

2008 Business Survey

FINAL REPORT

Conducted for
The City of
Branson, Missouri

By

ETC
Institute

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2008 City of Branson Business Survey

Executive Summary

Overview and Methodology

ETC Institute administered a survey to a random sample of 215 businesses in the City of Branson during March/April 2008. 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 215 businesses have a 95% level of confidence with a precision of at least +/- 6.4%. Some of the major findings are briefly described below.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- tabular data that show the results for each question on the survey
- a copy of the survey instrument

Major Findings from the Business Survey

- The majority of businesses were generally satisfied with the overall quality of services offered by the City of Branson. Ninety-one percent (91%) of businesses surveyed *who had an opinion* were satisfied with the quality of fire service, 80% were satisfied with the quality of City Parks and Recreation programs and facilities, and 80% were satisfied with the quality of police service. Businesses were least satisfied with the overall management of traffic flow on City streets (35%).
- City services that businesses felt should receive the most emphasis over the next two years included:
 - The management of traffic flow on City streets (71%)
 - The maintenance of City streets and infrastructure (51%)
 - The effectiveness of City communication with the public (38%)
- Seventy-seven percent (77%) of businesses felt it was “extremely important” to keep the crime rate low when planning for the City of Branson’s future; 19% felt it was “very important” and 5% “important.”

- Most businesses felt safe in the City of Branson. Eighty percent (80%) of the businesses surveyed, *who had an opinion*, indicated that they generally felt safe in Branson; 15% gave a neutral response, and 5% were dissatisfied.
- Most residents were satisfied with the quality of life in Branson. Sixty-nine percent (69%) of the businesses surveyed, *who had an opinion*, indicated that they were satisfied with the quality of life in Branson; 22% gave a neutral response, and 9% were dissatisfied.
- 52% of businesses felt the City of Branson is a “Business Friendly” community, 33% disagreed, and 15% did not have an opinion.
- Sixty-four percent (64%) of businesses surveyed rated the physical appearance of the area where their business is located as “excellent” or “good.” Twenty-eight percent (28%) rated it as “average” and 8% “poor.”
- 91% of the businesses surveyed rated the City of Branson as an “excellent” or a “good” place to visit.
- 86% of the businesses surveyed rated the City of Branson as an “excellent” or a “good” place to raise children.
- When asked to rate the performance of various units of the Branson City government they had contacted, 83% of businesses rated the Fire Inspections unit as “excellent” or “good” and 72% felt the Business Licensing unit was “excellent” or “good.”

Other Findings

- 45% of the businesses surveyed indicated that they did not anticipate changing the location of their business, expanding their business, downsizing their business, or closing their business in the next 12 months.
- 26% of the businesses surveyed indicated that they plan on expanding their business sometime in the next 12 months.
- 84% of the businesses surveyed rated the City of Branson as an “excellent” or a “good” place to retire.
- 84% of the businesses surveyed rated the City of Branson as an “excellent” or a “good” place to live.
- 69% of the businesses surveyed rated the City of Branson as an “excellent” or a “good” place to work.

