



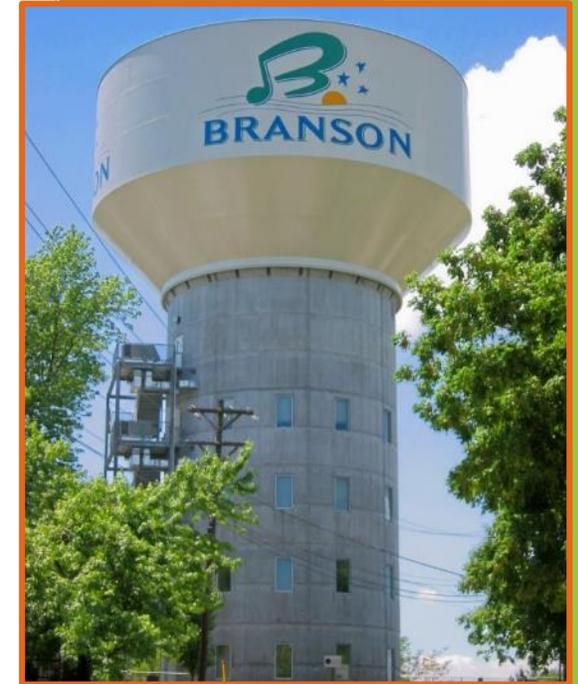
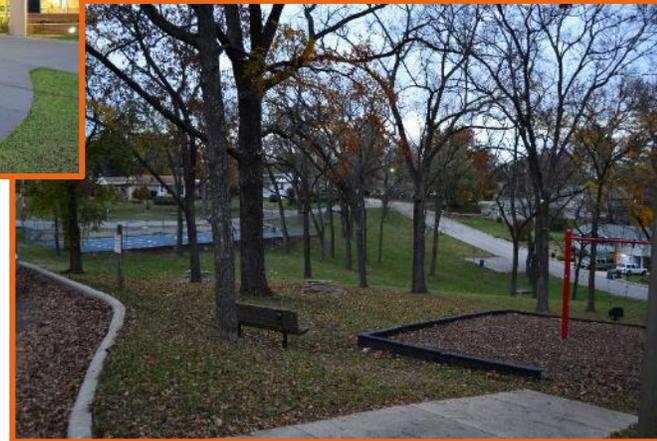
City of Branson

2014 Initiatives Overview

Downtown, Highway 76 & Economic Indicators

City of Branson At a Glance

- ▶ \$70m Annual Budget
- ▶ 21.7 square miles in the City Limits
- ▶ Facilities around the City
 - ▶ City Hall
 - ▶ Convention Center
 - ▶ 3 Fire Stations
 - ▶ 2 Water Treatment Plants
 - ▶ 2 Wastewater Treatment Plants
 - ▶ 16 parks, covering over 300 acres
 - ▶ 250 lane-miles of City Streets
 - ▶ Recycling Center



City of Branson

- ▶ 244 Full-time employees
 - ▶ 4 - Administration/Economic Development
 - ▶ 10 - City Clerk/Court/Legal
 - ▶ 33 - Engineering/Public Works
 - ▶ +8 Seasonal
 - ▶ 10 - Finance
 - ▶ 3 part-time
 - ▶ 40 - Fire & Rescue
 - ▶ +20 Volunteers
 - ▶ 7 - Human Resources & I.T.
 - ▶ 18 - Parks & Recreation
 - ▶ +108 Part-time & Seasonal
 - ▶ 12 - Planning
 - ▶ 61 - Police
 - ▶ 49 - Utilities



Community Plans

Community Plan (2012)

- ▶ Over 2,000 participants: interviews, open houses, workshops in 2010-2011
- ▶ Major Themes
 - ▶ Maintain Ozarks Culture
 - ▶ 76 Country Blvd. Improvements
 - ▶ Infill before more annexation
 - ▶ Protect natural beauty
 - ▶ Expand recreation & sports
 - ▶ Strengthen Neighborhoods



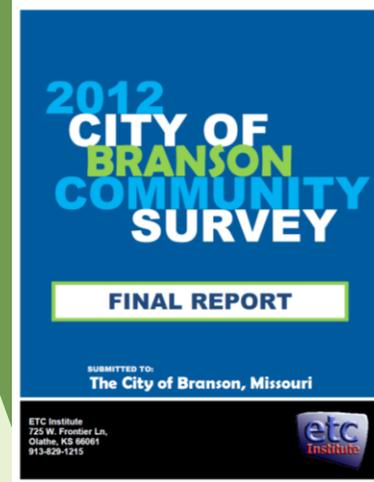
Surveys (2008, 2012, 2015)

Community Survey

- ▶ Residents generally are satisfied with services
- ▶ Important to Consider for future
 - ▶ Preserving Image as “Family Friendly”
 - ▶ Expanding Employment Opportunities
 - ▶ Smoke-Free Public Spaces

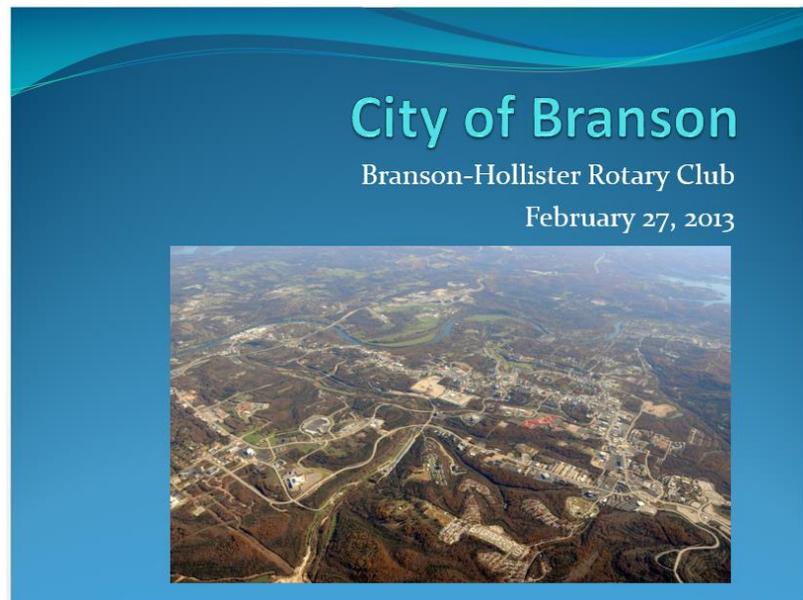
Business Survey

- ▶ Services that should receive emphasis
 - ▶ Maintenance of City Streets
 - ▶ Traffic Flow
 - ▶ The Enforcement of Codes
- ▶ Perception items to receive emphasis
 - ▶ Visual Attractiveness of City
 - ▶ Highway 76
 - ▶ Historic Downtown Branson



Major Initiatives

- ▶ From Feb. 2013 Visit to Rotary
 1. Downtown Revitalization Project
 2. Highway 76 Complete Streets Project
 3. Sports Market Analysis
 4. Diversification of Employment Base



Downtown Branson Streetscape

Goals of the Project

Address Downtown Issues

- ▶ Aging Infrastructure
 - ▶ Sewer Lines
 - ▶ Storm Drainage
 - ▶ Street Trees
 - ▶ Buckling Sidewalks
- ▶ Need for Parking Analysis
- ▶ Simplified Signage
 - ▶ Way finding
 - ▶ Parking and Traffic signs

Additional Benefits

- ▶ Improve Restrooms
- ▶ Pedestrian Connectivity
- ▶ Create new Park Site
- ▶ Destination for Younger Visitors
- ▶ Showcase History

