2021 City of Branson Business Survey Findings Report

Presented to the City of Branson, Missouri

December 2021

ETC INSTITUTE

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Executive Summary

2021 City of Branson Business Survey
Executive Summary

Purpose and Methodology

ETC Institute administered a survey to a random sample of 201 businesses in the City of Branson during the fall of 2021. This was the sixth business survey that ETC Institute has conducted for the City of Branson; previous surveys were conducted in 2008, 2012, 2015, 2016, and 2018. 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 201 businesses have a 95% level of confidence with a precision of at least +/-6.9%.

This report contains:

- an executive summary of the methodology for administering the survey and major findings,
- charts and graphs for each question on the survey (Section 1),
- benchmarking analysis comparing Branson's results to the National average (Section 2),
- Importance-Satisfaction analysis used to determine priority actions for the City (Section 3),
- tables that show the results for each question on the survey (Section 4),
- a copy of the survey instrument (Section 5)

Respondent Profile

Business Sector: Respondents were asked to indicate, from a list of 12 possible descriptors, which one best describes their business. Twenty-two percent (22%) of respondents indicated their business is in the hotel/motel/lodging sector; 22% are in the retail trade (not food service) sector; 13% are in the entertainment and recreation sector; 10% are in the professional services (e.g. law, consulting) sector; 8% are in the finance/insurance/real estate sector; 8% are in the health care/medical/social services sector; 4% are in the not for profit sector; 4% are in the construction sector; 4% are in the retail food service sector; 3% are in the transportation/manufacturing sector; 1% are in the communications sector, and the remaining 2% are in other sectors.

Length of Time Business has Been Located in Branson: Respondents were asked to indicate how many years their business has been located in Branson. More than half (54%) indicated they have been in the City for more than 20 years, 26% have been in Branson between 11 and 20 years, 14% between 5 and 10 years, and 7% of businesses surveyed have been in Branson less than 5 years.

Number of Employees: Respondents were asked to indicate how many employees they have in Branson. A majority (58%) have 10 employees or fewer at their business; 16% have 11 to 24 employees, 8% have 25 to 49 employees, 10% have 50 to 99 employees, and 9% have 100 or more employees.

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Anticipated Organizational Change Over the Next 12 Months: Thirty-one percent (31%) of the businesses surveyed indicated their business is considering expansion in the next 12 months; 8% are considering relocating to another location outside Branson; 6% are considering relocating to another location inside Branson; 2% are considering downsizing, and 1% are considering closing their business in the next 12 months.

Major Findings

Overall Satisfaction With City Services: When asked to rate their satisfaction with various City services in Branson, 90% were either "very satisfied" or "satisfied" with the quality of fire service; 79% were satisfied with the quality of police service; 76% were satisfied with customer service they received from City employees, and 75% were satisfied with the City's parks and recreation facilities. Businesses were least satisfied with the quality of the building permit process (48%).

Based on the sum of their top three choices, the City services that business indicated should receive the most emphasis over the next two years are 1) maintenance of City streets and infrastructure, 2) quality of police service, and 3) management of traffic flow on City streets.

Satisfaction With Perceptions of the City of Branson: Seventy-one percent (71%) of respondents were "very satisfied" or "satisfied" with the overall quality of services provided by the City; 69% were satisfied with the appearance/visual attractiveness of historic Downtown Branson; 65% were satisfied with Branson's brand/reputation, and 64% were satisfied with their feeling of safety in the city. Businesses were least satisfied with the value they receive for their City taxes and fees (34%).

Based on the sum of their top three choices, the perception items that business indicated should receive the most emphasis over the next two years are 1) how well the City is managing growth, 2) feeling of safety in the City, and 3) value received for City taxes and fees.

Importance of Items When Planning for the Future of the City: Businesses were asked to rate the level of importance of fifteen action items to consider when planning for the City's future. The items that businesses rated the most important, when combining the sum of the "extremely important" and "very important" responses, were: keeping crime rate low (96%), enhancing the appearance and beauty of the City (82%), preserving the City's community values (80%), improving the quality of City infrastructure (79%), and minimizing tax increases (77%). Businesses indicated that increasing availability of arts/cultural amenities was least important (58%).

Based on the sum of their top three choices, the issues that business indicated should be most important when planning for the City's future are 1) keeping crime rate low, 2) diversifying the range of housing options, and 3) minimizing tax increases.

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Importance of Items to the Success of Businesses: More than three-fourths (79%) of businesses indicated the tourism industry is "extremely important" or "very important" to the success of their business when planning the City's future. Other items that businesses indicated are "extremely important" or "very important" to their success include: quality of City infrastructure (77%), preserving water quality in lakes and streams (72%), and promoting Branson brand (marketing) (68%).

Based on the sum of their top two choices, the issues that business indicated are most important to their business when planning the City's future are 1) tourism industry and 2) promoting Branson brand (marketing).

Overall Ratings for the City of Branson: Nearly all (95%) of businesses surveyed indicated the City of Branson is an "excellent" or "good" place to visit. Other areas in which businesses rated the City as "excellent" or "good" include: as a place to retire (85%), as a place to raise a family (85%), and as a place to live (84%).

Additional Findings

- Sixty percent (60%) of businesses surveyed indicated they get information about the City of Branson from word of mouth; 49% get their information from the City website, 46% from Facebook, and 46% from a free newspaper. The sources that businesses use the least to get information about the City are NextDoor (9%) and Twitter (5%).

  When asked how businesses would prefer to receive information about the City, the top choice was online/digital media (website, social media) (66%).

- Forty-one percent (41%) of businesses think the City of Branson works with other governmental organizations in the region "very well" or "generally well;" 21% think the City works "somewhat well" with other organizations, 12% think the City works "not particularly well" or "not well at all" with other organizations in the region, and 26% did not have an opinion.

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How Branson Compares to the U.S. Average

The City of Branson **rated the same or above the National average** in 7 of the 21 areas that were assessed. The areas in which the City of Branson rated significantly above the National average (7% or more above) are listed below:

- Quality of customer service from City employees (+16%)
- Ratings of the City as a place to raise a family (+14%)
- Quality of fire service (+12%)
- Quality of police service (+7%)
- Overall quality of services provided by the City (+7%)

The City of Branson **rated below the National average** in 14 of the 21 areas that were assessed. Listed below are the areas in which the City of Branson rated significantly below the National average (7% or more below):

- Quality of life in the city (-7%)
- Maintenance of City streets/infrastructure (-7%)
- How well the City is managing growth (-17%)
- Value received for City taxes and fees (-21%)
- Quality of labor (-41%)
- Stability of work force (-49%)
- Availability of labor (-55%)

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Investment Priorities

Recommended Priorities. In order to help identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance respondents placed on City services 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 in the future. The City of Branson should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 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 in order to raise overall satisfaction ratings is listed below:

- Maintenance of City streets/infrastructure (I-S Rating = 0.2261)
- Management of traffic flow on City streets (I-S Rating = 0.1538)
- Enforcement of City codes and ordinances (I-S Rating = 0.1041)

The table below shows the Importance-Satisfaction rating for all eleven major categories of City services that were rated.

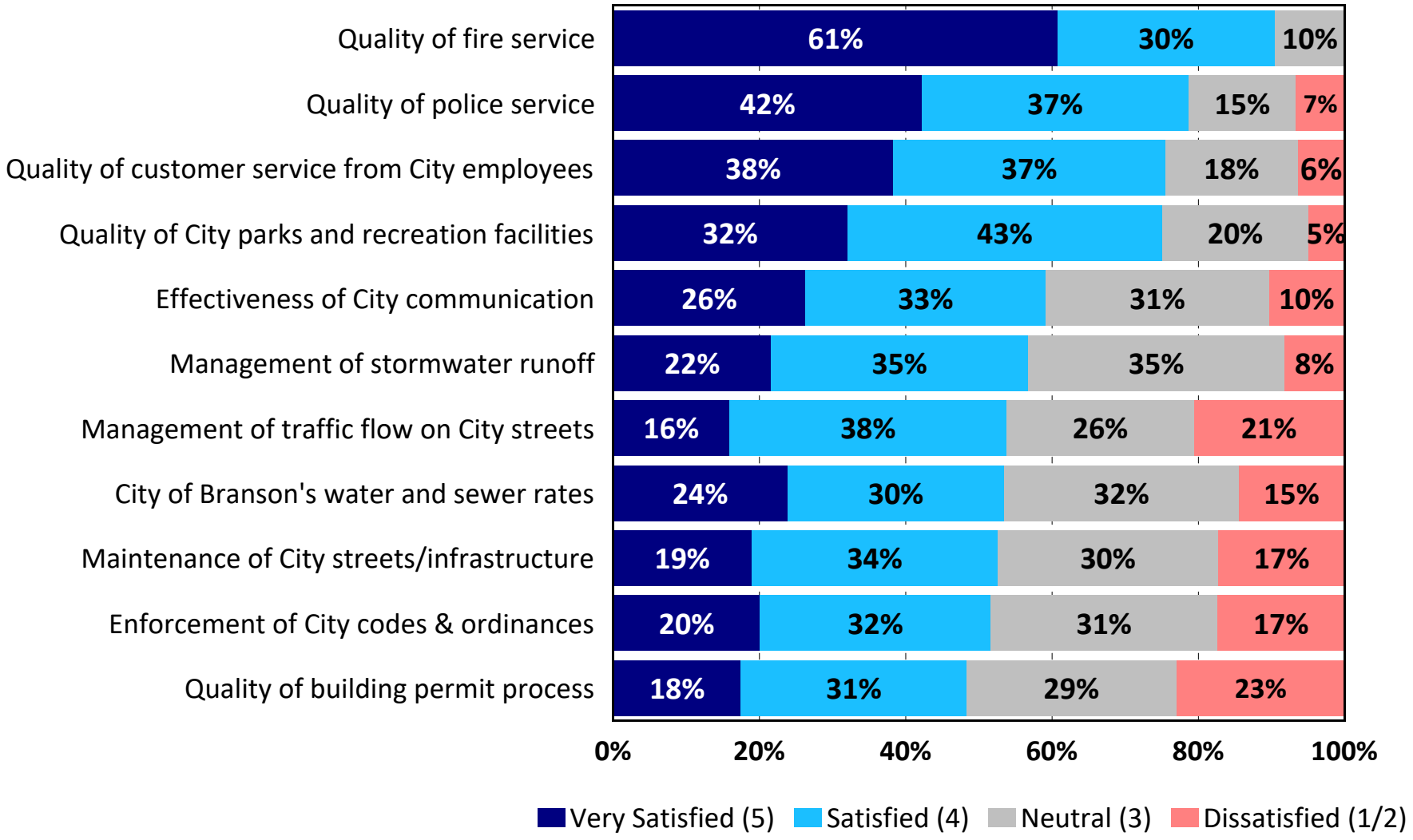
2021 Importance Satisfaction Rating
City of Branson Business Survey
Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Maintenance of City streets/infrastructure	48%	1	53%	9	0.2261	1
High Priority (IS .10-.20)						
Management of traffic flow on City streets	33%	3	54%	7	0.1538	2
Enforcement of City codes & ordinances	22%	4	52%	10	0.1041	3
Medium Priority (IS < .10)						
Quality of police service	42%	2	79%	2	0.0890	4
Quality of building permit process	17%	6	48%	11	0.0879	5
Effectiveness of City communication	15%	8	59%	5	0.0593	6
Management of stormwater runoff	13%	9	57%	6	0.0541	7
Quality of City parks and recreation facilities	19%	5	75%	4	0.0473	8
City of Branson's water and sewer rates	10%	10	54%	8	0.0465	9
Quality of customer service from City employees	7%	11	76%	3	0.0159	10
Quality of fire service	16%	7	90%	1	0.0153	11

1 Charts and Graphs:

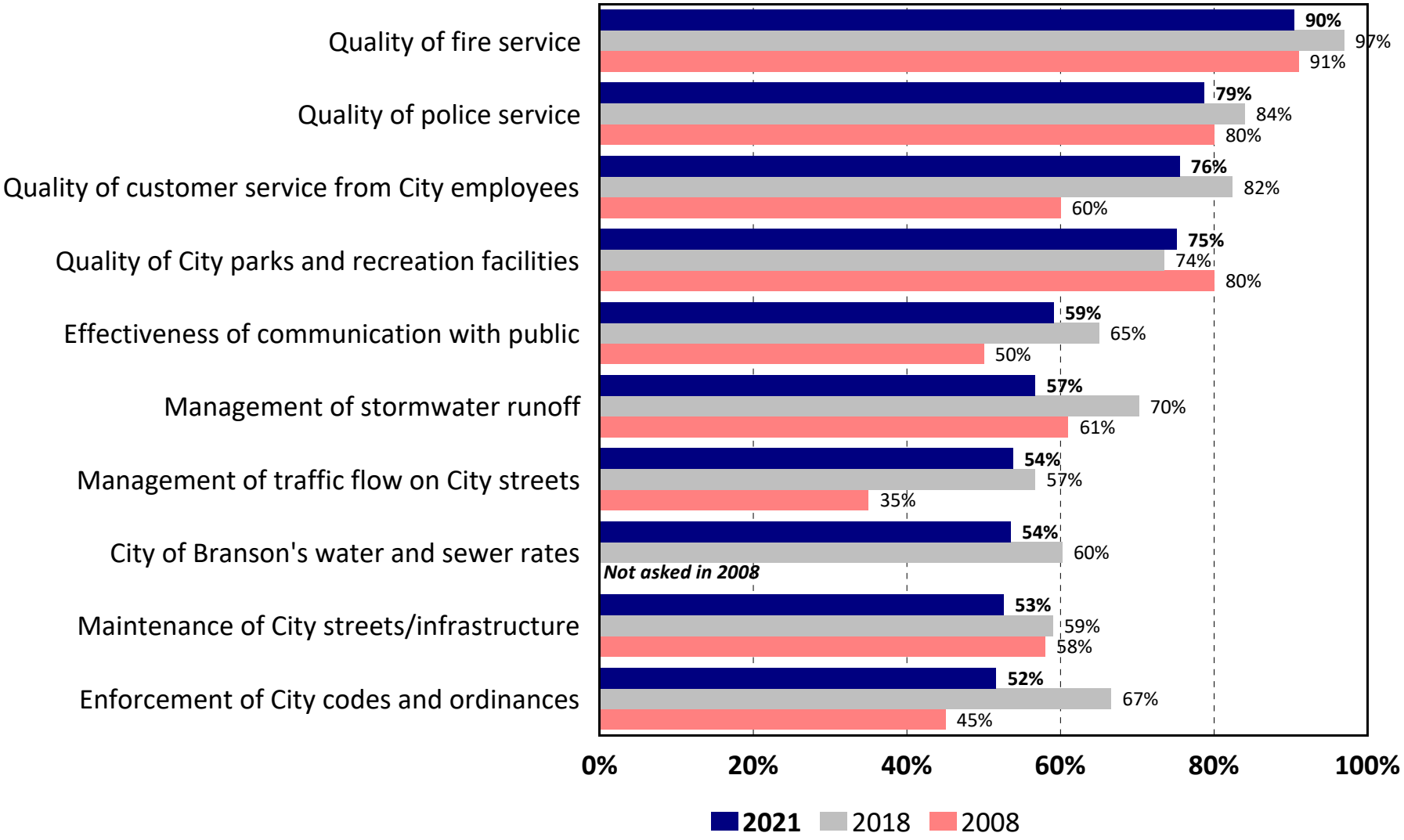
Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents (excluding don't knows)



TRENDS: Overall Satisfaction With City Services by Major Category - 2008 to 2021

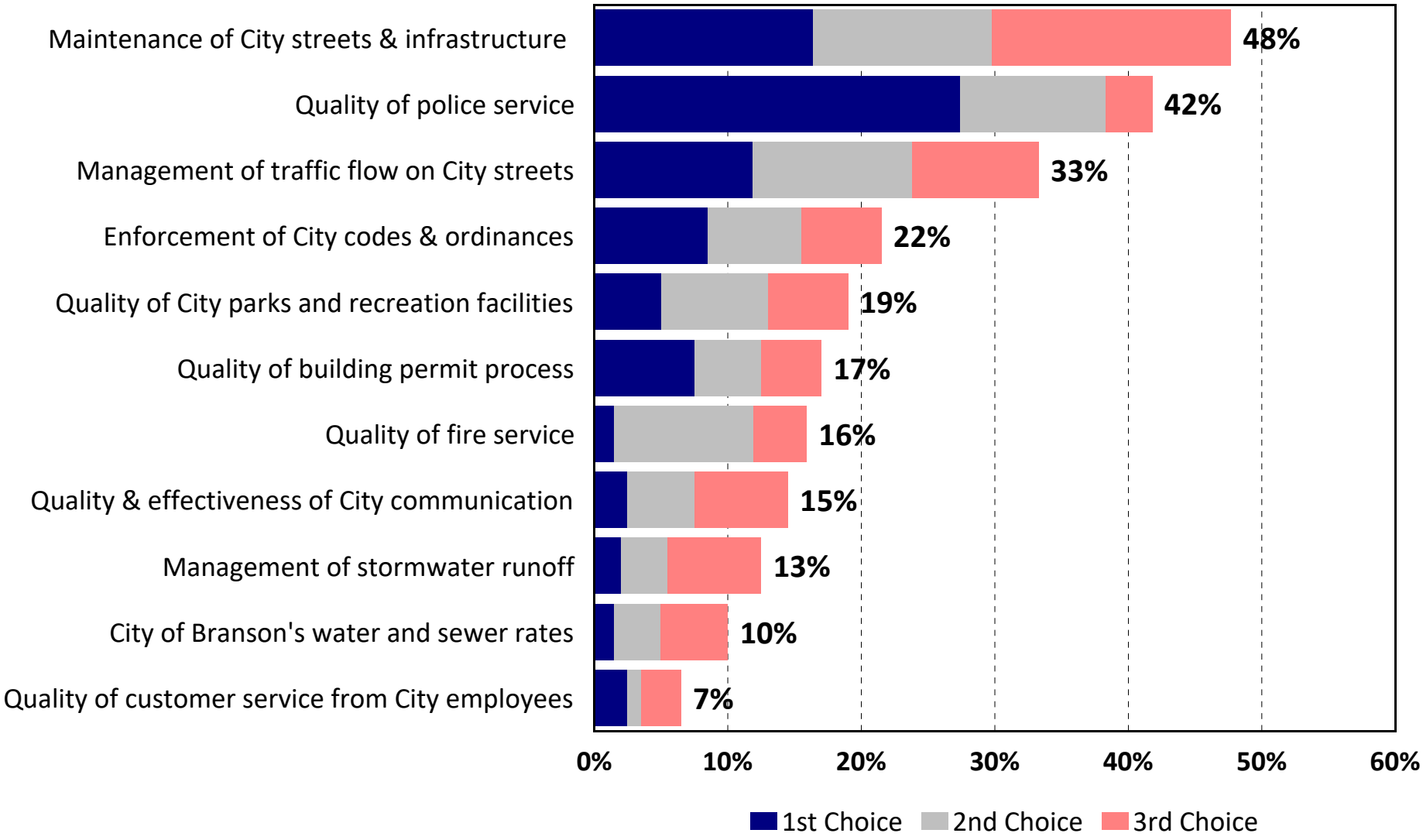
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

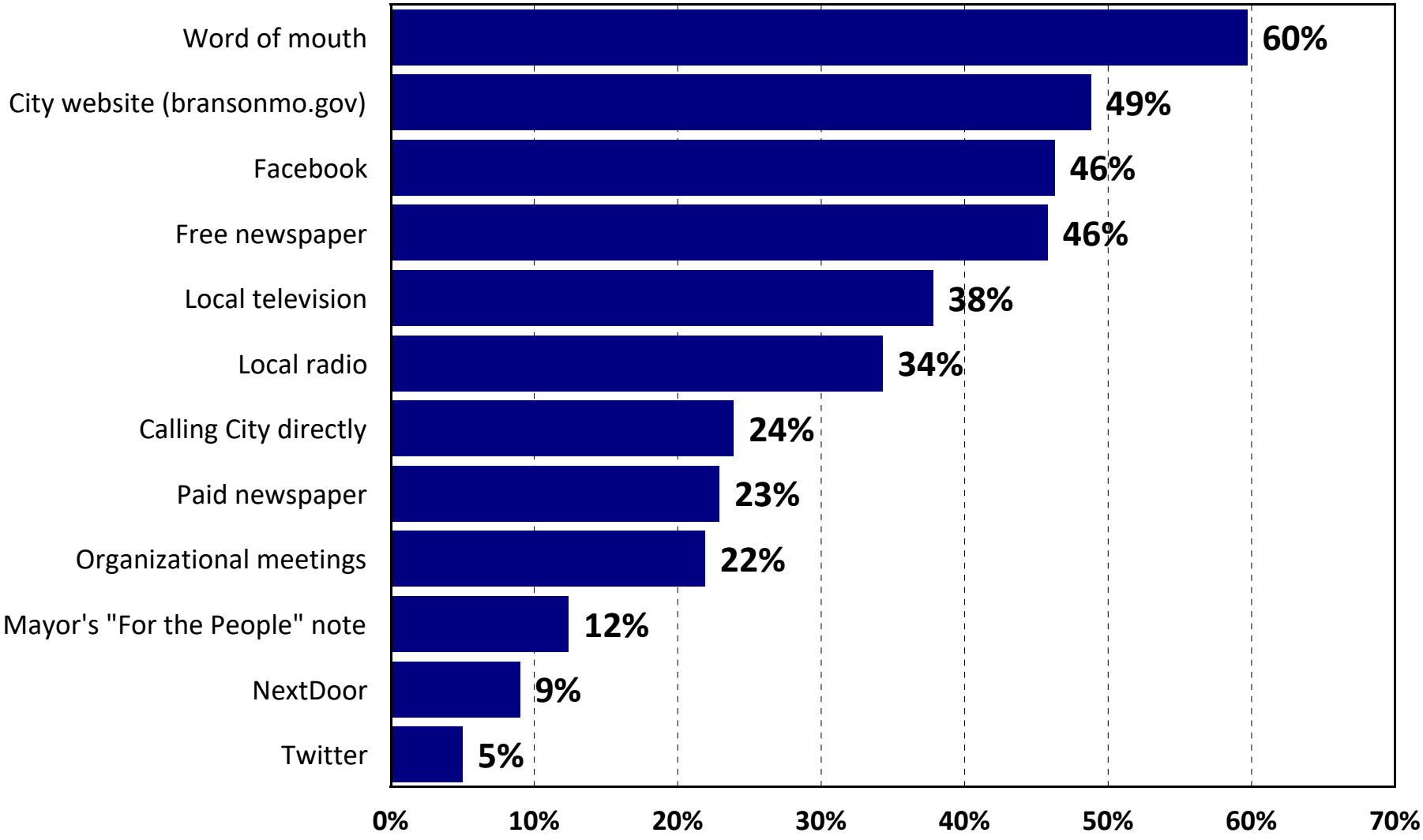
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