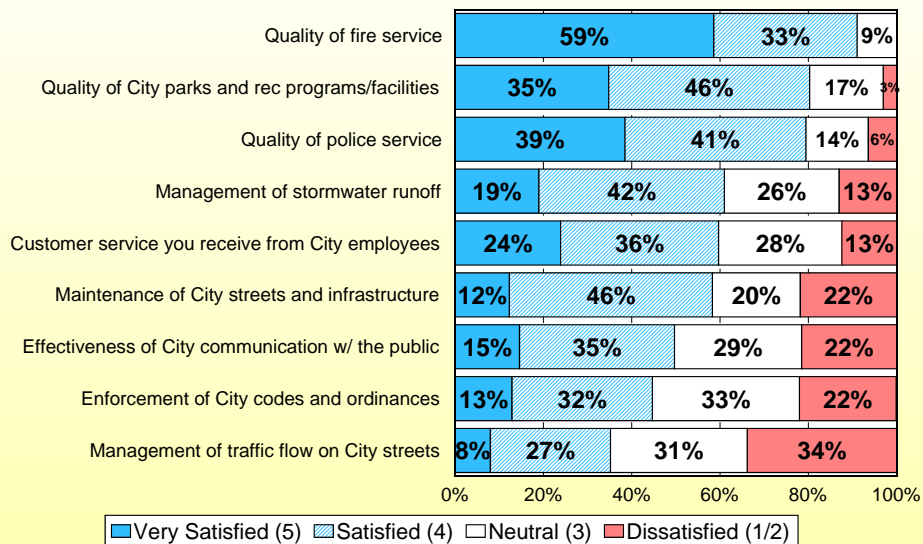
Section 1:
Charts and Graphs

2008 City of Branson Business Survey

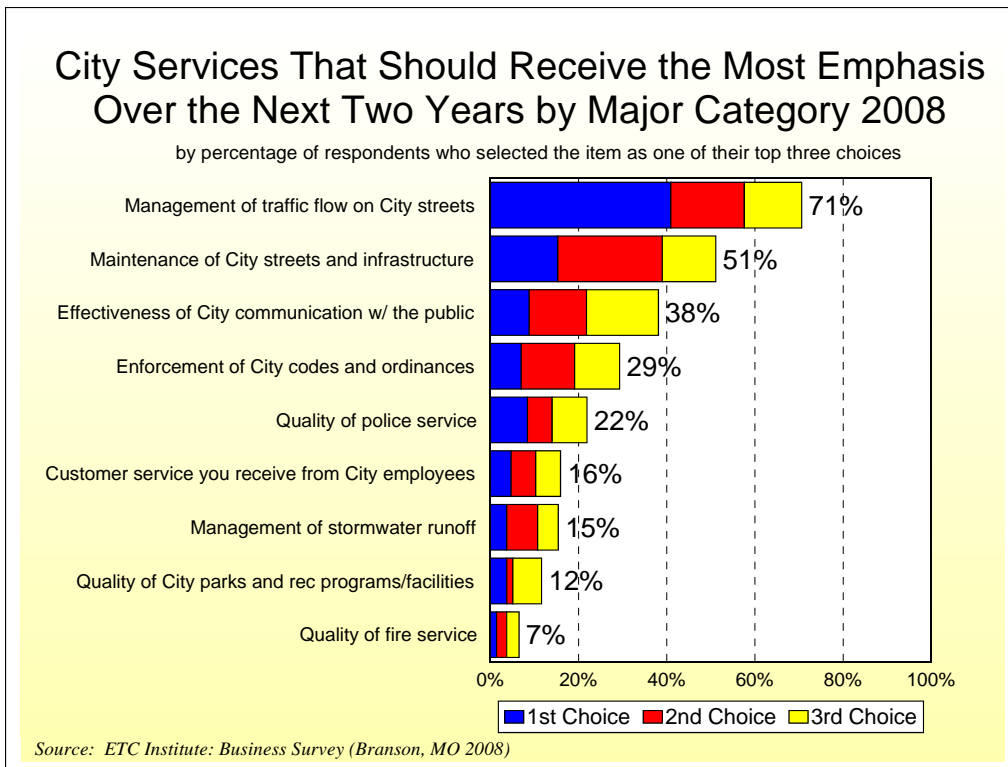
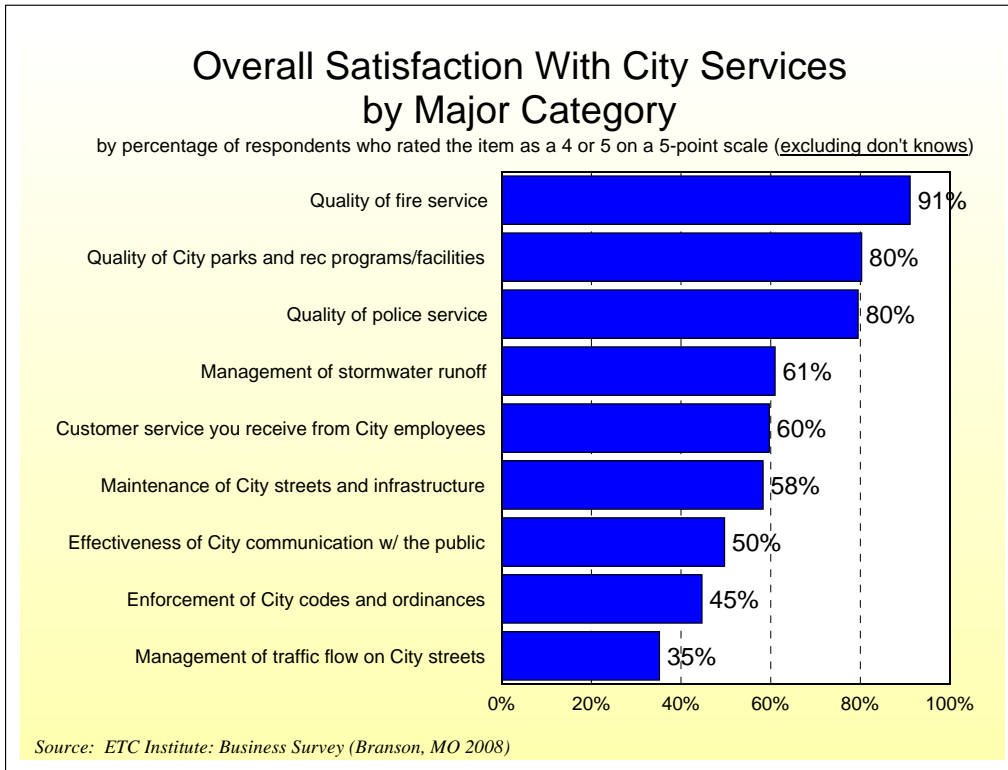
OVERALL RATINGS