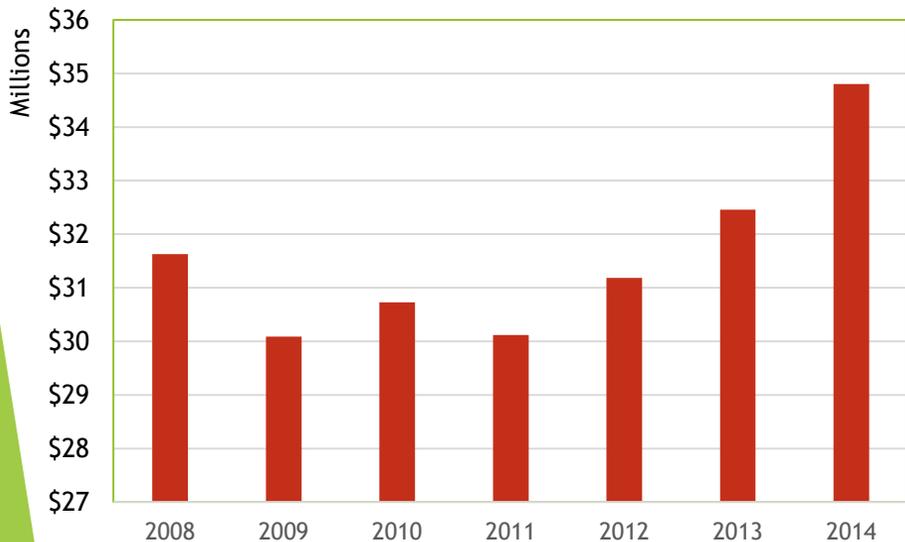


Build on the momentum of Historic Downtown Branson

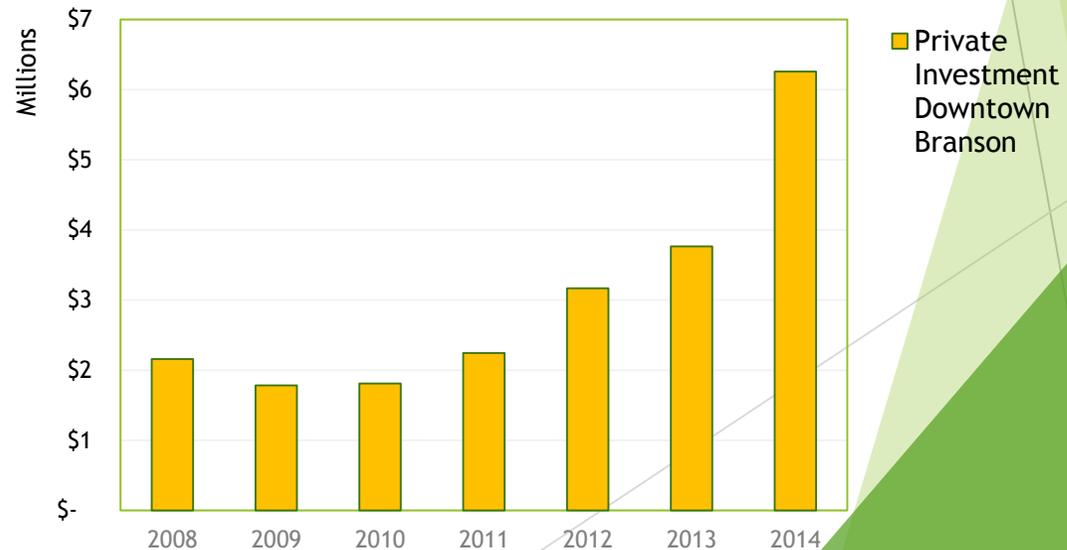
- ▶ Annual investment rising (right)
- ▶ Sales Tax Growth (left)
- ▶ Strong Business Association



1% Sales Tax Receipts Historic Downtown



Building Permits in Downtown Branson



Phased Construction

- ▶ Phase I in 2014
 - ▶ Began construction Fall 2014
 - ▶ Completion by May, 2015
- ▶ Phase II in 2015 - Liberty Park
 - ▶ Create Park Site
 - ▶ Improve Restrooms
 - ▶ Pedestrian Connectivity
 - ▶ Resolve Safety Issues
 - ▶ New Parking Layout
 - ▶ Destination for Younger Visitors
 - ▶ Showcase History
 - ▶ Event Vending Connections
 - ▶ Connection to City Hall



2015

2017

2016

2018

2014





STREETSCAPE IMPROVEMENTS

► The Streetscape - Intersection of Main & Commercial





STREETSCAPE IMPROVEMENTS

- ▶ The Streetscape - Intersection of Main & Commercial



Continue to work with Downtown Businesses

- ▶ Customer Parking during Construction
 - ▶ Hilton Parking Garage
 - ▶ Awberry Parking Lot
 - ▶ Pacific Parking Lot
 - ▶ On Street
- ▶ Employee Parking
 - ▶ Reish Parking Lot
- ▶ Motorcoach Parking
- ▶ Expanded Trolley
 - ▶ More stops
 - ▶ 3rd Trolley



A screenshot of the Facebook page for "Diggin' Downtown Branson". The page header shows the name and a search bar. The main content area features a large photo of a red trolley with a sign that says "FREE TROLLEY STOP #5 & #12". Below the photo is the page name and navigation options like "Timeline", "About", "Photos", "Likes", and "Videos". There are also sections for "PEOPLE" (113 likes), "ABOUT" (Historic Downtown Branson is getting a face-lift...), and "PHOTOS" (a grid of images). A post from "Diggin' Downtown Branson" is visible, stating: "Plenty of parking downtown and the covered parking garage is only \$2 for 2 hours or \$10 for the day! Signs lead the way!".

www.downtownbranson.org

Highway 76 Complete Streets Project

Goals of the Project

Address Corridor Issues

- ▶ Update Infrastructure
 - ▶ Sewer Lines
 - ▶ Storm Drainage
- ▶ Quality Sidewalks
 - ▶ Pedestrian Safety
- ▶ Need for Traffic Analysis
- ▶ Simplified Signage
 - ▶ Way finding
 - ▶ Parking and Traffic signs

Additional Benefits

- ▶ Promote Reinvestment in private Hwy 76 Businesses
- ▶ Create new “Wow Factor”
- ▶ Destination for Younger Visitors
- ▶ Showcase History

