

City of Branson Business Survey

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Findings
Report

Submitted to the City of Branson, Missouri:

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2016 City of Branson Business Survey

Executive Summary

Purpose and Methodology

ETC Institute administered a survey to a random sample of 200 businesses in the City of Branson during the fall and winter of 2016. This was the fourth business survey that ETC Institute has conducted for the City of Branson; previous surveys were conducted in 2008, 2012, and 2015. 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
- Importance-Satisfaction analysis
- tabular data for the overall results to each question on the survey
- open-ended comments
- a copy of the survey instrument

Major Findings

The majority of businesses were generally satisfied with the overall quality of services offered by the City of Branson, over 50% of all businesses indicated they were either “very satisfied” or “satisfied” with all 10 major categories of service provided by the City. Ninety-five percent (95%) of businesses surveyed, *who had an opinion*, were satisfied (combination of “very satisfied” and “satisfied” responses) with the quality of fire service; 82% were satisfied with the quality of police service, and 80% were satisfied with the quality of City parks and recreation facilities. Businesses were least satisfied with the enforcement of City codes and ordinances (53%).

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.

Significant Increases Since the 2015 Survey

- Maintenance of City streets and infrastructure (+17%)
- Quality of customer service you receive from City employees (+16%)
- Effectiveness of City communication (+16%)
- City of Branson’s Water and Sewer Rates (+13%)

- Enforcement of City codes and ordinances (+12%)
- Quality of City parks and recreation facilities (+11%)

Significant Decreases Since the 2015 Survey

- None

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

- Management of traffic flow on City streets (45%)
- Maintenance of City streets and infrastructure (45%)
- Quality of police service (29%)

In 2015, 58% 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 45% in 2016).

- Seventy-seven percent (77%) of businesses felt it was “extremely important” to keep the crime rate low when planning for the City of Branson’s future, this number is up from 68% in 2015.
- Sixty-nine percent (69%) of businesses felt the tourism industry in Branson was “extremely important” to the success of their business, this number is up from 62% in 2015.
- Sixty-seven percent (67%) of businesses surveyed, *who had an opinion*, indicated that they felt either “very satisfied” or “satisfied” with their feeling of safety in Branson; 19% gave a neutral response, and 15% were either “dissatisfied” or “very dissatisfied”. These responses are not significantly different from the 2015 responses.

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 2015 Survey

- Branson’s brand/reputation (+29%)
- Appearance/visual attractiveness of the City (+21%)
- How well the City is managing growth (+20%)
- Value you receive for you City taxes and fees (+19%)
- Highway 76 (+17%)
- Quality of Historic Downtown Branson (+16%)
- Quality of life in the City (+10%) – this item was received the highest levels of satisfaction in 2015
- Overall quality of services provided by the City (+10%)

Significant Decreases Since the 2015 Survey

- None

Trends for the City of Branson's Labor Pool

Ratings of Branson's labor pool have decreased slightly in two of the five areas since 2015, although these decreases were insignificant. There were no significant changes, decreases or increases, from the 2015 and 2016 survey results regarding the City of Branson's Labor Pool.

Other Findings

- Fifty-eight percent (58%) of businesses surveyed, *who had an opinion*, rated the physical appearance of the area where their business is located as "excellent" or "good"; 36% rated it as "average" and 6% gave a rating of "poor." Poor ratings were down 6% from 2015.
- Ninety-one percent (91%) of businesses surveyed, *who had an opinion*, rated the City of Branson as an "excellent" or "good" place to visit, an increase of 4% from 2015.
- When asked to rate the performance of various units of the Branson City government they had contacted, 92% of businesses, *who had an opinion*, rated the Fire unit as "excellent" or "good" and 81% felt the utilities unit was "excellent" or "good."
- Over half (62%) 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 8% thought the City worked either "not particularly well" or "not well at all" with other governmental organizations. The remaining 31% of businesses surveyed did not know how well the City of Branson works with other governmental organizations in the region.
- Nineteen percent (19%) of businesses surveyed indicated they plan on expanding their business in the next 12 months, down from 22% in 2015.
- Fifty-four percent (54%) of businesses surveyed indicated that they get information about the City of Branson via the free newspaper. When asked how their businesses would like to receive information about the City, 57% indicated online or digital media (website, social media) and 34% indicated traditional media (print, broadcast) (multiple answers could be given to this question).
- Nearly two-thirds (62%) of businesses surveyed indicated they know who their local elected officials are.
- When analyzing the importance of various items when planning for the City's future keeping the crime rate low was the most important item for businesses in the City of Branson. This item was significantly more important to businesses than any of the other 14 items rated. Employment opportunities and minimizing tax increases were the second and third most important items to businesses.
- Businesses were asked to rate the importance seven items are to the success of their business. The tourism industry and preserving water quality in lakes and streams were the two items which received the highest levels of "extremely important" and "important responses". When

businesses were asked to indicate which two of the seven items are most important to them when planning for the future the tourism industry and promoting the Branson brand through marketing were the two most selected.

Investment Priorities

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

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

- Management of traffic flow on City streets (IS Rating=0. 2093)

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

2016 Importance Satisfaction Rating City of Branson Business Survey Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Management of traffic flow on City streets	45%	1	54%	9	0.2093	1
High Priority (IS .10-.20)						
Maintenance of City streets & infrastructure	45%	2	65%	6	0.1549	2
Enforcement of City codes & ordinances	22%	5	53%	10	0.1036	3
Medium Priority (IS < .10)						
Effectiveness of City communication	25%	4	62%	7	0.0924	4
City of Branson's Water & Sewer rates	18%	6	59%	8	0.0719	5
Quality of police service	29%	3	81%	2	0.0539	6
Management of stormwater runoff	14%	8	66%	5	0.0475	7
Quality of City parks & recreation facilities	15%	7	80%	3	0.0286	8
Quality of customer service you receive from City employees	10%	10	77%	4	0.0235	9
Quality of fire service	13%	9	95%	1	0.0061	10

Section 1

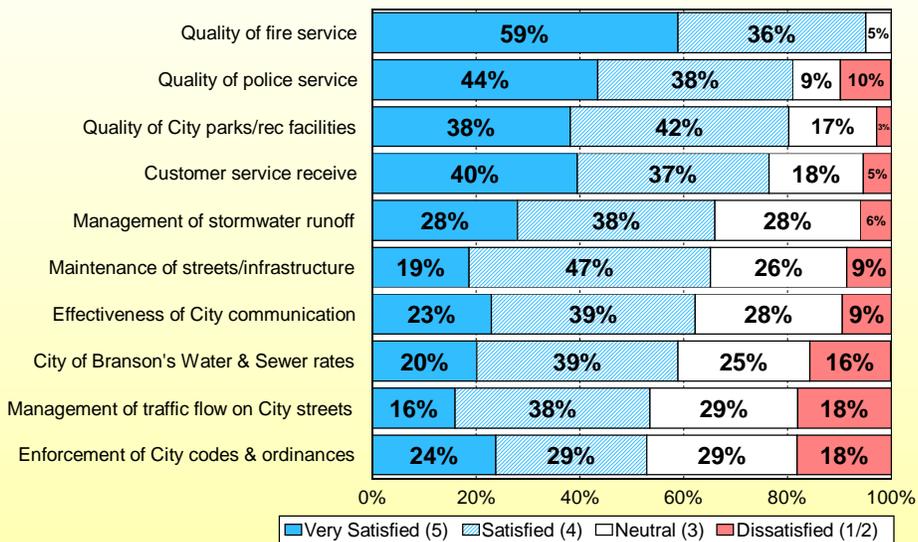
Charts and Graphs

2016 City of Branson Business Survey

-OVERALL RATINGS-

Overall Satisfaction With City Services by Major Category

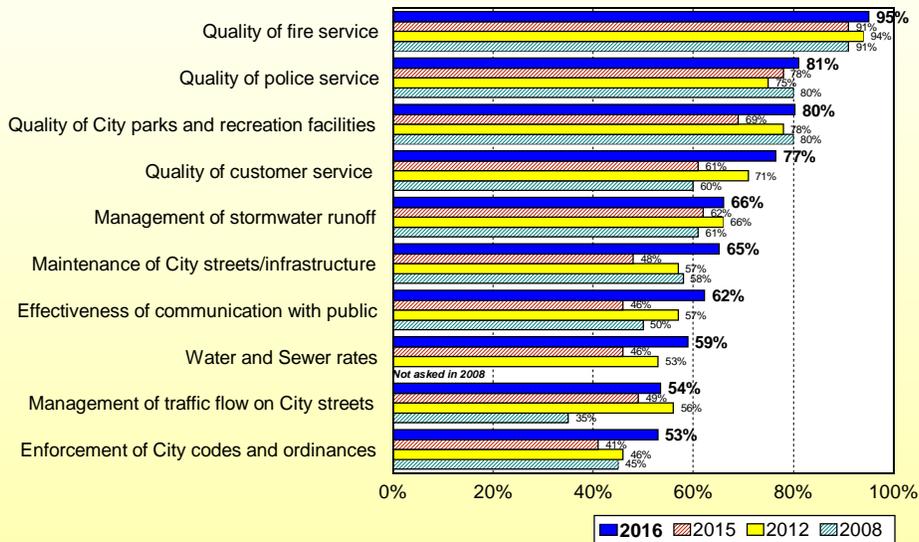
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2016)

TRENDS: Overall Satisfaction With City Services by Major Category - 2008 to 2016

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

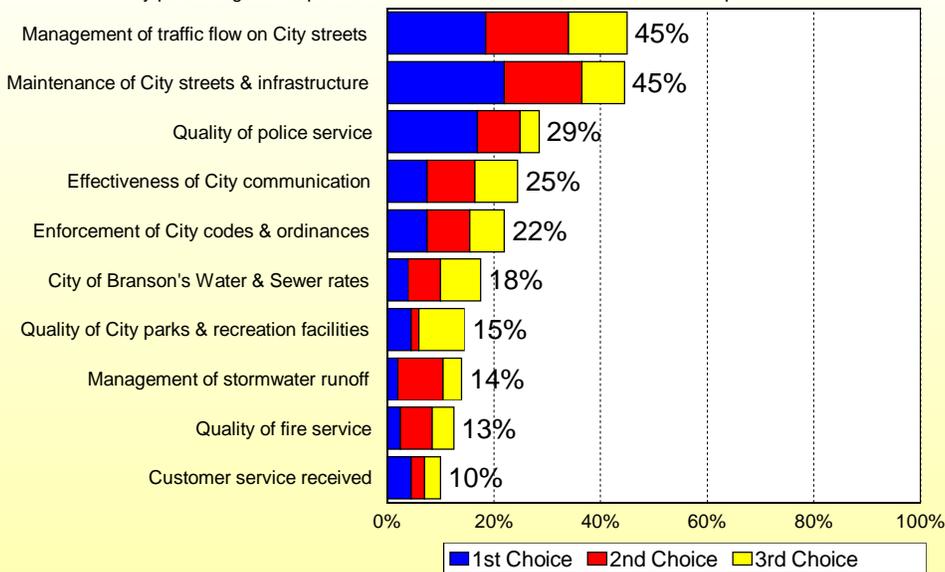


Source: ETC Institute (Branson, MO Business Survey - 2016)

Trend Data

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

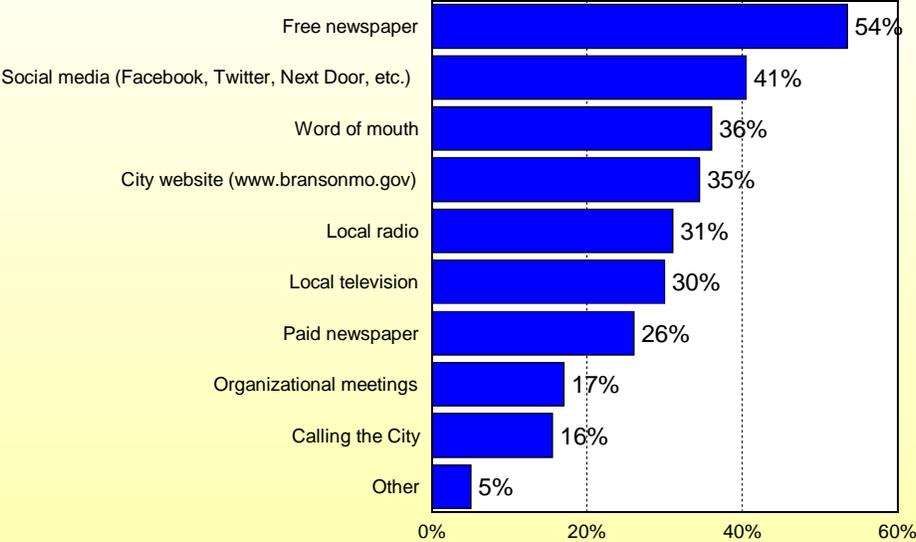
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Branson, MO Business Survey - 2016)

How Businesses Get Information About the City of Branson

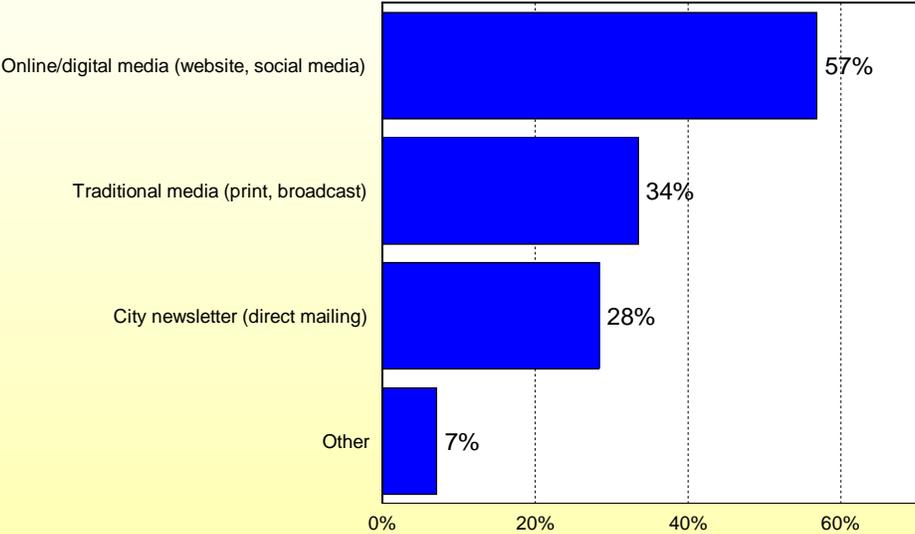
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (Branson, MO Business Survey - 2016)