Overall Satisfaction With City Services by Major Category in 2008

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

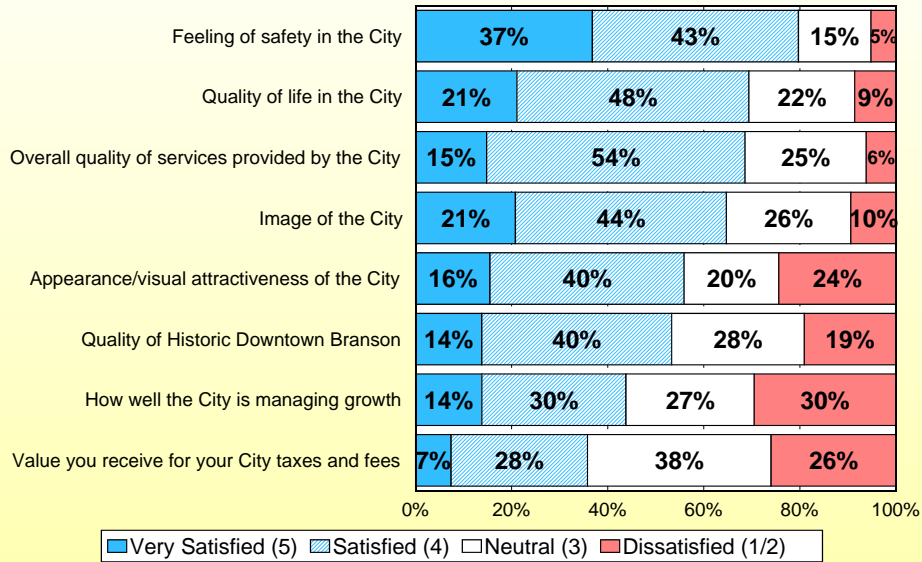


Source: ETC Institute: Business Survey (Branson, MO 2008)



Satisfaction With Items That Influence Perceptions of the City in 2008

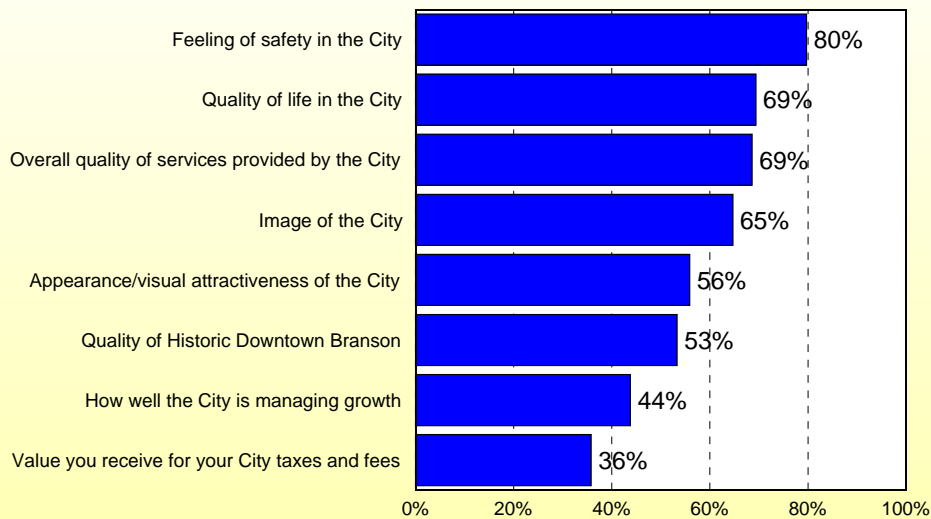
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute: Business Survey (Branson, MO 2008)