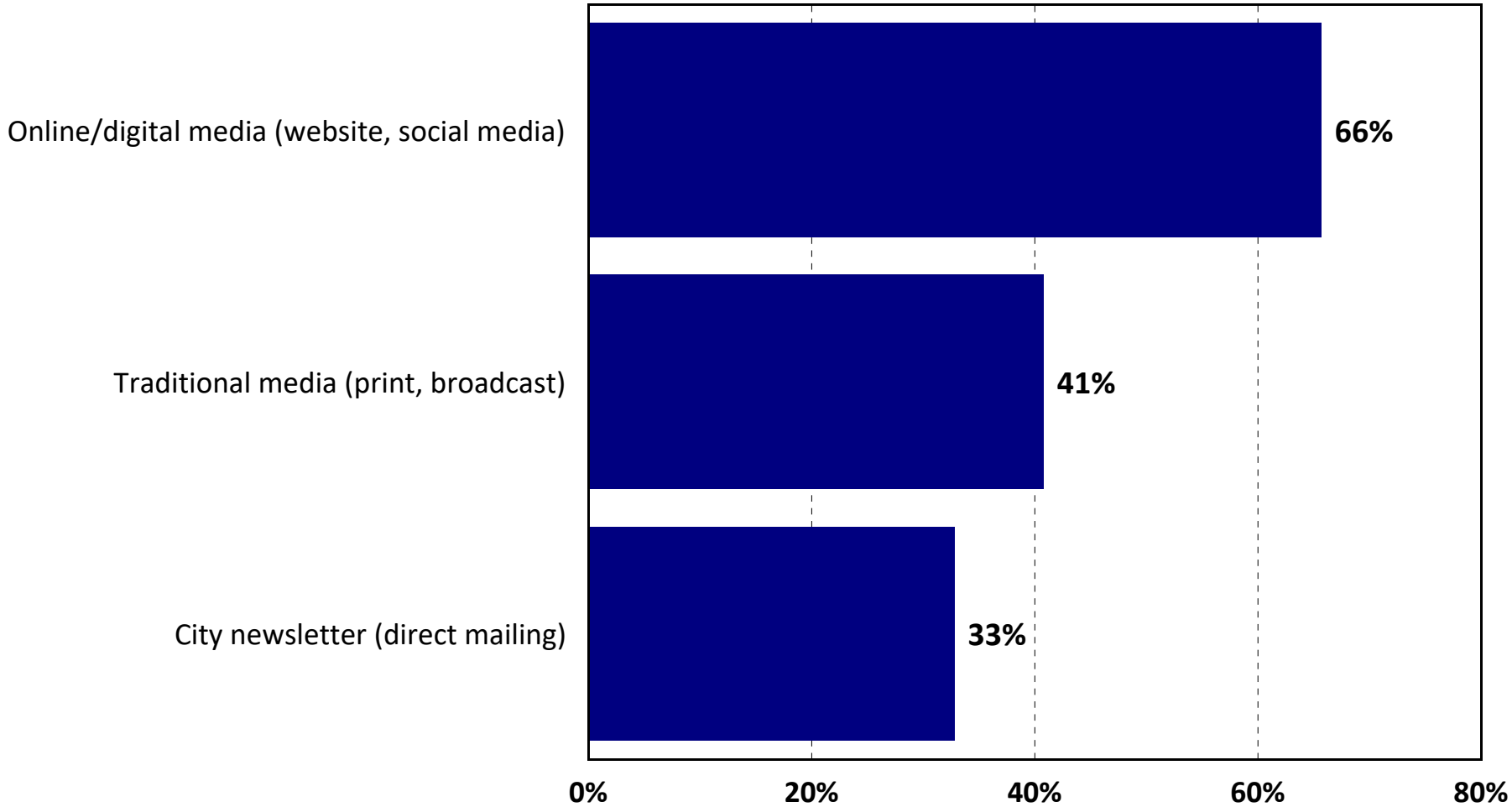
Q3. How Businesses Get Information About the City of Branson

by percentage of respondents (multiple selections could be made)



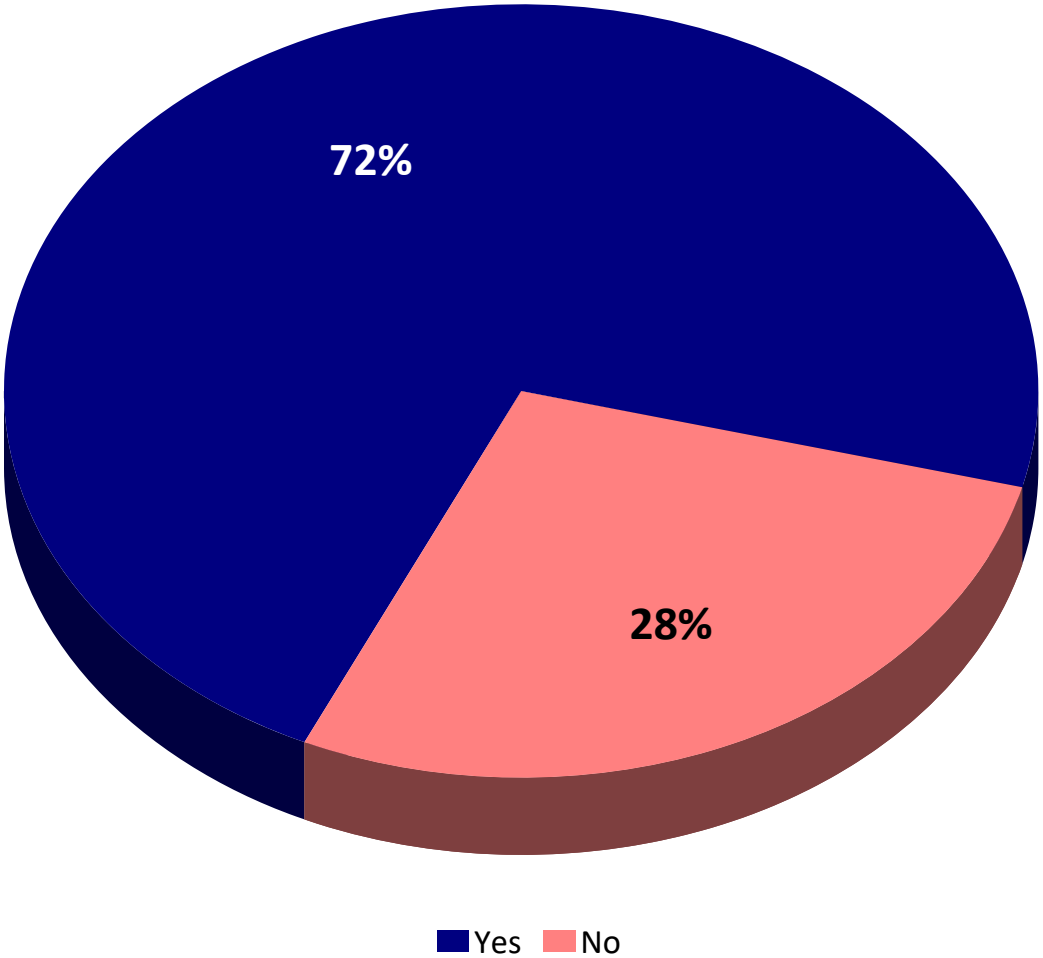
Q4. How Businesses Would Prefer to Receive Information About the City of Branson

by percentage of respondents (multiple selections could be made)



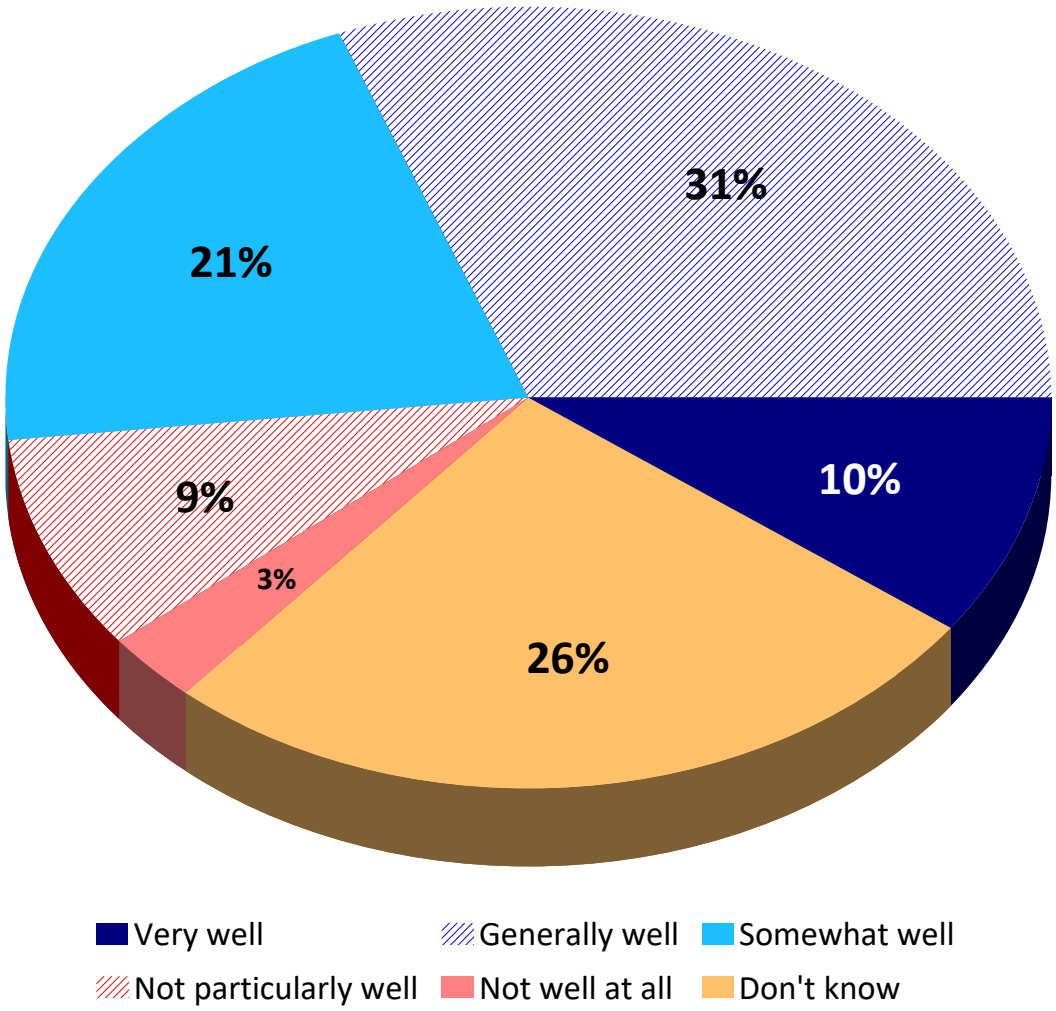
Q5. Do you know who your local (City of Branson) elected officials are?

by percentage of respondents (excluding not provided)



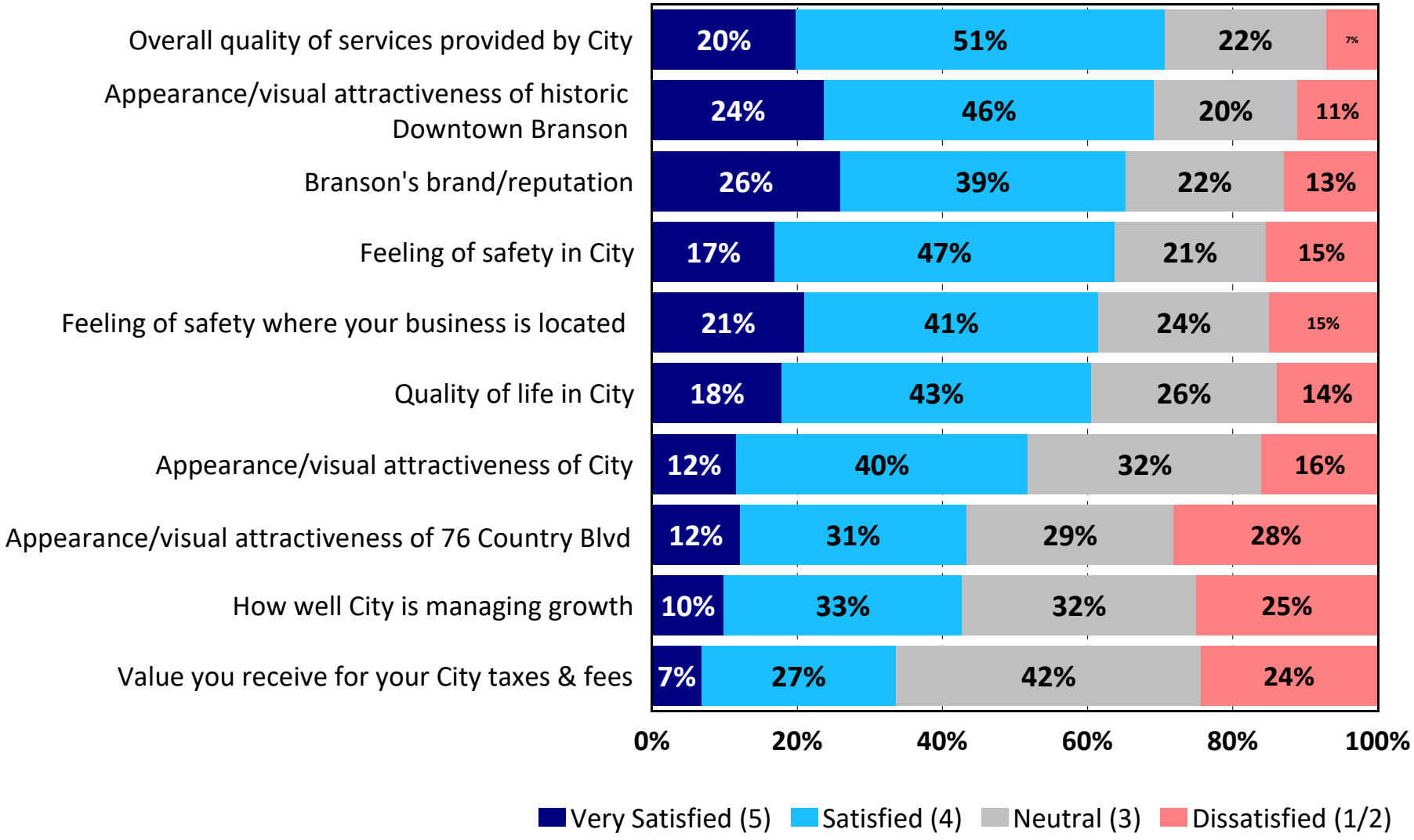
Q6. How well do you think the City of Branson works with other governmental organizations in our region?

by percentage of respondents



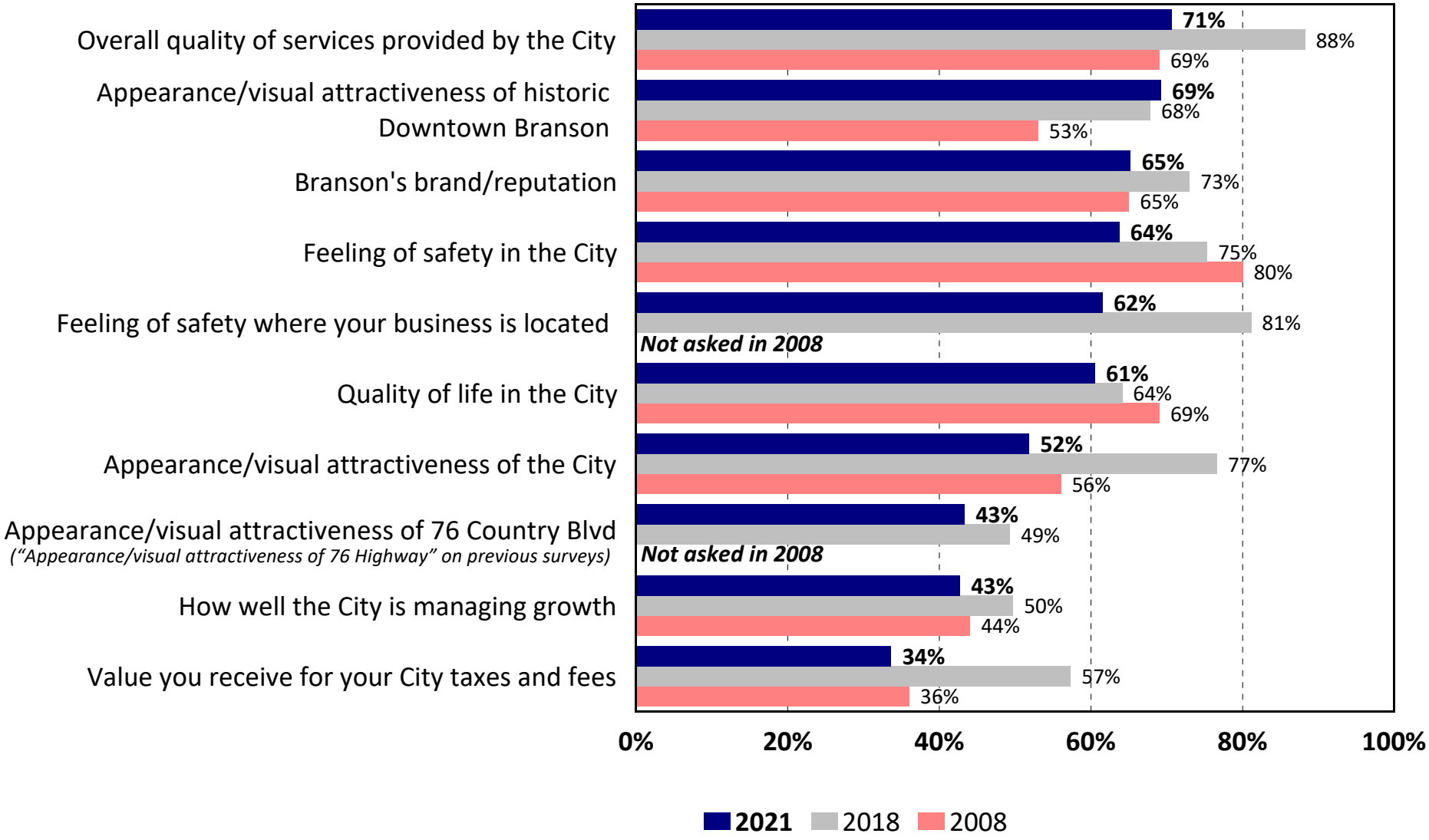
Q7. Satisfaction With Items That Influence Perceptions of the City

by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Items That Influence Perceptions of the City - 2008 to 2021

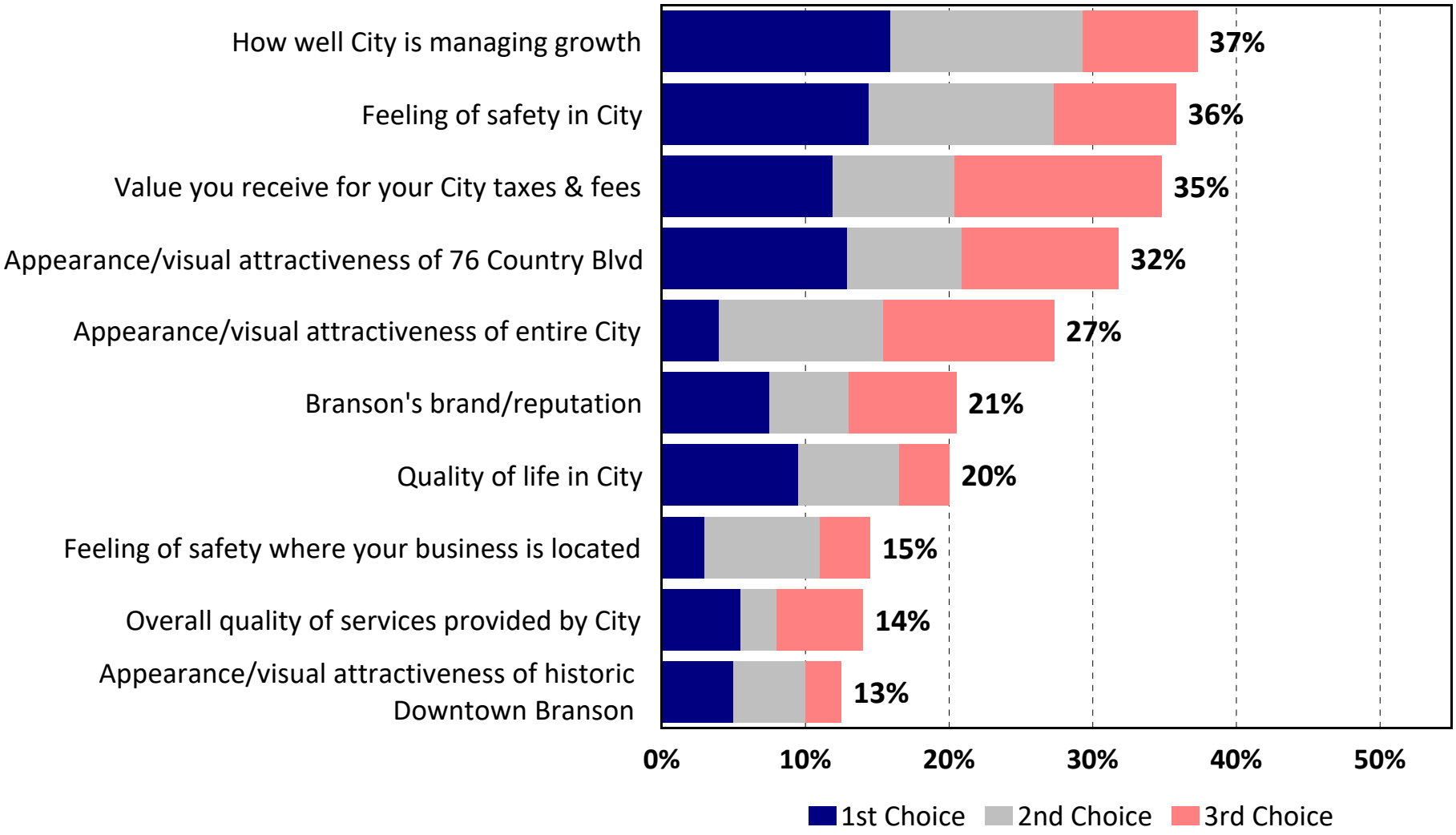
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