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

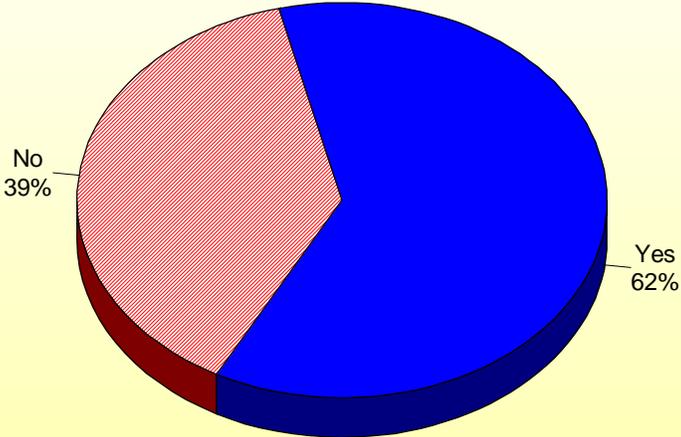
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (Branson, MO Business Survey - 2016)

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

by percentage of respondents

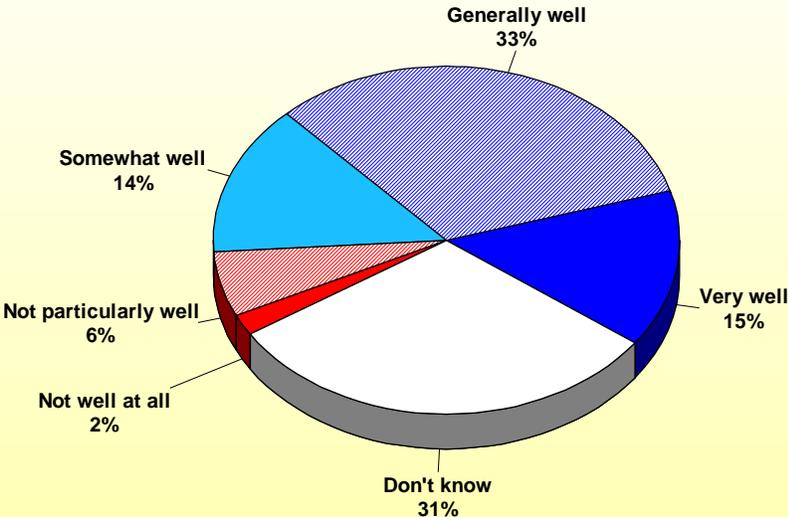


Source: ETC Institute (Branson, MO Business Survey - 2016)

REGIONAL COOPERATION

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

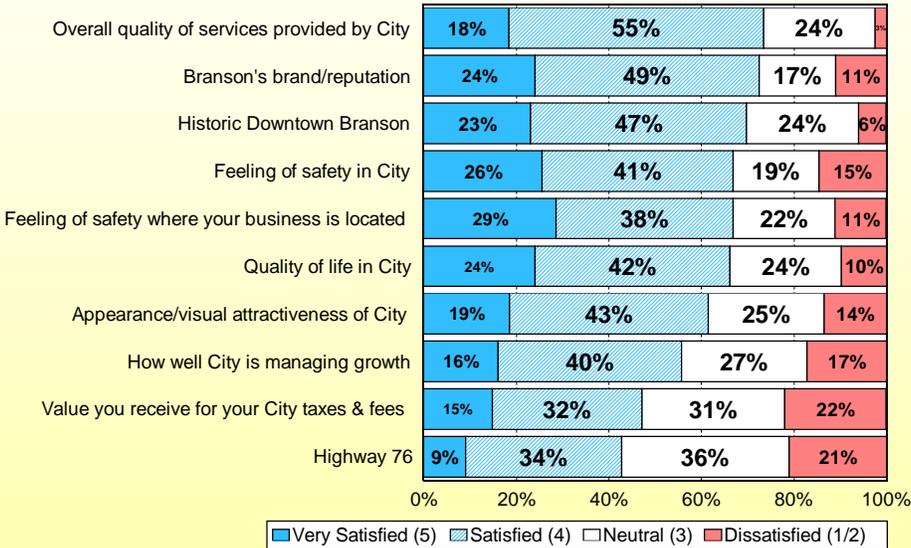
by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2016)

Satisfaction With Items That Influence Perceptions of the City

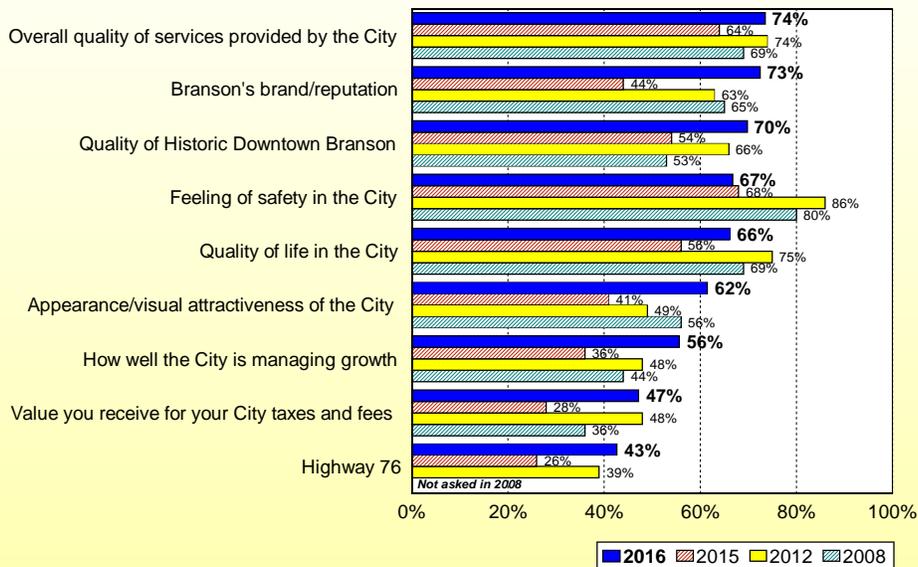
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2016)

TRENDS: Satisfaction With Items That Influence Perceptions of the City- 2008 to 2016

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

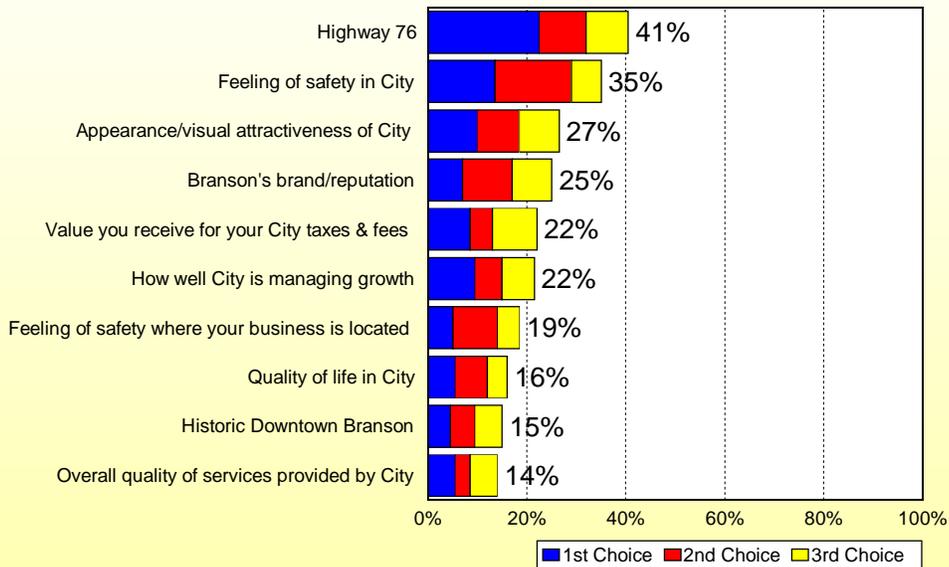


Source: ETC Institute (Branson, MO Business Survey - 2016)

Trend Data

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

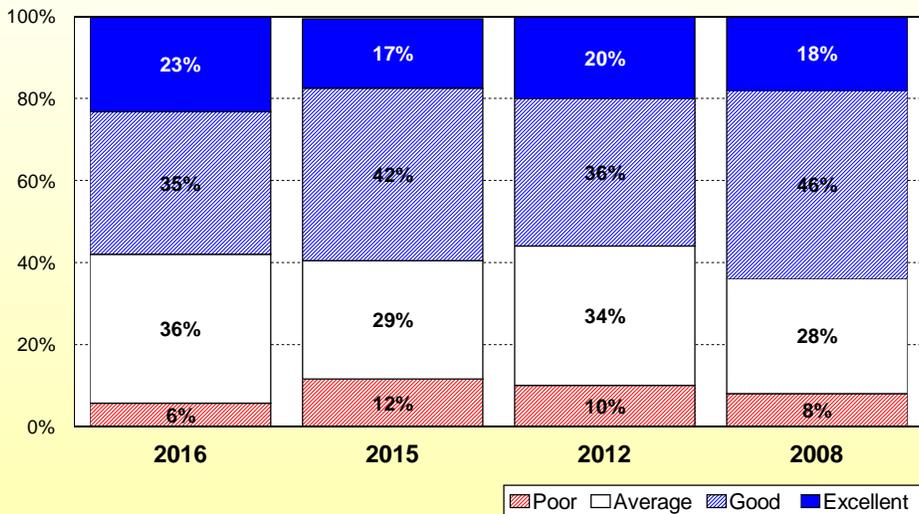
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Branson, MO Business Survey - 2016)

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

by percentage of respondents

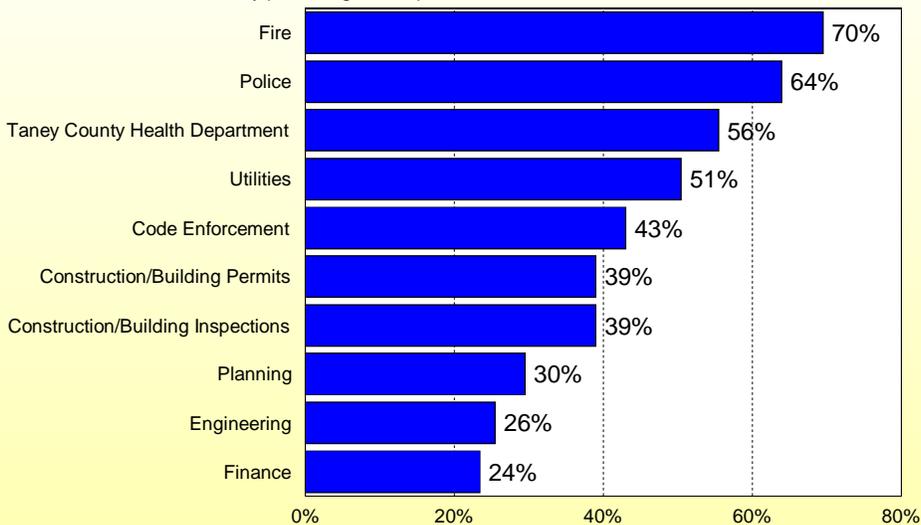


Source: ETC Institute (Branson, MO Business Survey - 2016)

Trend Data

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

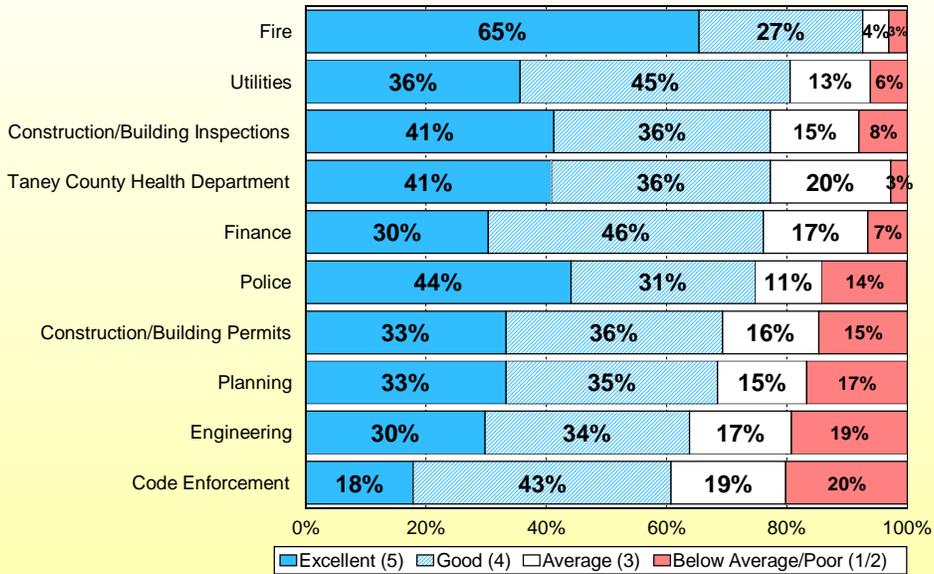
by percentage of respondents who answered "YES"



Source: ETC Institute (Branson, MO Business Survey - 2016)