Satisfaction Ratings for Items That Influence Perceptions of the City

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



Source: ETC Institute: Business Survey (Branson, MO 2008)

REGIONAL COOPERATION

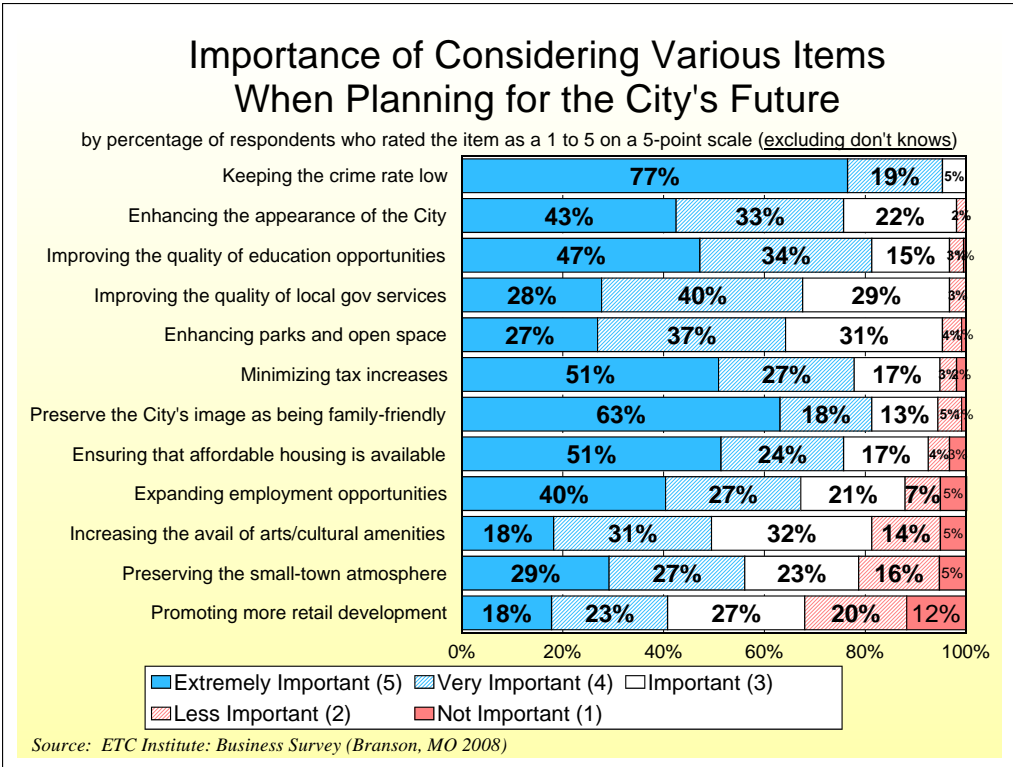
How important it is for the City of Branson to work with other governmental organizations in the region when planning for the future

by percentage of respondents



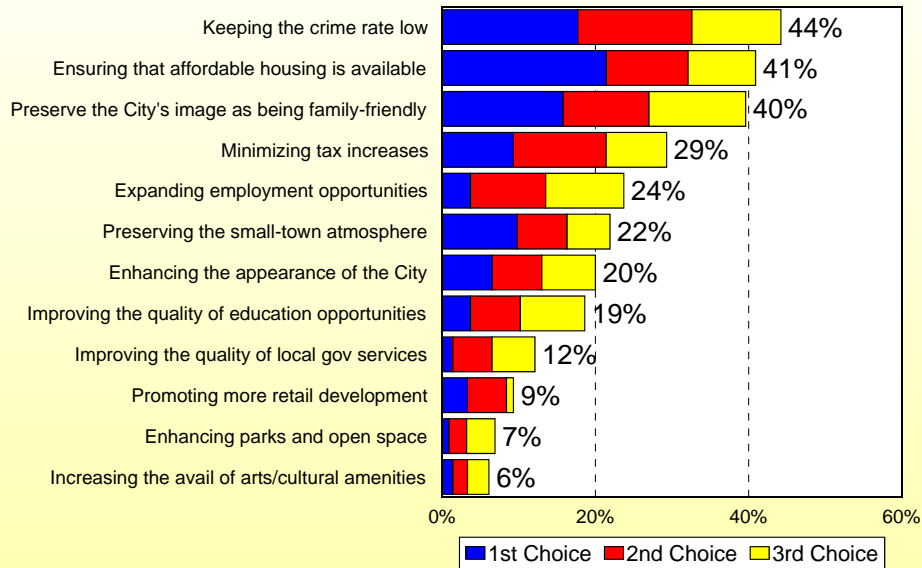
Source: ETC Institute: Business Survey (Branson, MO 2008)

