6%	10.6%	3.5%	4.5%
B. Membership in local organizations such as the Branson Chamber of Commerce and CVB, Lodging Associations, Theater League, etc.	10.2%	20.4%	33.7%	23.0%	12.8%
C. Mass transit (buses and/or trolleys) for tourists	9.2%	22.6%	23.6%	27.2%	17.4%
D. Mass transit (buses and/or trolleys) for your employees	8.4%	10.0%	17.4%	37.4%	26.8%
E. Preserving water quality in our lakes and streams	46.2%	26.4%	20.3%	5.1%	2.0%
F. Quality of Development Standards	25.5%	31.6%	31.1%	9.7%	2.0%
G. Quality of City Infrastructure	27.3%	38.4%	29.8%	4.0%	0.5%

**Q20. Which TWO of the issues listed above do you think should be MOST IMPORTANT when planning the City's future?**

<u>Q20. Most Important</u>	<u>Number</u>	<u>Percent</u>
A=The tourism industry	123	61.5 %
B=Membership in local organizations such as the Branson Chamber of Commerce and CVB, Lodging Associations, Theater League, etc.	3	1.5 %
C=Mass transit (buses and/or trolleys) for tourists	13	6.5 %
D=Mass transit (buses and/or trolleys) for your employees	6	3.0 %
E=Preserving water quality in our lakes and streams	17	8.5 %
F=Quality of Development Standards	18	9.0 %
G=Quality of City Infrastructure	10	5.0 %
Z=None chosen	10	5.0 %
Total	200	100.0 %

**Q20. Which TWO of the issues listed above do you think should be MOST IMPORTANT when planning the City's future?**

<u>Q20. 2<sup>nd</sup> Most Important</u>	<u>Number</u>	<u>Percent</u>
A=The tourism industry	15	7.5 %
B=Membership in local organizations such as the Branson Chamber of Commerce and CVB, Lodging Associations, Theater League, etc.	9	4.5 %
C=Mass transit (buses and/or trolleys) for tourists	19	9.5 %
D=Mass transit (buses and/or trolleys) for your employees	12	6.0 %
E=Preserving water quality in our lakes and streams	47	23.5 %
F=Quality of Development Standards	26	13.0 %
G=Quality of City Infrastructure	54	27.0 %
Z=None chosen	18	9.0 %
Total	200	100.0 %

**Q20. The sum of the TWO issues listed above do you think should be MOST IMPORTANT when planning the City's future?**

<u>Q20. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
A=The tourism industry	138	69.0 %
G=Quality of City Infrastructure	64	32.0 %
E=Preserving water quality in our lakes and streams	64	32.0 %
F=Quality of Development Standards	44	22.0 %
C=Mass transit (buses and/or trolleys) for tourists	32	16.0 %
D=Mass transit (buses and/or trolleys) for your employees	18	9.0 %
B=Membership in local organizations such as the Branson Chamber of Commerce and CVB, Lodging Associations, Theater League, etc.	12	6.0 %
Total	372	

**Q21. Approximately how many employees do you employ in Branson?**

<u>Q21. how many employees do you employ in Branson?</u>	<u>Number</u>	<u>Percent</u>
Up to 5	65	32.5 %
6 - 10	30	15.0 %
11- 24	32	16.0 %
25 - 49	28	14.0 %
50 - 99	24	12.0 %
<u>100 or More</u>	<u>21</u>	<u>10.5 %</u>
Total	200	100.0 %

**Q22. How would you best describe your business? Are you a manufacturer, wholesaler, etc.?**

<u>Q22. How would you best describe your business?</u>	<u>Number</u>	<u>Percent</u>
Transportation/Manufacturing	5	2.5 %
Communications	5	2.5 %
Construction	4	2.0 %
Hotel/Motel/Lodging	35	17.5 %
Entertainment, recreation	29	14.5 %
Professional services (law, consulting, etc.)	19	9.5 %
Finance/insurance/real estate	19	9.5 %
Retail trade (not food service)	46	23.0 %
Retail food services	11	5.5 %
Health care/medical/social services	12	6.0 %
Not for profit	6	3.0 %
Other	28	14.0 %
<u>None chosen</u>	<u>1</u>	<u>0.5 %</u>
Total	220	

**Q22. Other**

Q22 Other

- 
- AFFORDABLE HOUSING
  - ATTRACTION/RETAIL
  - BARBER SHOP
  - BEAUTY
  - CHURCH
  - CRAFTMANS MFG
  - CTR FOR MGF OF ELECTRONIC COMP
  - DENTISTRY
  - FINE ART
  - GOVERNMENT
  - GOVT
  - MULTI FAMILY HOUSING DEVELOPMT
  - OFFICE
  - REAL ESTATE DEVELOPER
  - REPAIR BAND INSTRUMENTS
  - RESTAURANT
  - RETAIL CLOTHING
  - ROLLER SKATING RINK
  - SCHOOL
  - SCHOOL
  - STATE GOVERNMENT
  - TOURISM
  - TRAVEL
  - TRAVEL CLUB
  - VARIES

**Q23. Approximately how many years has your organization been located in Branson?**

Q23. How many years has your organization been located in Branson?

	Number	Percent
Less than 5 years	11	5.5 %
5 - 10 years	43	21.5 %
11 - 20 years	39	19.5 %
More than 20 years	107	53.5 %
Total	200	100.0 %

**Q24. Which of the following best describes your position in your organization?**

Q24. Best describes your position in your organization	Number	Percent
Owner	109	54.5 %
Senior manager	73	36.5 %
Senior staff	10	5.0 %
Other	7	3.5 %
Not provided	1	0.5 %
Total	200	100.0 %

**Q24. Other**

Q24 Other

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ADMINISTRATOR

CEO

EXECUTIVE DIRECTOR

MARKETING & SALES

PASTOR

PROPERTY MGR

SENIOR STAFF

STORE MANAGER

*Section 3:*  
***Open-Ended Comments***

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## Overview

During the survey, respondents were given the option of providing open-ended comments for questions 16, 17 and 25. While the open-ended comments 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.