The City's Performance Ratings by Major Category

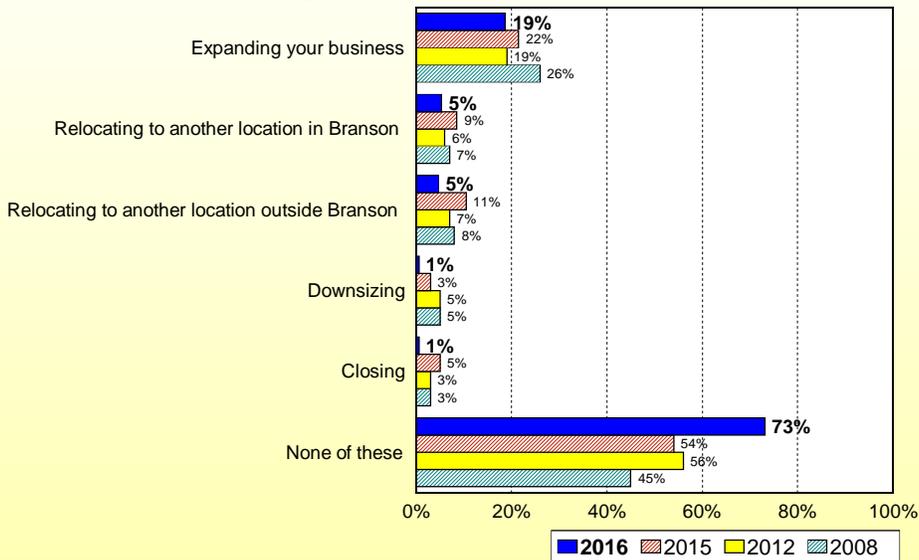
by percentage of respondents who had contacted the following specific unit of Branson City Govt. during the past year (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2016)

TRENDS: Businesses Considering Various Changes in the Next 12 Months - 2008 to 2016

by percentage of respondents (multiple selections could be made)



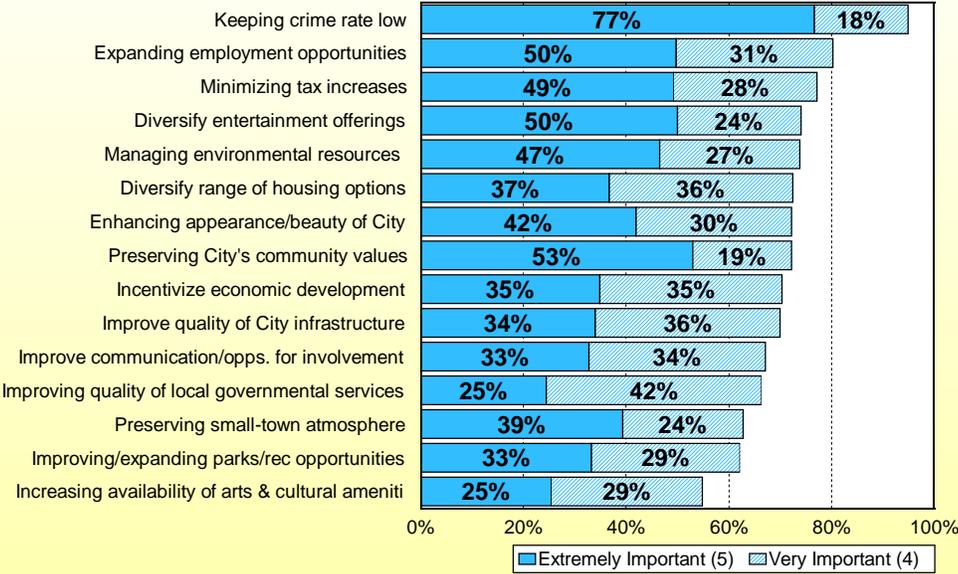
Source: ETC Institute (Branson, MO Business Survey - 2016)

Trend Data

Future Planning

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

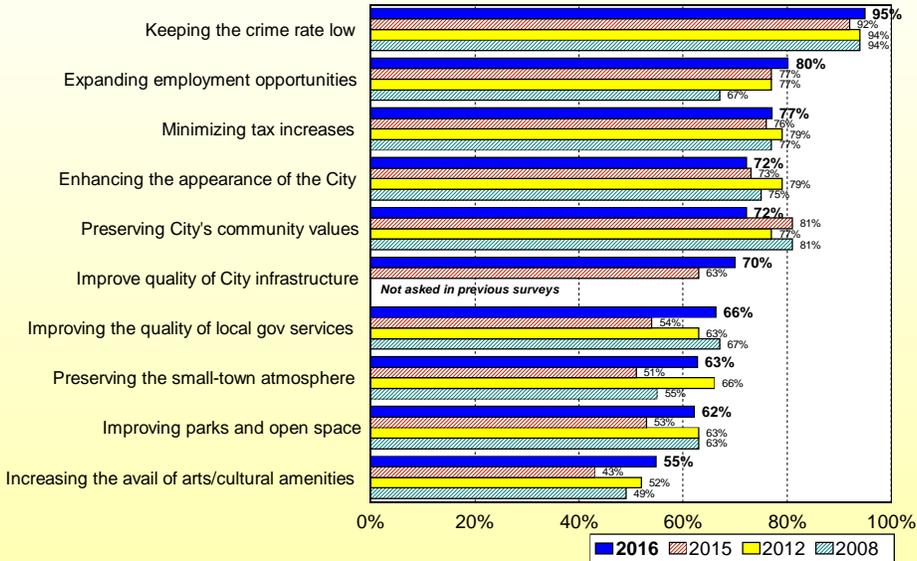
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2016)

TRENDS: Importance Rating for Considering Various Items When Planning for the City's Future - 2008 to 2016

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

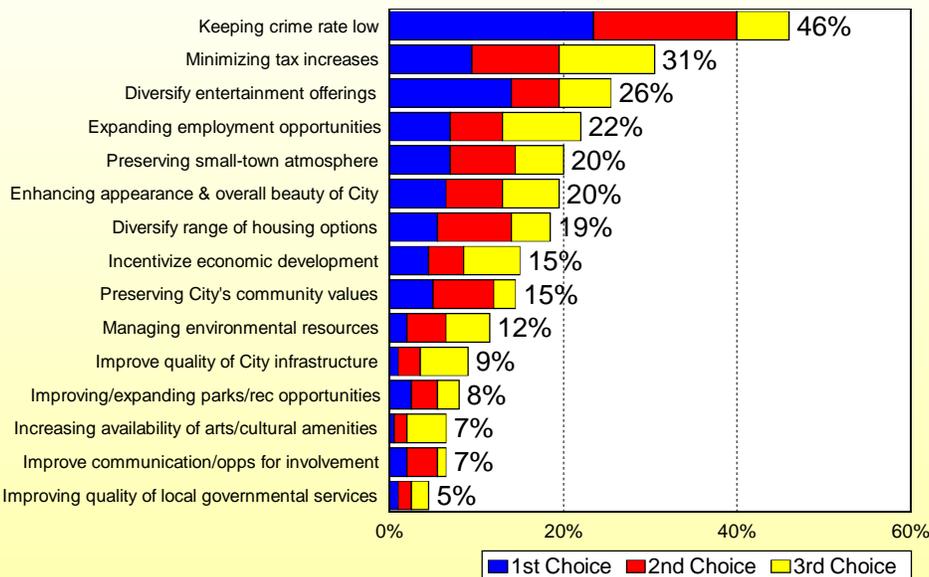


Source: ETC Institute (Branson, MO Business Survey - 2016)

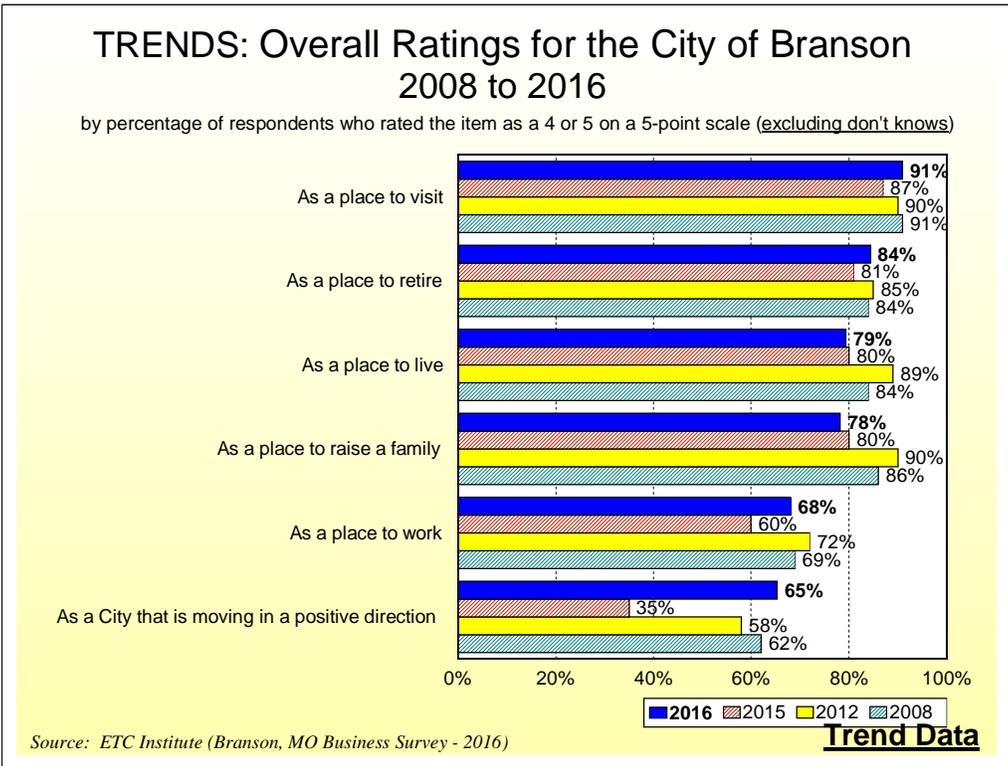
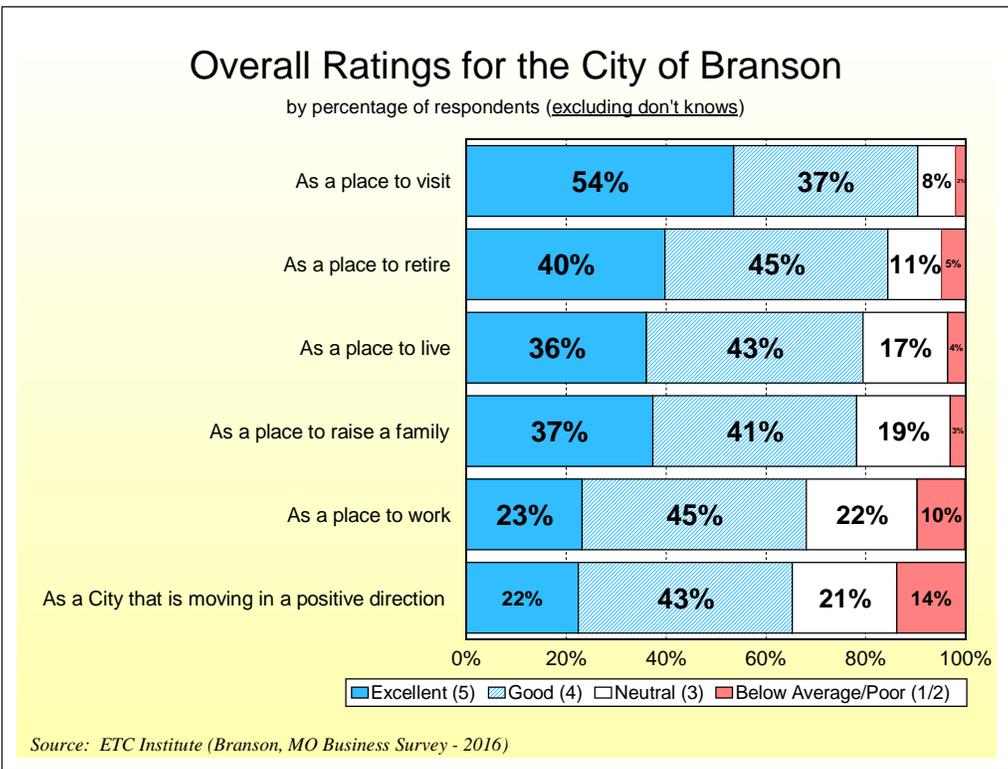
Trend Data

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

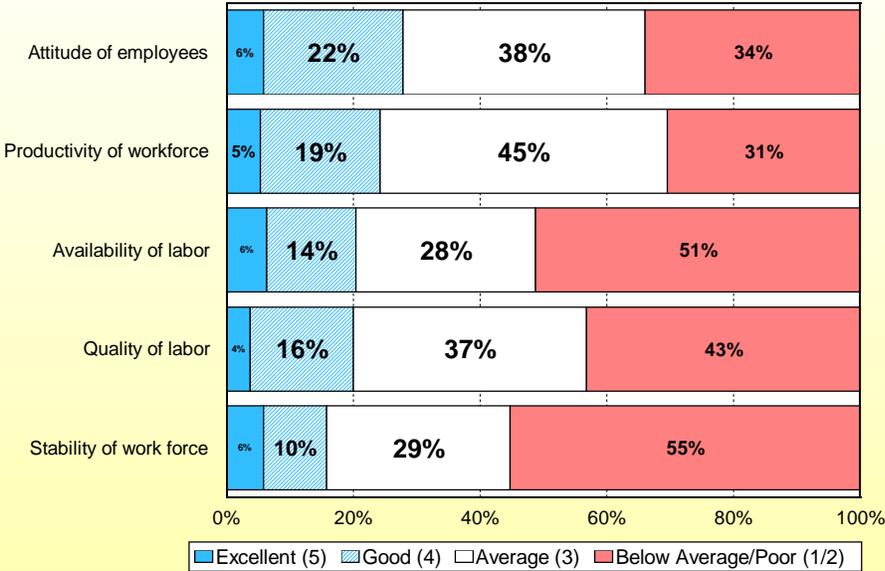


Source: ETC Institute (Branson, MO Business Survey - 2016)