Future Planning



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

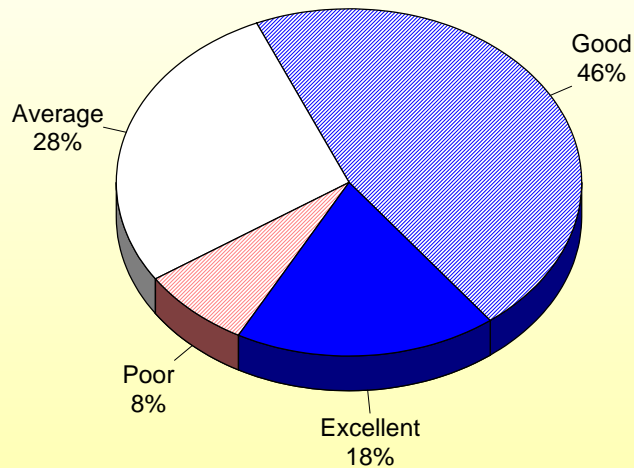
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute: Business Survey (Branson, MO 2008)

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

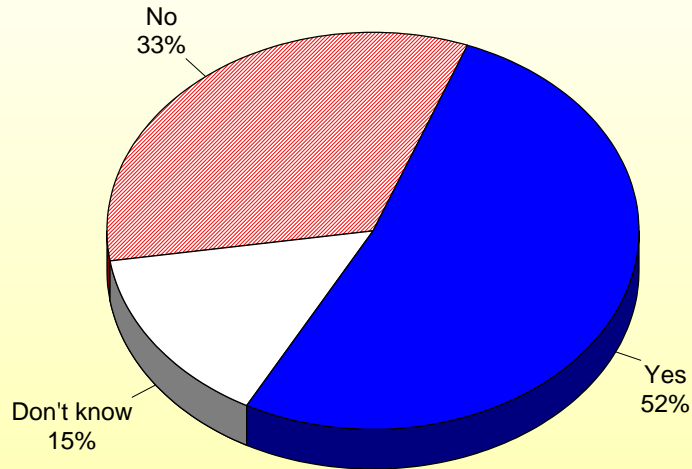
by percentage of respondents



Source: ETC Institute: Business Survey (Branson, MO 2008)

Do you think that the City of Branson is a "Business Friendly" community?

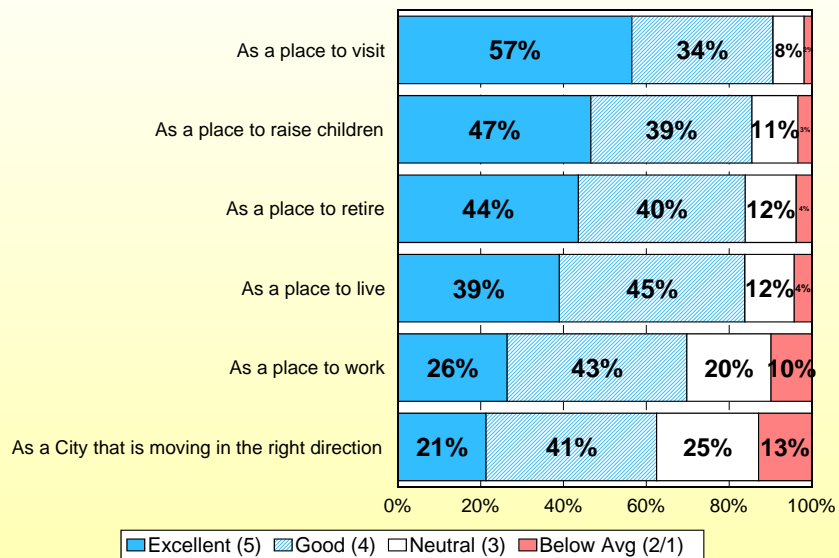
by percentage of respondents



Source: ETC Institute: Business Survey (Branson, MO 2008)