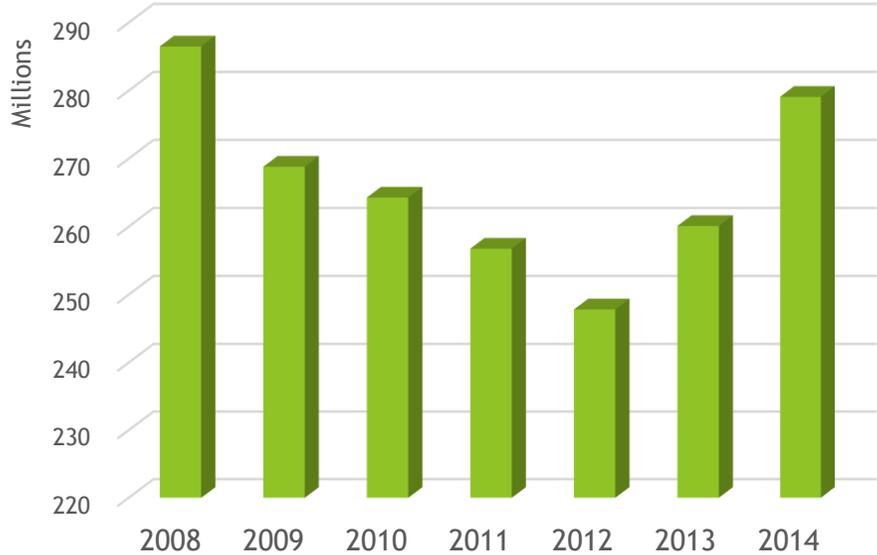


Highway 76

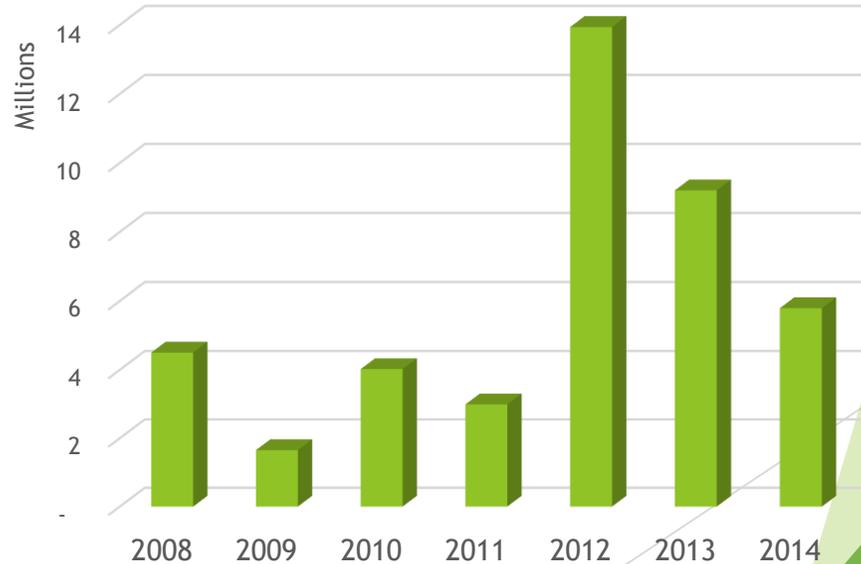
- ▶ Significant post-tornado re-investment (right)
- ▶ Sales Tax is getting back to pre-recession and pre-tornado levels (left)



Sales Tax on Highway 76*



Building Permit Value on 76



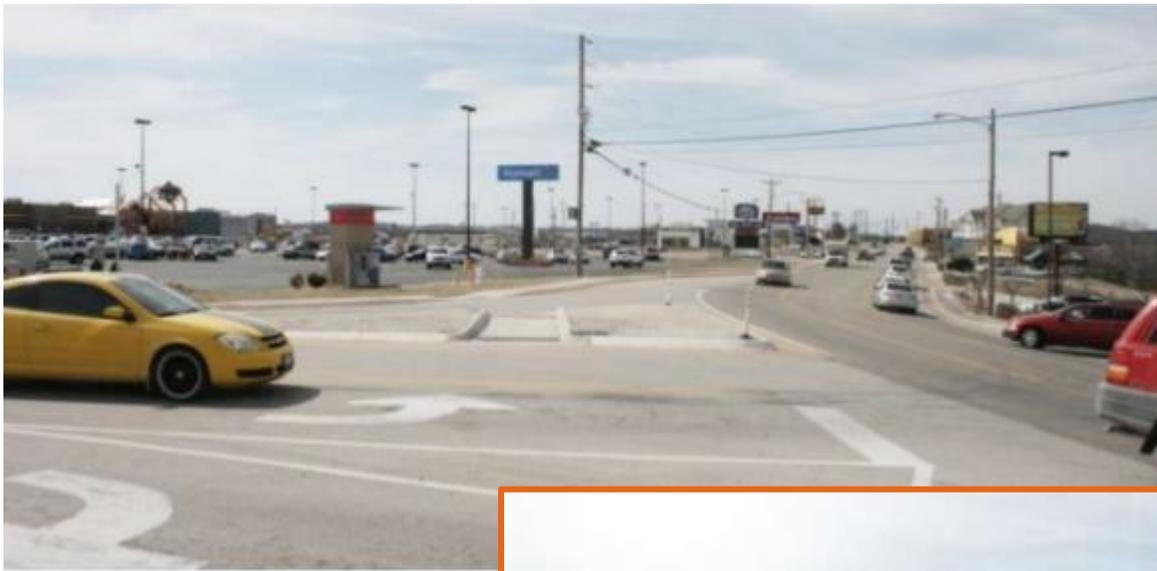
*Highway 76 frontage only - Excludes Tanger Mall

Pedestrian Experience

- ▶ Wide Promenade
- ▶ Places of Respite
- ▶ Crosswalks
 - ▶ Currently 3 in 5 miles
 - ▶ Up to 15 more to be added

Integrate public transit to enhance tourists' walking, exploring and shopping experience....