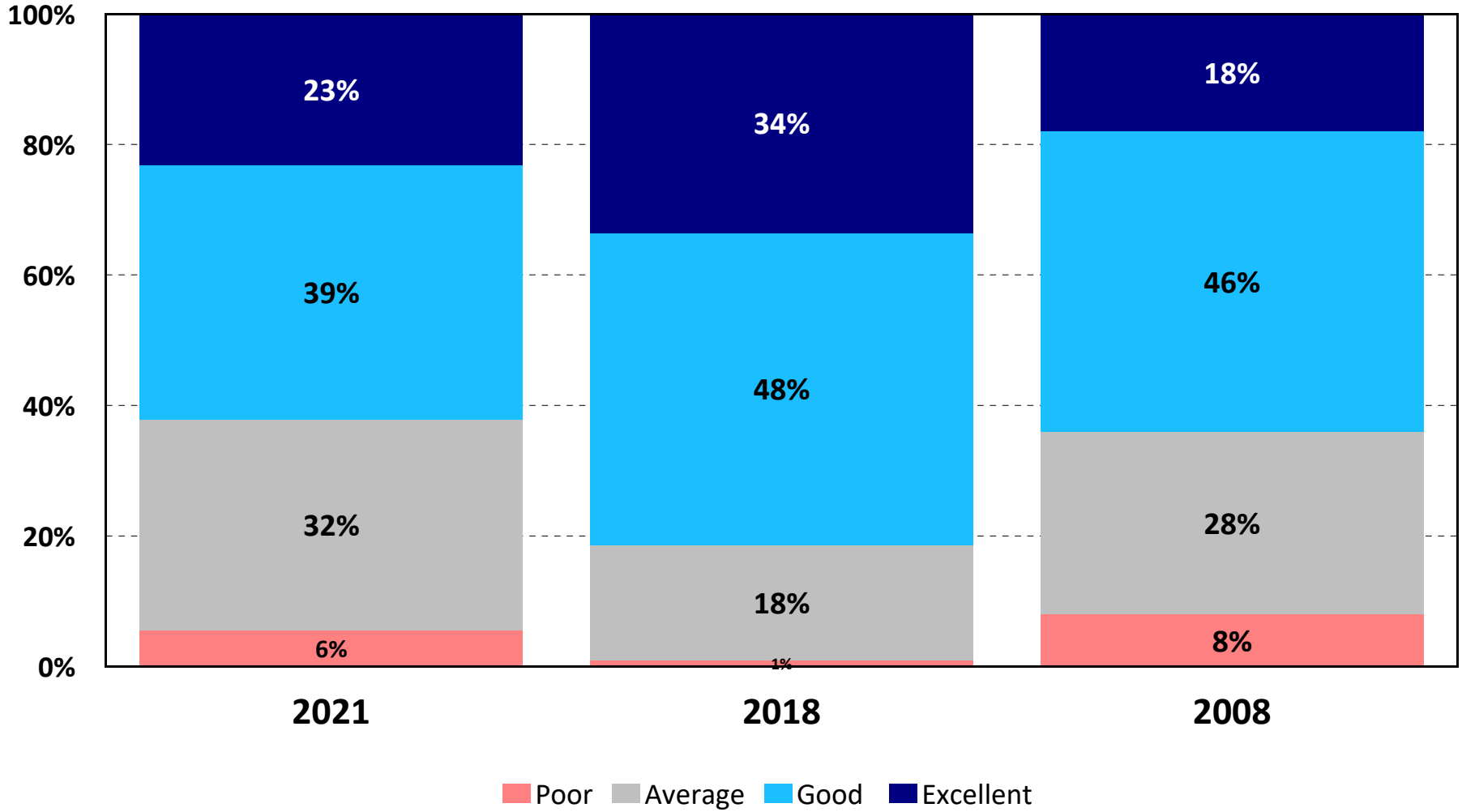
Q8. Items Influencing Perceptions of the City That Should Receive Emphasis Over the Next Two Years

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



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

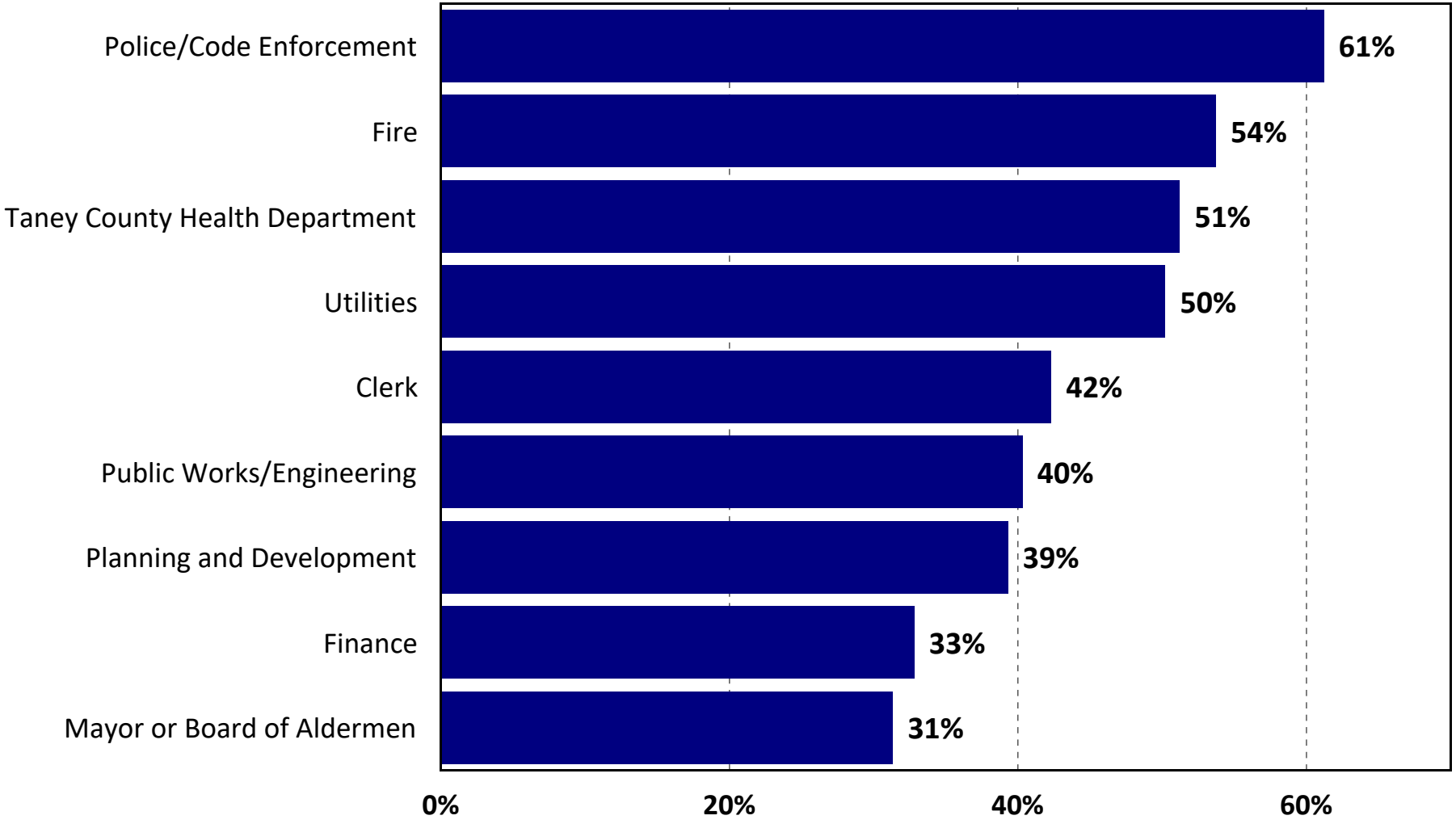
by percentage of respondents (excluding "don't know")



Trend Data

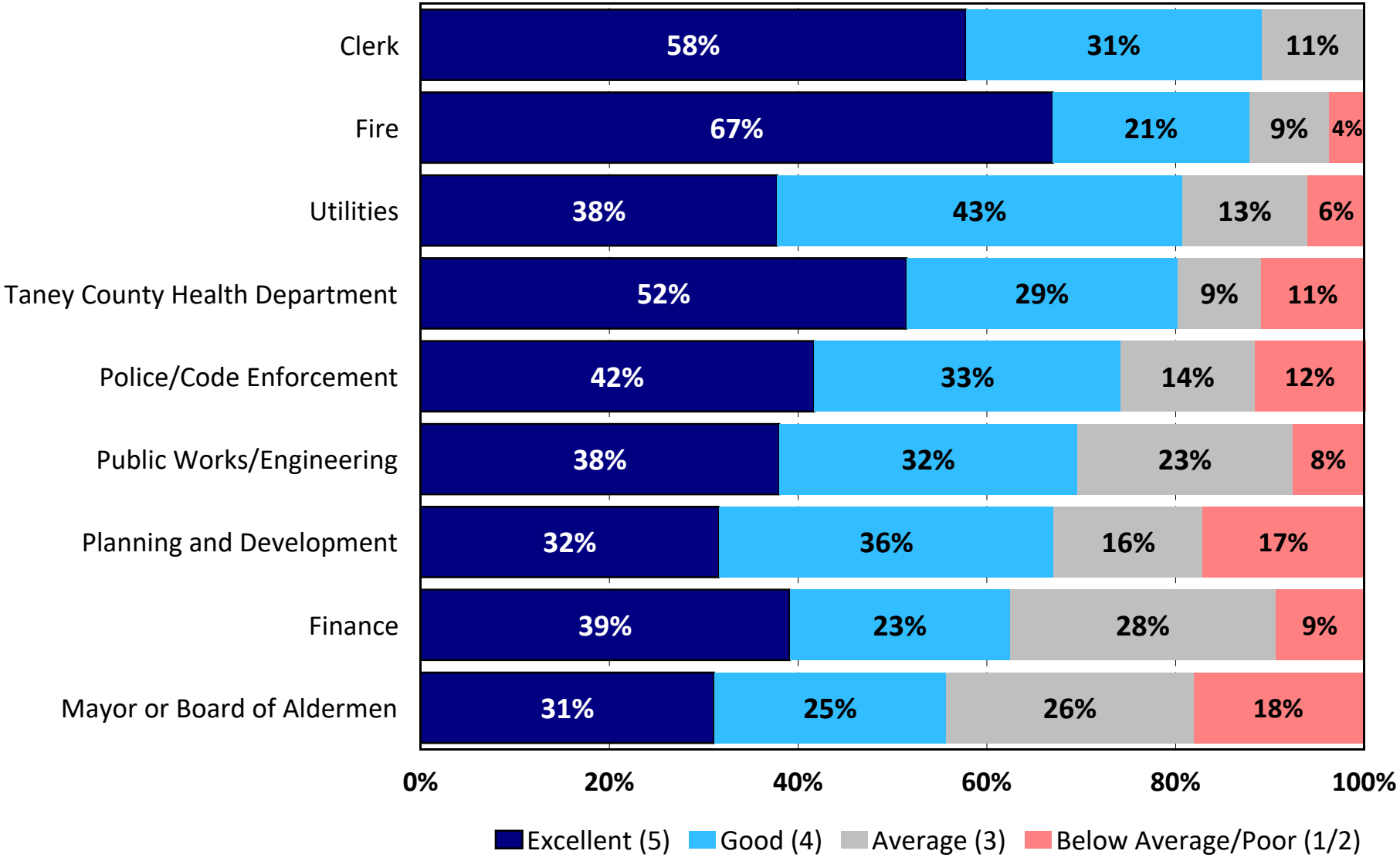
Q10[1]. Percentage of Businesses That Contacted Branson City Government During the Past Year for Various Reasons

by percentage of respondents who answered "YES"



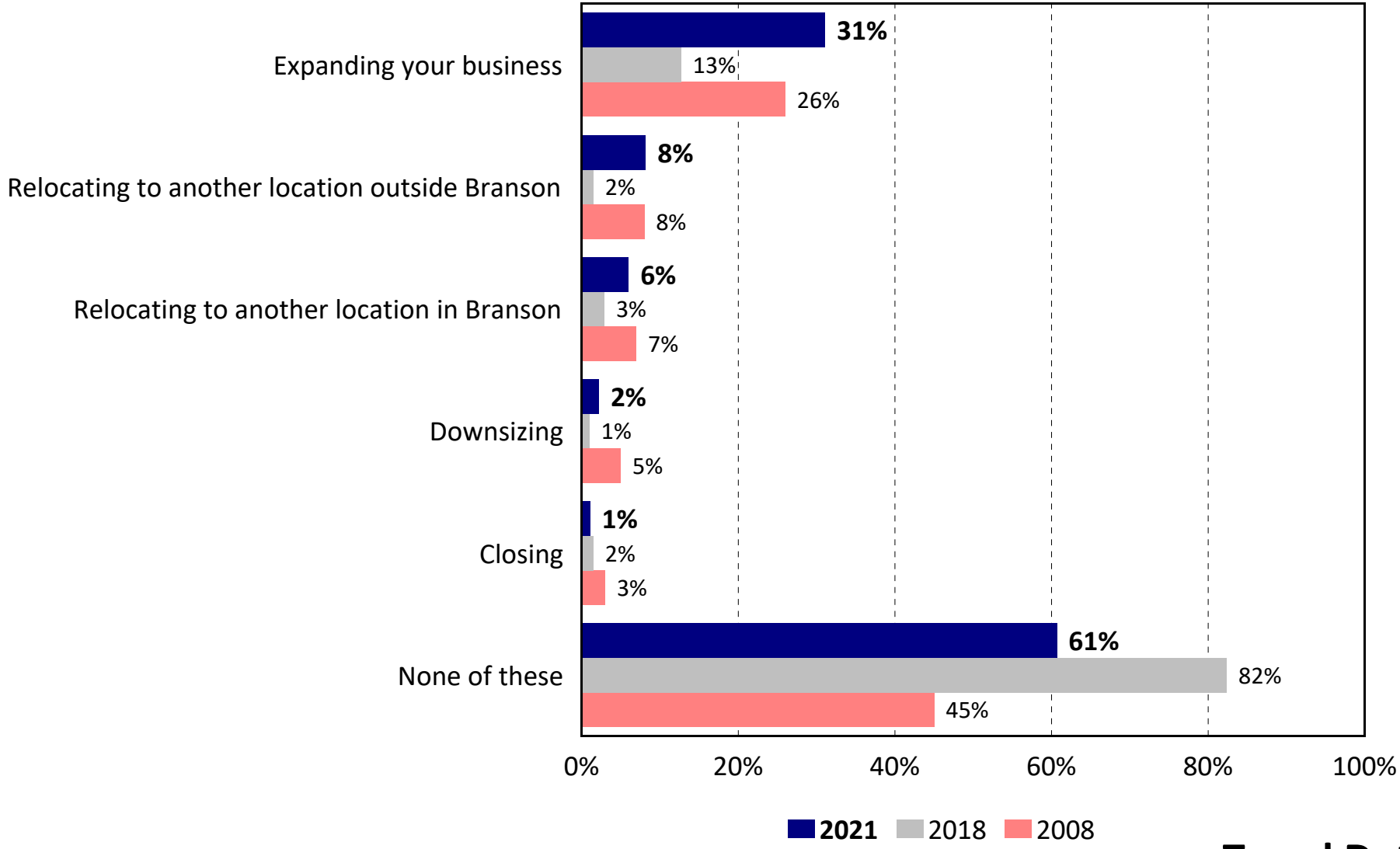
Q10[2]. The City's Performance Ratings by Area

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



Q11. TRENDS: Businesses Considering Various Changes in the Next 12 Months - 2008 to 2021

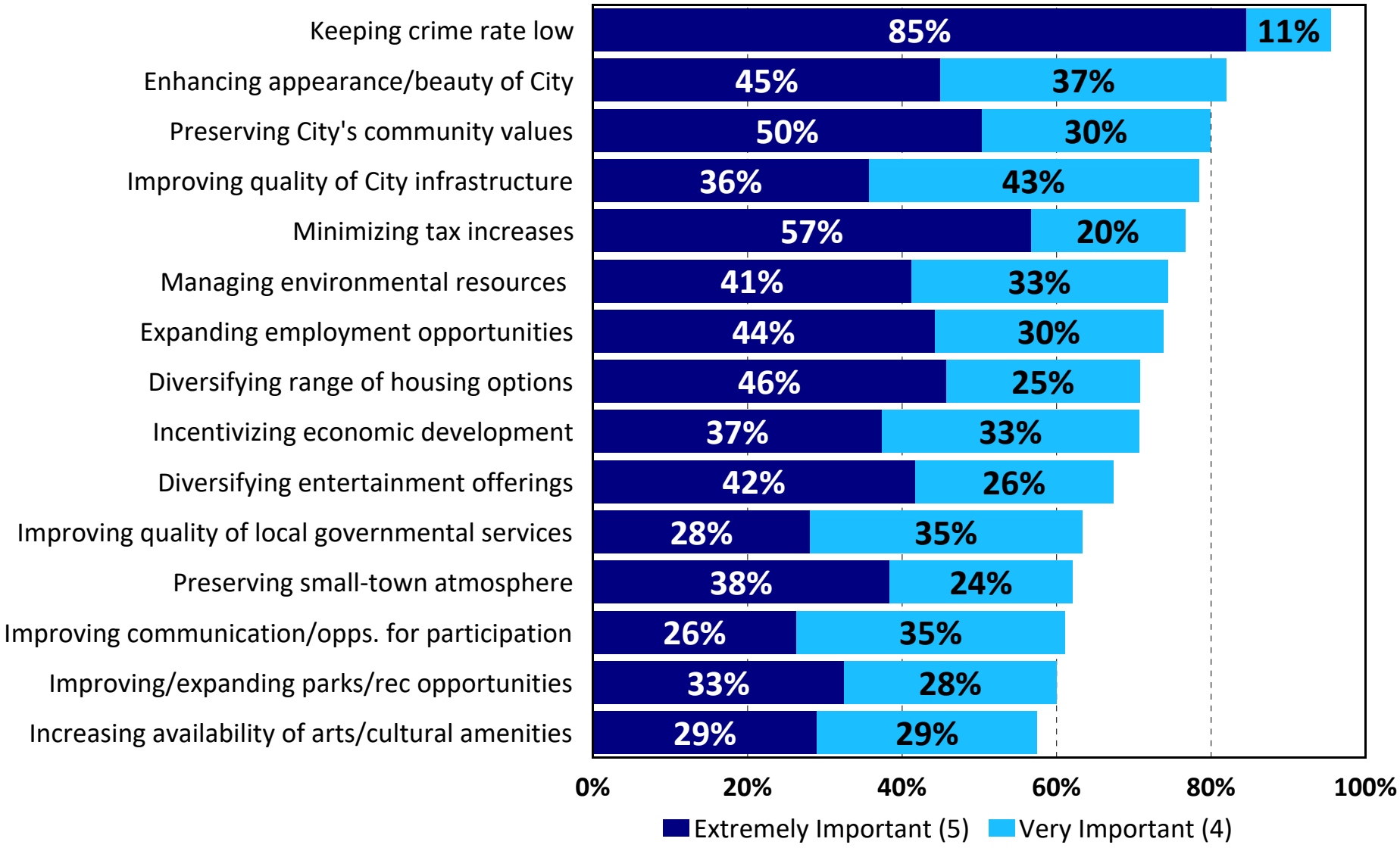
by percentage of respondents (multiple selections could be made)



Trend Data

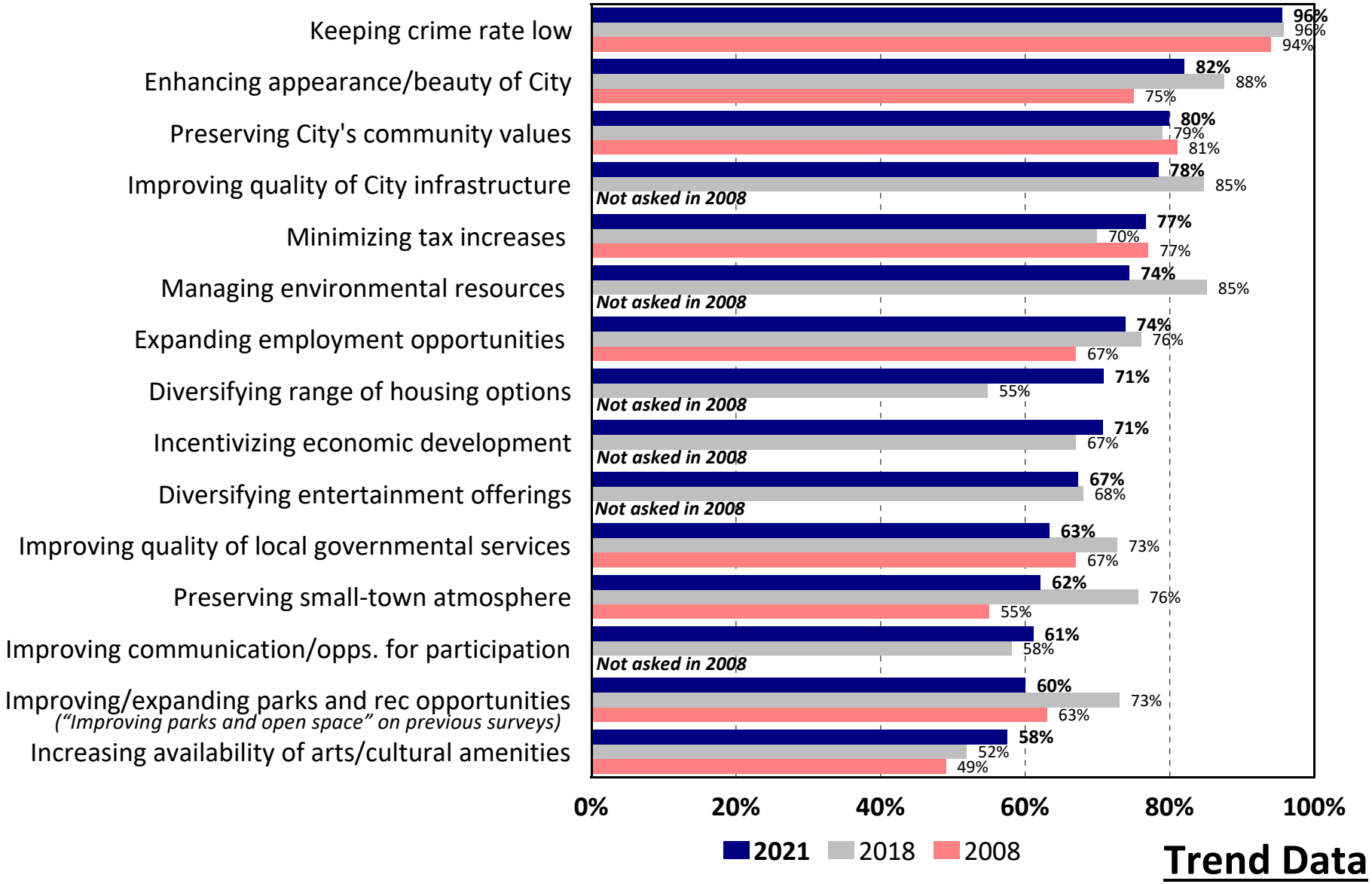
Q12. Importance of Considering Various Items When Planning for the City's Future