**Question 16: What do you like and/or not like about having a business in Branson?**

- I don't smoke, but I don't think the city should force businesses to ban smoking. The City Planning and Development Department is adversarial in working with people on redevelopment or new development. That's why more new development is going to Hollister where it is welcomed. There are two people in Plan Review that look for any reason to make it overly difficult to work here, and neither lives in Branson.
- The City DOES NOT have a positive "can do" attitude toward business.
- Great morals, ethics, faith.
- Economy is not diversified. Too much being spent on 76 stoop.
- Potential for growth.
- That the Alderman do not have the city's best interest, they play favorites with people they like.
- I like the general business of tourism and small town atmosphere. I dislike intrusion of city restrictions and insensitive rule making
- Seasonal issues, do not like. (2) Inability to find quality workers, do not like. (3) Do not like all the weekly and monthly hotels and overall impression of what once was the famous strip. (4) Do not like the fact that there are not gutters or curbs and storm water run into our office.
- Difficulty of communication and support with the City of Branson at times.
- Family friendly tourist area - but tourists seem to think things in Branson should be cheap and discounted. (2) Low crime, but can't get help with ordinances being enforced. (3) Friendly, helpful city employees. (4) Parking downtown is terrible and the street scape wants to take more away.
- Billboard advertising is out of control. I am a smaller business, but I can't afford \$1000 per month on a billboard.
- Branson has been good to me and I have no real complaints.
- Economy is not diversified enough. We are a minimum wage community spending too much on beautification of 76. STOP.
- Seasonal nature of business is difficult.
- Starting out city was great, now permit for anything, and city codes are at the inspectors whim. Difficult inspectors, difficult results!
- Like: Location recognition, regionally. Dislike: Lack of industrial support, service, supply, etc.
- Not always easy to find out city regulations.

- Don't like having a business in Branson and wish I had never started one here. I would like to get out but the city went to heck in a handbasket too fast to sellout. City government/management has no leadership abilities, has no vision for growing a tourist community, just a bunch of good old boys pretending to know what to do and how to do it, pathetic.
- I do not like the lack of teamwork between businesses and organizations to work toward the greater good for our community.
- We are a good community that has a few rough edges. Old look on 76 and weekly hotels are hurting out image.
- Seasonal tourists and income.
- Population is growing, BUT the economic capability of the population which is growing is declining.
- Poor economic demographics promotes higher turnover.
- Opportunities. The "strong arm" attitude and lack of support when we relocated our business. Businesses can't survive if there is no job growth. Medium incomes are extremely low.
- The city should allow more chain restaurants to move in. Quit worrying about the old time restaurants having to close. They will still thrive. Clean up the city.
- Speed limit too high on busy roads with lots of curves.
- The network of professionals relies on one another and allow for business processes to be coherent, efficient and streamlined. The lack of year-round employment opportunities, higher wage jobs and overall hospitality-focused economy creates a workforce of low skilled workers unable to become self-sufficient.
- Employee base to choose from is terrible.
- It's been a great place for a business in Branson!
- Constantly dealing with poor/working poor /residents of long-term motels.
- I love the people
- Sales tax is ridiculous. Much too high. Residents should be exempt from sales tax, tourists bring enough in.
- "Good old boys" receive preferential treatment for government and police.
- Dislike the seasonal closing. Like the fact that we have the tourists industry.
- Continue to promote tourism.
- We need to bring new talent to Branson adding to our performers. Too many empty theatres, buildings and open lots.
- Don't like zoning laws.

- Land is too expensive for the amount of taxes paid by citizens in the city. (2) Personal property taxes are extremely high dollar, so are home taxes for the amount of tourist taxes the city pulls in and other sources of income.
- I have a music instrument repair shop. I have been here for two years and have never received one cent of work from Branson School as they are married to Palen Music who pay a kick back to the teachers.
- The city is more concerned regulating repairs/upgrades than they should be. It is easier to let your property deteriorate than keep it up. Landscaping/mowing is not uniform throughout. Codes/attitudes are anti-developing, anti-change, anti-growth.
- It's always a pleasure working with local government, businesses, etc.
- I like the family based tourism. I dislike the inconsistency in advertising and promotion.
- Advertising ordinances are too strict and favol, or not enforced against bigger businesses, just the smaller ones. Nepotism, favoritism.
- the City has been responsive to our needs.
- I like that we have an awesome police force, but with the rise in crime, we may need more. Or, we need to make some changes. We opened a business here because of the tourism. It sure is not like it used to be. The small town feel is not here anymore.
- Great customer base in a family friendly atmosphere.
- Seems like the rules and codes are getting out of hand. They are too restrictive. It is anti-business.
- City codes are put in place, but only enforced on certain people. Worry too much about the looks of Highway 76, but don't do anything about empty buildings. Codes are too harsh after tornado.
- City has an anti-business attitude.
- Taxes are too high.
- Opportunities for growth.
- Taxes are too high.
- No progressive development to build employment opportunities. Same business growth in tourism.
- Like getting to know people from all over the country. Many of them come back to see us each year. I don't like being over regulated. There is clearly no issue regarding smoking. 95% of businesses do not allow smoking, yet the city who apparently feels they are wiser than the businessmen decided to address this nonexistent problem.
- There should not be city codes on whether or not our business can use show images on our signs.
- Branson is very dated, but it could be a great and beautiful place again.
- I don't like my location. I'm on the way to the dam and this side of town is dying.