Overall Ratings for the City of Branson's Labor Pool

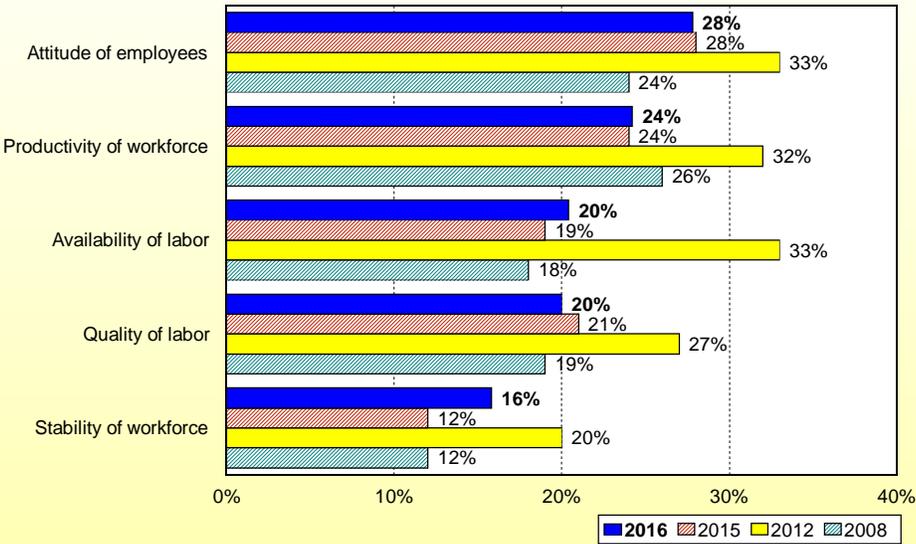
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2016)

TRENDS: Overall Ratings for the City of Branson's Labor Pool - 2008 to 2016

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

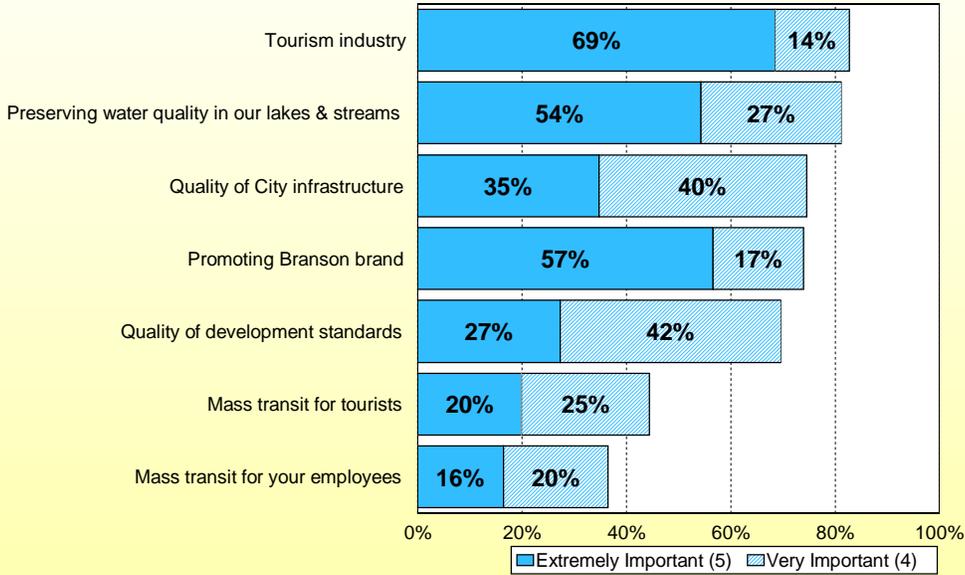


Source: ETC Institute (Branson, MO Business Survey - 2016)

Trend Data

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

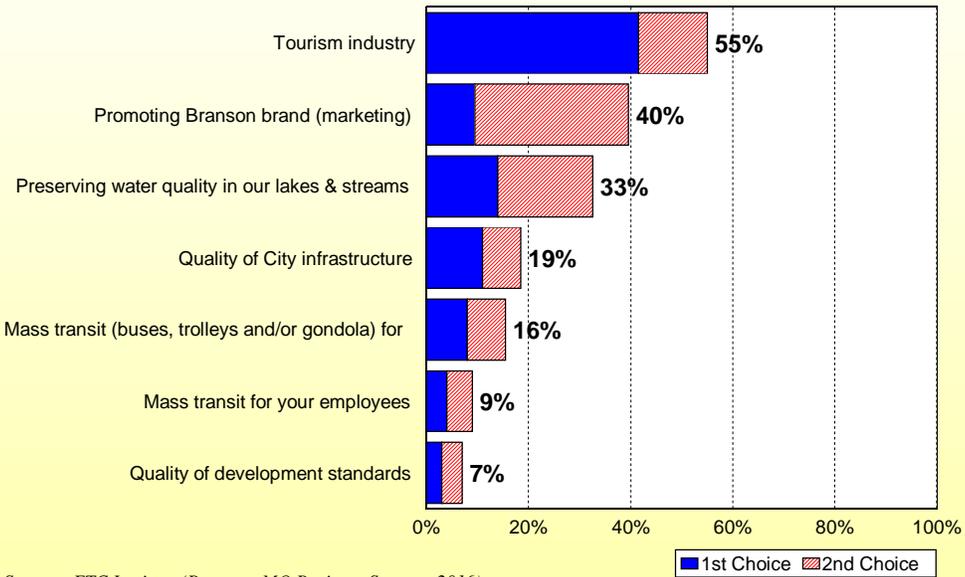
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO Business Survey - 2016)

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

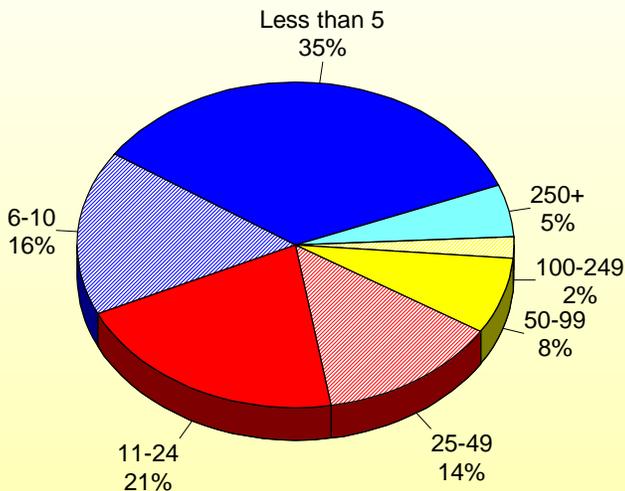
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (Branson, MO Business Survey - 2016)

Approximately how many employees do you employ in Branson?

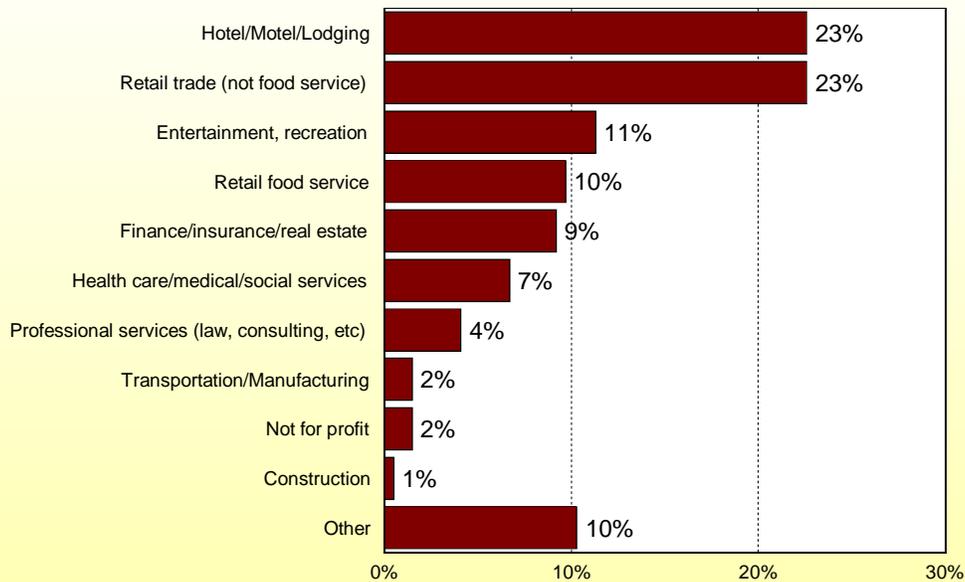
by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2016)

How would you best describe your business?

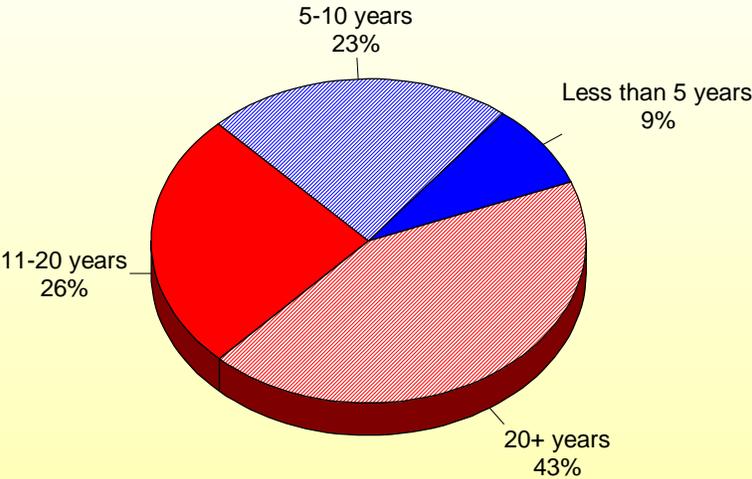
by percentage of respondents (multiple responses allowed)



Source: ETC Institute (Branson, MO Business Survey - 2016)

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

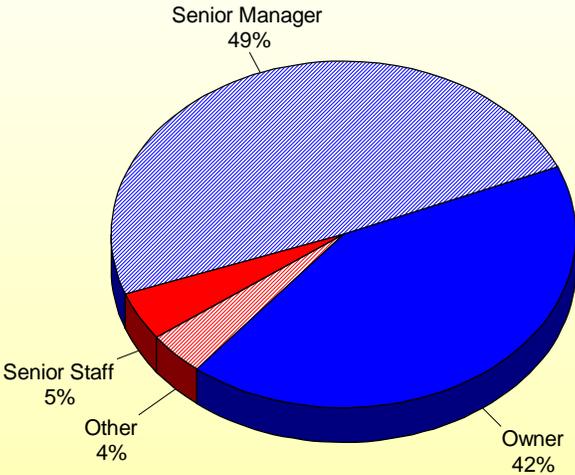
by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2016)

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

by percentage of respondents



Source: ETC Institute (Branson, MO Business Survey - 2016)

Section 2

Importance Satisfaction Analysis

Importance-Satisfaction Analysis

City of Branson, Missouri

Overview

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

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

Overview

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

Example of the Calculation: Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Forty-five percent (45%) of respondents selected *management of traffic flow on City streets* as one of the most important services for the City to provide.

With regard to satisfaction, 54% of respondents surveyed rated the City's overall performance in the *management of traffic flow on City streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *management of traffic flow on City streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 45% was multiplied by 46% (1-0.54). This calculation yielded an I-S rating of 0.2093 which ranked first out of 10 major service categories.

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

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

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

Interpreting the Ratings

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

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

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

2016 Importance Satisfaction Rating

City of Branson Business Survey

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Management of traffic flow on City streets	45%	1	54%	9	0.2093	1
High Priority (IS .10-.20)						
Maintenance of City streets & infrastructure	45%	2	65%	6	0.1549	2
Enforcement of City codes & ordinances	22%	5	53%	10	0.1036	3
Medium Priority (IS < .10)						
Effectiveness of City communication	25%	4	62%	7	0.0924	4
City of Branson's Water & Sewer rates	18%	6	59%	8	0.0719	5
Quality of police service	29%	3	81%	2	0.0539	6
Management of stormwater runoff	14%	8	66%	5	0.0475	7
Quality of City parks & recreation facilities	15%	7	80%	3	0.0286	8
Quality of customer service you receive from City employees	10%	10	77%	4	0.0235	9
Quality of fire service	13%	9	95%	1	0.0061	10

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

Most Important %:

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

Satisfaction %:

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

2016 Importance Satisfaction Rating

City of Branson Business Survey

Perceptions of the City

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Highway 76	41%	1	43%	10	0.2321	1
<u>High Priority (IS .10-.20)</u>						
Feeling of safety in City	35%	2	67%	4	0.1162	2
Value you receive for your City taxes & fees	22%	5	47%	9	0.1162	3
Appearance/visual attractiveness of City	27%	3	62%	7	0.1020	4
<u>Medium Priority (IS < .10)</u>						
How well City is managing growth	22%	6	56%	8	0.0952	5
Branson's brand/reputation	25%	4	73%	2	0.0688	6
Feeling of safety where your business is located	19%	7	67%	5	0.0614	7
Quality of life in City	16%	8	66%	6	0.0541	8
Historic Downtown Branson	15%	9	70%	3	0.0453	9
Overall quality of services provided by City	14%	10	74%	1	0.0371	10

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Matrix Analysis

City of Branson, Missouri

Overview

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

The I-S Matrix should be interpreted as follows:

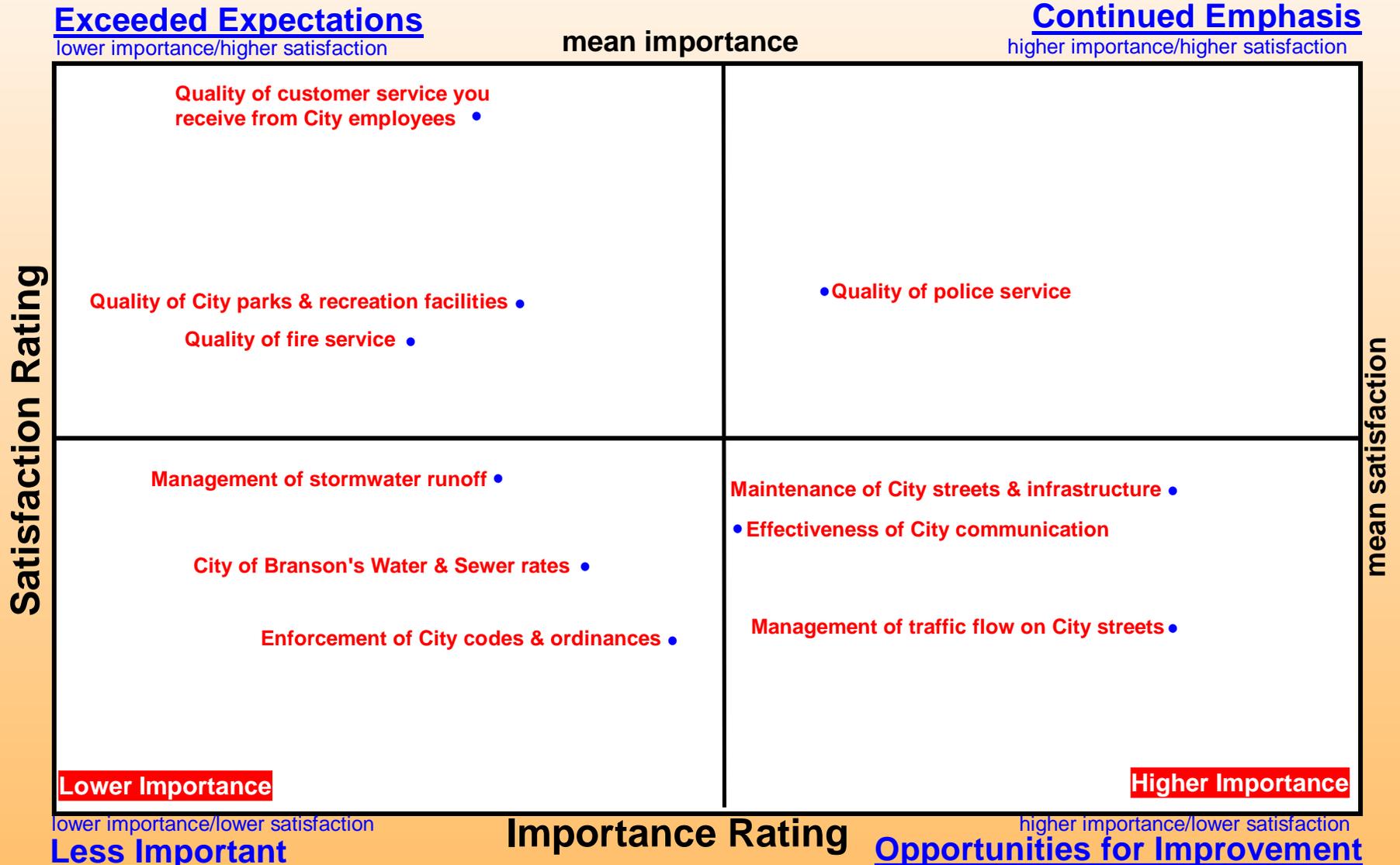
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting expectations. Items in this area have a significant impact on overall levels of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
-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

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

2016 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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

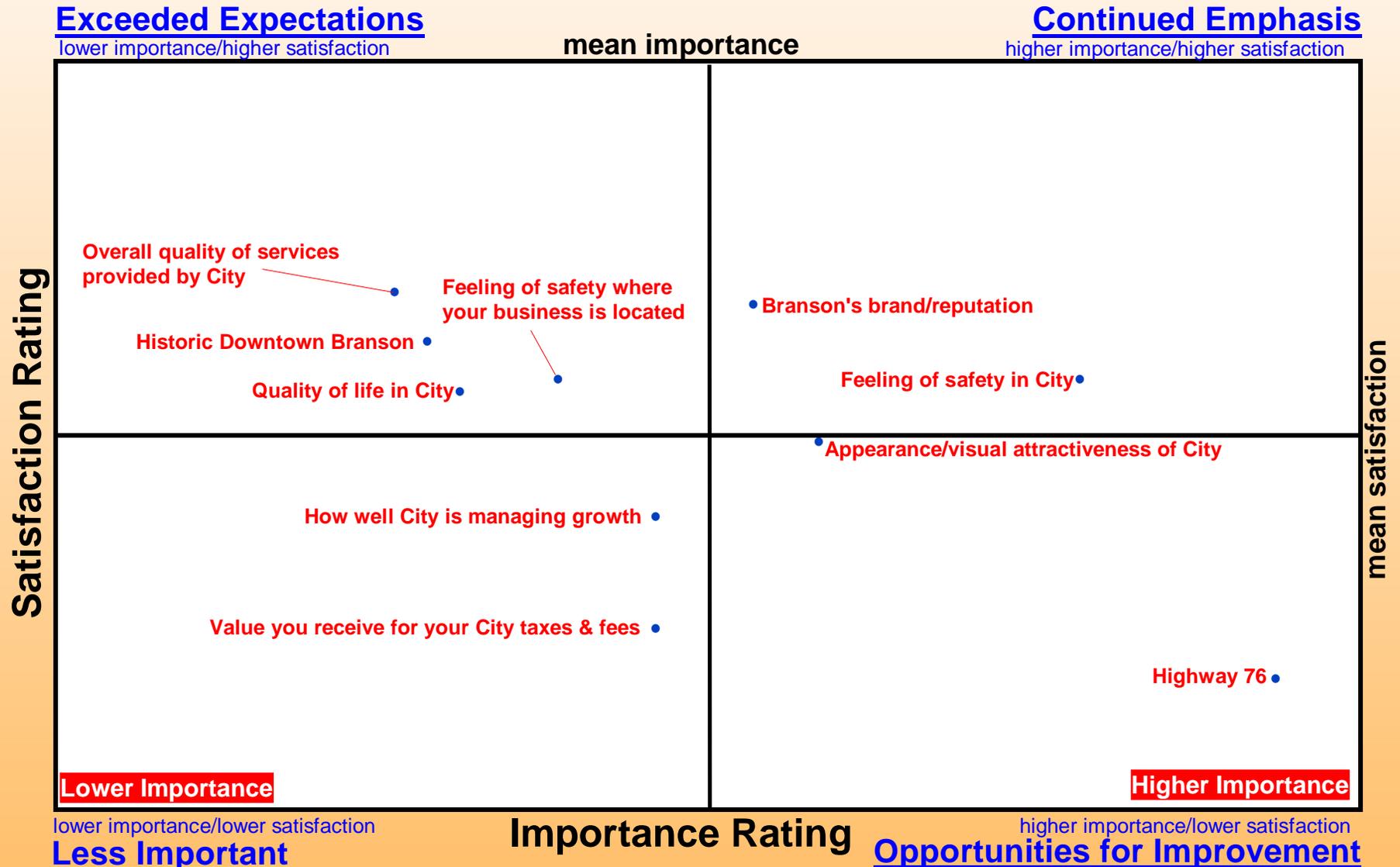


Source: ETC Institute (2016)

2016 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Perceptions-

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



Source: ETC Institute (2016)

Section 3

Tabular Data

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
Q1-1. Quality of police service	40.5%	35.0%	8.5%	6.5%	2.5%	7.0%
Q1-2. Quality of fire service	54.5%	33.5%	4.5%	0.0%	0.0%	7.5%
Q1-3. Quality of City parks & recreation facilities	34.0%	37.5%	15.0%	2.0%	0.5%	11.0%
Q1-4. Maintenance of City streets & infrastructure (water, sewer, etc.)	18.5%	46.0%	26.0%	6.5%	2.0%	1.0%
Q1-5. Enforcement of City codes & ordinances	21.0%	25.5%	25.5%	11.0%	5.0%	12.0%
Q1-6. Quality of customer service you receive from City employees	37.0%	34.5%	17.0%	4.0%	1.0%	6.5%
Q1-7. Effectiveness of City communication	22.0%	37.5%	27.0%	6.5%	2.5%	4.5%
Q1-8. Management of traffic flow on City streets	16.0%	37.5%	28.5%	14.5%	3.5%	0.0%
Q1-9. City of Branson's Water & Sewer rates	17.5%	33.5%	22.0%	8.5%	5.0%	13.5%
Q1-10. Management of stormwater runoff	23.5%	32.0%	23.5%	4.5%	0.5%	16.0%

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
Q1-1. Quality of police service	43.5%	37.6%	9.1%	7.0%	2.7%
Q1-2. Quality of fire service	58.9%	36.2%	4.9%	0.0%	0.0%
Q1-3. Quality of City parks & recreation facilities	38.2%	42.1%	16.9%	2.2%	0.6%
Q1-4. Maintenance of City streets & infrastructure (water, sewer, etc.)	18.7%	46.5%	26.3%	6.6%	2.0%
Q1-5. Enforcement of City codes & ordinances	23.9%	29.0%	29.0%	12.5%	5.7%
Q1-6. Quality of customer service you receive from City employees	39.6%	36.9%	18.2%	4.3%	1.1%
Q1-7. Effectiveness of City communication	23.0%	39.3%	28.3%	6.8%	2.6%
Q1-8. Management of traffic flow on City streets	16.0%	37.5%	28.5%	14.5%	3.5%
Q1-9. City of Branson's Water & Sewer rates	20.2%	38.7%	25.4%	9.8%	5.8%
Q1-10. Management of stormwater runoff	28.0%	38.1%	28.0%	5.4%	0.6%

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

Q2. Top choice	Number	Percent
Quality of police service	34	17.0 %
Quality of fire service	5	2.5 %
Quality of City parks & recreation facilities	9	4.5 %
Maintenance of City streets & infrastructure (water, sewer, etc.)	44	22.0 %
Enforcement of City codes & ordinances	15	7.5 %
Quality of customer service you receive from City employees	9	4.5 %
Effectiveness of City communication	15	7.5 %
Management of traffic flow on City streets	37	18.5 %
City of Branson's Water & Sewer rates	8	4.0 %
Management of stormwater runoff	4	2.0 %
None chosen	20	10.0 %
Total	200	100.0 %

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

Q2. 2nd choice	Number	Percent
Quality of police service	16	8.0 %
Quality of fire service	12	6.0 %
Quality of City parks & recreation facilities	3	1.5 %
Maintenance of City streets & infrastructure (water, sewer, etc.)	29	14.5 %
Enforcement of City codes & ordinances	16	8.0 %
Quality of customer service you receive from City employees	5	2.5 %
Effectiveness of City communication	18	9.0 %
Management of traffic flow on City streets	31	15.5 %
City of Branson's Water & Sewer rates	12	6.0 %
Management of stormwater runoff	17	8.5 %
None chosen	41	20.5 %
Total	200	100.0 %

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

Q2. 3rd choice	Number	Percent
Quality of police service	7	3.5 %
Quality of fire service	8	4.0 %
Quality of City parks & recreation facilities	17	8.5 %
Maintenance of City streets & infrastructure (water, sewer, etc.)	16	8.0 %
Enforcement of City codes & ordinances	13	6.5 %
Quality of customer service you receive from City employees	6	3.0 %
Effectiveness of City communication	16	8.0 %
Management of traffic flow on City streets	22	11.0 %
City of Branson's Water & Sewer rates	15	7.5 %
Management of stormwater runoff	7	3.5 %
None chosen	73	36.5 %
Total	200	100.0 %

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

Q2. Sum of top 3 choices	Number	Percent
Quality of police service	57	28.5 %
Quality of fire service	25	12.5 %
Quality of City parks & recreation facilities	29	14.5 %
Maintenance of City streets & infrastructure (water, sewer, etc.)	89	44.5 %
Enforcement of City codes & ordinances	44	22.0 %
Quality of customer service you receive from City employees	20	10.0 %
Effectiveness of City communication	49	24.5 %
Management of traffic flow on City streets	90	45.0 %
City of Branson's Water & Sewer rates	35	17.5 %
Management of stormwater runoff	28	14.0 %
None chosen	20	10.0 %
Total	486	

Q3. Which of the following do you use to get information about the City of Branson?

Q3. What do you use to get information about City of Branson	Number	Percent
Paid newspaper	52	26.0 %
Free newspaper	107	53.5 %
Local television	60	30.0 %
Local radio	62	31.0 %
Organizational meetings	34	17.0 %
Social media (Facebook, Twitter, Next Door, etc.)	81	40.5 %
City website (www.bransonmo.gov)	69	34.5 %
Calling the City	31	15.5 %
Word of mouth	72	36.0 %
Other	10	5.0 %
Total	578	

Q3. Other

Q3. Other	Number	Percent
email	5	50.0 %
city mail outs	1	10.0 %
newspaper website	1	10.0 %
Chamber news	1	10.0 %
Google	1	10.0 %
Mayor	1	10.0 %
Total	10	100.0 %

Q4. How would you prefer to receive information about the City of Branson?