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



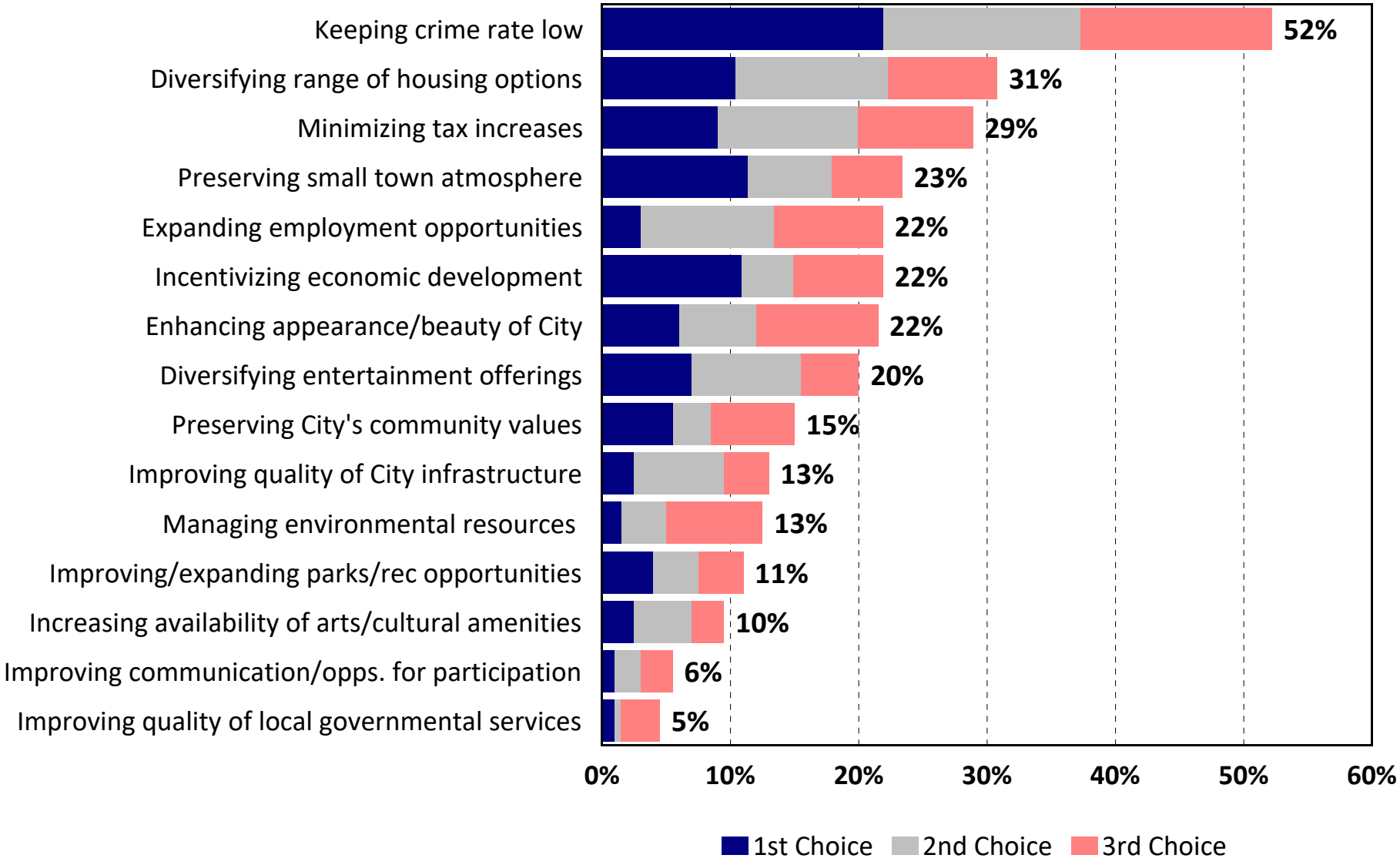
TRENDS: Importance Rating for Considering Various Items When Planning for the City's Future - 2008 to 2021

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



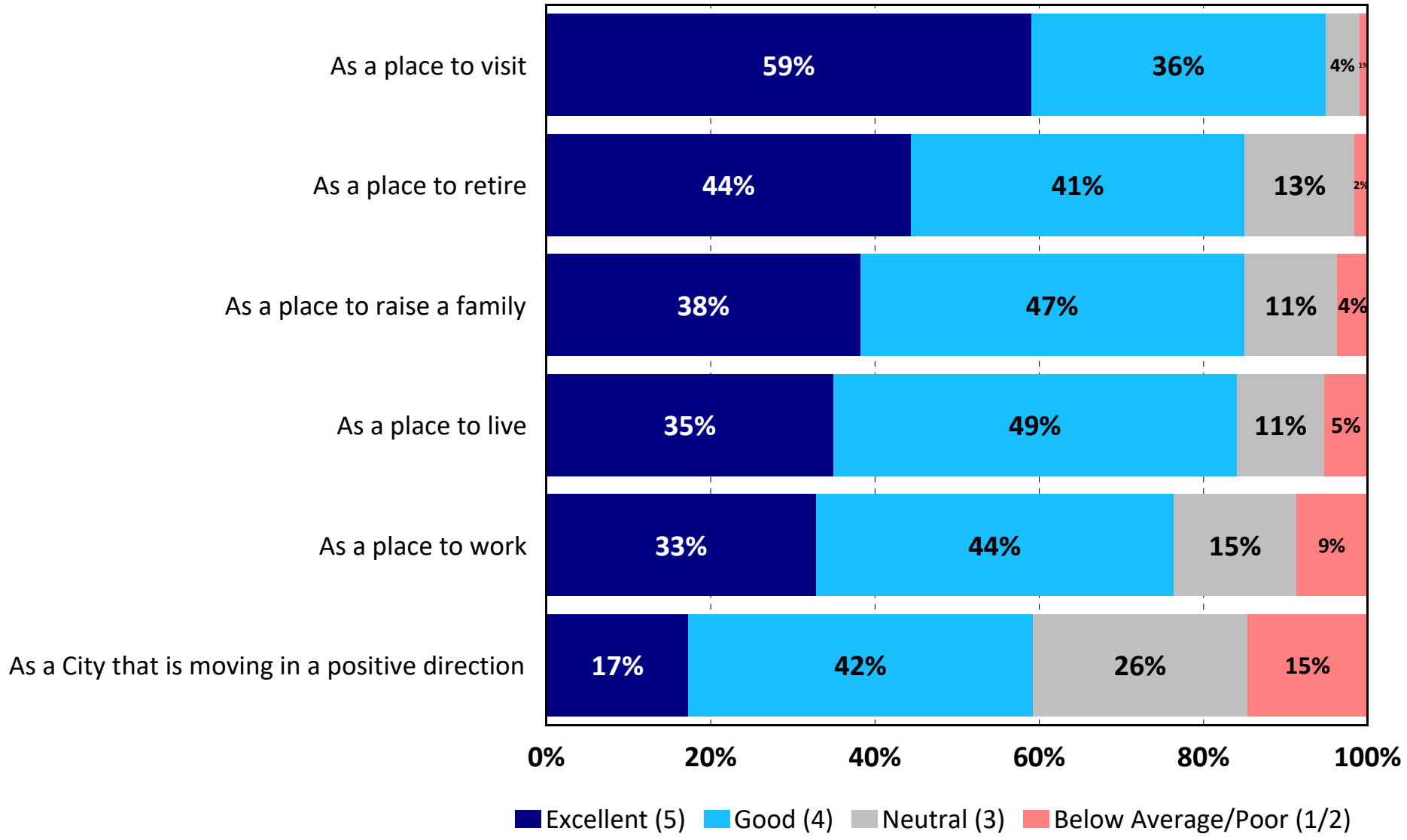
Q13. Issues That Should be Most Important When Planning for the City's Future

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



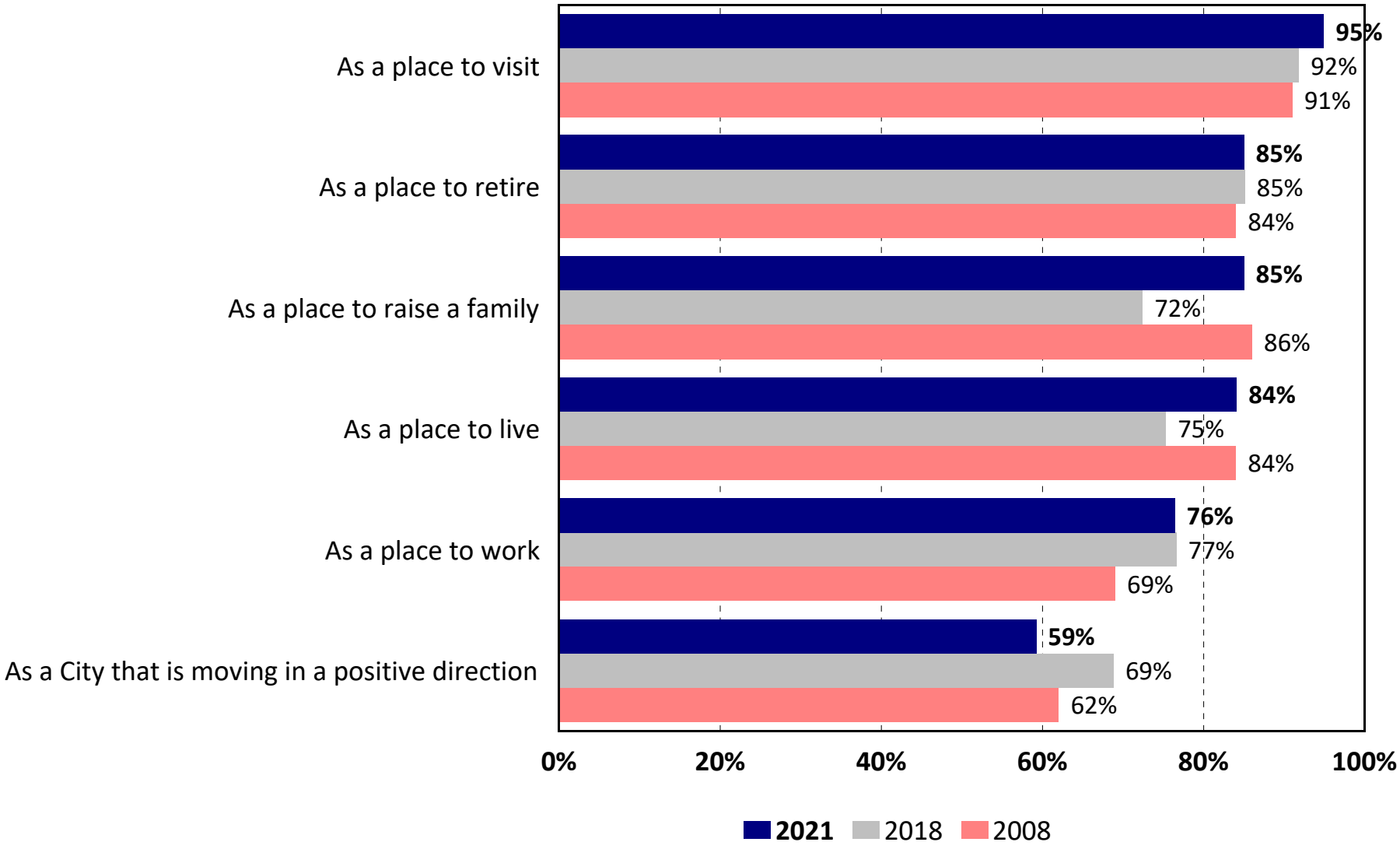
Q14. Overall Ratings for the City of Branson

by percentage of respondents (excluding don't knows)



TRENDS: Overall Ratings for the City of Branson 2008 to 2021

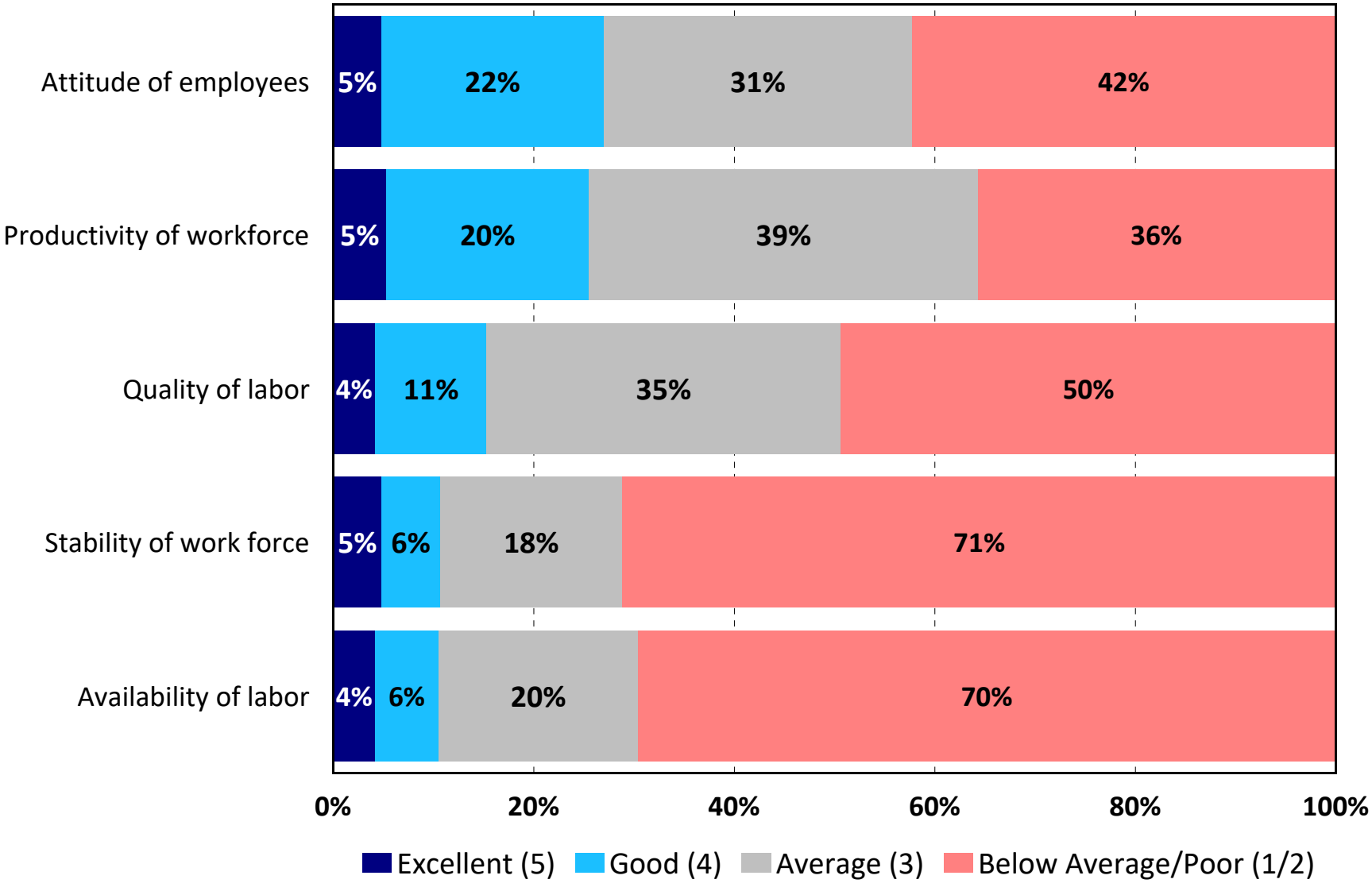
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

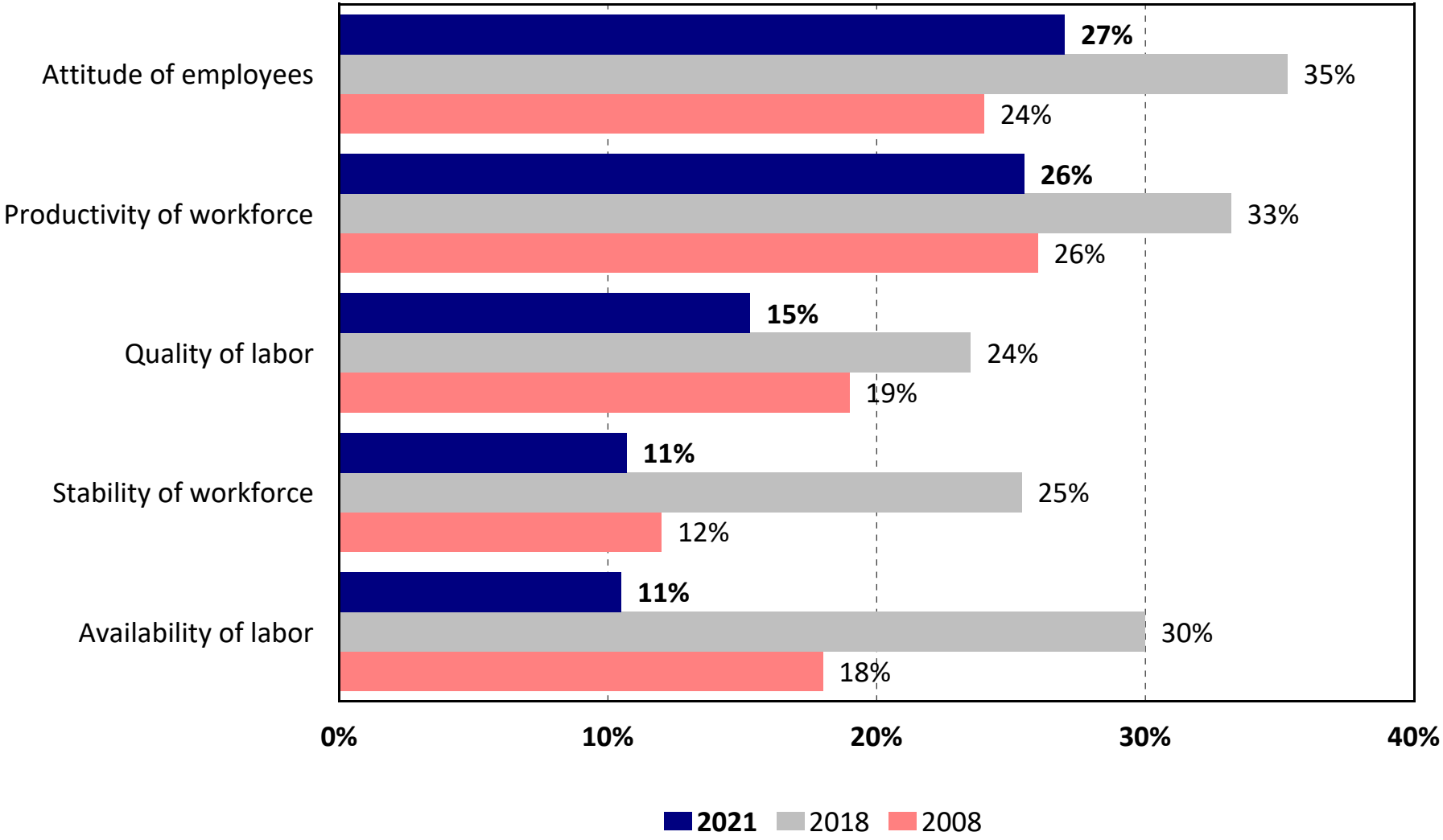
Q17. Overall Ratings for the City of Branson's Labor Pool

by percentage of respondents (excluding don't knows)



TRENDS: Overall Ratings for the City of Branson's Labor Pool - 2008 to 2021

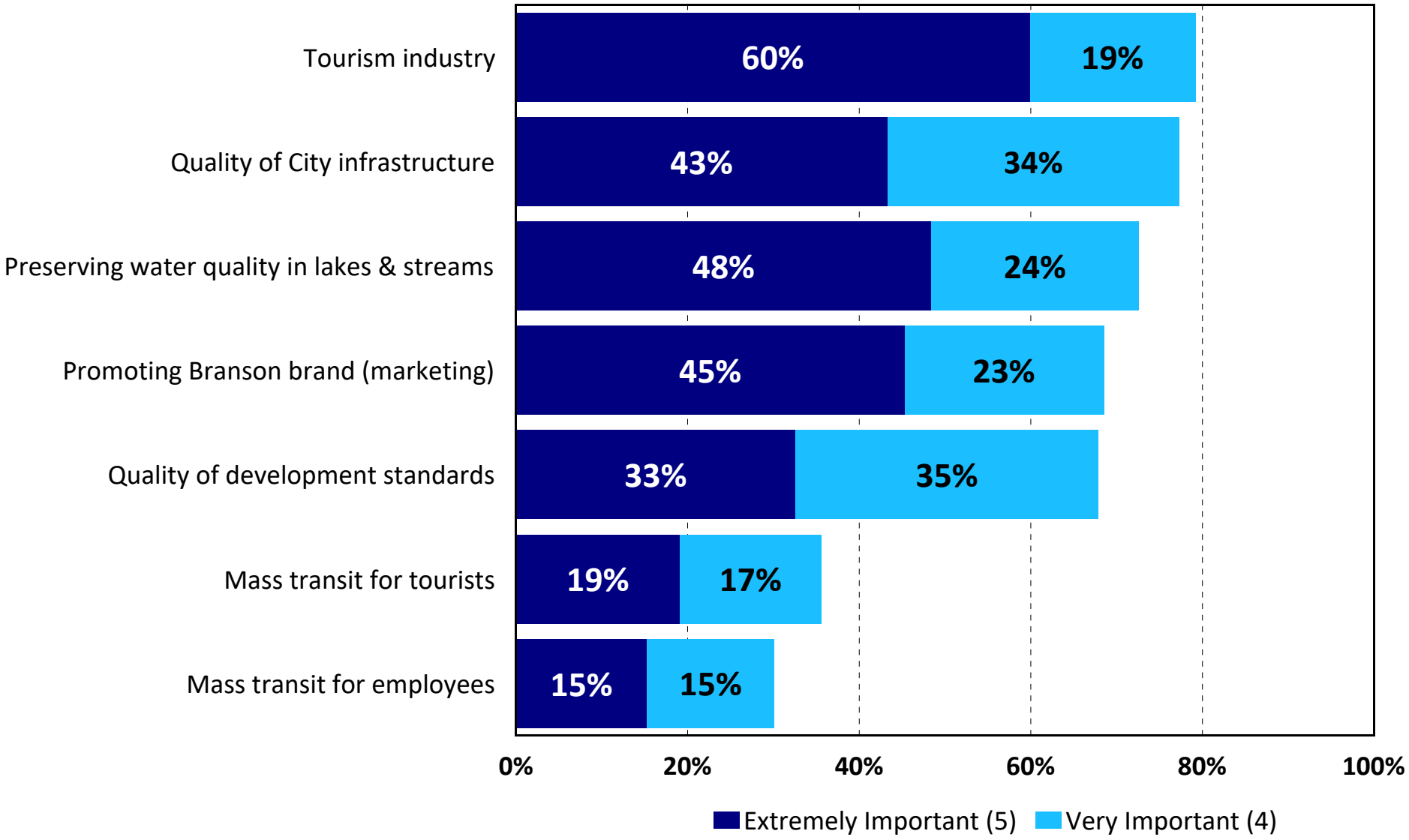
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