Overall Ratings for the City of Branson

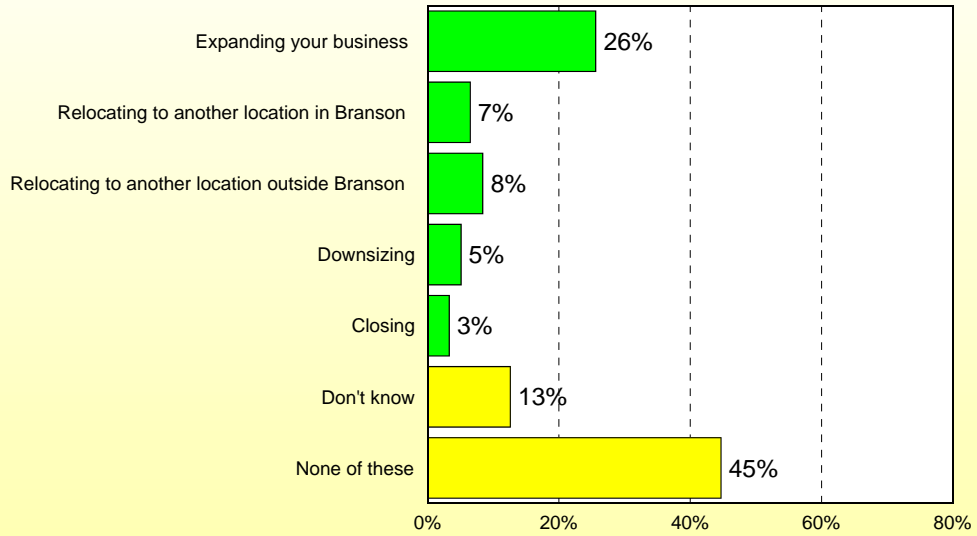
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute: Business Survey (Branson, MO 2008)

Businesses Considering Various Changes in the Next 12 Months

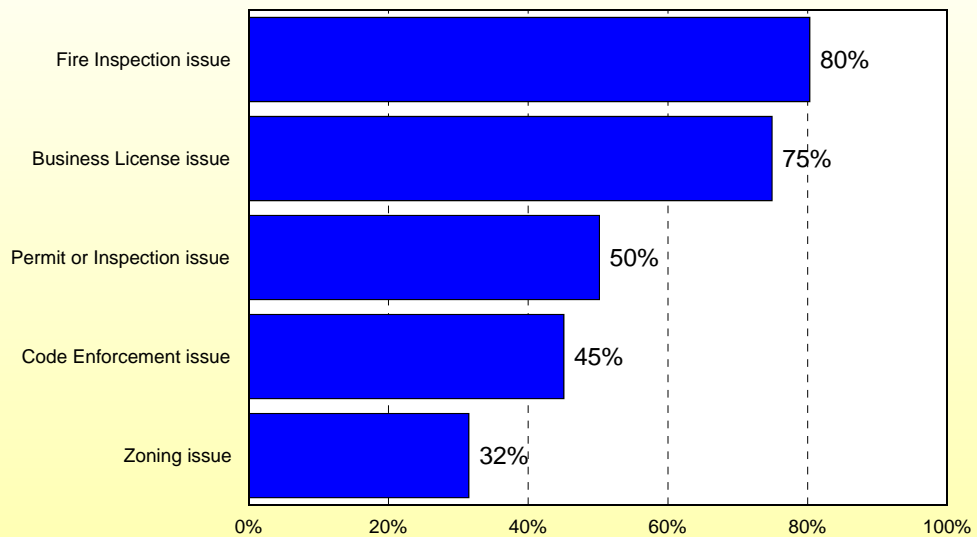
by percentage of respondents (multiple responses allowed)



Source: ETC Institute: Business Survey (Branson, MO 2008)

Percentage of Business That Contacted Branson City Government During the Past Year For Various Reasons

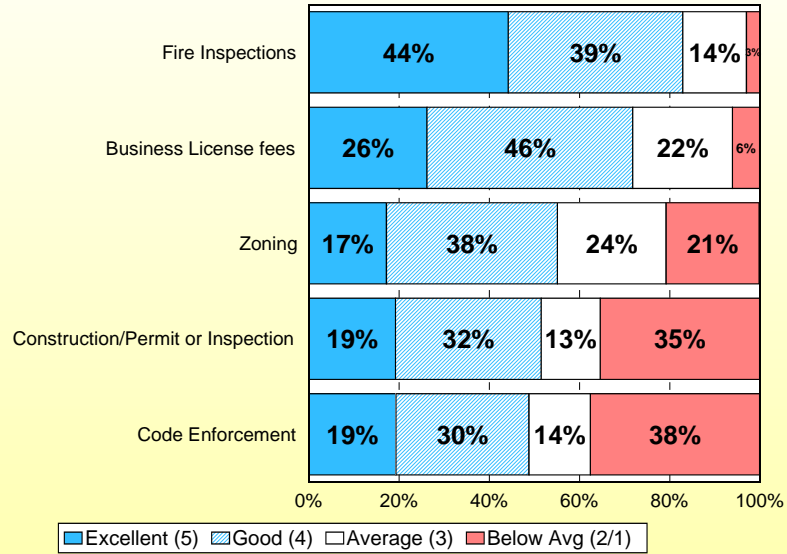
mean percentage of "yes" responses for respondents who contacted Branson City Government