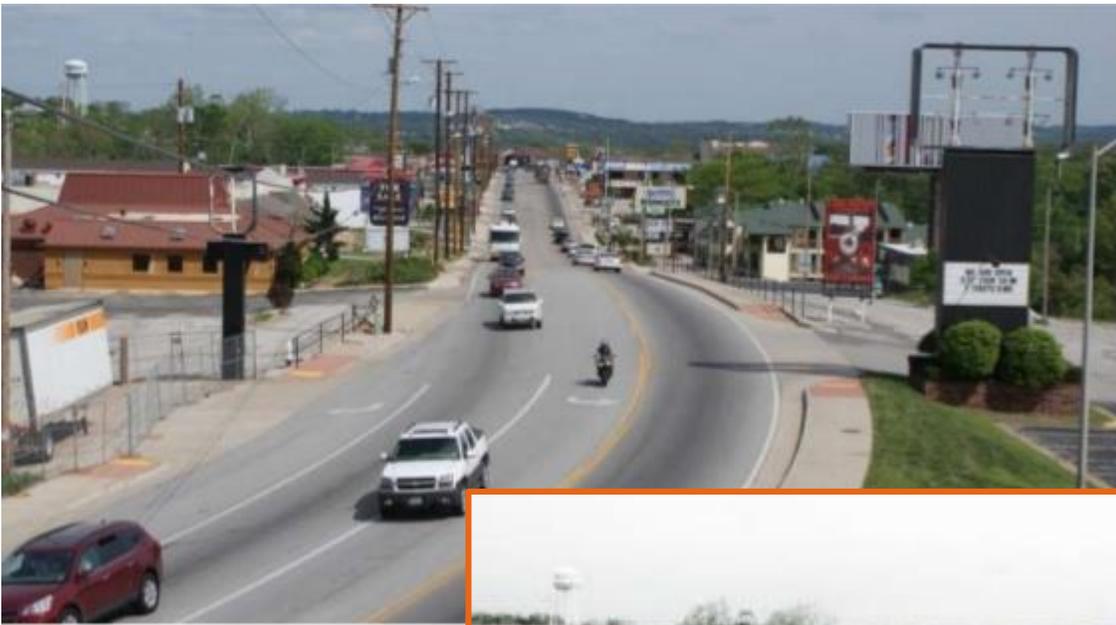




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Braunspiritof76.com



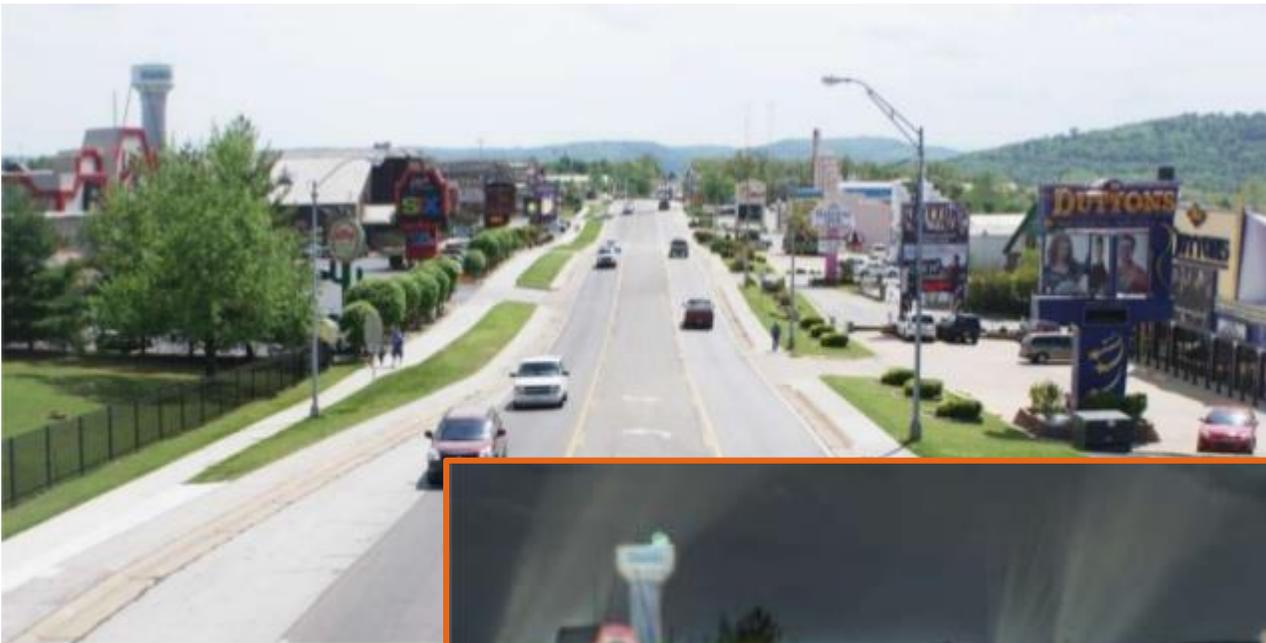
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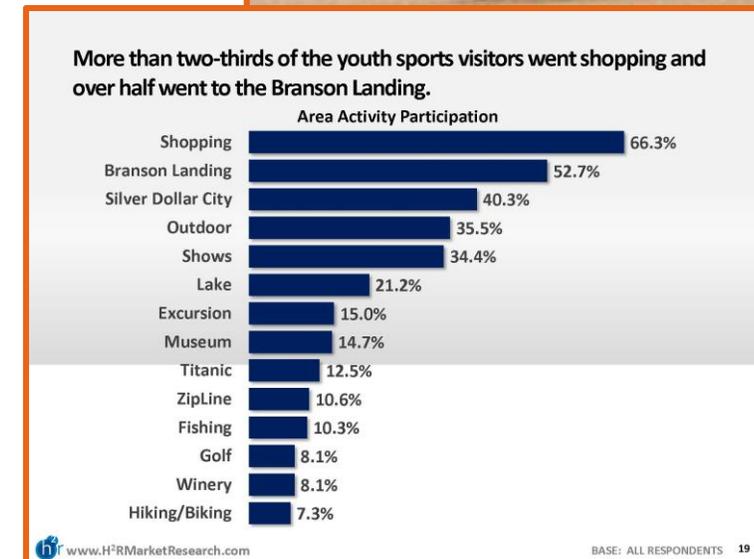
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Bransonspiritof76.com

Sports Market Analysis

- ▶ 2012 CVB Survey of current Branson Visitors
 - ▶ Sports visitors come more often
 - ▶ Spending patterns are similar to other visitors

- ▶ 2013 City of Branson Study
 - ▶ Feasibility: a great fit for Branson
 - ▶ Site Analysis: RecPlex expansion, **Red Roof Mall**, Grand Palace, Commerce Park
 - ▶ Recommendations: More baseball venues, More basketball and indoor soccer

	2011	2012	2013
Destination Visitation to RecPlex	40,782	43,402	43,984
Economic Impact of Sports Tournaments	\$ 7.8m	\$ 9.2m	\$10.0m



Sports Expansion

- ▶ Board approves lease of Factory Merchants Mall site
 - ▶ New tourism visitation
 - ▶ Supports existing business
 - ▶ Supports the Branson brand (family, patriotic)
 - ▶ Re-use rather than demolish, the existing buildings
 - ▶ Does not rely heavily on public investment
 - ▶ Generates revenue for the City
- ▶ Purchase of 3 new Sport Courts for Convention Center
 - ▶ Ability to host more tournaments
 - ▶ Lines for Basketball, Volleyball, Futsal, Pickleball
 - ▶ Indoor Soccer - Futsal Tournament this weekend



Diversification of Employment Base

- ▶ City of Branson supports the Taney County Partnership
 - ▶ 9 public sector partners (every community in the County)
 - ▶ 20 Private sector partners
- ▶ Missions:
 - ▶ Business Retention
 - ▶ Workforce Development
 - ▶ Business Attraction

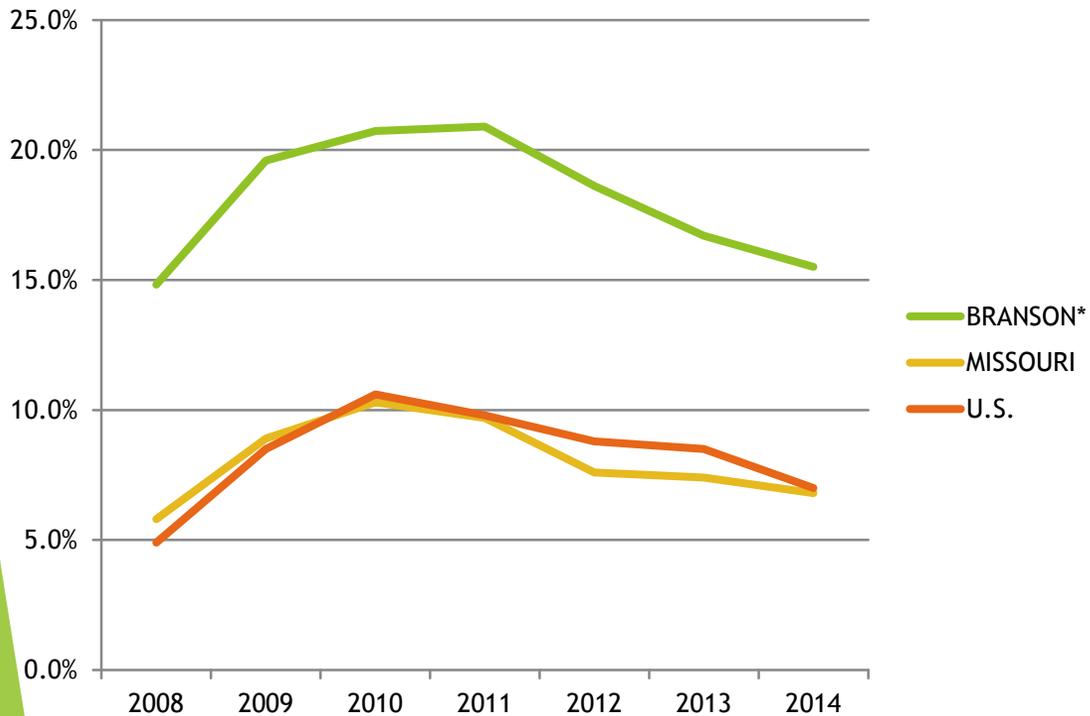


The Numbers:

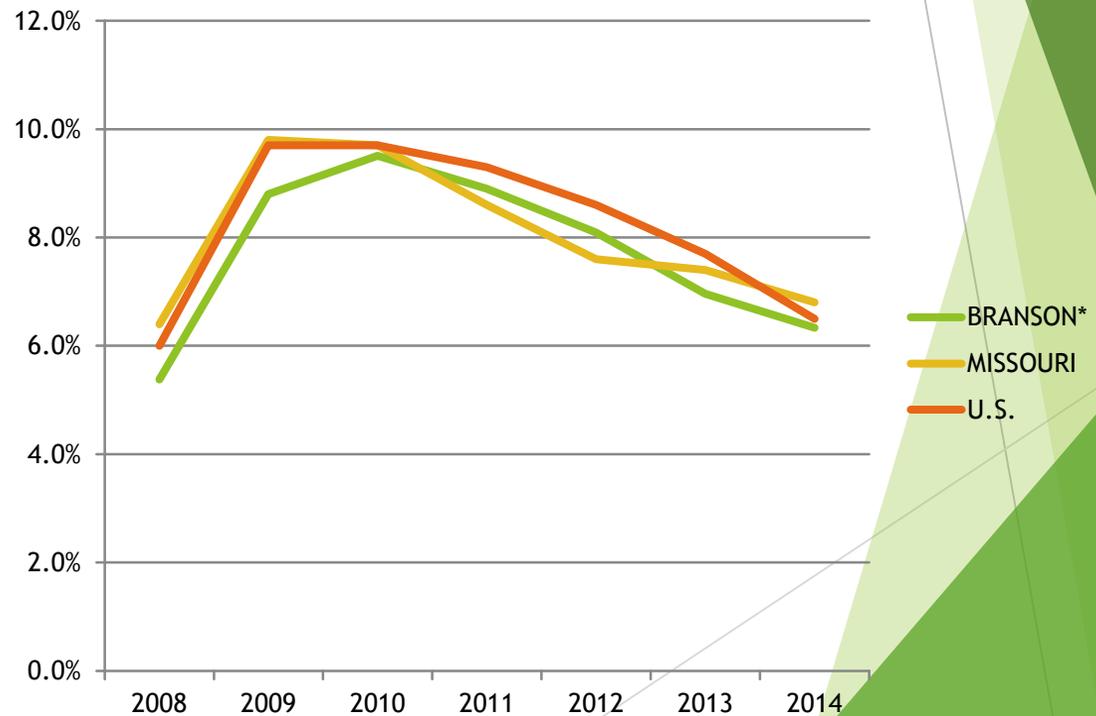
- ▶ High Unemployment during recession is normalizing
- ▶ Q1 tax figures show better year-round activity
- ▶ Building Permits at 6-year high