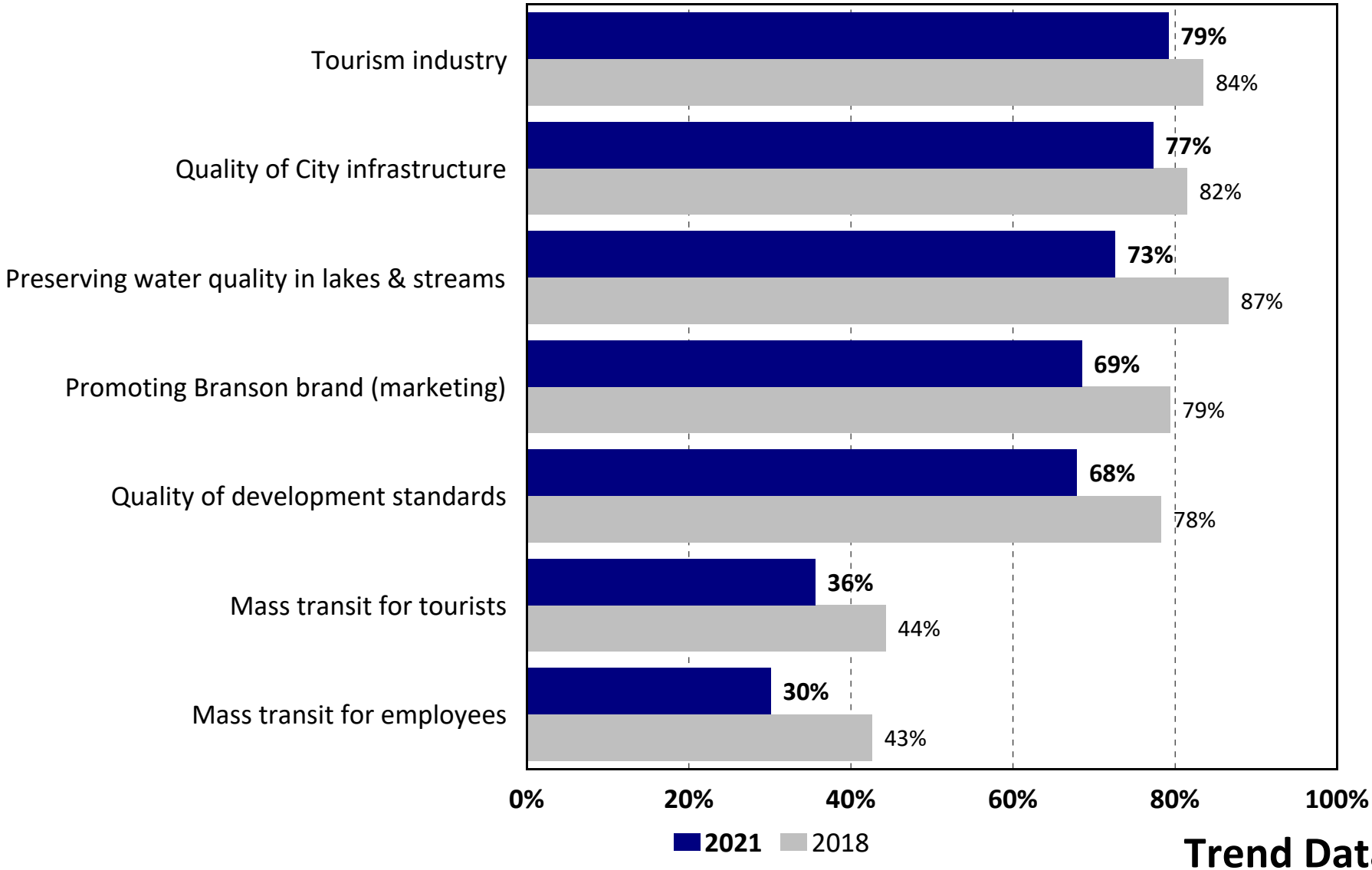
Q18. Level of Importance of the Following Items to the Success of Respondent's Business

by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding "not applicable")



TRENDS: Level of Importance of the Following Items to the Success of Respondent's Business - 2018 vs. 2021

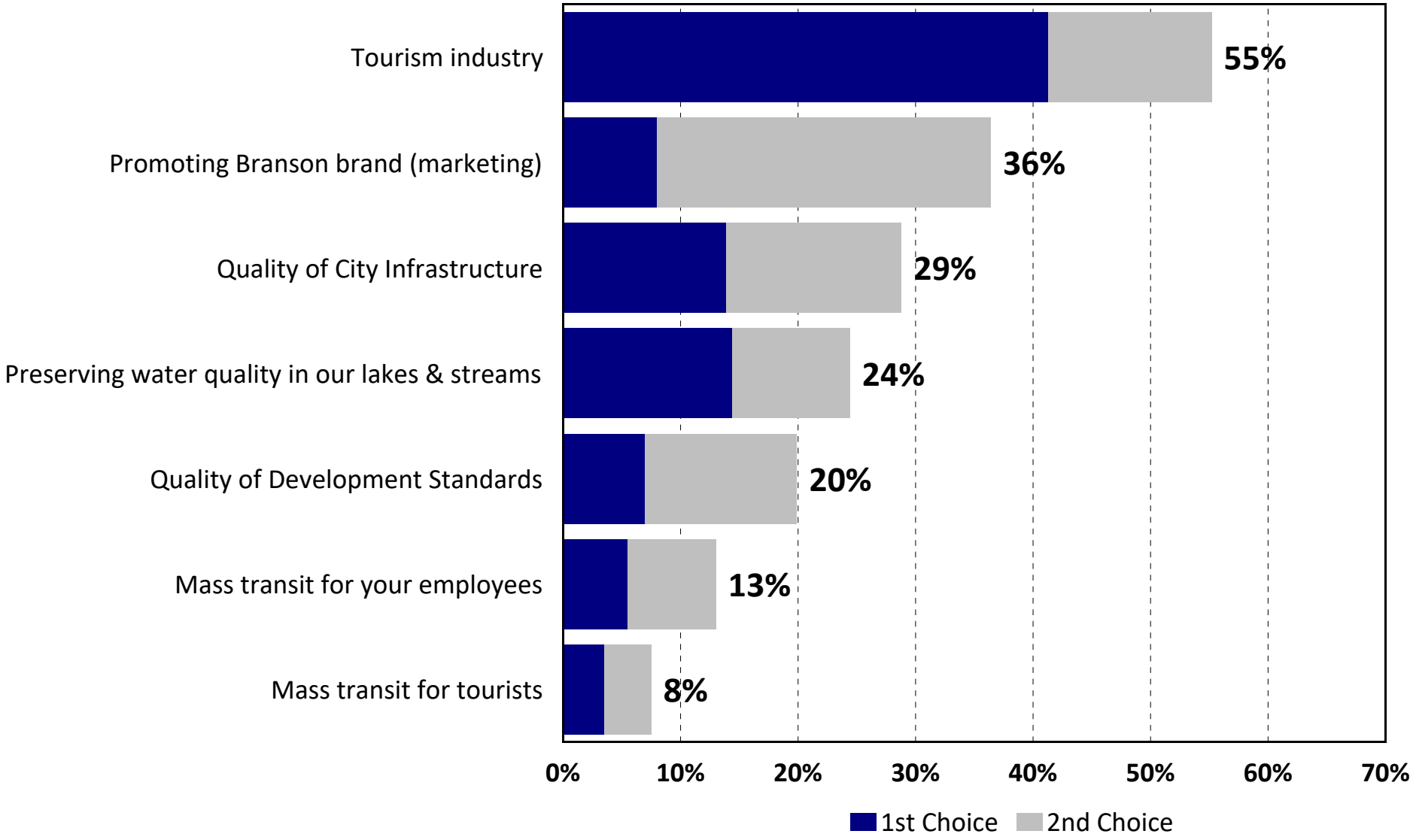
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

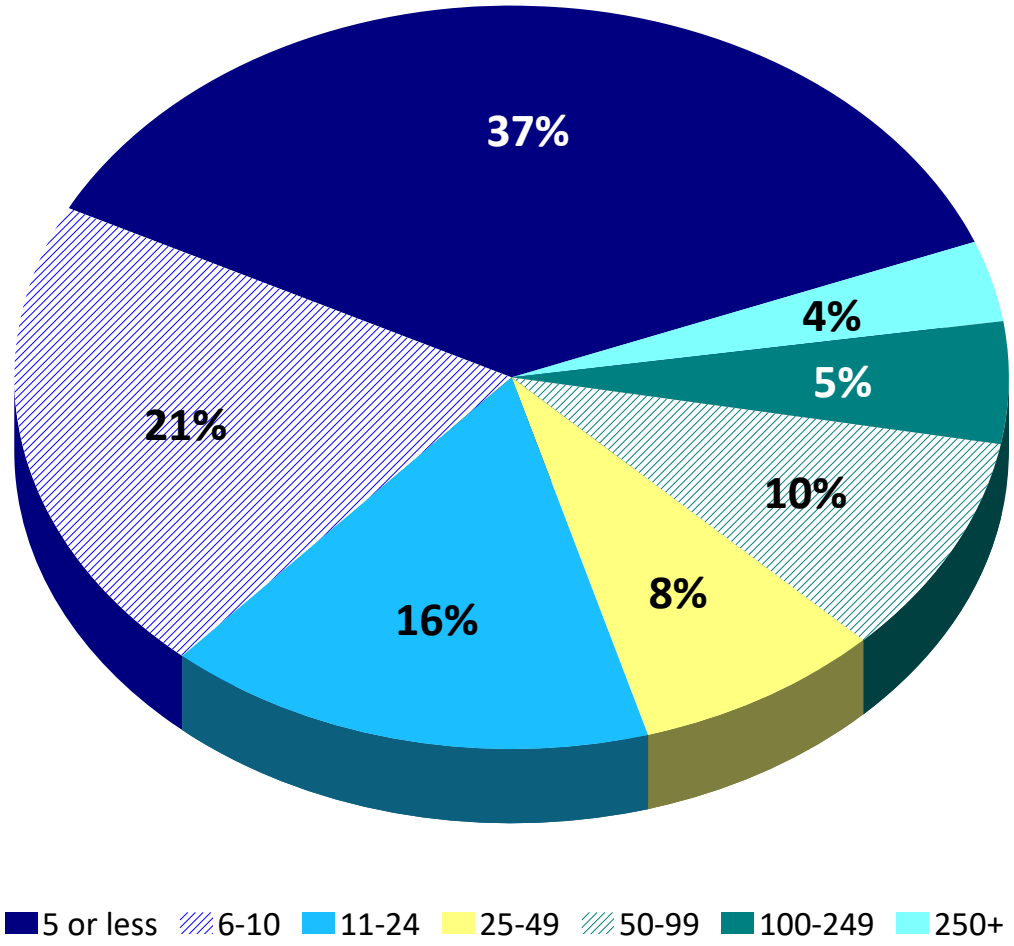
Issues That Are the Most Important to the Success of Respondent's Business When Planning the City's Future

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



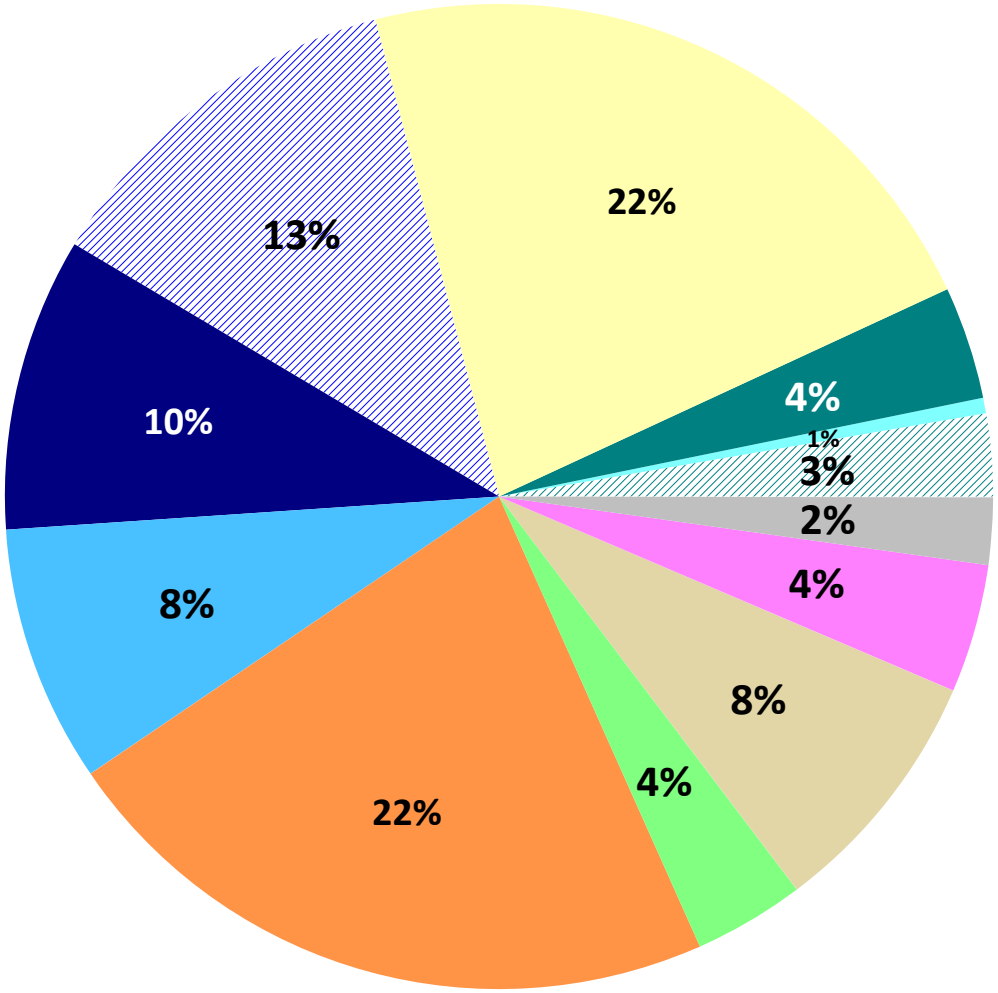
Approximately how many employees do you employ in Branson?

by percentage of businesses surveyed (excluding "not provided")



How would you best describe your business?

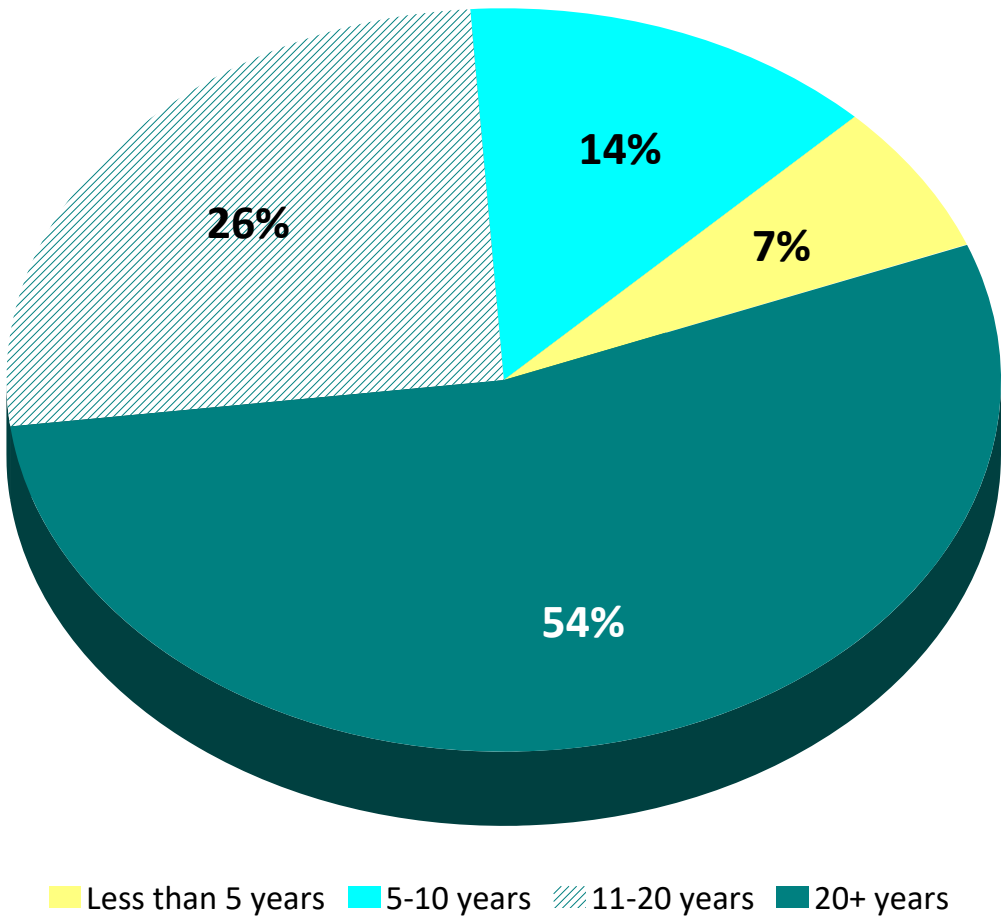
by percentage of businesses surveyed (excluding "not provided")



Transportation/manufacturing
Communications
Construction
Hotel/motel/lodging
Entertainment, recreation
Professional services (e.g. law, consulting)
Finance/insurance/real estate
Retail trade (not food service)
Retail food service
Health care/medical/social services
Not for profit
Other

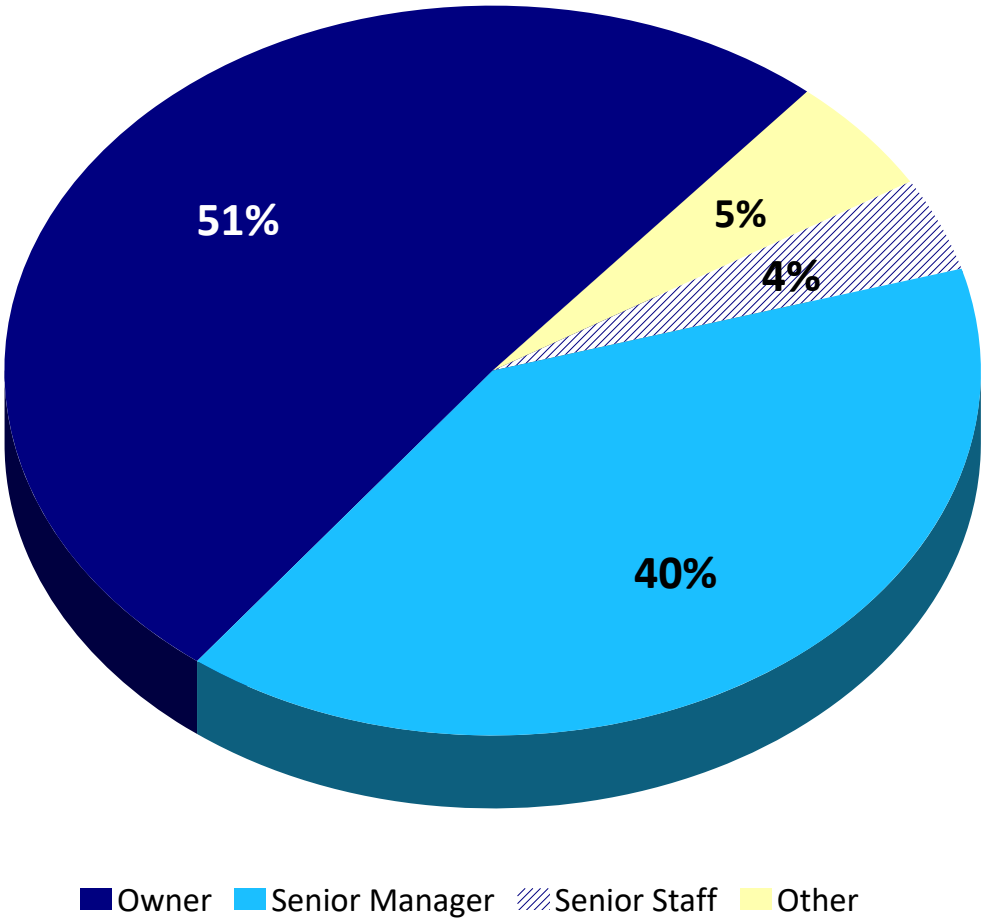
Approximately how many years has your organization been located in Branson?

by percentage of businesses surveyed (excluding “not provided”)



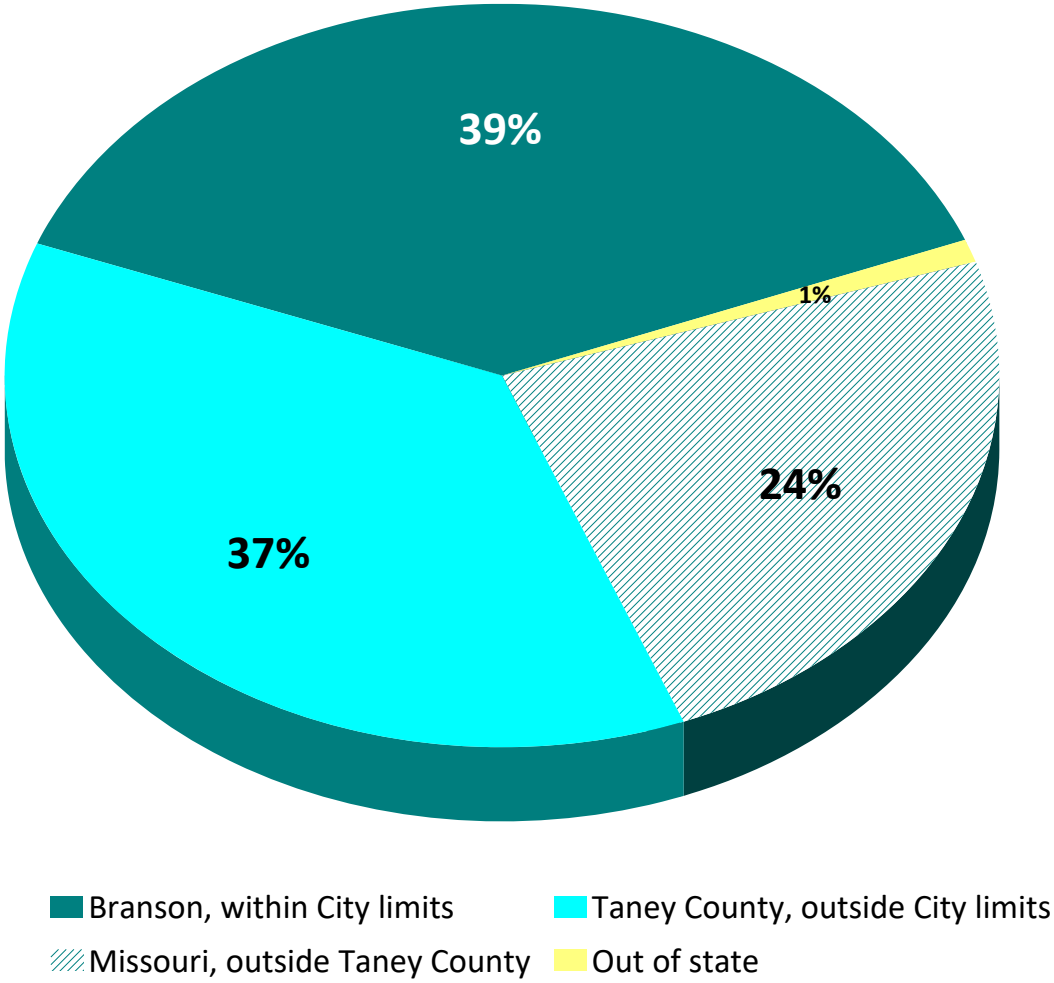
Which of the following best describes your position in your organization?

by percentage of businesses surveyed (excluding "not provided")



Where is your primary residence?

by percentage of businesses surveyed (excluding "not provided")



2 Benchmarking Analysis

Benchmarking Analysis

Overview

National Benchmarks. The charts on the following pages show how the overall results for the City of Branson compare to the national averages based on the survey that was administered by ETC Institute during the winter of 2021 to a random sample of 1,145 businesses in the U.S. The City of Branson's results are shown in the charts as a blue bar and the U.S. averages are shown as a yellow bar.