Q4. How would you prefer to receive information about City of Branson	Number	Percent
Traditional media (print, broadcast)	66	33.5 %
City newsletter (direct mailing)	56	28.4 %
Online/digital media (website, social media)	112	56.9 %
Other	14	7.1 %
Total	248	

Q4. Other

Q4. Other	Number	Percent
email	6	42.9 %
text	4	28.6 %
call the City	2	14.3 %
app	1	7.1 %
email newsletter	1	7.1 %
Total	14	100.0 %

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

Q5. Do you know who the local elected officials are	Number	Percent
Yes	123	61.5 %
No	77	38.5 %
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 does City of Branson works with other governmental organizations in our region when planning the future

	Number	Percent
Very well	29	14.5 %
Generally well	65	32.5 %
Somewhat well	28	14.0 %
Not particularly well	12	6.0 %
Not well at all	4	2.0 %
Don't know	62	31.0 %
Total	200	100.0 %

WITHOUT "DON'T KNOW"

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

Q6. How well does City of Branson works with other governmental organizations in our region when planning the future

	Number	Percent
Very well	29	21.0 %
Generally well	65	47.1 %
Somewhat well	28	20.3 %
Not particularly well	12	8.7 %
Not well at all	4	2.9 %
Total	138	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
Q7-1. Overall quality of services provided by City	18.0%	54.0%	23.5%	2.0%	0.5%	2.0%
Q7-2. Appearance/visual attractiveness of City	18.5%	43.0%	25.0%	13.5%	0.0%	0.0%
Q7-3. Branson's brand/reputation	24.0%	48.5%	16.5%	9.5%	1.5%	0.0%
Q7-4. How well City is managing growth	15.5%	38.0%	26.0%	13.5%	3.0%	4.0%
Q7-5. Quality of life in City	23.5%	41.0%	23.5%	8.0%	1.5%	2.5%
Q7-6. Feeling of safety in City	25.5%	41.0%	18.5%	12.5%	2.0%	0.5%
Q7-7. Feeling of safety where your business is located	28.5%	38.0%	22.0%	6.5%	4.5%	0.5%
Q7-8. Historic Downtown Branson	23.0%	46.5%	24.0%	6.0%	0.0%	0.5%
Q7-9. Highway 76	9.0%	33.5%	36.0%	18.0%	3.0%	0.5%
Q7-10. Value you receive for your City taxes & fees	13.5%	29.5%	28.0%	13.5%	6.5%	9.0%

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
Q7-1. Overall quality of services provided by City	18.4%	55.1%	24.0%	2.0%	0.5%
Q7-2. Appearance/visual attractiveness of City	18.5%	43.0%	25.0%	13.5%	0.0%
Q7-3. Branson's brand/reputation	24.0%	48.5%	16.5%	9.5%	1.5%
Q7-4. How well City is managing growth	16.1%	39.6%	27.1%	14.1%	3.1%
Q7-5. Quality of life in City	24.1%	42.1%	24.1%	8.2%	1.5%
Q7-6. Feeling of safety in City	25.6%	41.2%	18.6%	12.6%	2.0%
Q7-7. Feeling of safety where your business is located	28.6%	38.2%	22.1%	6.5%	4.5%
Q7-8. Historic Downtown Branson	23.1%	46.7%	24.1%	6.0%	0.0%
Q7-9. Highway 76	9.0%	33.7%	36.2%	18.1%	3.0%
Q7-10. Value you receive for your City taxes & fees	14.8%	32.4%	30.8%	14.8%	7.1%

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

Q8. Top choice	Number	Percent
Overall quality of services provided by City	11	5.5 %
Appearance/visual attractiveness of City	20	10.0 %
Branson's brand/reputation	14	7.0 %
How well City is managing growth	19	9.5 %
Quality of life in City	11	5.5 %
Feeling of safety in City	27	13.5 %
Feeling of safety where your business is located	10	5.0 %
Historic Downtown Branson	9	4.5 %
Highway 76	45	22.5 %
Value you receive for your City taxes & fees	17	8.5 %
None chosen	17	8.5 %
Total	200	100.0 %

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

Q8. 2nd choice	Number	Percent
Overall quality of services provided by City	6	3.0 %
Appearance/visual attractiveness of City	17	8.5 %
Branson's brand/reputation	20	10.0 %
How well City is managing growth	11	5.5 %
Quality of life in City	13	6.5 %
Feeling of safety in City	31	15.5 %
Feeling of safety where your business is located	18	9.0 %
Historic Downtown Branson	10	5.0 %
Highway 76	19	9.5 %
Value you receive for your City taxes & fees	9	4.5 %
None chosen	46	23.0 %
Total	200	100.0 %

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

Q8. 3rd choice	Number	Percent
Overall quality of services provided by City	11	5.5 %
Appearance/visual attractiveness of City	16	8.0 %
Branson's brand/reputation	16	8.0 %
How well City is managing growth	13	6.5 %
Quality of life in City	8	4.0 %
Feeling of safety in City	12	6.0 %
Feeling of safety where your business is located	9	4.5 %
Historic Downtown Branson	11	5.5 %
Highway 76	17	8.5 %
Value you receive for your City taxes & fees	18	9.0 %
None chosen	69	34.5 %
Total	200	100.0 %

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

Q8. Sum of top 3 choices	Number	Percent
Overall quality of services provided by City	28	14.0 %
Appearance/visual attractiveness of City	53	26.5 %
Branson's brand/reputation	50	25.0 %
How well City is managing growth	43	21.5 %
Quality of life in City	32	16.0 %
Feeling of safety in City	70	35.0 %
Feeling of safety where your business is located	37	18.5 %
Historic Downtown Branson	30	15.0 %
Highway 76	81	40.5 %
Value you receive for your City taxes & fees	44	22.0 %
None chosen	17	8.5 %
Total	485	

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

Q9. How would you rate physical appearance of the area where your business is located	Number	Percent
Excellent	46	23.0 %
Good	69	34.5 %
Average	72	36.0 %
Poor	11	5.5 %
Don't know	2	1.0 %
Total	200	100.0 %

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

Q9. How would you rate physical appearance of the area where your business is located	Number	Percent
Excellent	46	23.2 %
Good	69	34.8 %
Average	72	36.4 %
Poor	11	5.6 %
Total	198	100.0 %

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

(N=200)

	Yes	No
Q10-1. Code Enforcement	43.0%	57.0%
Q10-2. Construction/Building Permits	39.0%	61.0%
Q10-3. Construction/Building Inspections	39.0%	61.0%
Q10-4. Engineering	25.5%	74.5%
Q10-5. Finance	23.5%	76.5%
Q10-6. Fire	69.5%	30.5%
Q10-7. Planning	29.5%	70.5%
Q10-8. Police	64.0%	36.0%
Q10-9. Taney County Health Department	55.5%	44.5%
Q10-10. Utilities	50.5%	49.5%

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

(N=175)

	Excellent	Good	Average	Below Average	Poor	Don't Know
Q10-1. Code Enforcement	17.9%	42.9%	19.0%	13.1%	7.1%	0.0%
Q10-2. Construction/Building Permits	32.5%	35.1%	15.6%	11.7%	2.6%	2.6%
Q10-3. Construction/Building Inspections	40.3%	35.1%	14.3%	5.2%	2.6%	2.6%
Q10-4. Engineering	28.0%	32.0%	16.0%	12.0%	6.0%	6.0%
Q10-5. Finance	29.8%	44.7%	17.0%	6.4%	0.0%	2.1%
Q10-6. Fire	65.0%	27.0%	4.4%	2.9%	0.0%	0.7%
Q10-7. Planning	31.6%	33.3%	14.0%	10.5%	5.3%	5.3%
Q10-8. Police	44.1%	30.7%	11.0%	4.7%	9.4%	0.0%
Q10-9. Taney County Health Department	40.5%	36.0%	19.8%	1.8%	0.9%	0.9%
Q10-10. Utilities	35.0%	44.0%	13.0%	3.0%	3.0%	2.0%

WITHOUT "DON'T KNOW"**Q10. If YES, how would you rate the City's performance in this area? (without "don't know")**

(N=175)

	Excellent	Good	Average	Below Average	Poor
Q10-1. Code Enforcement	17.9%	42.9%	19.0%	13.1%	7.1%
Q10-2. Construction/Building Permits	33.3%	36.0%	16.0%	12.0%	2.7%
Q10-3. Construction/Building Inspections	41.3%	36.0%	14.7%	5.3%	2.7%
Q10-4. Engineering	29.8%	34.0%	17.0%	12.8%	6.4%
Q10-5. Finance	30.4%	45.7%	17.4%	6.5%	0.0%
Q10-6. Fire	65.4%	27.2%	4.4%	2.9%	0.0%
Q10-7. Planning	33.3%	35.2%	14.8%	11.1%	5.6%
Q10-8. Police	44.1%	30.7%	11.0%	4.7%	9.4%
Q10-9. Taney County Health Department	40.9%	36.4%	20.0%	1.8%	0.9%
Q10-10. Utilities	35.7%	44.9%	13.3%	3.1%	3.1%

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

Q11. Is your business considering any following in next 12 months	Number	Percent
Expanding your business in Branson	32	16.2 %
Relocating to another location in Branson	9	4.6 %
Relocating to another location outside Branson	8	4.1 %
Downsizing	1	0.5 %
Closing	1	0.5 %
None of these	125	63.5 %
Don't know	26	13.2 %
Total	202	

WITHOUT "DON'T KNOW"**Q11. In the next 12 months, is your business considering any of the following? (without "don't know")**

Q11. Is your business considering any following in next 12 months	Number	Percent
Expanding your business in Branson	32	18.7 %
Relocating to another location in Branson	9	5.3 %
Relocating to another location outside Branson	8	4.7 %
Downsizing	1	0.6 %
Closing	1	0.6 %
None of these	125	73.1 %
Total	176	

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
Q12-1. Preserving small-town atmosphere	38.5%	23.0%	18.5%	13.0%	5.0%	2.0%
Q12-2. Diversify entertainment offerings	49.0%	23.5%	16.5%	4.5%	4.5%	2.0%
Q12-3. Keeping crime rate low	75.5%	18.0%	5.0%	0.0%	0.0%	1.5%
Q12-4. Diversify range of housing options	36.0%	35.0%	19.0%	5.5%	2.5%	2.0%
Q12-5. Minimizing tax increases	48.5%	27.5%	15.0%	4.0%	3.5%	1.5%
Q12-6. Expanding employment opportunities	49.0%	30.0%	11.5%	4.5%	3.5%	1.5%
Q12-7. Increasing availability of arts & cultural amenities	25.0%	29.0%	27.0%	14.0%	3.5%	1.5%
Q12-8. Improving quality of local governmental services	24.0%	41.0%	26.0%	6.5%	0.5%	2.0%
Q12-9. Enhancing appearance & overall beauty of City	41.5%	30.0%	24.5%	1.5%	1.5%	1.0%
Q12-10. Improving & expanding parks & recreational opportunities	33.0%	28.5%	24.0%	12.0%	1.5%	1.0%
Q12-11. Preserving City's community values	52.5%	19.0%	22.5%	2.5%	2.5%	1.0%
Q12-12. Managing environmental resources including water & air quality	46.0%	27.0%	19.5%	5.5%	1.0%	1.0%
Q12-13. Improve quality of City infrastructure	33.5%	35.5%	25.0%	4.0%	0.5%	1.5%
Q12-14. Improve communication & opportunities for public participation	32.5%	34.0%	26.5%	5.0%	1.0%	1.0%
Q12-15. Incentivize economic development	34.0%	34.5%	16.5%	7.0%	5.5%	2.5%

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
Q12-1. Preserving small-town atmosphere	39.3%	23.5%	18.9%	13.3%	5.1%
Q12-2. Diversify entertainment offerings	50.0%	24.0%	16.8%	4.6%	4.6%
Q12-3. Keeping crime rate low	76.6%	18.3%	5.1%	0.0%	0.0%
Q12-4. Diversify range of housing options	36.7%	35.7%	19.4%	5.6%	2.6%
Q12-5. Minimizing tax increases	49.2%	27.9%	15.2%	4.1%	3.6%
Q12-6. Expanding employment opportunities	49.7%	30.5%	11.7%	4.6%	3.6%
Q12-7. Increasing availability of arts & cultural amenities	25.4%	29.4%	27.4%	14.2%	3.6%
Q12-8. Improving quality of local governmental services	24.5%	41.8%	26.5%	6.6%	0.5%
Q12-9. Enhancing appearance & overall beauty of City	41.9%	30.3%	24.7%	1.5%	1.5%
Q12-10. Improving & expanding parks & recreational opportunities	33.3%	28.8%	24.2%	12.1%	1.5%
Q12-11. Preserving City's community values	53.0%	19.2%	22.7%	2.5%	2.5%
Q12-12. Managing environmental resources including water & air quality	46.5%	27.3%	19.7%	5.6%	1.0%
Q12-13. Improve quality of City infrastructure	34.0%	36.0%	25.4%	4.1%	0.5%
Q12-14. Improve communication & opportunities for public participation	32.8%	34.3%	26.8%	5.1%	1.0%
Q12-15. Incentivize economic development	34.9%	35.4%	16.9%	7.2%	5.6%

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

Q13. Top choice	Number	Percent
Preserving small-town atmosphere	14	7.0 %
Diversify entertainment offerings	28	14.0 %
Keeping crime rate low	47	23.5 %
Diversify range of housing options	11	5.5 %
Minimizing tax increases	19	9.5 %
Expanding employment opportunities	14	7.0 %
Increasing availability of arts & cultural amenities	1	0.5 %
Improving quality of local governmental services	2	1.0 %
Enhancing appearance & overall beauty of City	13	6.5 %
Improving & expanding parks & recreational opportunities	5	2.5 %
Preserving City's community values	10	5.0 %
Managing environmental resources including water & air quality	4	2.0 %
Improve quality of City infrastructure	2	1.0 %
Improve communication & opportunities for public participation	4	2.0 %
Incentivize economic development	9	4.5 %
None chosen	17	8.5 %
Total	200	100.0 %

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

Q13. 2nd choice	Number	Percent
Preserving small-town atmosphere	15	7.5 %
Diversify entertainment offerings	11	5.5 %
Keeping crime rate low	33	16.5 %
Diversify range of housing options	17	8.5 %
Minimizing tax increases	20	10.0 %
Expanding employment opportunities	12	6.0 %
Increasing availability of arts & cultural amenities	3	1.5 %
Improving quality of local governmental services	3	1.5 %
Enhancing appearance & overall beauty of City	13	6.5 %
Improving & expanding parks & recreational opportunities	6	3.0 %
Preserving City's community values	14	7.0 %
Managing environmental resources including water & air quality	9	4.5 %
Improve quality of City infrastructure	5	2.5 %
Improve communication & opportunities for public participation	7	3.5 %
Incentivize economic development	8	4.0 %
None chosen	24	12.0 %
Total	200	100.0 %

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

Q13. 3rd choice	Number	Percent
Preserving small-town atmosphere	11	5.5 %
Diversify entertainment offerings	12	6.0 %
Keeping crime rate low	12	6.0 %
Diversify range of housing options	9	4.5 %
Minimizing tax increases	22	11.0 %
Expanding employment opportunities	18	9.0 %
Increasing availability of arts & cultural amenities	9	4.5 %
Improving quality of local governmental services	4	2.0 %
Enhancing appearance & overall beauty of City	13	6.5 %
Improving & expanding parks & recreational opportunities	5	2.5 %
Preserving City's community values	5	2.5 %
Managing environmental resources including water & air quality	10	5.0 %
Improve quality of City infrastructure	11	5.5 %
Improve communication & opportunities for public participation	2	1.0 %
Incentivize economic development	13	6.5 %
None chosen	44	22.0 %
Total	200	100.0 %