Branson Unemployment Continues to drop

January Unemployment



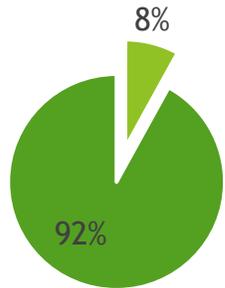
July Unemployment



*Branson numbers reflect all of Taney and Stone Counties

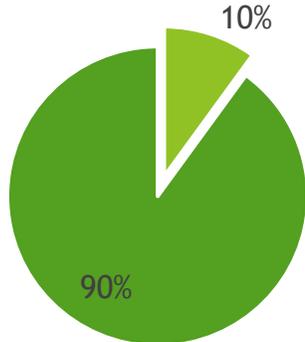
Q1 Tax Figures Growing

2005 Tourism Tax



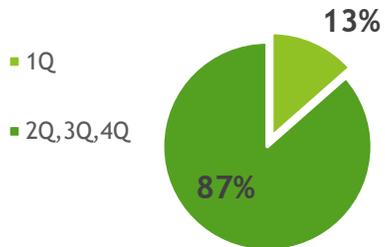
■ 1Q ■ 2Q,3Q,4Q

2014 Tourism Tax



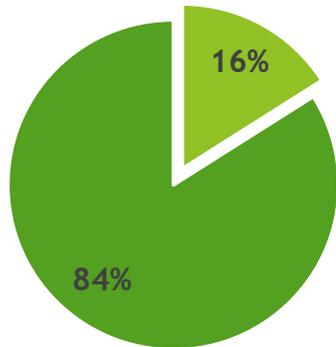
■ 1Q ■ 2Q,3Q,4Q

2005 Sales Tax

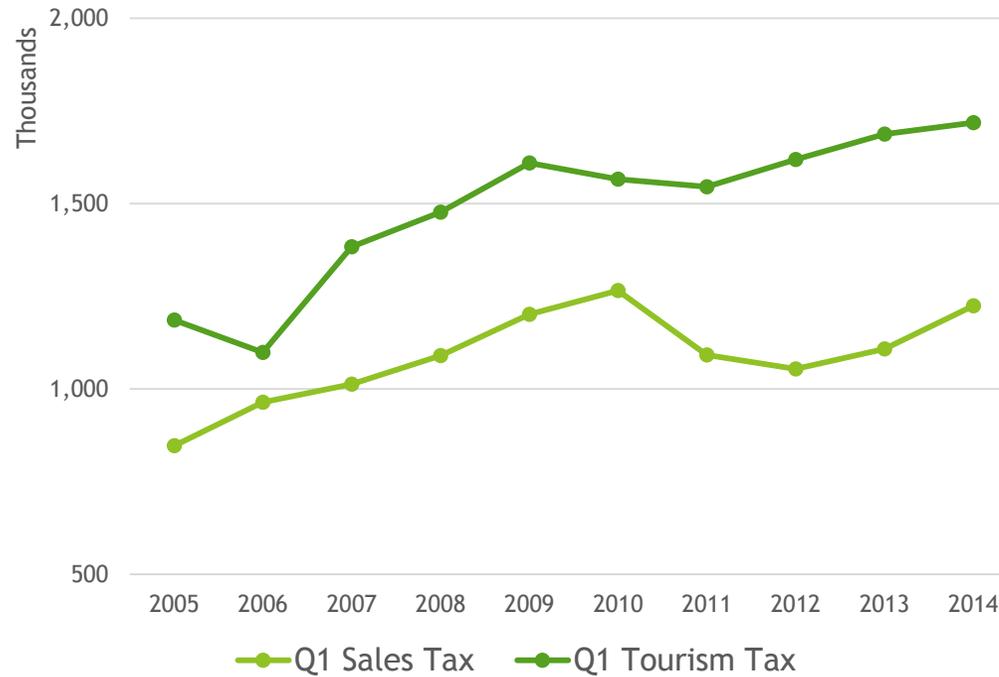


■ 1Q
■ 2Q,3Q,4Q

2014 Sales Tax

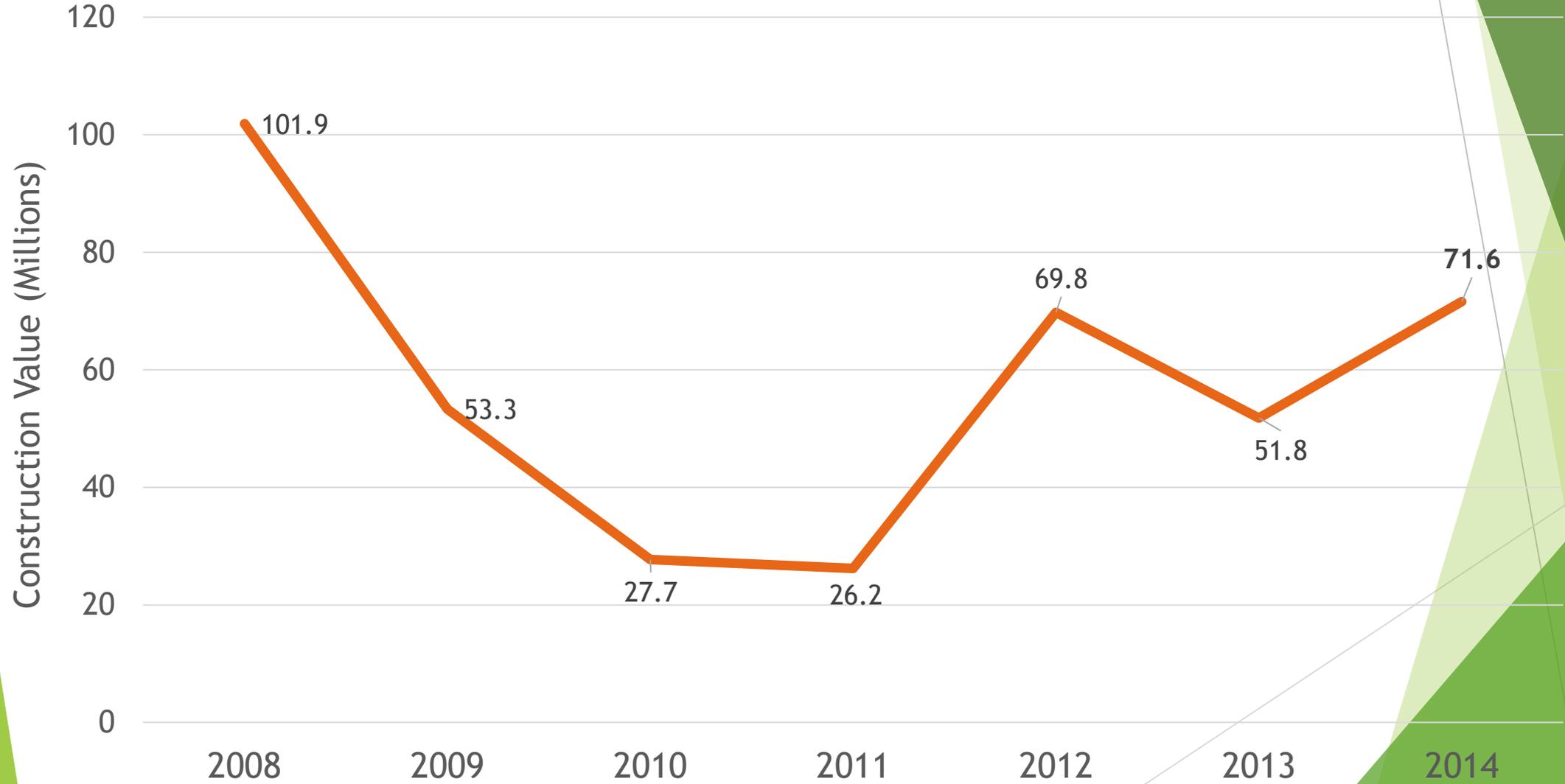


■ 1Q
■ 2Q,3Q,4Q



Q1 is spending during Jan, Feb, Mar

Value of Construction Permits



Largest Projects permitted in 2014

Construction value exceeding \$500,000

- ▶ January
 - ▶ White Water KaPau Plummet (\$1.2m)
 - ▶ Suites at Fall Creek remodel (\$1.5m)
 - ▶ Pasghetti's (\$1.8m)
- ▶ February
 - ▶ Branson Jr. High Remodel (\$1.1m)
 - ▶ Worldmark Branson Remodel (\$2.4m)
 - ▶ Wal-Mart Supercenter Remodel (\$0.6m)
- ▶ March
 - ▶ Cooper Creek Maintenance Facility (\$0.8m)
- ▶ April
 - ▶ Cox Emergency Room (\$19.3m)
 - ▶ Tri-Lakes Biosolids Facility (\$4m)
 - ▶ Tanger Outlets Expansion (\$4.2m)
 - ▶ Casey's General Store - Main St (\$1.9m)
 - ▶ 76 Marketplace (\$0.9m)

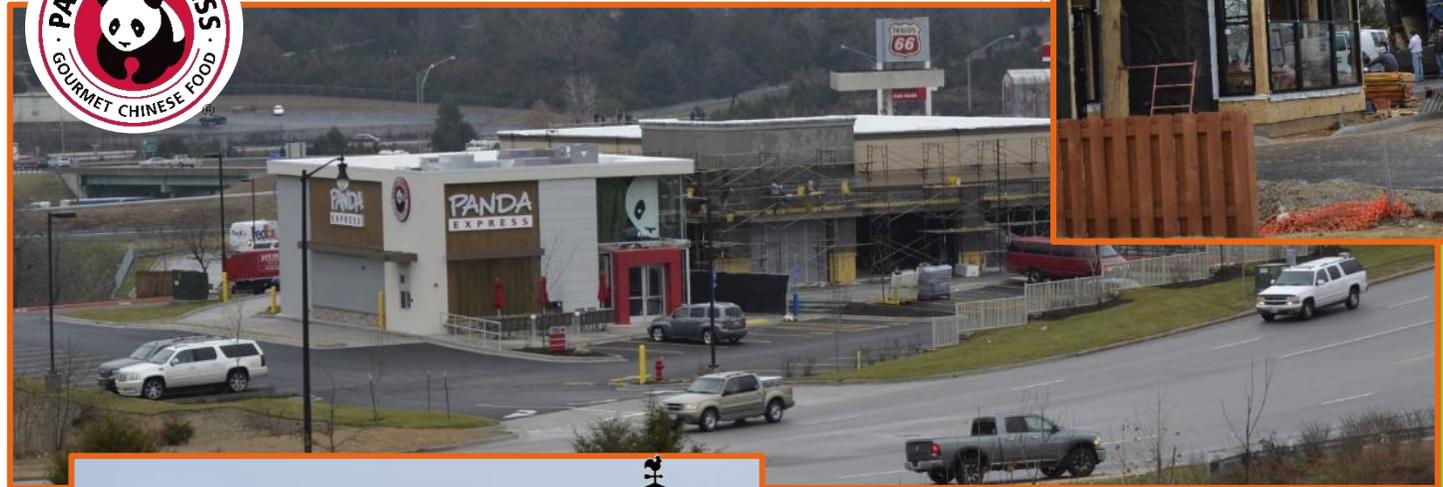


Tanger
Outlets

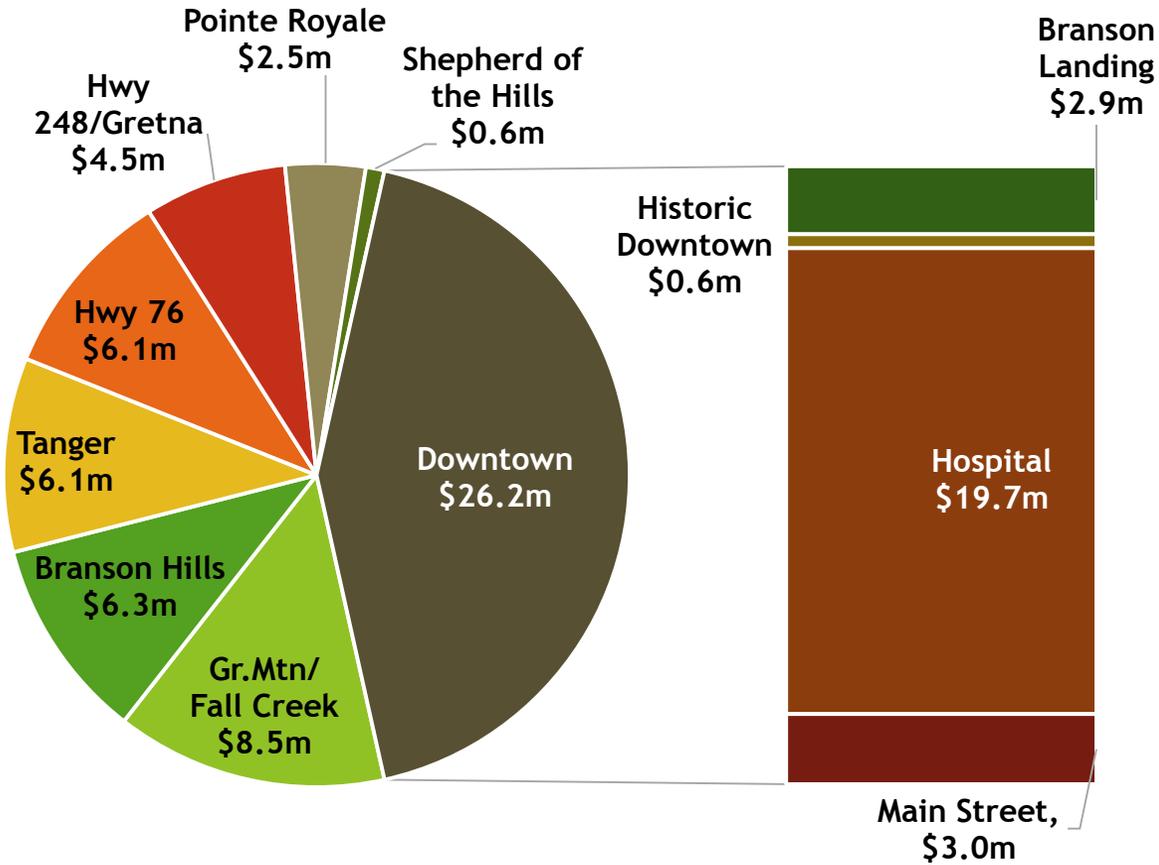
Largest Projects permitted in 2014

Construction value exceeding \$500,000

- ▶ May
 - ▶ Panda Express (\$0.9m)
 - ▶ Branson High School Roof (\$1.7m)
- ▶ June
 - ▶ Buffalo Wild Wings (\$0.6m)
 - ▶ BHS Synthetic Football Field (\$0.8m)
 - ▶ Branson Mall Tornado Repair (\$0.5m)
- ▶ September
 - ▶ Branson Landing Expansion (\$1.5m)
 - ▶ Casey's General Store - 248 (\$1.9m)
 - ▶ Chick-fil-A (\$1m)
- ▶ October
 - ▶ Bank of Missouri (\$2m)