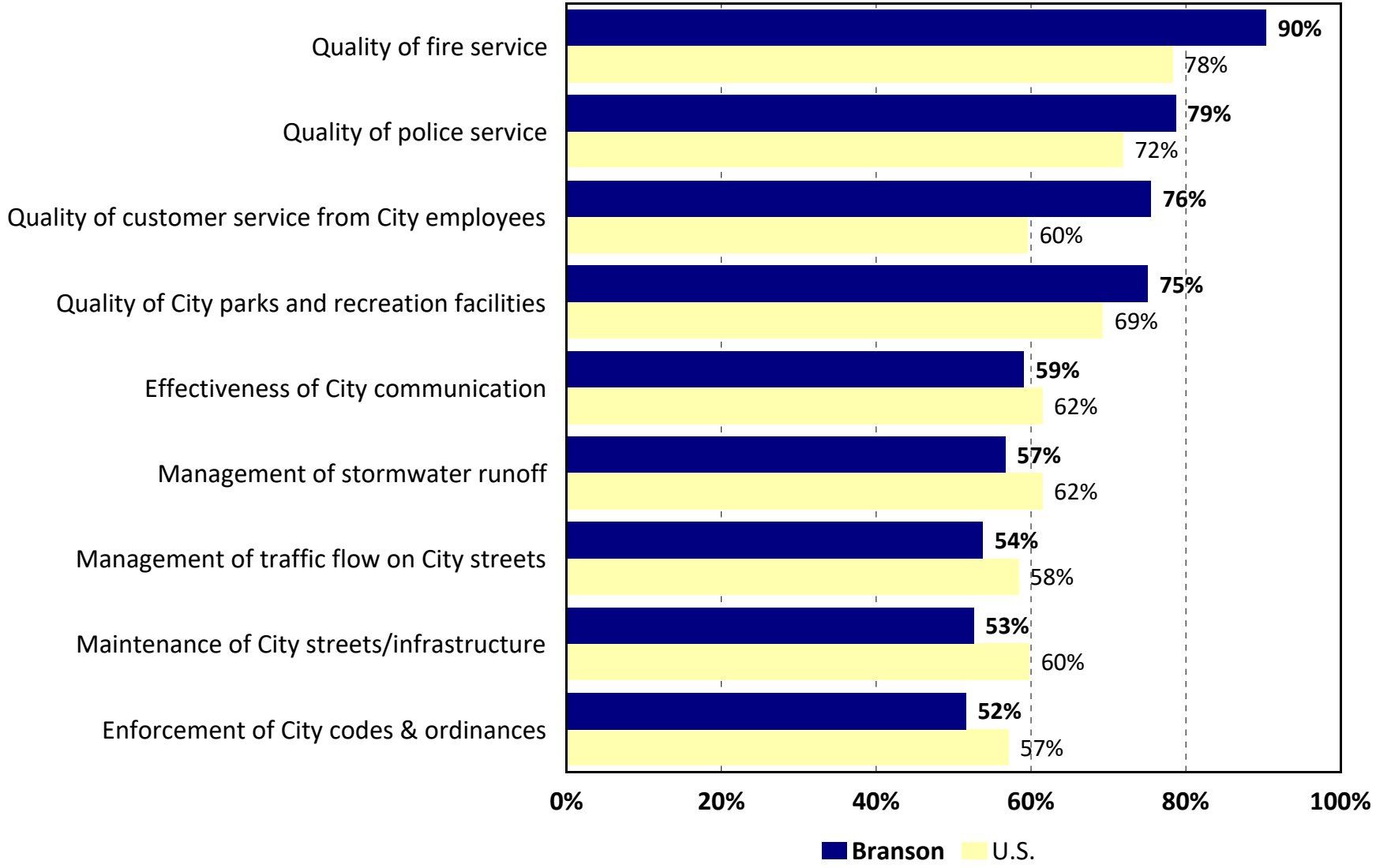
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Branson, Missouri is not authorized without written consent from ETC Institute.

Satisfaction With City Services

Branson vs. the U.S.

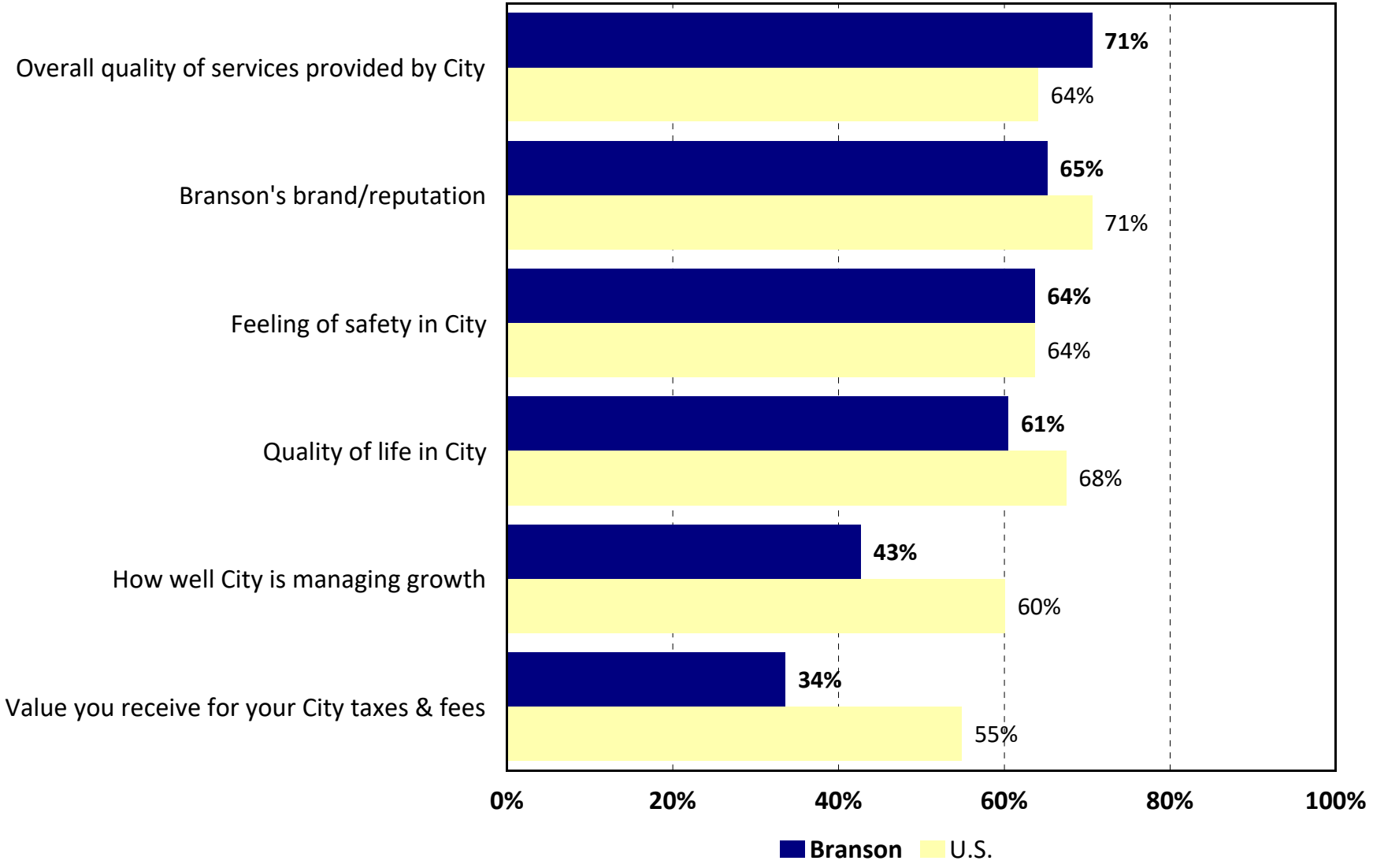
by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Satisfaction With Perceptions of the City

Branson vs. the U.S.

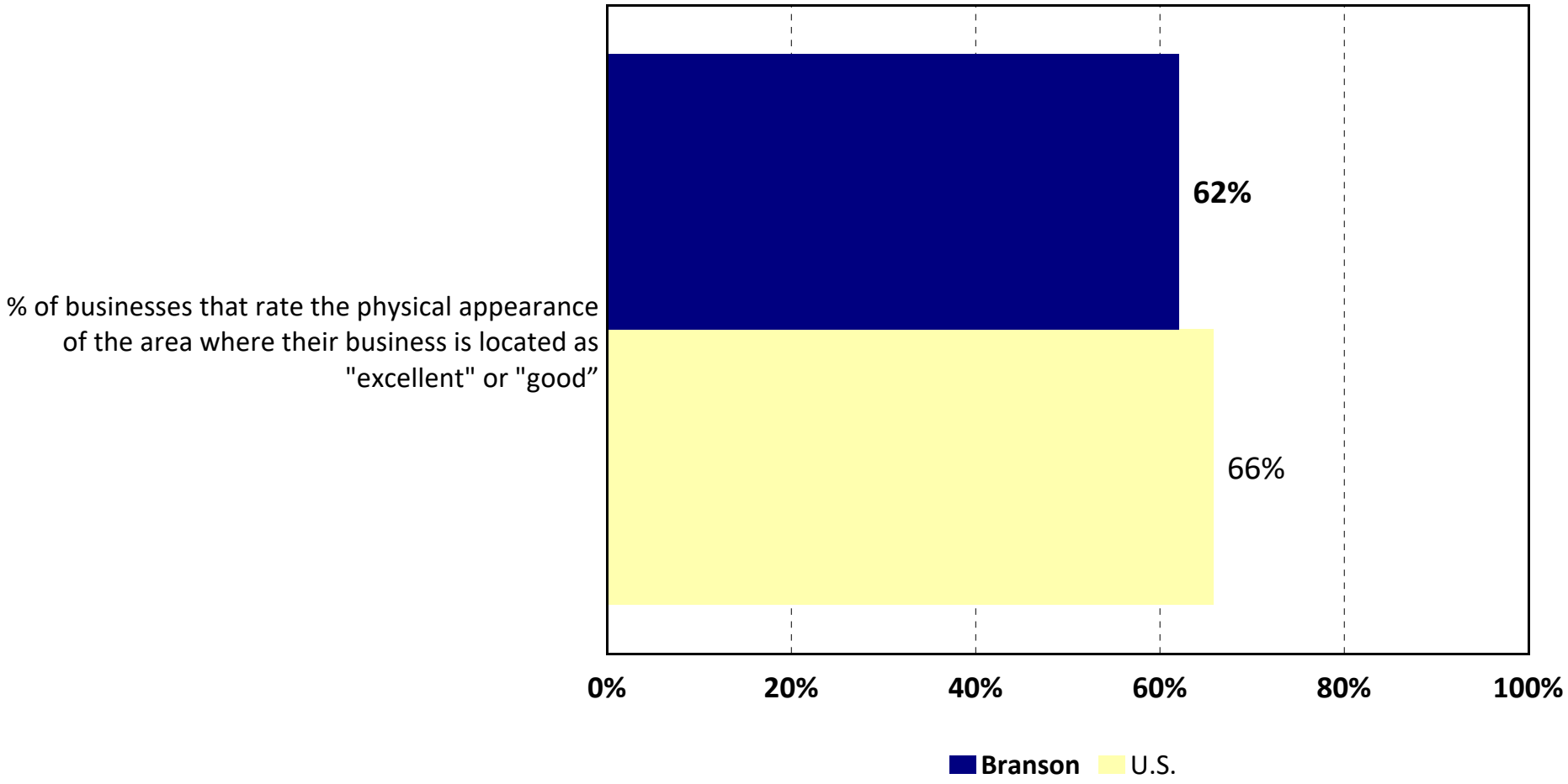
by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



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

Branson vs. the U.S.

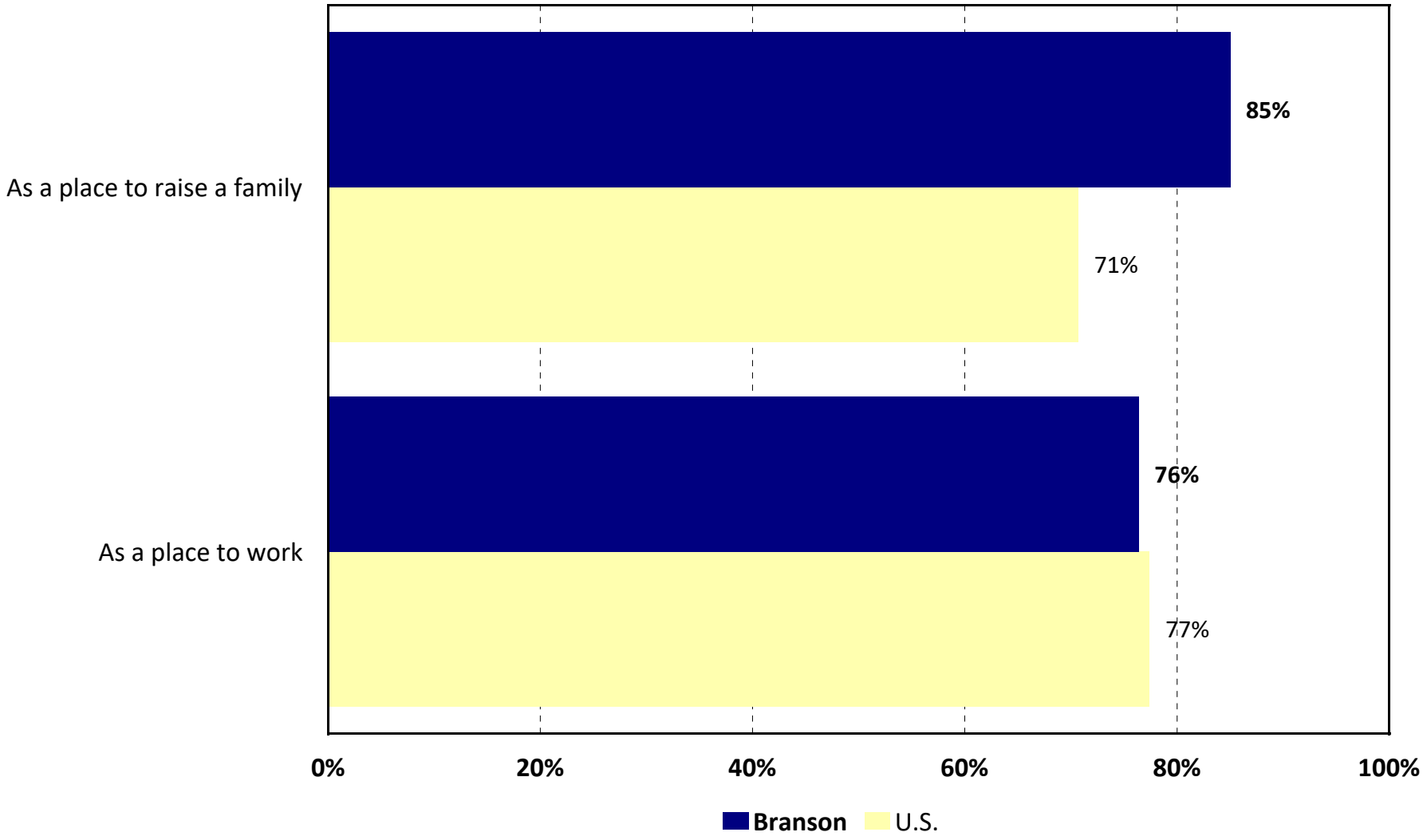
by percentage of businesses that rated the item as a 1 or 2 on a 4-point scale (excluding "don't know")



Overall Ratings of the City

Branson vs. the U.S.

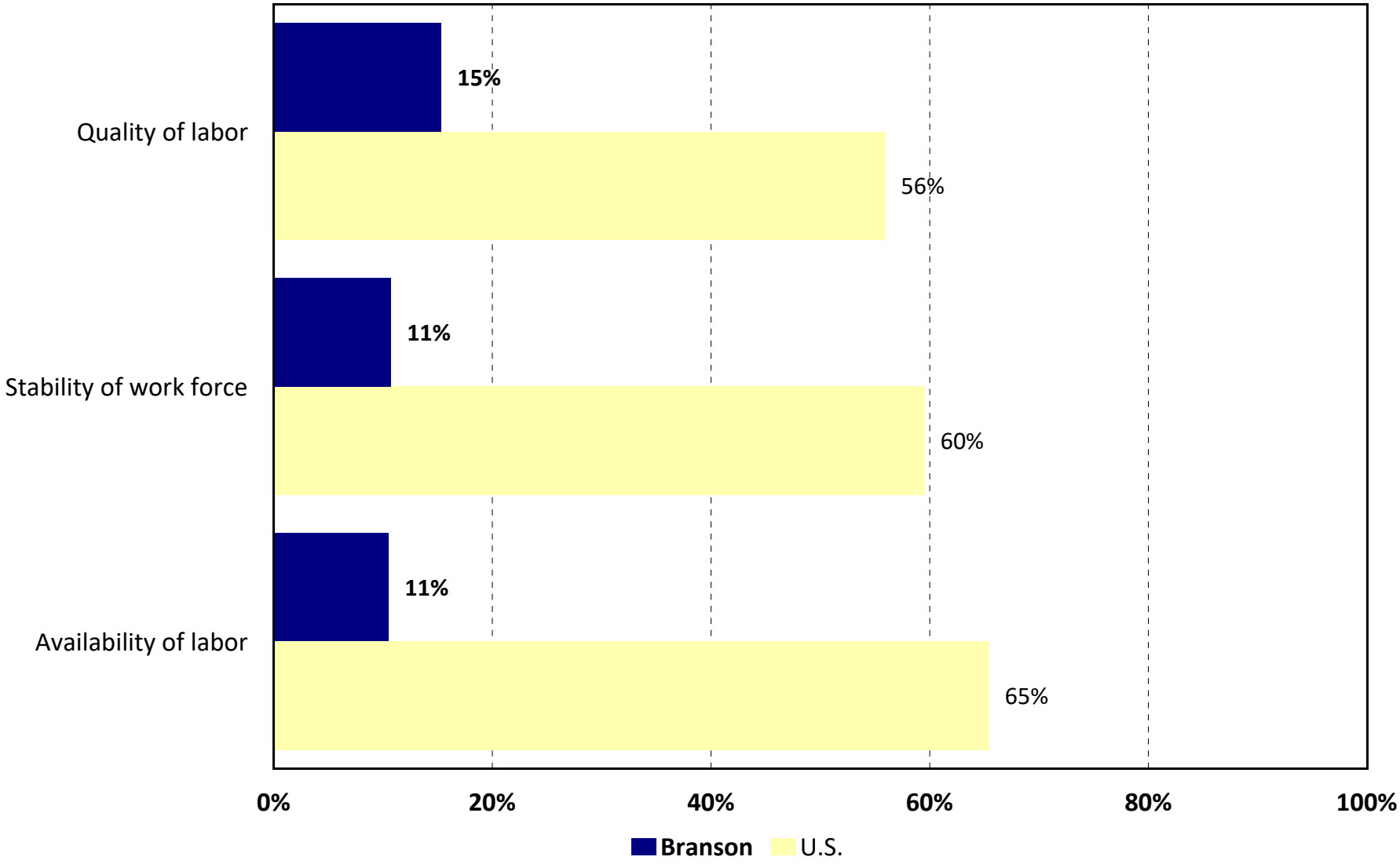
by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Ratings of the Labor Pool

Branson vs. the U.S.

by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Overview

Today, community officials have limited resources which need to be targeted to activities that are of the most benefit to their customers. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to customers; and (2) to target resources toward those services where customers 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 cities will maximize overall customer satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first and second most important services to businesses. This sum is then multiplied by 1 minus the percentage of businesses that 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 that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Businesses were asked to identify the categories of service they thought were most important. Nearly half (47.7%) rated *"maintenance of City streets/infrastructure"* as the most important.

With regard to satisfaction, *"maintenance of City streets/infrastructure"* was ranked ninth overall, with 52.6% rating it as a "4" or a "5" on a 5-point scale, excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 47.7% was multiplied by 47.4% (1-0.526). This calculation yielded an I-S rating of 0.2261, which was ranked first out of eleven service categories.

The maximum rating is 1.00 and would be achieved when 100% of the businesses select an item as one of their top three choices and 0% indicate that they are positively satisfied with the delivery of the service.

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

- if 100% of the businesses were positively satisfied with the delivery of the service
- if none (0%) of the businesses selected the service as one of the three most important areas.

Importance-Satisfaction Analysis

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (IS>=0.20)
- Increase Current Emphasis (0.10<=IS<0.20)
- Maintain Current Emphasis (IS<0.10)

The results for the City of Branson Business Survey are provided on the following page.