Source: ETC Institute: Business Survey (Branson, MO 2008)

The City's Performance Ratings by Major Category

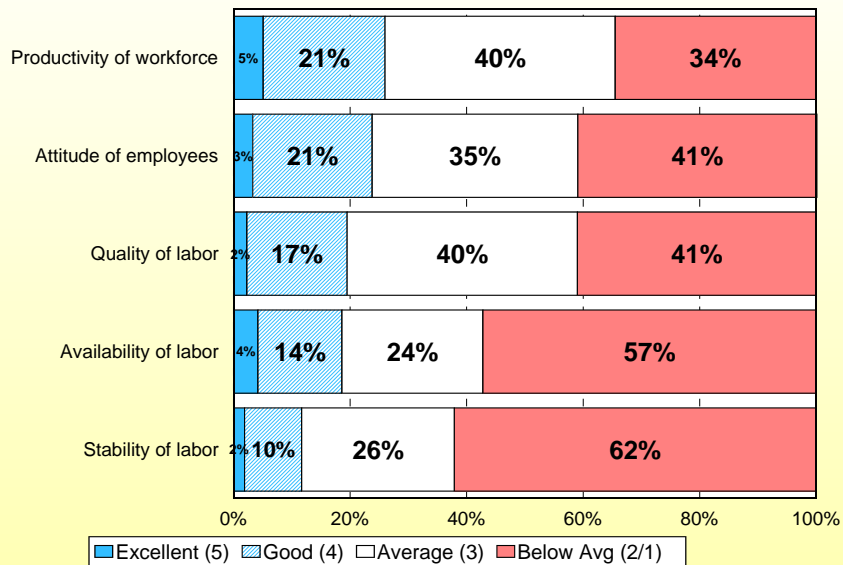
by percentage of respondents who contacted any unit of Branson City Gov. during the past year (excluding don't knows)



Source: ETC Institute: Business Survey (Branson, MO 2008)

Overall Ratings for the City of Branson's Labor Pool

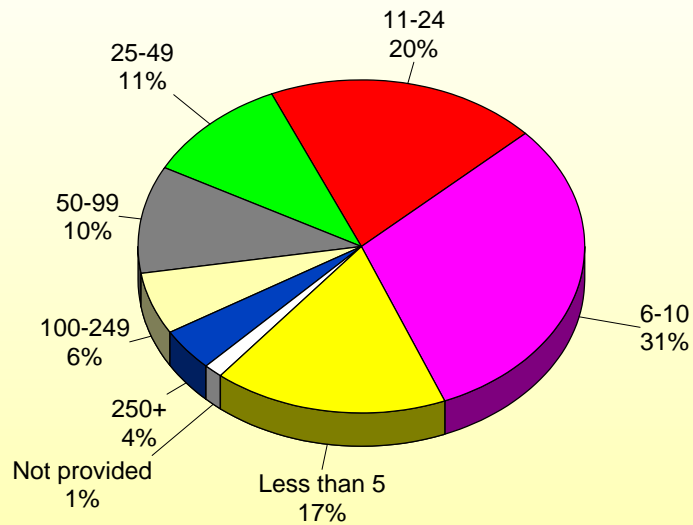
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute: Business Survey (Branson, MO 2008)

How many employees do you employ in Branson?