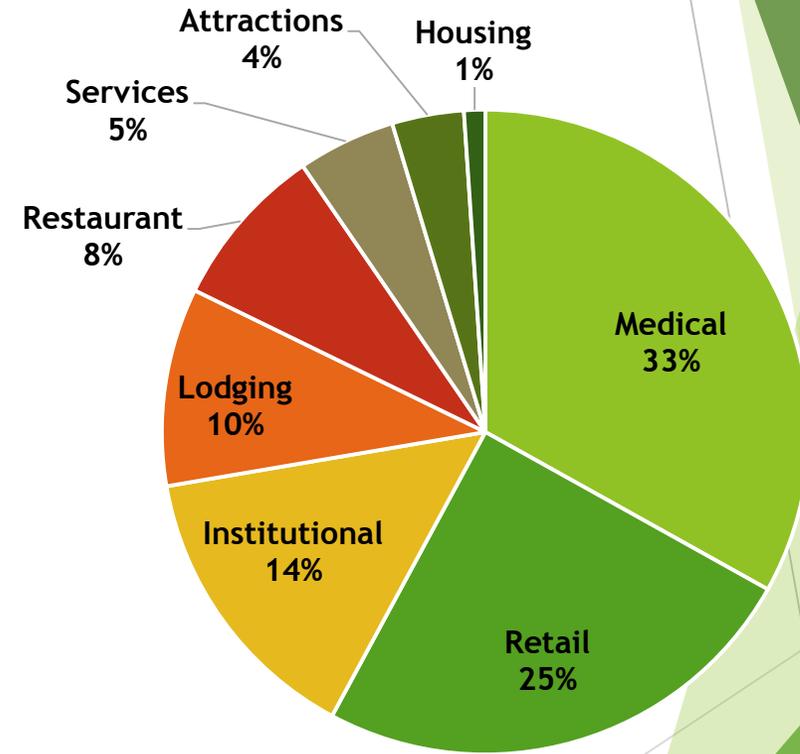
Permit Value by Area



- Green Mountain
- Branson Hills
- Tanger
- Hwy 76
- Hwy 248/Gretna
- Pointe Royale
- Shepherd of the Hills
- Branson Landing
- Historic Downtown
- Hospital
- Main Street

Permit Value by Classification

(\$71.6m
Total for
2014)



- Medical
- Retail
- Institutional
- Lodging
- Restaurant
- Services
- Attractions
- Housing

Other City of Branson Projects



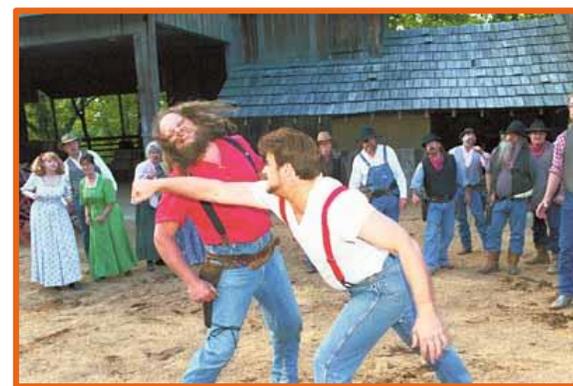
- ▶ Balanced Budget
 - ▶ Increased Reserve
 - ▶ Increased General Fund Balance
 - ▶ 20-year Capital Improvements Plan
- ▶ Elmo & Rosalea Marrs Memorial Dog Park
- ▶ Inaugural Law Enforcement Recognition Week
- ▶ New ½-mile trail extension past Stockstill Park
- ▶ New Climbing Wall in AquaPlex Pool
- ▶ Highway 76 Master Plan approved
- ▶ Tri-Lakes Bio-solids Project Complete
- ▶ Update to Municipal Code
- ▶ Provided support to community events
- ▶ City Tourism Tax contract renewed with Branson CVB



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Community Successes in 2014

- ▶ Legends of Golf Premieres
- ▶ Renewal of TCED marketing funds
- ▶ Branson Named 19th of TripAdvisor top 25 destinations
- ▶ KaPau Plummet opens at White Water
- ▶ Shepherd of the Hills outdoor drama returns
- ▶ S of O opens lower grades
- ▶ FDIC sells Grand Palace
- ▶ Outlaw Run makes Guinness Book



BRANSON

Offers Newsletter Guide Maps

11/03/2014 11/05/2014

My Itinerary My Guide

About Branson Things to Do Where to Stay Groups, Reunions & Meetings

BRANSON NAMED A TOP 25 U.S. DESTINATION

Find out more

It's All Smiles in Branson!

Whether you're celebrating family time together, escaping with that special someone or reconnecting with your closest friends, you are about to discover a destination that puts you center stage.

After all, there's no place that brings people together like Branson, Missouri.

Experience star-studded performances at our live shows. Explore the sights and sounds of one of the world's top 10 theme parks: Silver Dollar City. Discover the endless fun of our three pristine lakes and the majestic beauty of the Ozark Mountains. Learn about the rich history and culture of the area at our museums. Relax at the spas and resorts. Find that perfect gift at our hundreds of outlet stores, shops, galleries and boutiques.

The possibilities for a memorable vacation with those closest to you are truly limitless.

Picture Yourself in Branson | Branson CVB

Branson, MO, is truly a one-of-a-kind family vacation destination — and an incredible value — with dozens of live performance theaters, three pristine lakes, championship golf courses, an international award-winning theme park, dozens of attractions and museums, an Historic Downtown district, shopping galore, a full range of dining options, and a host of hotels, motels, resorts, RV parks, campgrounds and meeting and conference facilities.

Practically at the center of the United States, Branson is less than a day's drive for one-third of Americans, and with low-cost flights to the Branson Airport, as well as Springfield-Branson National Airport, it's never been easier for your family or group to get to Branson.