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

Q13 Sum of top 3 choices	Number	Percent
Preserving small-town atmosphere	40	20.0 %
Diversify entertainment offerings	51	25.5 %
Keeping crime rate low	92	46.0 %
Diversify range of housing options	37	18.5 %
Minimizing tax increases	61	30.5 %
Expanding employment opportunities	44	22.0 %
Increasing availability of arts & cultural amenities	13	6.5 %
Improving quality of local governmental services	9	4.5 %
Enhancing appearance & overall beauty of City	39	19.5 %
Improving & expanding parks & recreational opportunities	16	8.0 %
Preserving City's community values	29	14.5 %
Managing environmental resources including water & air quality	23	11.5 %
Improve quality of City infrastructure	18	9.0 %
Improve communication & opportunities for public participation	13	6.5 %
Incentivize economic development	30	15.0 %
None chosen	17	8.5 %
Total	532	

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
Q14-1. As a place to live	35.0%	42.0%	16.5%	3.5%	0.0%	3.0%
Q14-2. As a place to raise a family	36.0%	39.5%	18.0%	3.0%	0.0%	3.5%
Q14-3. As a place to work	23.0%	44.5%	22.0%	8.5%	1.0%	1.0%
Q14-4. As a place to retire	37.0%	41.5%	10.0%	3.0%	1.5%	7.0%
Q14-5. As a place to visit	53.0%	36.5%	7.5%	1.5%	0.5%	1.0%
Q14-6. As a City that is moving in a positive direction	22.0%	42.0%	20.5%	8.5%	5.0%	2.0%

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
Q14-1. As a place to live	36.1%	43.3%	17.0%	3.6%	0.0%
Q14-2. As a place to raise a family	37.3%	40.9%	18.7%	3.1%	0.0%
Q14-3. As a place to work	23.2%	44.9%	22.2%	8.6%	1.0%
Q14-4. As a place to retire	39.8%	44.6%	10.8%	3.2%	1.6%
Q14-5. As a place to visit	53.5%	36.9%	7.6%	1.5%	0.5%
Q14-6. As a City that is moving in a positive direction	22.4%	42.9%	20.9%	8.7%	5.1%

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

(N=200)

	Excellent	Good	Average	Below Average	Poor	Don't Know
Q17-1. Quality of labor	3.5%	15.5%	35.0%	26.0%	15.0%	5.0%
Q17-2. Availability of labor	6.0%	13.5%	27.0%	32.5%	16.5%	4.5%
Q17-3. Stability of work force	5.5%	9.5%	27.5%	38.0%	14.5%	5.0%
Q17-4. Attitude of employees	5.5%	21.0%	36.5%	21.0%	11.5%	4.5%
Q17-5. Productivity of workforce	5.0%	18.0%	43.0%	18.0%	11.0%	5.0%

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

(N=200)

	Excellent	Good	Average	Below Average	Poor
Q17-1. Quality of labor	3.7%	16.3%	36.8%	27.4%	15.8%
Q17-2. Availability of labor	6.3%	14.1%	28.3%	34.0%	17.3%
Q17-3. Stability of work force	5.8%	10.0%	28.9%	40.0%	15.3%
Q17-4. Attitude of employees	5.8%	22.0%	38.2%	22.0%	12.0%
Q17-5. Productivity of workforce	5.3%	18.9%	45.3%	18.9%	11.6%

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

(N=200)

	Extremely Important	Very Important	Important	Less Important	Not Important	Not Applicable
Q18-1. Tourism industry	67.5%	14.0%	7.5%	4.0%	5.5%	1.5%
Q18-2. Promoting Branson brand (marketing)	55.5%	17.0%	17.0%	3.5%	5.0%	2.0%
Q18-3. Mass transit (buses, trolleys and/or gondola) for tourists	19.5%	24.0%	23.0%	13.5%	18.0%	2.0%
Q18-4. Mass transit (buses, trolleys and/or gondola) for your employees	15.5%	19.0%	17.5%	25.0%	17.5%	5.5%
Q18-5. Preserving water quality in our lakes & streams	53.5%	26.5%	12.5%	3.0%	3.0%	1.5%
Q18-6. Quality of development standards	26.5%	41.0%	25.0%	2.0%	2.5%	3.0%
Q18-7. Quality of City infrastructure	34.0%	39.0%	20.5%	2.0%	2.5%	2.0%

WITHOUT "NOT APPLICABLE"

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

(N=200)

	Extremely Important	Very Important	Important	Less Important	Not Important
Q18-1. Tourism industry	68.5%	14.2%	7.6%	4.1%	5.6%
Q18-2. Promoting Branson brand (marketing)	56.6%	17.3%	17.3%	3.6%	5.1%
Q18-3. Mass transit (buses, trolleys and/or gondola) for tourists	19.9%	24.5%	23.5%	13.8%	18.4%
Q18-4. Mass transit (buses, trolleys and/or gondola) for your employees	16.4%	20.1%	18.5%	26.5%	18.5%
Q18-5. Preserving water quality in our lakes & streams	54.3%	26.9%	12.7%	3.0%	3.0%
Q18-6. Quality of development standards	27.3%	42.3%	25.8%	2.1%	2.6%
Q18-7. Quality of City infrastructure	34.7%	39.8%	20.9%	2.0%	2.6%

Q19. Which TWO of the issues listed in Question 18 above do you think should be most important when planning the City's future?

Q19. Top choice	Number	Percent
Tourism industry	83	41.5 %
Promoting Branson brand (marketing)	19	9.5 %
Mass transit (buses, trolleys and/or gondola) for tourists	16	8.0 %
Mass transit (buses, trolleys and/or gondola) for your employees	8	4.0 %
Preserving water quality in our lakes & streams	28	14.0 %
Quality of development standards	6	3.0 %
Quality of City infrastructure	22	11.0 %
None chosen	18	9.0 %
Total	200	100.0 %

Q19. Which TWO of the issues listed in Question 18 above do you think should be most important when planning the City's future?

Q19. 2nd choice	Number	Percent
Tourism industry	27	13.5 %
Promoting Branson brand (marketing)	60	30.0 %
Mass transit (buses, trolleys and/or gondola) for tourists	15	7.5 %
Mass transit (buses, trolleys and/or gondola) for your employees	10	5.0 %
Preserving water quality in our lakes & streams	37	18.5 %
Quality of development standards	8	4.0 %
Quality of City infrastructure	15	7.5 %
None chosen	28	14.0 %
Total	200	100.0 %

Q19. Which TWO of the issues listed in Question 18 above do you think should be most important when planning the City's future?

Q19. Sum of top 2 choices	Number	Percent
Tourism industry	110	55.0 %
Promoting Branson brand (marketing)	79	39.5 %
Mass transit (buses, trolleys and/or gondola) for tourists	31	15.5 %
Mass transit (buses, trolleys and/or gondola) for your employees	18	9.0 %
Preserving water quality in our lakes & streams	65	32.5 %
Quality of development standards	14	7.0 %
Quality of City infrastructure	37	18.5 %
None chosen	18	9.0 %
Total	372	

Q20. Approximately how many employees do you employ in Branson?

Q20. How many employees do you employ in Branson

	Number	Percent
Less than 5	69	34.5 %
6-10	32	16.0 %
11-24	41	20.5 %
25-49	27	13.5 %
50-99	15	7.5 %
100-249	4	2.0 %
250+	10	5.0 %
Not provided	2	1.0 %
Total	200	100.0 %

WITHOUT "NOT PROVIDED"**Q20. Approximately how many employees do you employ in Branson? (without "not provided")**

Q20. How many employees do you employ in Branson

	Number	Percent
Less than 5	69	34.8 %
6-10	32	16.2 %
11-24	41	20.7 %
25-49	27	13.6 %
50-99	15	7.6 %
100-249	4	2.0 %
250+	10	5.1 %
Total	198	100.0 %

Q21. How would you best describe your business? Are you a manufacturer, wholesaler, etc.?

<u>Q21. Which following best describes your business</u>	<u>Number</u>	<u>Percent</u>
Transportation/Manufacturing	3	1.5 %
Construction	1	0.5 %
Hotel/Motel/Lodging	44	22.0 %
Entertainment, recreation	22	11.0 %
Professional services (law, consulting, etc)	8	4.0 %
Finance/insurance/real estate	18	9.0 %
Retail trade (not food service)	44	22.0 %
Retail food service	19	9.5 %
Health care/medical/social services	13	6.5 %
Not for profit	3	1.5 %
Other	20	10.0 %
Not provided	5	2.5 %
Total	200	100.0 %

WITHOUT “NOT PROVIDED”**Q21. How would you best describe your business? Are you a manufacturer, wholesaler, etc.? (without "not provided")**

<u>Q21. Which following best describes your business</u>	<u>Number</u>	<u>Percent</u>
Transportation/Manufacturing	3	1.5 %
Construction	1	0.5 %
Hotel/Motel/Lodging	44	22.6 %
Entertainment, recreation	22	11.3 %
Professional services (law, consulting, etc)	8	4.1 %
Finance/insurance/real estate	18	9.2 %
Retail trade (not food service)	44	22.6 %
Retail food service	19	9.7 %
Health care/medical/social services	13	6.7 %
Not for profit	3	1.5 %
Other	20	10.3 %
Total	195	100.0 %

Q21. Other

<u>Q21. Other</u>	<u>Number</u>	<u>Percent</u>
state conservation	1	5.0 %
call center	1	5.0 %
service	1	5.0 %
childcare	1	5.0 %
HVAC wholesale	1	5.0 %
travel agent	1	5.0 %
barber shop	1	5.0 %
jewelry repair	1	5.0 %
staffing	1	5.0 %
museum	1	5.0 %
utility	1	5.0 %
veterinary medicine	1	5.0 %
wholesale	1	5.0 %
online reservations	1	5.0 %
salon/beauty	1	5.0 %
tourism center	1	5.0 %
hair salon	1	5.0 %
vacation rental	1	5.0 %
day spa	1	5.0 %
alterations	1	5.0 %
Total	20	100.0 %

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

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

	Number	Percent
Less than 5 years	17	8.5 %
5-10 years	45	22.5 %
11-20 years	51	25.5 %
20+ years	85	42.5 %
Not provided	2	1.0 %
Total	200	100.0 %

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

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

	Number	Percent
Less than 5 years	17	8.6 %
5-10 years	45	22.7 %
11-20 years	51	25.8 %
20+ years	85	42.9 %
Total	198	100.0 %

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

<u>Q23. Your position in your organization</u>	<u>Number</u>	<u>Percent</u>
Owner	83	41.5 %
Senior Manager	97	48.5 %
Senior Staff	9	4.5 %
Other	8	4.0 %
Not Provided	3	1.5 %
Total	200	100.0 %

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

<u>Q23. Your position in your organization</u>	<u>Number</u>	<u>Percent</u>
Owner	83	42.1 %
Senior Manager	97	49.2 %
Senior Staff	9	4.6 %
Other	8	4.1 %
Total	197	100.0 %

Q23. Other

<u>Q23. Other</u>	<u>Number</u>	<u>Percent</u>
Office Manager	3	37.5 %
General Manager	1	12.5 %
Manager	1	12.5 %
Vice President	1	12.5 %
Property Manager	1	12.5 %
Senior Investigator	1	12.5 %
Total	8	100.0 %

Section 4
Open Ended Comments

Overview

During the survey, respondents were given the option of providing open-ended comments for questions 15, 16, and 24. 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 15: What do you like and/or not like about having a business in Branson?

- A lot going on here is good, the hardest is hiring and keeping staff.
- Because I am located within city limit, my competition just a few miles away has a much lower tax rate and that hurts my business.
- Better organization/coordination on projects. Spend money for betterment of tourism. get out of politics
- Big opportunity in small community.
- Branson has a lot to offer, my business would be better if Jan, Feb and March had more to offer the tourist.
- Branson is a great family friendly community. It's seasonal nature can be a financial hurdle.
- Brick and mortar still strong- people do not shop online while on vacation. Theft is high due to transients, housing difficulties effect workers. Not good at attracting residents.
- Business atmosphere changed negatively. fees, dictatorial govt, need to do more listening
- Business atmosphere less friendly over past 2 years. regulation and fees
- City runs well. Off season traffic flow is a dislike.
- Clean up tornado damage and hotels/motels where drugs are.
- Construction- ongoing. hurts my business
- Difficult to do business in Branson, but is slowly improving.
- difficult to work with city to open a business, requirements/restrictions
- Discrimination against business of vacation ownership industry. Planning and zone.
- Dislike- cig tax.
- Dislike city zoning and building codes
- dislike commute to work on 76
- dislike off season
- Dislike overgrown , too many shows, restaurants, not enough retail
- Dislike restrictions for advertising and signs
- Dislike seasonal employment. Live the small town atmosphere
- Dislike seasonal nature of work.
- dislike the break-ins
- dislike traffic
- Do not like being seasonal
- do not like constant change
- Don't like attitude of code enforcement officers. (like Barney fife) They need training
- Don't like big city ideas. help out small businesses
- Enjoyed the diversity of area. Interested to see what happens in the future.
- Family feel of my business neighbors
- friendliness