- I wish there were better available space for businesses. If you're not on Highway 76 or in the Landing you don't get walk-in business.
- Inconsistent quality in tourist areas. The city is still playing catch up from poor planning in the 80s and 90s.
- Need more free parking.
- Faith, family, friends, flag and future!
- Residents are extremely friendly and take pride in Branson.
- Advertising costs are high.
- Traffic for most of the year is burdensome.
- Family friendly. Employees are hard to find. Most of our employees live outside of Branson. I think emphasis on 76 is too high. The demographics that come here do not walk to shows. They are older.
- Too much money/time/effort is directed to help the poor so they get free food and there is no incentive to work and then more poor/homeless are attracted. So, the crime rate increases. Just stop giving so much assistance and they will go away.
- Love being in a tourist town. New customers all the time.
- Branson does not work with businesses that are trying to improve their properties.
- Central location to serve clients.
- Overall it is a unique and great place, but it is starting to lose some of the uniqueness.
- Demographics are good for the business. Location on North part of Branson is easy to get to for clients.
- Unable to vote for city leaders as I don't live in the city limits.
- Family friendly, Christian beliefs.
- City building codes are unevenly enforced and when signage and lawn maintenance is enforced many times it is overdone, or the problems seem insignificant compared to what tax dollars should go to enforce.
- Cars cut through our private parking as a short cut. Police aren't interested. Vagrants use our employee picnic table and have drug paraphernalia.
- It would be nice if local firms received a preference before work is awarded to Springfield firms. Branson is still a small town and can be well served by small local companies.
- Dealing with the bureaucracy of the city government. The police state mentality of code enforcement. Hollister is benefitting from the city government attitude of Branson staff.
- Do not like the lack of city marketing for winter.
- My business is located in Hollister, MO.
- I like the quality of customers.

- Tourism traffic is the driving force to keep business in Branson. Without better homegrown talent and stronger work force the city will quickly lose its appeal to tourists. Control hotels and living conditions. Get the scum out of town before business begins to suffer because of them.
- Not being able to offer my clients a complimentary glass of wine due to liquor laws. Too many rules with putting a sign/banner out front once in a while and dealing with the building department is horrible.
- The overburdening amount of regulations, permits and inspections. Branson is becoming known as very business unfriendly with an attitude of we don't care.
- I hate the trench in the middle of the streets Commercial and Pacific.
- I feel the policing of business owners is over reached and theft and drug related crime needs to be addressed. Additionally, more opportunity needs to be provided for incoming businesses.
- Very tourist driven. I would like to see more locals involved instead of large outsiders.
- Difficult regulations for small businesses. Too much expense and time is spent to do a simple project.
- Our business, as well as most, depends on growth of tourism. This growth has been greatly hindered by recent years of the attempt to slow or control growth.
- Not being able to find employees.
- Christian atmosphere. Family friendly environment.
- The city makes it hard for any business to do business in the city.
- Business is declining quickly and has been for years. Too many licenses, fees and codes.
- Diverse customer base adds to fun/excitement of business. I do not like the slow/controlled growth approach. Inconsistency in sign/banner code enforcement.
- Family friendly city, small town feel with perks any other small town would not have.
- Our voices are not heard and the city could care less if we come or go. Visitors return year after year to our store, tell us it is the first place they come. I know we are an attraction, yet the city is making it harder and harder by taking away parking and shutting access to downtown.
- We are closed, but putting all our resources in Ramada Resort and Conference Center.
- Good market, support network, infrastructure, opportunity.
- Waiting on great guest.
- There seems to be a shift in what brings people/tourists to Branson. There are more empty theatres due to lack of support needed from the city and CVB over the years with more emphasis placed on outdoors, attractions, shopping, conventions, lakes, etc. But the same amount of tax dollars expected/charged.

- Amount of litigation the city is involved in. I suspect those funds could be used to better the city.
- I like the amount of development. It is handy to most business services and is good for employers.
- I wish it were not so seasonal.
- Not having public transportation on 76.
- We have had a local business in Branson for 38 years. When they instituted the tourism tax, I felt we should not be included in that tax since less than 19% of our revenue is tourist related.
- The publicized number of tourists is false. We are not believing anything. If it sounds true and positive, they are lies.
- Flow of tourism.
- The building codes are sometimes out of line. No common sense is considered. Delaying opening of a bit doesn't matter to some inspections. They don't understand the amount of money being lost to business and city.
- It is difficult to get city council to understand that the business person is the most important part of the community.
- I don't like being, paying and my customers paying downtown tax and not getting the trolley. Paying to put up a banner. Not being able to put a sign by the road.
- Difficult to attract health care professionals and once hired, retaining them. No industry that is non-tourism, which would help in attracting jobs geared towards professionals, would strengthen the economy.
- Small town atmosphere, along with many amenities that you would typically see in a larger city.
- The city needs to welcome those who want to develop significant tourist attractions that bring in incremental visitation.
- Water/sewer rates are higher for businesses than for residential. Why is this?
- Branson is a good place to have a business. The problem is like a lot of cities, finding employees to run the business.
- I love the small town atmosphere and hospitality in Branson. I also love the type of people who live, work and come here. We own a theatre in Branson and I wish there was more being done to keep the show and theatre industry healthy.
- I like the community involvement on various projects, but I think the city and the board need to work better with people.
- Available employee pool is not good.
- We need employees to pick from.