2021 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)						
Maintenance of City streets/infrastructure	48%	1	53%	9	0.2261	1
High Priority (IS .10-.20)						
Management of traffic flow on City streets	33%	3	54%	7	0.1538	2
Enforcement of City codes & ordinances	22%	4	52%	10	0.1041	3
Medium Priority (IS < .10)						
Quality of police service	42%	2	79%	2	0.0890	4
Quality of building permit process	17%	6	48%	11	0.0879	5
Effectiveness of City communication	15%	8	59%	5	0.0593	6
Management of stormwater runoff	13%	9	57%	6	0.0541	7
Quality of City parks and recreation facilities	19%	5	75%	4	0.0473	8
City of Branson's water and sewer rates	10%	10	54%	8	0.0465	9
Quality of customer service from City employees	7%	11	76%	3	0.0159	10
Quality of fire service	16%	7	90%	1	0.0153	11

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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2021 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
Very High Priority (IS > .20)						
Value you receive for your City taxes & fees	35%	3	34%	10	0.2311	1
How well City is managing growth	37%	1	43%	9	0.2137	2
High Priority (IS .10-.20)						
Appearance/visual attractiveness of 76 Country Blvd	32%	4	43%	8	0.1803	3
Appearance/visual attractiveness of City	27%	5	52%	7	0.1316	4
Feeling of safety in City	36%	2	64%	4	0.1300	5
Medium Priority (IS < .10)						
Quality of life in City	20%	7	61%	6	0.0790	6
Branson's brand/reputation	21%	6	65%	3	0.0713	7
Feeling of safety where your business is located	15%	8	62%	5	0.0558	8
Overall quality of services provided by City	14%	9	71%	1	0.0412	9
Appearance/visual attractiveness of historic Downtown Branson	13%	10	69%	2	0.0385	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 Analysis

Importance-Satisfaction Matrix Analysis

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. 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 axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level 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 customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that businesses have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.

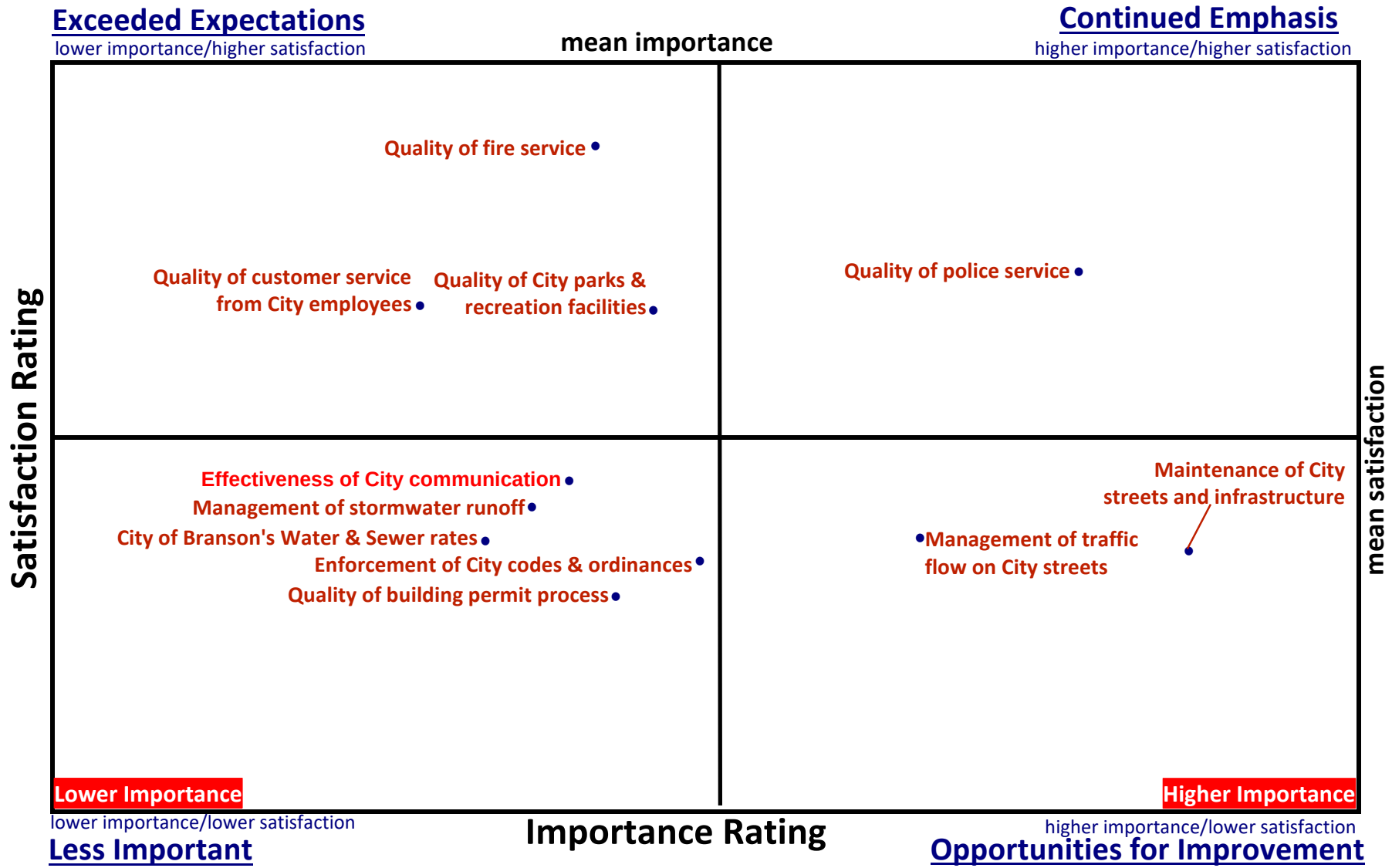
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as businesses expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis 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 its performance in other areas; however, this area is generally considered to be less important to businesses. This area does not significantly affect overall satisfaction with City services because the items are less important to businesses. The agency should maintain current levels of emphasis on items in this area.

Matrix charts showing the results for the City of Branson are provided on the following pages.

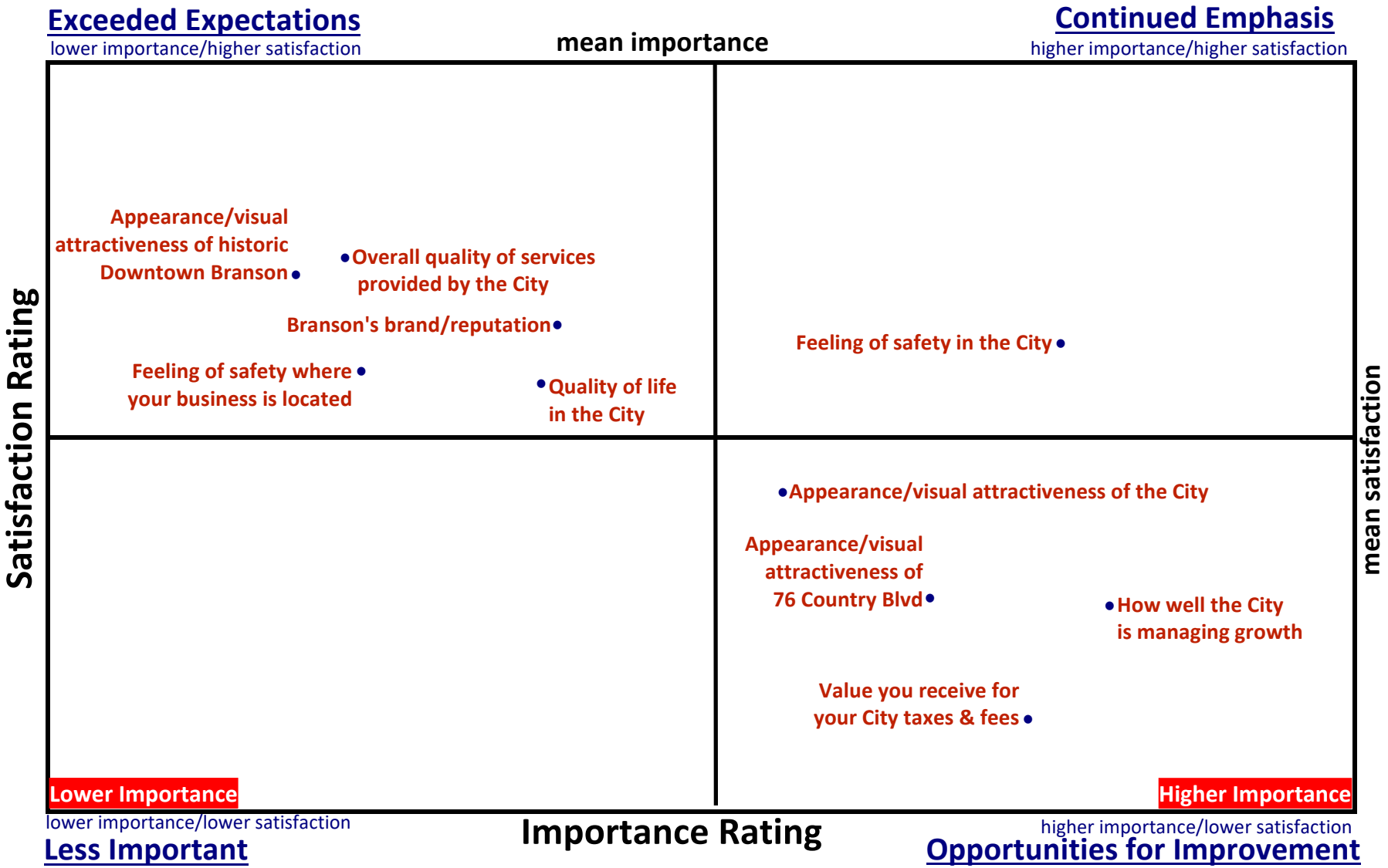
2021 City of Branson DirectionFinder
Importance-Satisfaction Assessment Matrix
-Overall-

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



2021 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)



4 Tabular Data

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

(N=201)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Quality of police service	40.3%	34.8%	13.9%	4.5%	2.0%	4.5%
Q1-2. Quality of fire service	56.2%	27.4%	9.0%	0.0%	0.0%	7.5%
Q1-3. Quality of City parks & recreation facilities	28.9%	38.8%	17.9%	3.0%	1.5%	10.0%
Q1-4. Maintenance of City streets & infrastructure (e.g., water, sewer)	18.4%	32.8%	29.4%	14.4%	2.5%	2.5%
Q1-5. Enforcement of City codes & ordinances	18.4%	28.9%	28.4%	9.5%	6.5%	8.5%
Q1-6. Quality of building permit process	12.4%	21.9%	20.4%	10.0%	6.5%	28.9%
Q1-7. Quality of customer service you receive from City employees	35.8%	34.8%	16.9%	4.5%	1.5%	6.5%
Q1-8. Quality & effectiveness of City communication	24.4%	30.3%	28.4%	6.5%	3.0%	7.5%
Q1-9. Management of traffic flow on City streets	15.4%	36.8%	24.9%	16.9%	3.0%	3.0%
Q1-10. City of Branson's water & sewer rates	20.4%	25.4%	27.4%	10.0%	2.5%	14.4%
Q1-11. Management of stormwater runoff	18.4%	29.9%	29.9%	5.5%	1.5%	14.9%

WITHOUT "DON'T KNOW"

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

(N=201)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Quality of police service	42.2%	36.5%	14.6%	4.7%	2.1%
Q1-2. Quality of fire service	60.8%	29.6%	9.7%	0.0%	0.0%
Q1-3. Quality of City parks & recreation facilities	32.0%	43.1%	19.9%	3.3%	1.7%
Q1-4. Maintenance of City streets & infrastructure (e.g., water, sewer)	18.9%	33.7%	30.1%	14.8%	2.6%
Q1-5. Enforcement of City codes & ordinances	20.1%	31.5%	31.0%	10.3%	7.1%
Q1-6. Quality of building permit process	17.5%	30.8%	28.7%	14.0%	9.1%
Q1-7. Quality of customer service you receive from City employees	38.3%	37.2%	18.1%	4.8%	1.6%
Q1-8. Quality & effectiveness of City communication	26.3%	32.8%	30.6%	7.0%	3.2%
Q1-9. Management of traffic flow on City streets	15.9%	37.9%	25.6%	17.4%	3.1%
Q1-10. City of Branson's water & sewer rates	23.8%	29.7%	32.0%	11.6%	2.9%
Q1-11. Management of stormwater runoff	21.6%	35.1%	35.1%	6.4%	1.8%

Q2. Which THREE of the services listed in Question 1 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	55	27.4 %
Quality of fire service	3	1.5 %
Quality of City parks & recreation facilities	10	5.0 %
Maintenance of City streets & infrastructure (e.g. water, sewer)	33	16.4 %
Enforcement of City codes & ordinances	17	8.5 %
Quality of building permit process	15	7.5 %
Quality of customer service you receive from City employees	5	2.5 %
Quality & effectiveness of City communication	5	2.5 %
Management of traffic flow on City streets	24	11.9 %
City of Branson's water & sewer rates	3	1.5 %
Management of stormwater runoff	4	2.0 %
None chosen	27	13.4 %
Total	201	100.0 %

Q2. Which THREE of the services listed in Question 1 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	22	10.9 %
Quality of fire service	21	10.4 %
Quality of City parks & recreation facilities	16	8.0 %
Maintenance of City streets & infrastructure (e.g. water, sewer)	27	13.4 %
Enforcement of City codes & ordinances	14	7.0 %
Quality of building permit process	10	5.0 %
Quality of customer service you receive from City employees	2	1.0 %
Quality & effectiveness of City communication	10	5.0 %
Management of traffic flow on City streets	24	11.9 %
City of Branson's water & sewer rates	7	3.5 %
Management of stormwater runoff	7	3.5 %
None chosen	41	20.4 %
Total	201	100.0 %

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

Q2. 3rd choice	Number	Percent
Quality of police service	7	3.5 %
Quality of fire service	8	4.0 %
Quality of City parks & recreation facilities	12	6.0 %
Maintenance of City streets & infrastructure (e.g. water, sewer)	36	17.9 %
Enforcement of City codes & ordinances	12	6.0 %
Quality of building permit process	9	4.5 %
Quality of customer service you receive from City employees	6	3.0 %
Quality & effectiveness of City communication	14	7.0 %
Management of traffic flow on City streets	19	9.5 %
City of Branson's water & sewer rates	10	5.0 %
Management of stormwater runoff	14	7.0 %
None chosen	54	26.9 %
Total	201	100.0 %

SUM OF TOP 3 CHOICES

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

Q2. Sum of top 3 choices	Number	Percent
Quality of police service	84	41.8 %
Quality of fire service	32	15.9 %
Quality of City parks & recreation facilities	38	18.9 %
Maintenance of City streets & infrastructure (e.g. water, sewer)	96	47.8 %
Enforcement of City codes & ordinances	43	21.4 %
Quality of building permit process	34	16.9 %
Quality of customer service you receive from City employees	13	6.5 %
Quality & effectiveness of City communication	29	14.4 %
Management of traffic flow on City streets	67	33.3 %
City of Branson's water & sewer rates	20	10.0 %
Management of stormwater runoff	25	12.4 %
None chosen	27	13.4 %
Total	508	

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

Q3. What are all the sources you use to get information about City of Branson	Number	Percent
Paid newspaper	46	22.9 %
Free newspaper	92	45.8 %
Local television	76	37.8 %
Local radio	69	34.3 %
Word of mouth	120	59.7 %
Organizational meetings	44	21.9 %
Facebook	93	46.3 %
NextDoor	18	9.0 %
Twitter	10	5.0 %
City website (bransonmo.gov)	98	48.8 %
Calling City directly	48	23.9 %
Mayor's "For the People" note	25	12.4 %
Other	9	4.5 %
Total	748	

Q3-13. Other

Q3-13. Other	Number	Percent
Email	3	33.3 %
Attending City meetings	1	11.1 %
Aldermen meetings	1	11.1 %
ONLINE AS NEEDED	1	11.1 %
ONLINE STORIES/BLOGS, CIVIC ASSOC MEETINGS	1	11.1 %
Bills inserts	1	11.1 %
Chamber Board of Directors	1	11.1 %
Total	9	100.0 %

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

Q4. What are all the ways you would prefer to receive information about City of Branson	Number	Percent
Traditional media (print, broadcast)	82	40.8 %
City newsletter (direct mailing)	66	32.8 %
Online/digital media (e.g. website, social media)	132	65.7 %
Other	10	5.0 %
Total	290	

Q4-4. Other

Q4-4. Other	Number	Percent
Email	2	20.0 %
eNewsletters from the city	1	10.0 %
Text	1	10.0 %
COMMUNITY PARTNERSHIP	1	10.0 %
CITY E-NEWSLETTER WEEKLY	1	10.0 %
TEXT UPDATES FOR IMPORTANT ITEMS	1	10.0 %
Emails & phone calls	1	10.0 %
Calling	1	10.0 %
Email regular newsletter	1	10.0 %
Total	10	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	137	68.2 %
No	53	26.4 %
Not provided	11	5.5 %
Total	201	100.0 %

WITHOUT "NOT PROVIDED"

Q5. Do you know who the local (City of Branson) elected officials are? (without "not provided")

Q5. Do you know who the local elected officials are	Number	Percent
Yes	137	72.1 %
No	53	27.9 %
Total	190	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 work with other governmental organizations in our region when planning the future of our City	Number	Percent
Very well	20	10.0 %
Generally well	62	30.8 %
Somewhat well	42	20.9 %
Not particularly well	18	9.0 %
Not well at all	6	3.0 %
Don't know	53	26.4 %
Total	201	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 work with other governmental organizations in our region when planning the future of our City	Number	Percent
Very well	20	13.5 %
Generally well	62	41.9 %
Somewhat well	42	28.4 %
Not particularly well	18	12.2 %
Not well at all	6	4.1 %
Total	148	100.0 %

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

(N=201)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall quality of services provided by City	19.4%	49.8%	21.9%	6.5%	0.5%	2.0%
Q7-2. Branson's brand/reputation	25.9%	39.3%	21.9%	11.4%	1.5%	0.0%
Q7-3. How well City is managing growth	9.5%	31.3%	30.8%	19.9%	4.0%	4.5%
Q7-4. Quality of life in City	17.4%	41.3%	24.9%	10.0%	3.5%	3.0%
Q7-5. Feeling of safety in City	16.9%	46.8%	20.9%	12.9%	2.5%	0.0%
Q7-6. Feeling of safety where your business is located	20.9%	40.3%	23.4%	12.4%	2.5%	0.5%
Q7-7. Appearance/visual attractiveness of historic Downtown Branson	23.4%	44.8%	19.4%	8.0%	3.0%	1.5%
Q7-8. Appearance/visual attractiveness of 76 Country Blvd	11.9%	30.8%	28.4%	17.9%	10.0%	1.0%
Q7-9. Appearance/visual attractiveness of entire City	11.4%	39.8%	31.8%	13.4%	2.5%	1.0%
Q7-10. Value you receive for your City taxes & fees	6.5%	25.4%	39.8%	18.9%	4.0%	5.5%

WITHOUT "DON'T KNOW"

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

(N=201)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall quality of services provided by City	19.8%	50.8%	22.3%	6.6%	0.5%
Q7-2. Branson's brand/reputation	25.9%	39.3%	21.9%	11.4%	1.5%
Q7-3. How well City is managing growth	9.9%	32.8%	32.3%	20.8%	4.2%
Q7-4. Quality of life in City	17.9%	42.6%	25.6%	10.3%	3.6%
Q7-5. Feeling of safety in City	16.9%	46.8%	20.9%	12.9%	2.5%
Q7-6. Feeling of safety where your business is located	21.0%	40.5%	23.5%	12.5%	2.5%
Q7-7. Appearance/visual attractiveness of historic Downtown Branson	23.7%	45.5%	19.7%	8.1%	3.0%
Q7-8. Appearance/visual attractiveness of 76 Country Blvd	12.1%	31.2%	28.6%	18.1%	10.1%
Q7-9. Appearance/visual attractiveness of entire City	11.6%	40.2%	32.2%	13.6%	2.5%
Q7-10. Value you receive for your City taxes & fees	6.8%	26.8%	42.1%	20.0%	4.2%

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

Q8. Top choice	Number	Percent
Overall quality of services provided by City	11	5.5 %
Branson's brand/reputation	15	7.5 %
How well City is managing growth	32	15.9 %
Quality of life in City	19	9.5 %
Feeling of safety in City	29	14.4 %
Feeling of safety where your business is located	6	3.0 %
Appearance/visual attractiveness of historic Downtown Branson	10	5.0 %
Appearance/visual attractiveness of 76 Country Blvd	26	12.9 %
Appearance/visual attractiveness of entire City	8	4.0 %
Value you receive for your City taxes & fees	24	11.9 %
None chosen	21	10.4 %
Total	201	100.0 %

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

Q8. 2nd choice	Number	Percent
Overall quality of services provided by City	5	2.5 %
Branson's brand/reputation	11	5.5 %
How well City is managing growth	27	13.4 %
Quality of life in City	14	7.0 %
Feeling of safety in City	26	12.9 %
Feeling of safety where your business is located	16	8.0 %
Appearance/visual attractiveness of historic Downtown Branson	10	5.0 %
Appearance/visual attractiveness of 76 Country Blvd	16	8.0 %
Appearance/visual attractiveness of entire City	23	11.4 %
Value you receive for your City taxes & fees	17	8.5 %
None chosen	36	17.9 %
Total	201	100.0 %

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

Q8. 3rd choice	Number	Percent
Overall quality of services provided by City	12	6.0 %
Branson's brand/reputation	15	7.5 %
How well City is managing growth	16	8.0 %
Quality of life in City	7	3.5 %
Feeling of safety in City	17	8.5 %
Feeling of safety where your business is located	7	3.5 %
Appearance/visual attractiveness of historic Downtown Branson	5	2.5 %
Appearance/visual attractiveness of 76 Country Blvd	22	10.9 %
Appearance/visual attractiveness of entire City	24	11.9 %
Value you receive for your City taxes & fees	29	14.4 %
None chosen	47	23.4 %
Total	201	100.0 %

SUM OF TOP 3 CHOICES

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

Q8. Sum of top 3 choices	Number	Percent
Overall quality of services provided by City	28	13.9 %
Branson's brand/reputation	41	20.4 %
How well City is managing growth	75	37.3 %
Quality of life in City	40	19.9 %
Feeling of safety in City	72	35.8 %
Feeling of safety where your business is located	29	14.4 %
Appearance/visual attractiveness of historic Downtown Branson	25	12.4 %
Appearance/visual attractiveness of 76 Country Blvd	64	31.8 %
Appearance/visual attractiveness of entire City	55	27.4 %
Value you receive for your City taxes & fees	70	34.8 %
None chosen	21	10.4 %
Total	520	

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	45	22.4 %
Good	76	37.8 %
Average	63	31.3 %
Poor	11	5.5 %
Don't know	6	3.0 %
Total	201	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	45	23.1 %
Good	76	39.0 %
Average	63	32.3 %
Poor	11	5.6 %
Total	195	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 departments.