- Good location. dislike the labor issues
- good old boys in elected officials
- Hard to budget for 3 month off season, grateful for direction of the city though
- hard to get employees
- having to deal with city government
- high taxes
- homeless in hotels
- I like having business in Branson because we stay fairly busy all year .
- I like how several businesses offer reciprocal agreements for free or discounted admissions.
- If you need to get a sign permit, should be able to drop off application and payment and get by email rather than making 2 trips
- It is an economy based city.
- It is hard with tourists. Locals do not shop enough to support shops in the Landing
- Labor force is hard to staff. City is now more dictatorial. doesn't listen
- labor pool
- Labor pool. Homeless
- Lack of common sense. wasteful spending on enhancement program.
- lack of good help
- lack of signage, too many restrictions
- less regulation, reasonable taxes and fees
- Like city outlook on growth. dislike poor traffic flow.
- Like diversity and people, traditions and values. dislike- how hard to enter and exit.
- Like having a voice. dislike dealing with the city regarding permits
- Like rural setting, people.
- like small town atmosphere
- Like small town atmosphere, conv. and visitor bureau. Dislike the crime issues.
- Like that we are growing. Dislike all the extended stay hotels and the closed businesses
- Like the 76 improvements. dislike the seasonal business
- Like the area. dislike quality of labor available
- like the people
- Like the tourist town feel. Don't like that it is seasonal
- Like-built in traffic based on reputation . dislike is limited winter business
- Like-friendly people/happy tourist. Dislike- off the map not a lot of tourists know about us.
- Like-incredible place. dislike- growth of poverty here. complexity of permits
- Love location and city
- Love meeting people from all over.
- love the new attractions, fun for our guests

- love the small town atmosphere
- Meeting tourists. Mayor that has a transparent relationship with her town. Lets people know what the city is doing for their residents and business.
- Modernize the old country music way to welcome new generations.
- Need employees. too many homeless.
- need more discretion on types and numbers of new business
- need respect towards public and locals
- Need to create non seasonal jobs. bring in manufacturing that pay a decent wage. Build decent priced starter homes. Get more year round jobs.
- Need to support theaters better
- need winter business
- Neighborhood has become so run down. There is a large number of requests for assistance, this eats up work hours.
- No employees, no labor pool. Homeless increasing. Crime increasing. City officials taking focus off shows.
- Not enough in labor pool. City emphasis taken away from theatres, increasing homeless and crime
- not like- cost of rent, erratic sales, no source of consistent income or recruitment of major employers to Branson
- other type of shows for new generations
- people
- People want to live here, keep it desirable.
- Permits- inconsistent policies. Willingness to go extra mile to help businesses.
- Police force needs to do something about crime
- Poor marketing. overpriced hotels. taxes too high
- regulation
- Reputation improving. dislike the crime
- Safe. relatively crime free
- Seasonal, quality of the labor pool. inadequate job done by police
- Seasonal, retirement area. Conservative values
- Spirit of 76 is a well planned mess. City should pay for moving utilities as they promised.
- Still can know your neighbor
- The community feel
- The support from city police on traffic cutting through our parking lot to avoid light at corner of W Main and Roark Valley road. Hotels surrounding with weekly housing, lack of reasonable housing for low earners, lack of well paid jobs.
- The traffic, the homeless people
- Too many restrictions. Difficulty of finding employees.
- too much regulation

- Too much regulation overreach, fees and intrusion, like the customer base.
- Tourism brings business. Bring in new entertainment
- Traffic congestion. like the gondola idea
- Very low crime.
- Vision of power lines, DT area taking long time.
- Waiting on the guests
- water and sewer service is good
- Water shut off for 2nd time in 2 years, boil order issued. This is a health hazard as maintenance dept was not notified.
- way too many regulations and fees
- Why have city camp ground that competes? Why did I have to deposit for tourism tax when I have not collected any yet? Bad position to take with a brand new business.
- worry about being able to expand

Question 16: What can the City of Branson do to better serve your business?

- 1.reach out to investors to build in tornado areas. 2. create public transit on 76. 3. better advertising metro areas. 4. build up unique/modern5. encourage newer performers
- 2 vacant hotels across street and beautification of city
- 76 needs to be run properly.
- address issues with extended stay hotels
- Aggressively market to millennial, younger families, outdoors. keep diversifying
- Allow business signs without permit
- Allow me to build a small monument sign in front of my business(i.e. Forego setback requirements).
- anything related to tourists
- Ask for input. listen. Bring more workers to town. Theaters must be successful. Reduce monthly facilities on 76
- attract more entertainment
- Be less restrictive in codes(advertising and signs)
- Be more proactive than reactive
- better focus on crime
- Better police protection. Get rid of weekly people living in hotels.
- Branding. keeping tax hikes to a minimum
- Close the city camp ground that competes with mine.
- Code enforcement is too strict on exterior paint colors
- Communication, notify proper departments when alert sounds
- Crack down on crime
- Crime on the rise. Drug problem
- diversify economic base
- Do not over regulate us
- do something about the homeless
- Do something with empty parking lot
- Ease building restrictions
- eliminate special interest groups
- Emphasis back to theatres/shows.
- encourage local business
- Enforce city codes for all
- enforce codes
- Enhance theaters with popular entertainment for more than one night, constant performance.
- expand to include an indoor pool
- Families living in motels create problems/crime.

- Fix the road construction on Veterans
- Flashing lights and arrows. Better exposure
- Focus more on community support. poverty, sub par living conditions, drug problems
- focus on tourism
- follow what you said you would follow
- Get a handle on drug problems. Water/sewer cost doubled.
- Get boat slips for handing for my guests to visit by water. need to be free ones with no obligations tied to them.
- Get rid of drug related hotels
- Get rid of sign laws
- hard to hire
- Help with drug problem at extended stays
- help with parking lot
- If I ever need to expand, permits are expensive, cumbersome and time consuming
- Improve communication to businesses
- Improve communications with theaters and attractions
- Improve off season
- improve parking at the Landing
- improve police efforts
- Improve quality of police force, improve overall brand and visual appearance of Hwy 76 and downtown Branson
- incentives for small business
- Internet providers needed on Branson Mills Parkway. Make public the truth about crime in the area.
- keep Branson safe from crime
- Keep going in the direction the mayor has started.
- labor pool
- loosen up codes on signage
- loosen up regulations and fees
- Lower taxes, make traffic better. improve quality of streets.
- Make permit process email available.
- Make running a business easier within city limits, sign permits, liquor license to offer comp. glass of wine.
- Manage crime. There is a deep rooted drug problem that needs to be addressed.
- marketing
- modernization toward future
- More active promotion of employment
- More community communication. Listen to us
- more comprehensive planning, encourage more investors

- More free downtown parking
- more internet providers/cable/need more competition
- more promotions on city websites for Branson Landing Events
- More signage. Our parking lot gets used by people going to Landing
- Move marketing back to shows.
- national exposure
- Near HUD facility, after dark seems less safe. Don't know when there is a boil order.
- Need a light at 76 and Wildwood
- need a marquee
- Need communication hub. Website is outdated. Calling does not seem to get answers
- Need more parking
- need to bury power lines on 76
- Need to buy Morris Oil property and build a nice parking lot. put meters on it.
- Need to reduce crime. Theft is a daily issue.
- Need younger demographic. try to be more diverse
- pay more attention to small business
- people living in hotels are affecting perception of Branson
- People selling in parking lots, need no solicitation signs. Loose dogs, abandoned vehicles.
- Permit process is a nightmare. long, drawn out and expensive
- Police service have declined. reach out to businesses and listen. get rid of study sessions.
- promote retail more
- public transportation
- Put a person in charge of economic development
- put emphasis back to marketing shows/theaters
- Put us on the map, need better access. Entrance and exits are hidden.
- Re-evaluate police dept
- Regular problem of folks wandering through our property all hours, smoking and drinking.
- relax sign limitations, reduce red tape for permits
- Relax the code enforcements. Not so strict but yet keep well balanced.
- Revise codes about signs
- Seasonal, be nice to have more year round business
- Sky lifts, for tourists. Complete the loop to Forsythe
- Some roads that could be better taken care of.
- Something to bring more traffic into our area
- Stop by a couple times a year to see how we are doing

- Stop cut thru of traffic thru our parking lot. Several near misses with out employees being hit by cars .
- Study physical needs to impact business/tourists.
- Support businesses already here, stop the focus on the next new thing and help existing thrive. Housing and transportation for our employees
- Support marketing, success of theaters. Quit managing big projects by committee.
- support theaters and small business more
- they can listen better
- traffic
- Traffic control
- Treat businesses like we have to treat customers.
- Updates about upcoming events.
- water and sewer rates getting too high
- Website, make more user friendly, streamline. update.
- When I deal with City and a legal question comes up, an unacceptable delay occurs. City is using the court prosecutor as city attorney. That is stupid. Need a full time on staff city attorney.
- Work on traffic and signage for parking downtown

Question 24: If there are any other issues or suggestions you would like to make, please provide your comments in the space listed below.

- 1000 W Main St
- better quality of workers, more housing options
- Branson is a minimum wage community. We need to attract new entertainment and service industries.
- City has reputation for being very arrogant, difficult to work with. Needs to be addressed, employees trained. Reduce city benefits, increase fire /police
- Clean up the strip.
- Concerned about lack of affordable housing, Section 8. Too many living in extended stay hotels due to lack of options
- Curtail issues before they get a foothold
- Diversity
- Drug problem, Police need to be more proactive in general.
- Drug problems running off customers
- Embrace change so we do not die
- excited about gondola idea
- fix problem of no city attorney
- Focus on Crime. Getting the Branson Brand out there more
- Get with the times, get a management group like Vegas/Orlando.
- Happy with current mayor. Unhappy with current city administrator. Most departments are over reaching needed regulations.
- Have the north area advertised more and better access to the area
- Heading in right direction
- Homeless situation. overhaul the police department from top to bottom
- Hope survey repeated in a couple years!
- I am outside boundaries of city. stop this communication
- I want to thank law enforcement. They have a great response time and are always very helpful
- Less red tape, better organization. Gondola appears to be a stupid idea, no economic sense to it.
- Marketing is terrible, track it by year . Theatres are being shunned by city!
- More community support, police enforcement of codes.
- More transit for rest of Branson. Dispatch of police could improve
- Need good parking lot
- Need more affordable housing. Need to get rid of some of the rough hotels
- old theater needs to be torn down
- police protection could be better

- Promote and support financially the Christmas season
- Recruit Major businesses who employ yearlong employees with advanced degrees.
- Reduce speed limits on populated areas. should be 30 to 35 max.
- Return to branding Top Name Live Musical Entertainment. Until then, it will continue to decline.
- Sometimes I feel the city employees do not realize that they would not exist without business that pay the bills. Needs to be a grace period for paperwork instead of a fine.
- Stockstill park is very nice. Murphy park is called crack park, rumor is that drugs take place here, needs a police presence.
- Stop the wasteful work on widening 76/and entertainment art elements.
- Support the theatre, not just SDC. The chamber wastes our money.
- Take care of theaters
- Thank you
- The need for license for every small thing like sealing parking lot or replacing an existing furnace is unnecessary.
- There need to be transportation options for those that live off and near BB.
- Too much restriction on outside decorations and display of products. Getting permits on line is needed.
- Under enforcement of smoking ban is disappointing at public parks. Needs to include the Landing as an outdoor public space.
- Very disappointed there is no public library. it is an embarrassment.
- Would like ordinance that you cannot smoke within 40 ft of business entrance.
- You seem to have good projects with terrible planning and lots of money wasted.

Section 5
Survey Instrument



CITY OF BRANSON

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

November 2016

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 Kim Varner in the Planning and Development Department at 417-337-8568 or by email at kvarner@bransonmo.gov. Again, thank you for taking the time to complete the survey to better our community.

Sincerely,

Karen Best
Mayor

“The city will encourage the quality growth of a healthy, wholesome, clean environment in which people live, work and visit.”

2016 City of Branson Business Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify ways to improve the quality of its services. If you have questions, please contact Kim Varner at 417-337-8568 or kvarner@bransonmo.gov.



1. 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."

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

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

1st: _____ 2nd: _____ 3rd: _____

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

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

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

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

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

- (1) Yes (2) No

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

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

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
01.	Overall quality of services provided by the City	5	4	3	2	1	9
02.	Appearance/visual attractiveness of the City	5	4	3	2	1	9
03.	Branson's brand/reputation	5	4	3	2	1	9
04.	How well the City is managing growth	5	4	3	2	1	9
05.	Quality of life in the City	5	4	3	2	1	9
06.	Feeling of safety in the City	5	4	3	2	1	9
07.	Feeling of safety where your business is located	5	4	3	2	1	9
08.	Historic Downtown Branson	5	4	3	2	1	9
09.	Highway 76	5	4	3	2	1	9
10.	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 numbers below using the numbers from the list in Question 7 above.]

1st: _____ 2nd: _____ 3rd: _____

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

_____ (1) Excellent

_____ (2) Good

_____ (3) Average

_____ (4) Poor

_____ (9) Don't know

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 or departments.

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
01.	YES	NO	Code enforcement	5	4	3	2	1	9
02.	YES	NO	Construction/building permits	5	4	3	2	1	9
03.	YES	NO	Construction/building Inspections	5	4	3	2	1	9
04.	YES	NO	Engineering	5	4	3	2	1	9
05.	YES	NO	Finance	5	4	3	2	1	9
06.	YES	NO	Fire	5	4	3	2	1	9
07.	YES	NO	Planning	5	4	3	2	1	9
08.	YES	NO	Police	5	4	3	2	1	9
09.	YES	NO	Taney County Health Department	5	4	3	2	1	9
10.	YES	NO	Utilities	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
 (2) Relocating to another location in Branson
 (3) Relocating to another location outside Branson
 (4) Downsizing
 (5) Closing
 (6) None of these
 (9) Don't Know

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

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

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

1st: _____ 2nd: _____ 3rd: _____

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

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

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

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

17. 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>
1.	Quality of labor	5	4	3	2	1	9
2.	Availability of labor	5	4	3	2	1	9
3.	Stability of work force	5	4	3	2	1	9
4.	Attitude of employees	5	4	3	2	1	9
5.	Productivity of the workforce	5	4	3	2	1	9

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

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

19. Which TWO of the issues listed above do you think should be most important when planning the City's future? [Write in the numbers below using the numbers from the list in Question 18.]

1st: _____ 2nd: _____

20. 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 | |

21. 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: _____ |

22. 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 |

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

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

24. [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 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.