- I like the cleanliness/safety of the area. We need more industries that will attract more year round residences.
- I hate the city government. It is not at all business friendly. The only thing they care about is extorting money from business owners through code violations.
- City government is being partial to some businesses and over others on the same codes.
- Highway 76 is embarrassing. We have great tourists, so let's not let them find new places to go because other towns are offering more. Branson is a great family atmosphere. Bring more people here. Advertise to outside states.

**Question 17: What can the City of Branson do to better serve your business?**

- Work with the people on a case by case basis and don't be so rigid. All that run down and tornado damaged property on 76 will never get rebuilt otherwise.
- Come see business people!
- Encourage positive development. Recruit qualified work force pool.
- Spend money to expand non tourists in business.
- Allow for use of signs for temporary events.
- Work on roads, they are in horrible condition.
- Pay attention to common sense and quit trying to be like bigger municipalities.
- Enforce ordinances downtown. Improve parking downtown.
- More parking downtown. Fewer days of using city parking lot downtown for craft fairs.
- Spend money to expand employment.
- Better communication on available services and issues. Newsletter? Printed and/or email?
- Same inspectors for the same projects.
- Promote a more diversified business base, for example industry, technical services, production.
- Have city officials visit businesses more frequently to see how services are being applied.
- Keep us in the loop, email blast once a week. Over communicate to community ideas you have so you can get feedback concurrently.
- Year around businesses and events, conventions.
- Retirement growth.
- Public transportation.
- Bring "new industry" and "full time jobs".
- Allowing more signage. Have business licenses longer than a year, such a hassle to go through every year.
- Develop a public transit system. (2) Pay a livable wage or attract businesses that do. (3) Move beyond the old-time country/gospel image for Branson and develop an image for today's Branson.
- We should NOT have a smoking law.
- Support employee training and education programs.
- We need to do something more for the homeless in Branson. Also, those run-down extended stay motels need to be taken out.

- Get out of private business. The City is being paid commissions on the Sports Tournament by the hotels. Stop paying commission to airport. For thirty one years we have brought buses and individuals to Branson without any commission from the city.
- Clean up the roadways and vacant land from trash.
- Make it possible for small businesses to afford to operate within city limits. The town is losing its uniqueness as all businesses are becoming franchises or chains. Tourists, I believe, may suffer as a result if this continues to occur. (2) Get rid of eyesore businesses to improve city appearance. Branson also needs to get rid of abandoned buildings and make existing structures that are old up to current code for safety guidelines, not just imposing such on new construction.
- My business comes from Harrison and Green Forest, Arkansas. I have a degree in horn making, repairing and a teaching degree from UCLA and over 50 years' experience.
- Focus on economic development and job creation.
- Better target promotional advertisement in highly populated areas within 700 miles.
- Free up the ordinances for advertisement, (signage), and actually protect them from thieves and vandals instead of spending all the police money and energy on traffic ticket's and drug and alcohol arrests.
- Take more of an interest in our water ways.
- Move the West 76 project forward. Manage the terrible economic deals between the city and Branson Landing and the airport so that money resources are available to the theatre district.
- Tourists should not receive traffic citations for minor infractions. One tourist was given a fine for not using his signal arrow when changing lanes. He said he would never come back here.
- Bring more people into Branson.
- Become pro-business.
- Friendly staff and easier to work with.
- Keep working to improve images, infrastructure and retail development.
- Develop plans to become a year round destination. Encourage new forms of economic development other than tourism.
- Promote outside developers to bring new shows and attractions to change the old timers' entertainment perception.

- Declare war on drugs and get the meth sellers and users out of here. The problem is well known and a disgrace to this area. This problem is now starting to lead to more break-ins, theft, etc. We need more effort on this. This is a lack of interest to seriously address the problem.
- Promote the city as a whole, not just golf and lakes.
- Clean up the 76 strip and make Branson a desirable destination.
- Focus more time and money on the area toward the Dam instead of all focus being on the side of town with the landing.
- Concentrate on building up other areas besides Highway 76 so businesses might consider moving and not lose their visibility. Highway 76 is important to the city, but property is exorbitant and causes businesses to close. We need more locations for less money.
- Regulate extended stay motels. They are attracting a certain lifestyle. Replace them with more affordable housing options in the city.
- Provide more free parking.
- Keep up the good work.
- Change the attitude of council and employee here to service the tax payers.
- Need public transportation. It is a must have.
- Notify us of crime. Don't hide it from the residents to make the city look good.
- Avoid over-regulation.
- Better preparation in winter for ice on other roads besides 76. Looking at business that draw people more than 4 months of the year.
- Be more business friendly. I have high hopes that Mayor Best will be more economic development friendly.
- Preserve freedom for businesses to operate in.
- Keep tourism alive.
- Be consistent in code enforcement.
- Some of the streets such as Atlantic St need to be improved and resurfaced.
- This city has neglected the entertainment sector. Find new and creative ways to enhance the entertainment areas and to encourage the marketing of them. Downtown improvements are needed.
- Continue to keep improving the visual Branson experience.
- Instead of spending so much time telling new or expanding businesses what they can't do, spend some time showing them how they accomplish their objectives while working within the code.
- Revisit the sign ordinance, better customer service.
- Expand employment opportunity, commit to commercial development (non-TIF).