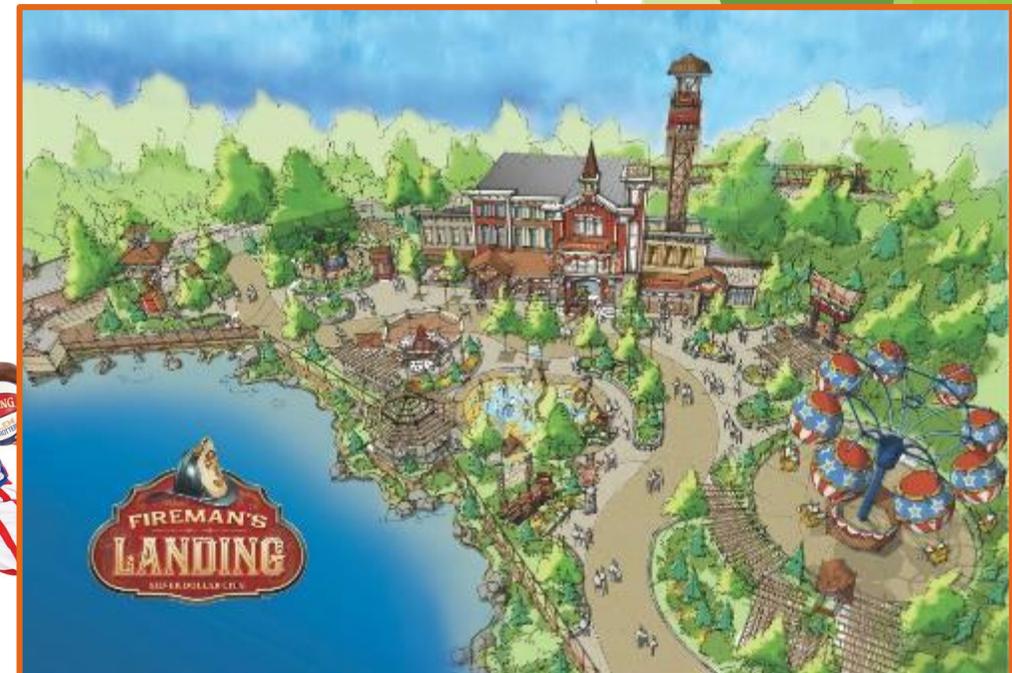
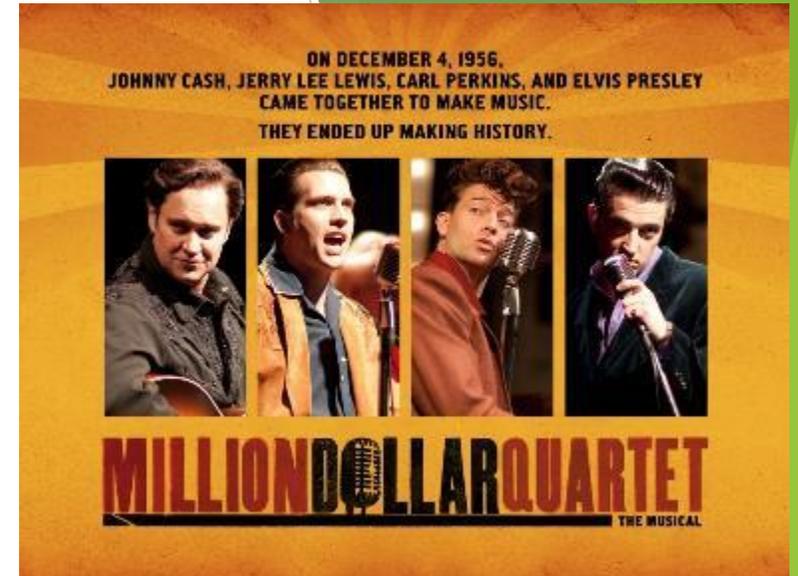
Branson, Missouri, nestled in the lakeside beauty of the Ozark Mountains, is America's affordable, wholesome family entertainment capital that emphasizes fun, comfort and the feeling of being right at home. Featuring an array of live theaters and attraction venues and active recreational pursuits, the community embodies essential American values such as patriotism, faith, courage and generosity of spirit in a warm inviting atmosphere that is truly genuine and heartfelt.

Call us at 1-800-296-0463 for help planning your next vacation, convention or reunion. We look forward to seeing you!

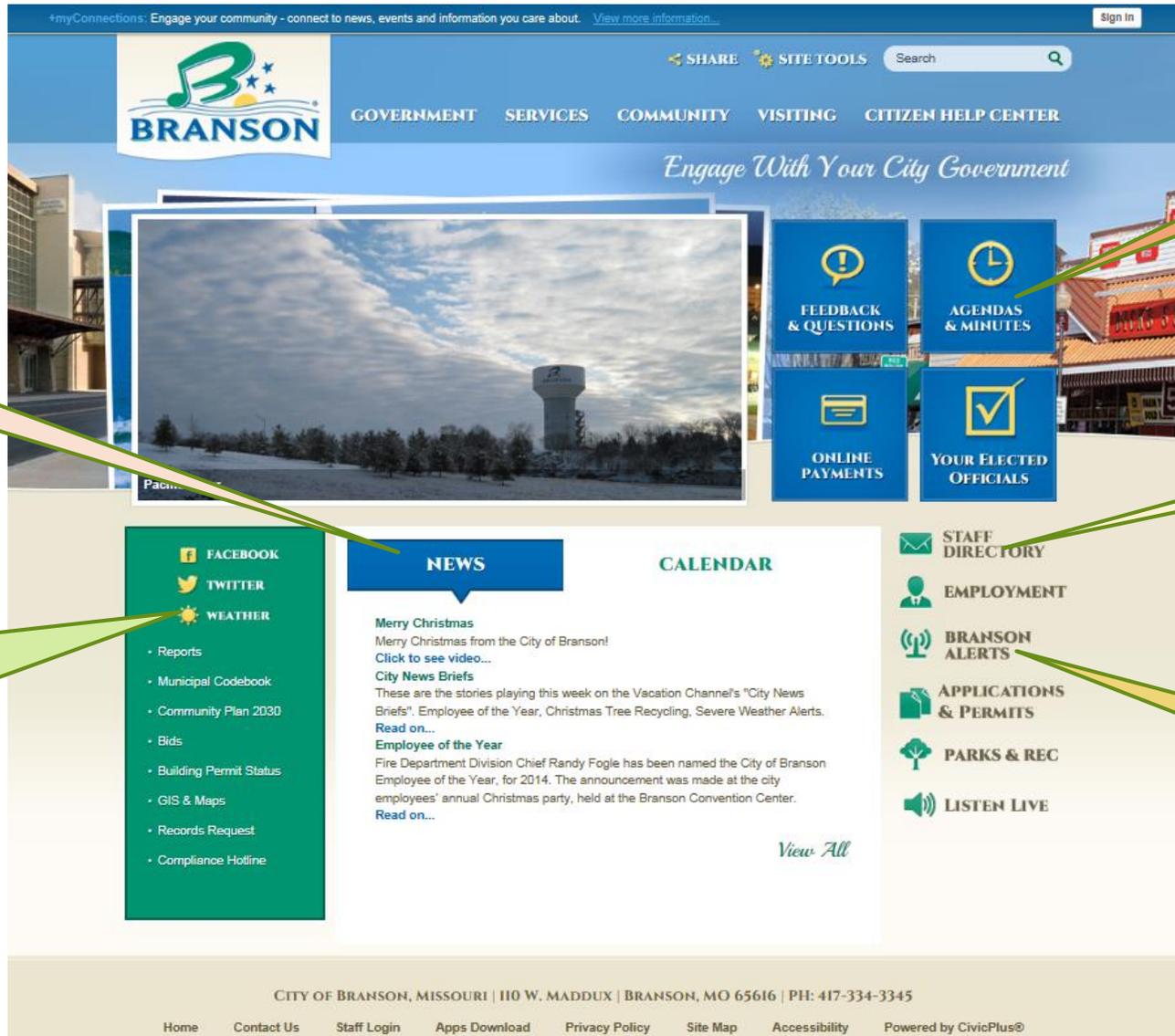
Additional Resources For Visitors For Media For Businesses Convention & Visitors Bureau Related Sites

What's New in 2015 and Beyond

- ▶ Silver Dollar City
 - ▶ Fireman's Landing
 - ▶ Harlem Globetrotters
- ▶ Million Dollar Quartet at Welk
- ▶ Highway 76 Revitalization
- ▶ Branson Landing Balloon Attraction
- ▶ Nature Center planned @ Hatchery



www.BransonMO.gov



News Releases

Board of Aldermen Agendas & Minutes

Staff Directory

Sales & Tourism Tax Numbers
Community Surveys

BransonAlerts
Emergency Notifications