(N=201)

	Yes	No
Q10-1. Clerk	42.3%	57.7%
Q10-2. Public Works/Engineering	40.3%	59.7%
Q10-3. Finance	32.8%	67.2%
Q10-4. Fire	53.7%	46.3%
Q10-5. Planning & Development	39.3%	60.7%
Q10-6. Police/Code Enforcement	61.2%	38.8%
Q10-7. Taney County Health Department	51.2%	48.8%
Q10-8. Utilities	50.2%	49.8%
Q10-9. Mayor or Board of Aldermen	31.3%	68.7%

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

(N=169)

	Excellent	Good	Average	Below average	Poor	Don't know
Q10-1. Clerk	56.5%	30.6%	10.6%	0.0%	0.0%	2.4%
Q10-2. Public Works/ Engineering	37.0%	30.9%	22.2%	7.4%	0.0%	2.5%
Q10-3. Finance	37.9%	22.7%	27.3%	4.5%	4.5%	3.0%
Q10-4. Fire	65.7%	20.4%	8.3%	1.9%	1.9%	1.9%
Q10-5. Planning & Development	30.4%	34.2%	15.2%	11.4%	5.1%	3.8%
Q10-6. Police/Code Enforcement	40.7%	31.7%	13.8%	6.5%	4.9%	2.4%
Q10-7. Taney County Health Department	50.5%	28.2%	8.7%	6.8%	3.9%	1.9%
Q10-8. Utilities	36.6%	41.6%	12.9%	5.0%	1.0%	3.0%
Q10-9. Mayor or Board of Aldermen	30.2%	23.8%	25.4%	9.5%	7.9%	3.2%

WITHOUT "DON'T KNOW"

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

(N=169)

	Excellent	Good	Average	Below average	Poor
Q10-1. Clerk	57.8%	31.3%	10.8%	0.0%	0.0%
Q10-2. Public Works/Engineering	38.0%	31.6%	22.8%	7.6%	0.0%
Q10-3. Finance	39.1%	23.4%	28.1%	4.7%	4.7%
Q10-4. Fire	67.0%	20.8%	8.5%	1.9%	1.9%
Q10-5. Planning & Development	31.6%	35.5%	15.8%	11.8%	5.3%
Q10-6. Police/Code Enforcement	41.7%	32.5%	14.2%	6.7%	5.0%
Q10-7. Taney County Health Department	51.5%	28.7%	8.9%	6.9%	4.0%
Q10-8. Utilities	37.8%	42.9%	13.3%	5.1%	1.0%
Q10-9. Mayor or Board of Aldermen	31.1%	24.6%	26.2%	9.8%	8.2%

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

Q11. What are all the actions your business may take in next 12 months	Number	Percent
Expanding your business in Branson	57	28.4 %
Relocating to another location in Branson	11	5.5 %
Relocating to another location outside Branson	15	7.5 %
Downsizing	5	2.5 %
Closing	3	1.5 %
None of these	115	57.2 %
Don't know	18	9.0 %
Total	224	

WITHOUT "DON'T KNOW"

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

Q11. What are all the actions your business may take in next 12 months	Number	Percent
Expanding your business in Branson	57	31.1 %
Relocating to another location in Branson	11	6.0 %
Relocating to another location outside Branson	15	8.2 %
Downsizing	4	2.2 %
Closing	2	1.1 %
None of these	111	60.7 %
Total	200	

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

(N=201)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q12-1. Preserving small-town atmosphere	37.8%	23.4%	19.9%	10.4%	7.0%	1.5%
Q12-2. Diversify entertainment offerings	41.3%	25.4%	19.9%	10.0%	2.5%	1.0%
Q12-3. Keeping crime rate low	84.6%	10.9%	4.5%	0.0%	0.0%	0.0%
Q12-4. Diversify range of housing options	45.3%	24.9%	21.9%	5.5%	1.5%	1.0%
Q12-5. Minimizing tax increases	56.7%	19.9%	18.4%	3.5%	1.5%	0.0%
Q12-6. Expanding employment opportunities	43.8%	29.4%	12.4%	7.5%	6.0%	1.0%
Q12-7. Increasing availability of arts & cultural amenities	28.9%	28.4%	22.4%	11.9%	8.0%	0.5%
Q12-8. Improving quality of local governmental services	27.9%	34.8%	29.4%	6.0%	1.0%	1.0%
Q12-9. Enhancing & appearance & overall beauty of City	44.8%	36.8%	14.4%	3.0%	0.5%	0.5%
Q12-10. Improving & expanding parks & recreational opportunities	32.3%	27.4%	28.4%	8.0%	3.5%	0.5%
Q12-11. Preserving City's community values	49.8%	29.4%	13.9%	5.5%	0.5%	1.0%
Q12-12. Managing environmental resources including water & air quality	40.8%	32.8%	18.4%	5.5%	1.5%	1.0%
Q12-13. Improve quality of City infrastructure	35.3%	42.3%	20.9%	0.5%	0.0%	1.0%
Q12-14. Improve communication & opportunities for public participation	25.9%	34.3%	31.8%	5.5%	1.0%	1.5%
Q12-15. Incentivize economic development	36.8%	32.8%	17.9%	6.5%	4.5%	1.5%

WITHOUT "NOT PROVIDED"

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

(N=201)

	Extremely important	Very important	Important	Less important	Not important
Q12-1. Preserving small-town atmosphere	38.4%	23.7%	20.2%	10.6%	7.1%
Q12-2. Diversify entertainment offerings	41.7%	25.6%	20.1%	10.1%	2.5%
Q12-3. Keeping crime rate low	84.6%	10.9%	4.5%	0.0%	0.0%
Q12-4. Diversify range of housing options	45.7%	25.1%	22.1%	5.5%	1.5%
Q12-5. Minimizing tax increases	56.7%	19.9%	18.4%	3.5%	1.5%
Q12-6. Expanding employment opportunities	44.2%	29.6%	12.6%	7.5%	6.0%
Q12-7. Increasing availability of arts & cultural amenities	29.0%	28.5%	22.5%	12.0%	8.0%
Q12-8. Improving quality of local governmental services	28.1%	35.2%	29.6%	6.0%	1.0%
Q12-9. Enhancing & appearance & overall beauty of City	45.0%	37.0%	14.5%	3.0%	0.5%
Q12-10. Improving & expanding parks & recreational opportunities	32.5%	27.5%	28.5%	8.0%	3.5%
Q12-11. Preserving City's community values	50.3%	29.6%	14.1%	5.5%	0.5%
Q12-12. Managing environmental resources including water & air quality	41.2%	33.2%	18.6%	5.5%	1.5%
Q12-13. Improve quality of City infrastructure	35.7%	42.7%	21.1%	0.5%	0.0%
Q12-14. Improve communication & opportunities for public participation	26.3%	34.8%	32.3%	5.6%	1.0%

WITHOUT "NOT PROVIDED"

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

	Extremely important	Very important	Important	Less important	Not important
Q12-15. Incentivize economic development	37.4%	33.3%	18.2%	6.6%	4.5%

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

Q13. Top choice	Number	Percent
Preserving small town atmosphere	23	11.4 %
Diversifying entertainment offerings	14	7.0 %
Keeping crime rate low	44	21.9 %
Diversifying range of housing options	21	10.4 %
Minimizing tax increases	18	9.0 %
Expanding employment opportunities	6	3.0 %
Increasing availability of arts & cultural amenities	5	2.5 %
Improving quality of local governmental services	2	1.0 %
Enhancing appearance & overall beauty of City	12	6.0 %
Improving & expanding parks & recreational opportunities	8	4.0 %
Preserving City's community values	11	5.5 %
Managing environmental resources including water & air quality	3	1.5 %
Improving quality of City infrastructure	5	2.5 %
Improving communication & opportunities for public participation	2	1.0 %
Incentivizing economic development	22	10.9 %
None chosen	5	2.5 %
Total	201	100.0 %

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

Q13. 2nd choice	Number	Percent
Preserving small town atmosphere	13	6.5 %
Diversifying entertainment offerings	17	8.5 %
Keeping crime rate low	31	15.4 %
Diversifying range of housing options	24	11.9 %
Minimizing tax increases	22	10.9 %
Expanding employment opportunities	21	10.4 %
Increasing availability of arts & cultural amenities	9	4.5 %
Improving quality of local governmental services	1	0.5 %
Enhancing appearance & overall beauty of City	12	6.0 %
Improving & expanding parks & recreational opportunities	7	3.5 %
Preserving City's community values	6	3.0 %
Managing environmental resources including water & air quality	7	3.5 %
Improving quality of City infrastructure	14	7.0 %
Improving communication & opportunities for public participation	4	2.0 %
Incentivizing economic development	8	4.0 %
None chosen	5	2.5 %
Total	201	100.0 %

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

Q13. 3rd choice	Number	Percent
Preserving small town atmosphere	11	5.5 %
Diversifying entertainment offerings	9	4.5 %
Keeping crime rate low	30	14.9 %
Diversifying range of housing options	17	8.5 %
Minimizing tax increases	18	9.0 %
Expanding employment opportunities	17	8.5 %
Increasing availability of arts & cultural amenities	5	2.5 %
Improving quality of local governmental services	6	3.0 %
Enhancing appearance & overall beauty of City	19	9.5 %
Improving & expanding parks & recreational opportunities	7	3.5 %
Preserving City's community values	13	6.5 %
Managing environmental resources including water & air quality	15	7.5 %
Improving quality of City infrastructure	7	3.5 %
Improving communication & opportunities for public participation	5	2.5 %
Incentivizing economic development	14	7.0 %
None chosen	8	4.0 %
Total	201	100.0 %

SUM OF TOP 3 CHOICES

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

Q13. Sum of top 3 choices	Number	Percent
Preserving small town atmosphere	47	23.4 %
Diversifying entertainment offerings	40	19.9 %
Keeping crime rate low	105	52.2 %
Diversifying range of housing options	62	30.8 %
Minimizing tax increases	58	28.9 %
Expanding employment opportunities	44	21.9 %
Increasing availability of arts & cultural amenities	19	9.5 %
Improving quality of local governmental services	9	4.5 %
Enhancing appearance & overall beauty of City	43	21.4 %
Improving & expanding parks & recreational opportunities	22	10.9 %
Preserving City's community values	30	14.9 %
Managing environmental resources including water & air quality	25	12.4 %
Improving quality of City infrastructure	26	12.9 %
Improving communication & opportunities for public participation	11	5.5 %
Incentivizing economic development	44	21.9 %
None chosen	5	2.5 %
Total	590	

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=201)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q14-1. As a place to live	32.8%	46.3%	10.0%	3.5%	1.5%	6.0%
Q14-2. As a place to raise a family	35.3%	43.3%	10.4%	2.5%	1.0%	7.5%
Q14-3. As a place to work	31.8%	42.3%	14.4%	7.5%	1.0%	3.0%
Q14-4. As a place to retire	41.3%	37.8%	12.4%	1.5%	0.0%	7.0%
Q14-5. As a place to visit	57.2%	34.8%	4.0%	1.0%	0.0%	3.0%
Q14-6. As a City that is moving in a positive direction	16.4%	39.8%	24.9%	11.4%	2.5%	5.0%

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=201)

	Excellent	Good	Neutral	Below average	Poor
Q14-1. As a place to live	34.9%	49.2%	10.6%	3.7%	1.6%
Q14-2. As a place to raise a family	38.2%	46.8%	11.3%	2.7%	1.1%
Q14-3. As a place to work	32.8%	43.6%	14.9%	7.7%	1.0%
Q14-4. As a place to retire	44.4%	40.6%	13.4%	1.6%	0.0%
Q14-5. As a place to visit	59.0%	35.9%	4.1%	1.0%	0.0%
Q14-6. As a City that is moving in a positive direction	17.3%	41.9%	26.2%	12.0%	2.6%

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

(N=201)

	Excellent	Good	Average	Below average	Poor	Don't know
Q17-1. Quality of labor	4.0%	10.4%	33.3%	30.3%	16.4%	5.5%
Q17-2. Availability of labor	4.0%	6.0%	18.9%	34.8%	31.3%	5.0%
Q17-3. Stability of work force	4.5%	5.5%	16.9%	35.8%	30.8%	6.5%
Q17-4. Attitude of employees	4.5%	20.9%	28.9%	22.9%	16.9%	6.0%
Q17-5. Productivity of workforce	5.0%	18.9%	36.3%	20.9%	12.4%	6.5%

WITHOUT "DON'T KNOW"

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

(N=201)

	Excellent	Good	Average	Below average	Poor
Q17-1. Quality of labor	4.2%	11.1%	35.3%	32.1%	17.4%
Q17-2. Availability of labor	4.2%	6.3%	19.9%	36.6%	33.0%
Q17-3. Stability of work force	4.8%	5.9%	18.1%	38.3%	33.0%
Q17-4. Attitude of employees	4.8%	22.2%	30.7%	24.3%	18.0%
Q17-5. Productivity of workforce	5.3%	20.2%	38.8%	22.3%	13.3%

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=201)

	Extremely important	Very important	Important	Less important	Not important	Not applicable
Q18-1. Tourism industry	57.2%	18.4%	8.5%	6.5%	5.0%	4.5%
Q18-2. Promoting Branson brand (marketing)	42.8%	21.9%	17.4%	7.5%	5.0%	5.5%
Q18-3. Mass transit for tourists	17.9%	15.4%	21.4%	20.4%	18.4%	6.5%
Q18-4. Mass transit for your employees	13.9%	13.4%	16.9%	23.9%	22.9%	9.0%
Q18-5. Preserving water quality in our lakes & streams	45.8%	22.9%	18.9%	3.0%	4.0%	5.5%
Q18-6. Quality of Development Standards	30.8%	33.3%	23.9%	4.5%	2.0%	5.5%
Q18-7. Quality of City Infrastructure	41.8%	32.8%	19.4%	2.0%	0.5%	3.5%

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=201)

	Extremely important	Very important	Important	Less important	Not important
Q18-1. Tourism industry	59.9%	19.3%	8.9%	6.8%	5.2%
Q18-2. Promoting Branson brand (marketing)	45.3%	23.2%	18.4%	7.9%	5.3%
Q18-3. Mass transit for tourists	19.1%	16.5%	22.9%	21.8%	19.7%
Q18-4. Mass transit for your employees	15.3%	14.8%	18.6%	26.2%	25.1%
Q18-5. Preserving water quality in our lakes & streams	48.4%	24.2%	20.0%	3.2%	4.2%
Q18-6. Quality of Development Standards	32.6%	35.3%	25.3%	4.7%	2.1%
Q18-7. Quality of City Infrastructure	43.3%	34.0%	20.1%	2.1%	0.5%

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

Q19. Top choice	Number	Percent
Tourism industry	83	41.3 %
Promoting Branson brand (marketing)	16	8.0 %
Mass transit for tourists	7	3.5 %
Mass transit for your employees	11	5.5 %
Preserving water quality in our lakes & streams	29	14.4 %
Quality of Development Standards	14	7.0 %
Quality of City Infrastructure	28	13.9 %
None chosen	13	6.5 %
Total	201	100.0 %

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

Q19. 2nd choice	Number	Percent
Tourism industry	28	13.9 %
Promoting Branson brand (marketing)	57	28.4 %
Mass transit for tourists	8	4.0 %
Mass transit for your employees	15	7.5 %
Preserving water quality in our lakes & streams	20	10.0 %
Quality of Development Standards	26	12.9 %
Quality of City Infrastructure	30	14.9 %
None chosen	17	8.5 %
Total	201	100.0 %

SUM OF TOP 2 CHOICES

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

Q19. Sum of top 2 choices	Number	Percent
Tourism industry	111	55.2 %
Promoting Branson brand (marketing)	73	36.3 %
Mass transit for tourists	15	7.5 %
Mass transit for your employees	26	12.9 %
Preserving water quality in our lakes & streams	49	24.4 %
Quality of Development Standards	40	19.9 %
Quality of City Infrastructure	58	28.9 %
None chosen	13	6.5 %
Total	385	

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

Q20. How many people do you employ in Branson	Number	Percent
5 or less	72	35.8 %
6-10	41	20.4 %
11-24	31	15.4 %
25-49	16	8.0 %
50-99	19	9.5 %
100-249	10	5.0 %
250-499	3	1.5 %
500+	4	2.0 %
Not provided	5	2.5 %
Total	201	100.0 %

WITHOUT "NOT PROVIDED"

Q20. Approximately how many people do you employ in Branson? (without "not provided")

Q20. How many people do you employ in Branson	Number	Percent
5 or less	72	36.7 %
6-10	41	20.9 %
11-24	31	15.8 %
25-49	16	8.2 %
50-99	19	9.7 %
100-249	10	5.1 %
250-499	3	1.5 %
500+	4	2.0 %
Total	196	100.0 %

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

Q21. What best describes your business	Number	Percent
Transportation/manufacturing	5	2.5 %
Communications	1	0.5 %
Construction	7	3.5 %
Hotel/motel/lodging	42	20.9 %
Entertainment, recreation	24	11.9 %
Professional services (e.g. law, consulting)	18	9.0 %
Finance/insurance/real estate	16	8.0 %
Retail trade (not food service)	42	20.9 %
Retail food service	7	3.5 %
Health care/medical/social services	16	8.0 %
Not for profit	8	4.0 %
Other	4	2.0 %
Not provided	11	5.5 %
Total	201	100.0 %

WITHOUT "NOT PROVIDED"

Q21. Which ONE of the following best describes your business? (without "not provided")

Q21. What best describes your business	Number	Percent
Transportation/manufacturing	5	2.6 %
Communications	1	0.5 %
Construction	7	3.7 %
Hotel/motel/lodging	42	22.1 %
Entertainment, recreation	24	12.6 %
Professional services (e.g. law, consulting)	18	9.5 %
Finance/insurance/real estate	16	8.4 %
Retail trade (not food service)	42	22.1 %
Retail food service	7	3.7 %
Health care/medical/social services	16	8.4 %
Not for profit	8	4.2 %
Other	4	2.1 %
Total	190	100.0 %

Q21-12. Other

Q21-12. Other	Number	Percent
Housing	1	25.0 %
Self storage	1	25.0 %
APARTMENTS	1	25.0 %
Independent Living & Assisted Living (Long Term Care)	1	25.0 %
Total	4	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	13	6.5 %
5-10 years	26	12.9 %
11-20 years	50	24.9 %
20+ years	104	51.7 %
Not provided	8	4.0 %
Total	201	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	13	6.7 %
5-10 years	26	13.5 %
11-20 years	50	25.9 %
20+ years	104	53.9 %
Total	193	100.0 %

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

Q23. What best describes your position in your organization	Number	Percent
Owner	96	47.8 %
Senior manager	75	37.3 %
Senior staff	8	4.0 %
Other	10	5.0 %
Not provided	12	6.0 %
Total	201	100.0 %

WITHOUT "NOT PROVIDED"

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

Q23. What best describes your position in your organization	Number	Percent
Owner	96	50.8 %
Senior manager	75	39.7 %
Senior staff	8	4.2 %
Other	10	5.3 %
Total	189	100.0 %

Q23-4. Other

Q23-4. Other	Number	Percent
Administrator	2	25.0 %
Director	1	12.5 %
Assistant Manager	1	12.5 %
Director of Operations	1	12.5 %
Manager	1	12.5 %
GENERAL MANAGER	1	12.5 %
Board member	1	12.5 %
Total	8	100.0 %

Q24. Where is your primary residence?

Q24. Where is your primary residence	Number	Percent
Branson, within City limits	74	36.8 %
Taney County, outside City limits	70	34.8 %
Missouri, outside Taney County	46	22.9 %
Out of state	2	1.0 %
Not provided	9	4.5 %
Total	201	100.0 %

WITHOUT "NOT PROVIDED"

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

Q24. Where is your primary residence	Number	Percent
Branson, within City limits	74	38.5 %
Taney County, outside City limits	70	36.5 %
Missouri, outside Taney County	46	24.0 %
Out of state	2	1.0 %
Total	192	100.0 %

5 Survey Instrument

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

September 2021

Dear Branson Business Leader:

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

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

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

ETC Institute
725 W. Frontier Circle
Olathe, Kansas 66061

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

Sincerely,

Larry Milton
Mayor

2021 City of Branson Business Survey

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

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

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

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

1st: ____ 2nd: ____ 3rd: ____

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

____(01) Paid newspaper
____(02) Free newspaper
____(03) Local television
____(04) Local radio
____(05) Word of Mouth
____(06) Organizational Meetings
____(07) Facebook
____(08) Nextdoor
____(09) Twitter
____(10) City website (*bransonmo.gov*)
____(11) Calling the City directly
____(12) Mayor's "For the People" note
____(13) Other: _____

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

____(1) Traditional Media (print, broadcast)
____(2) City Newsletter (direct mailing)
____(3) Online/Digital Media (e.g., website, social media)
____(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?

____(1) Very well
____(2) Generally well
____(3) Somewhat well
____(4) Not particularly well
____(5) Not well at all
____(9) Don't know

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

	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.	Branson's brand/reputation	5	4	3	2	1	9
03.	How well the City is managing growth	5	4	3	2	1	9
04.	Quality of life in the City	5	4	3	2	1	9
05.	Feeling of safety in the City	5	4	3	2	1	9
06.	Feeling of safety where your business is located	5	4	3	2	1	9
07.	Appearance/Visual attractiveness of Historic Downtown Branson	5	4	3	2	1	9
08.	Appearance/Visual attractiveness of 76 Country Blvd	5	4	3	2	1	9
09.	Appearance/Visual attractiveness of the entire City	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 the items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 7.]*

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

	Type/Area of Contact	Have you had this type of contact with the City?		How would you rate the City's performance in this area?					
				Excellent	Good	Average	Below Average	Poor	Don't Know
1.	Clerk	Yes	No	5	4	3	2	1	9
2.	Public Works/Engineering	Yes	No	5	4	3	2	1	9
3.	Finance	Yes	No	5	4	3	2	1	9
4.	Fire	Yes	No	5	4	3	2	1	9
5.	Planning & Development	Yes	No	5	4	3	2	1	9
6.	Police/Code Enforcement	Yes	No	5	4	3	2	1	9
7.	Taney County Health Department	Yes	No	5	4	3	2	1	9
8.	Utilities	Yes	No	5	4	3	2	1	9
9.	Mayor or Board of Aldermen	Yes	No	5	4	3	2	1	9

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

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

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

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

1st: ____ 2nd: ____ 3rd: ____

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

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

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

_____

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

_____

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

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

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

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

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

1st: ____ 2nd: ____

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

____(1) 5 or less ____(3) 11-24 ____(5) 50-99 ____(7) 250-499
____(2) 6-10 ____(4) 25-49 ____(6) 100-249 ____(8) 500 or more

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

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

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

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

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

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

24. Where is your primary residence?

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

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

_____

_____

This concludes the survey. Thank you for your time!

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

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

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