- Enforce private property protection. No interest in non-retail or non-entertainment businesses.
- It is my opinion that the city is well run. Staff is helpful and friendly.
- Streamline your processes. Right-sizing of staff, especially in planning and zoning and code enforcement. Have an attitude of welcome and how we help, not focus on why you can't. If Johnny Morris can build outside of the city without burdensome regulations, why can't your business owners?
- The sign codes are very difficult for any business to navigate.
- Nothing.
- Create more parking in downtown district.
- Fight local crime. Regulate living conditions.
- The city needs to let business owners make choices for their business instead of telling us what to do.
- Realize the business owner/tax payer/revenue generator is your customer, as well as your employer. Customer service training for employees, especially in p and z and code enforcement.
- Fix the street, preserve free parking and make more parking. Publish the building code standards that your inspector will use when he inspects my business.
- Develop more attraction related business. Festivals and concerts.
- Less hassle for signs and improvements.
- Quit spending tax money on current beautification projects, which will do nothing to attract new visitors or increase repeat visitors. Work on getting back on track with traffic projects.
- Better communication/customer service.
- Support West 76 Projects. Take resources wasted on the airport and move it to support tourist attractions.
- Loosen up a bit when it comes to permits and building. I have never had a more difficult time trying to get things done anywhere else than in Branson.
- Clean up the tornado ruins. Increase tourism business and lower costs and fees.
- Focus on things that truly will be remembered in a good way by visitors. Bring in new and repeat visitors. The Highway 76 project will not do that. Encourage new attractions that bring incremental visitation. Get back to work on traffic issues.
- The preservation and progress of historic downtown seems to be at a halt. Are they waiting for our busy months? Communication with the downtown owners would be nice.
- Continue any and all support to keep Branson as listed in question 16. Answer and promote as a family destination.

- Stop trying to make things better by hiring outside firms to fix problems that they don't fully understand. They ask for our input and they close their ears when we tell them the only thing that truly matters is parking!
- The city of Branson is very hard to work with and makes it difficult to do business with. That being said, I would like to see them work better to serve the businesses of Branson and stop the anti-business attitude.
- More communication.
- Newsletter would be nice.
- We are closed.
- Become known as a city that promotes and recruits new business. Diversify types of employment. Incentives to developers and new business.
- Keep cost low.
- Place more emphasis back onto live theatre venues, charge less tax to these venues and/or help subsidize to make up the difference.
- Develop more attractions to draw tourists. More events. Tax incentives for new businesses.
- Continue to encourage orderly quality development.
- Promote Branson far and wide.
- Bring more and new entertainment. Put in public transportation.
- Flea market - We are a ticketed attraction, just not tourist. Look at tourism tax more closely.
- Be honest; promote tourism, better traffic flow.
- Remember that we are your bread and butter and realize sometimes there are times that there needs to be some leniency in coming to a conclusion.
- Replace finance director with a better employee. We need new blood in City council and we need to stop spending.
- Get the trolley in front of my store.
- Promote local industry to raise higher paying jobs for professionals.
- Encourage the construction of affordable housing to improve the stability of the work force. Also, some form of mass transit would be helpful.
- Lighten up on signage restrictions. This is not California. Stop trying to act like it in code enforcement.
- Have a city engineer that can approve simple and common sense changes. Need a central list of people that cause problems in motel weeklies.
- Maintain infrastructure and enforce traffic laws.
- Snow removal on major streets is horrible. Employees are unable to make it to work because of poor quality of snow removal.

- The thing that makes Branson most unique from other tourist destinations is the number of live music shows. It seems that less focus is put into marketing that unique aspect of Branson than there was in years past. More of tourism tax dollars should be used to promote the live music show capital of the world. Besides lodging, the shows generate more tourism tax dollars to the city than any other industry. Why not protect that revenue?
- Change our local building department and public utilities division to work better with local businesses. It is a lot easier doing business in other cities.
- Appeal to a younger generation. The older generation is dying out.
- Need to appeal to families with young children. Our older clientele is dying off.
- Encourage growth of industries that employ more year round.
- Get rid of city hall and downsize the number of city employees.
- Realize how many small businesses are closing due to the city failing to work with them and being ridiculous about signage and advertisement.
- Bring more tourists to town.

**Question 25: If there are any other issues or suggestions you would like to make, please provide your comments in the space listed below.**

- Too many motels with long term stays - full of criminals and child molesters/killers, drug dealers. Not crazy about people begging for money on street corners when so many businesses are looking to workers. Many of these people are connected to local outreach programs that bring degenerates here from other states.
- We have to address the rent by the week situation on Highway 76. This is not conducive to tourism and family friendly atmosphere. Most of these locations are hotbeds of crime.
- When you exit 65 to 76 West, the first 1/2 mile of businesses gives arriving visitors a bad impression of the City.
- Would enjoy more hiking, biking, walking trails.
- When are we going to get bike lanes? I am a cyclist but can't enjoy my sport because of lack of road cycle paths. Just make 76 five lanes and be done with it. Remove parking downtown on 76 so that traffic flows better and make people utilize parking garage. Use old spaces for outdoor dining and parks.
- More information should be shared with the community when police are involved. The city tends to "cover up" or keep things such as crime out of the news. Open up and bring awareness to the community.
- I can't see people coming to Branson for the first time or a second visit to walk along the strip/76! Beautification is good, but the present plan is not cost effective.
- Planning Department much improved last two years. Highway 76 project very important.
- This is the way I feel today.
- Thank you for reaching out to find out our input. I hope the city does well!
- We appreciate all the good you all do. Many things are going well. Kent, Bill, Garrett, Ted all do a great job. I am very proud of our city staff.
- I would like to see year around businesses located in Branson. I would like to see a "major" reliable airline at the Branson airport, one you can connect to other airlines out of KCI or St Louis or Dallas. A casino would bring in more people year around.
- Most employees in this city work two jobs in order to pay bills. We need to expand beyond tourism into health care and medical as a primary industry.

Sadly, you need to talk with employees in all industries. Most kids will not choose to live here, they will move after graduation.

- More focus to diversify the economy.
- Please make the owners of the properties on 76 that have burned down, been torn down or blown down, get rid of concrete slabs. Make them plant grass! Make 76 beautiful again, it looks like a ghost town now! Also, bury the utility lines. It's a jungle!
- It was a huge mistake to rezone failing lodging properties to "long-term" rentals. It is our biggest downfall to date. A shelter that kicks everyone out from 8:00 am to 5:00 pm might have been better in the long run.
- Why can the City not get the building cleaned up from a tornado three years ago? Why cannot something be done about the old hotel at 76 Fall Creek Road that has been abandoned for at least ten years? Why does the City continue to enter into contractual private agreements? The City should run the city, not be in private business. They should enforce code regulating long term housing in the motels. They were not built for long term housing and should not be used for that.
- Need to get rid of numerous extended stay motels in this area as lots of transient people flock to these locations, utilize our local businesses and take lower paying jobs that locals could employ. Many of these transients have criminal records, causing local government officials, state agencies and Taney County officials spending time and money trying to provide assistance for money protection from these folks and citizens and businesses are put at risk. One main business that attracts such transients is CORE (Communities of Recovery Experience, formerly Church Army). They take in drug addicts from all over the nation and bring them to Branson, placing our community at risk in SO many ways. Many court systems from afar are under the impression that CORE is NOT a treatment program, nor is it even remotely close! It is only a peer housing support recovery program run by former addicts. No formal treatment is offered by this program. The program has caused local social service industry and substance abuse and mental health treatment facilities to be exploded with business, not able to handle the influx in population that needs served. CORE is a zero tolerance facility in that if a person fails one drug test, they are booted from the program's peer house, turning them on the community. Their policy is to allow them to return within 30 days, encouraging them to remain local, often displaced into one of the city's extended stay motels in the meantime to meet a court mandated requirement. This city should be appalled at this! CORE has some success stories, I know, but the costs of such a program has far outweighed it

successes. We have increased crime rates, over worked local government officials (city, county and state employees), causing higher taxes for locals as a result, all the while undercutting availability of employment to locals and encouraging a sector of the population that small town Branson cannot handle resource wise or financially. The grand majority of Branson extended stay motel transients have a criminal record, have a current substance abuse issue or mental health issue, is under-educated and/or is underemployed. By having so many extended stay motels, we are encouraging them to stay in Branson. While desperate for jobs, which they often do not keep for long periods of time, stresses businesses to keep employees, but encourages them not to offer competitive pay needed for locals to be employed within to subsist in the confinements of expensive Branson living. This discourages this population to move into more permanent inhabitants, such as an apartment or house. An extended stay motel is NOT a home. It is not a home to a drug addict, a child, an elderly person. It is merely a temporary living arrangement for a homeless person or family. It puts our children and our community at risk. I'm fearful for my children to be going to school with the children in these families. Some of the children desensitized to abuse, drug addiction and violence. What is Branson waiting for? Are we waiting for more really bad things to happen in these places? Not the kind of media attention Branson wants for sure. I appreciate the opportunity to voice my opinion.

- Branson city staff does an amazing job of making sure, as a business owner, you succeed. All departments seem committed to helping and supporting businesses and their success!
- The police are a joke. They set up stops for dui and drugs and give plenty of useless traffic tickets, but the three times I was robbed last year, they did nothing, not even a follow up. Violent crime is escalating in town, but they spend their time writing too many tickets.
- Like the twice yearly pick up of limbs and other household appliances.
- The monthly (homeless) hotels. This has brought Branson down tremendously. I also would like the city to spend funds on getting more well-known entertainers to come here. We also need to endorse and support small businesses on an equal platform.
- The city needs to develop a comprehensive award and recognition program for businesses that do good things.
- There should not be speed traps set up in a tourist area. It is not a welcoming atmosphere to see that. Police presence should be as low key as possible while still maintaining a safe environment.

- Revitalization of Hwy 76 needs to be done, and it seems there is a reasonable plan to take care of this. We need to enforce rules the same for everyone. This means the Hillbilly Inn and Leisure Inn need to be torn down. They are eye sores to Hwy 76. It has been over three years since the tornado and it is time to address these problems and enforce the law.
- The traffic in this town is ridiculous. Something needs to be done. During the summer I can't even go two miles without it taking over an hour.
- We have to appeal to a new demographic. Bring in new entertainment and more special events. We need wider walk ways down Highway 76. We need to beautify our city.
- Since the Branson Landing Project, there has been little effort to bring new outside money to Branson. The city often shows more incentive for large projects.
- Great access to free parking all year long.
- With a new Mayor in place, I believe now is the time to make some solid business decisions on the growth of Branson.
- Sidewalks on Highway 76 are a waste of money since it was done recently. Tear down condemned buildings that sit empty.
- Allow casinos. The public wants them.
- All the police department does is give tickets. I know that's how the city pays to have policemen, however, customers complain about so many police giving tickets to guests. Also, I definitely feel that putting green areas in the center lanes would cause a worse traffic jam.
- Running the trolley up the hill is a good thing, but the present locations for the stops make it unattractive for most riders. Congestion from routing traffic on downtown Main Street is counterproductive. Find ways to encourage the alternates of Pacific, College and Atlantic.
- The city needs to support the development of the area.
- Customer service training for your employees.
- Water quality - After water goes through the hot water heater or coffee pots you can smell the lake!
- The Branson RecPlex does not serve the community like it should. They have developed a reputation of catering to surrounding communities and have lost focus on supporting their local tax base.
- Over the thirty years that I have lived in Branson, I never remember as many dangerous people in the area as there are now. The extended stay motels seem to contribute to the problem. Safety has become a growing concern for my family. I never had a second thought about it in earlier years.

- We need normal services for residents such as an indoor pool at RecPlex, access to cultural events such as an opera, etc. We need an improved library and fast internet service. Also, we need buried utilities to prevent storm outages.
- Revitalization of the 76 corridor, and success of the Branson Airport.
- In the last seven years we have seen regulations exponentially increase at a time when the economy was in a downward spiral. The city did not reduce staff, but increased the process of business development, construction and additional codes. Lengthening the permitting process and the burdensome cost of meetings, pre-meetings, etc. before final approval is met has given Branson the reputation of anti-business.
- Allow race tracks, casinos, gambling business into town. The small town feel is gone anyway. Tourists want to have fun on vacation. Go big! Quit being scared of the future.
- I would like the Branson Police Department to actually do their job. We have called numerous times about people getting into their cars with open alcohol containers, drunk individuals fighting outside my business and employees of the restaurant next door doing drugs out back. Each time nothing happens.
- The city has a negative business attitude due to over regulation and inspections. Contractors and business owners will not speak out publically about the abusive power of city employees because they know firsthand of the retaliation waiting for them on their next project by reprimanded staff. Privately, contractors and business owners will speak volumes of the ease of doing business outside of Branson.
- Do not feel like the city leaders pay much attention to what the general public wants. I do not like the Extended Stay Motels. They bring and keep a class of people we don't need to assist in staying in Branson. We need to enforce rules for individuals to keep property neat and clean.
- Award businesses who excel. Continue to let the Ozark Mtn. Legacy guide your actions.
- I would like to see better governing over weekly rental motels in the city. It would also be nice if the city could have more control over abandoned buildings on the strip as well as the appearance of buildings that are falling apart.
- Congratulations to Karen Best. We needed change. Please connect with David Miller on voicing his door to door with business owners in the downtown area. Where and when can we see progress?
- My main concern is the parking situation in downtown Branson. Why are we putting trees and benches in the parking places we so desperately need? We

attended all the planning meetings, but no one cares. Most of all, our alderwoman.

- Downtown construction needs to be completed! Buildings on 76 that are in despair need to be torn down or repaired. More landscaping needs to be done to areas that are an eye sore.
- Thank you for inviting our input.
- Allowable signage should be increased to 30% from 20%. This will especially help the small businesses.
- City, Chamber and State should work together to promote Branson, public transportation and the entertainment business.
- Just the tourist tax issue. We are struggling to survive after almost forty years in business in this town. We try to provide a safe and fun place for the youth of our community without our clientele having to break the bank.
- We need better marketing from professionals from Orlando and Las Vegas. We need better entertainment. We need better quality of service in the hospitality industry.
- The cigarette ordinance war is a prime example of the city council being totally out of touch with businesses having to take the time to attend a city meeting to make sure the city uses common sense.
- I think that there are quite a few areas where more lights would help traffic flow move better. An example would be the intersection of Fall Creek Rd and Highway 65.
- Central list of problem people at weekly stay motels. We could put people and the problem on central list and have access to it.
- I heard that the Spirit of 76 improvements for our part of the strip is due to start in September of 2016 or 2017. September would not be a good time to start a five month improvement project to an area where there are more theatres located than in any other are of the strip. September through December are the busiest and most profitable months of the year for Theatres.
- You need to loosen up requirements to get signage. Small business cannot compete with SDC (Silver Dollar City). Advertisement is very high (expensive) and we depend on signage.
- The city has gone in a different direction from why people came to Branson to begin with. Chain stores are in tourists hometowns (They come to Branson for unique and different things and places that are not at home). We have no welcome to Branson sign. We need large signs coming off 65 in both directions listing what to see and do in the weeks to come. Every week, bring in a big headlining entertainer to bring people here.

*Section 4:*  
*Survey Instrument*

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# CITY OF BRANSON

110 West Maddux St. • Suite 210 • Branson, Missouri 65616  
(417) 334-3345 • Fax (417) 335-6042

April 2015

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 Garrett Anderson, Economic Development Director, at 337-8589. Again, thank you for taking the time to complete the survey to better our community.

Sincerely,

Karen Best  
Mayor

Si desea que la encuesta le sea enviada en español, favor de llamarnos 1-844-811-0411.



7. Items that may influence your perception of the City of Branson are listed below. Please rate each item on 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
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	Appearance/visual attractiveness of the City	5	4	3	2	1	9
C.	Image of the City	5	4	3	2	1	9
D.	How well the City is managing growth	5	4	3	2	1	9
E.	Quality of life in the City	5	4	3	2	1	9
F.	Feeling of safety in the City	5	4	3	2	1	9
G.	Historic Downtown Branson	5	4	3	2	1	9
H.	Highway 76	5	4	3	2	1	9
I.	Value you receive for your City taxes and fees	5	4	3	2	1	9

8. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 7 above]  
 1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

9. How would you rate the physical appearance of the area where your business is located?  
 \_\_\_\_\_(1) Excellent \_\_\_\_\_(4) Poor  
 \_\_\_\_\_(2) Good \_\_\_\_\_(9) Don't know  
 \_\_\_\_\_(3) Average

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

*If YES, how would you rate the City's performance in this area?*

Have you had this type of contact with the City?		Type/Area of Contact	Excellent	Good	Average	Below Average	Poor	Don't Know
A.	YES NO	Business licensing	5	4	3	2	1	9
B.	YES NO	Zoning	5	4	3	2	1	9
C.	YES NO	Code enforcement	5	4	3	2	1	9
D.	YES NO	Construction/building permits	5	4	3	2	1	9
E.	YES NO	Construction/building Inspections	5	4	3	2	1	9
F.	YES NO	Fire inspections	5	4	3	2	1	9

11. In the next 12 months, is your business considering any of the following?

[Please check all that apply]

- \_\_\_\_\_ (1) Expanding your business in Branson \_\_\_\_\_ (5) Closing  
 \_\_\_\_\_ (2) Relocating to another location in Branson \_\_\_\_\_ (9) Don't know  
 \_\_\_\_\_ (3) Relocating to another location outside Branson \_\_\_\_\_ (0) None of these  
 \_\_\_\_\_ (4) Downsizing

12. **Future Planning.** 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 issues should be when planning the City's future?

<b><i>Reason</i></b>	Extremely Important	Very Important	Important	Less Important	Not Important
A. Preserving the small-town atmosphere in the community	5	4	3	2	1
B. Promoting more retail development to serve the needs of residents	5	4	3	2	1
C. Keeping the crime rate low	5	4	3	2	1
D. Ensuring that affordable housing is available inside the City of Branson	5	4	3	2	1
E. Minimizing tax increases	5	4	3	2	1
F. Expanding employment opportunities	5	4	3	2	1
G. Increasing the availability of arts and cultural amenities	5	4	3	2	1
H. Improving the quality of local governmental services	5	4	3	2	1
I. Improving the quality of education opportunities available	5	4	3	2	1
J. Enhancing the appearance and overall beauty of the City	5	4	3	2	1
K. Improving parks and open space	5	4	3	2	1
L. Preserving the City's image as a "family-friendly" community	5	4	3	2	1
M. Managing stormwater for water quality through stream buffers and green infrastructure requirements	5	4	3	2	1
N. Overall quality of the City infrastructure	5	4	3	2	1

13. Which THREE of the issues listed above do you think should be most important when planning the City's future? [Write in the letters below using the letters from the list in Question 12 above]  
 1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

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:

<b><i>How would you rate the City of Branson:</i></b>	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. As a place to live	5	4	3	2	1	9
B. As a place to raise children	5	4	3	2	1	9
C. As a place to work	5	4	3	2	1	9
D. As a place to retire	5	4	3	2	1	9
E. As a place to visit	5	4	3	2	1	9
F. As a City that is moving in the right direction	5	4	3	2	1	9

15. Who does your business receive water service from?

- \_\_\_\_\_ (1) City of Branson      \_\_\_\_\_ (3) Taney County Water District #3      \_\_\_\_\_ (5) Other  
 \_\_\_\_\_ (2) Private Well      \_\_\_\_\_ (4) Missouri American Water System      \_\_\_\_\_ (9) Don't Know

**16. What do you like and/or not like about having a business in Branson?** [Please write your comments in the space provided]

**17. What can the City of Branson do to better serve your business?** [Please write your comments in the space provided]

**18. Please rate the labor pool in Branson in the following areas:**

<i>Area Rated</i>		<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	Quality of labor	5	4	3	2	1	9
B.	Availability of labor	5	4	3	2	1	9
C.	Stability of work force	5	4	3	2	1	9
D.	Attitude of employees	5	4	3	2	1	9
E.	Productivity of the workforce	5	4	3	2	1	9

**19. 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.**

<u>Reason</u>		Extremely Important	Very Important	Important	Less Important	Not Important	Not Applicable
A.	The tourism industry	5	4	3	2	1	9
B.	Membership in local organizations such as the Branson Chamber of Commerce and CVB, Lodging Associations, Theater League, etc	5	4	3	2	1	9
C.	Mass transit (buses and/or trolleys) for tourists	5	4	3	2	1	9
D.	Mass transit (buses and/or trolleys) for your employees	5	4	3	2	1	9
E.	Preserving water quality in our lakes and streams	5	4	3	2	1	9
F.	Quality of Development Standards	5	4	3	2	1	9
G.	Quality of City Infrastructure	5	4	3	2	1	9

**20. Which TWO of the issues listed above do you think should be most important when planning the City's future?** [Write in the letters below using the letters from the list in Question 19 above]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_

**21. Approximately how many employees do you employ in Branson?**

- |  |  |
|--|--|
| <input type="checkbox"/> (1) Less than 5 | <input type="checkbox"/> (5) 50-99       |
| <input type="checkbox"/> (2) 6-10        | <input type="checkbox"/> (6) 100-249     |
| <input type="checkbox"/> (3) 11- 24      | <input type="checkbox"/> (7) 250 or more |
| <input type="checkbox"/> (4) 25-49       |  |

**22. How would you best describe your business? Are you a manufacturer, wholesaler, etc.?** [check the most appropriate category; if you don't see a description that matches, write a description in "other"]

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Transportation/Manufacturing                  | <input type="checkbox"/> (07) Finance/insurance/real estate           |
| <input type="checkbox"/> (02) Communications                                | <input type="checkbox"/> (08) Retail trade ( <u>not</u> food service) |
| <input type="checkbox"/> (03) Construction                                  | <input type="checkbox"/> (09) Retail food service                     |
| <input type="checkbox"/> (04) Hotel/Motel/Lodging                           | <input type="checkbox"/> (10) Health care/medical/social services     |
| <input type="checkbox"/> (05) Entertainment, recreation                     | <input type="checkbox"/> (11) Not for profit                          |
| <input type="checkbox"/> (06) Professional services (law, consulting, etc.) | <input type="checkbox"/> (12) Other: _____                            |

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

- |  |   |
|--|---|
| <input type="checkbox"/> (1) Less than 5 years | <input type="checkbox"/> (3) 11-20 years        |
| <input type="checkbox"/> (2) 5-10 years        | <input type="checkbox"/> (4) More than 20 years |

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

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

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

**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 on the sticker 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. Thanks.