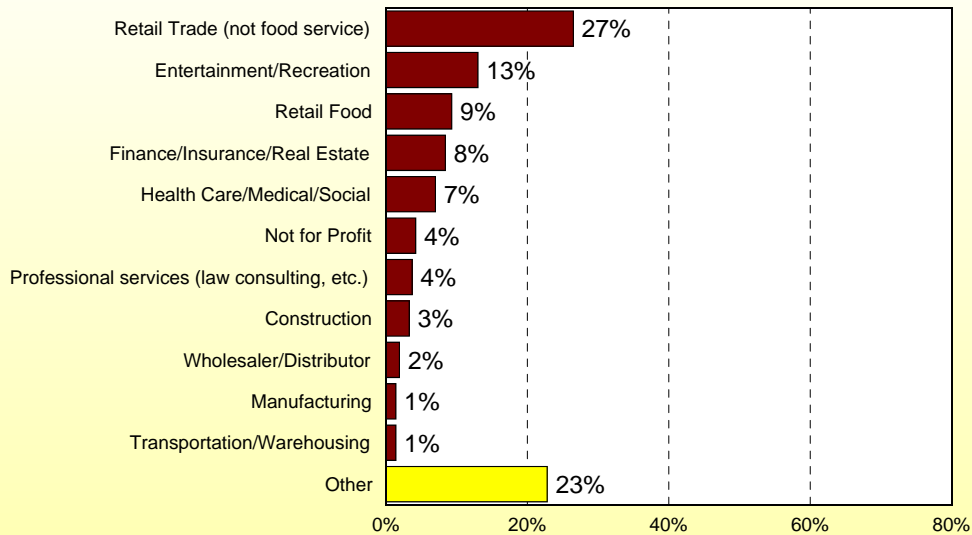
by percentage of respondents



Source: ETC Institute: Business Survey (Branson, MO 2008)

How would you best describe your business?

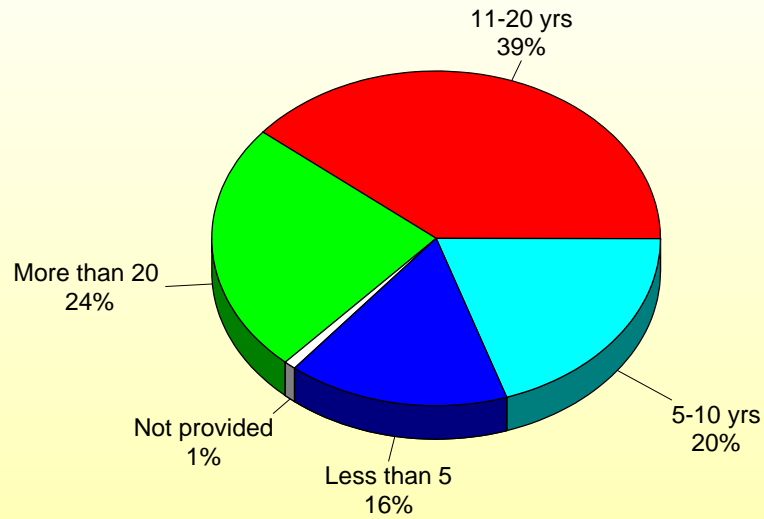
by percentage of respondents (multiple responses allowed)



Source: ETC Institute: Business Survey (Branson, MO 2008)

How many years has your organization been located in Branson?

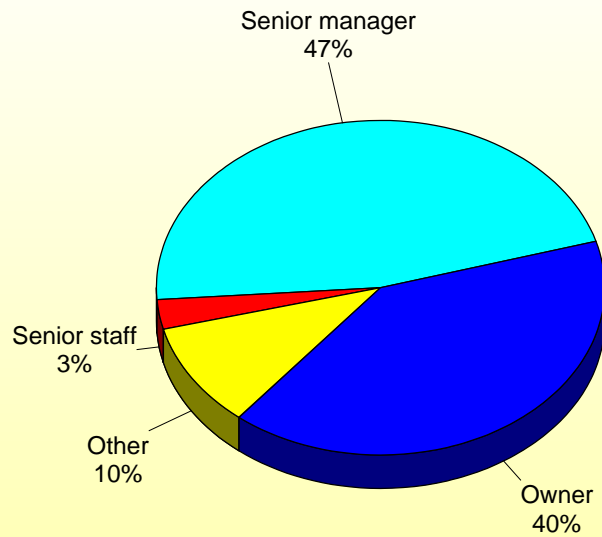
by percentage of respondents



Source: ETC Institute: Business Survey (Branson, MO 2008)

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

by percentage of respondents



Source: ETC Institute: Business Survey (Branson, MO 2008)

Section 2:
Tabular Data

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

(N=215)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't Know 9
Q1a Quality of police service	1.4%	4.7%	13.5%	39.1%	36.7%	4.7%
Q1b Quality of fire service	0.0%	0.0%	8.4%	30.7%	55.3%	5.6%
Q1c Quality of City Parks & Rec programs/facilities	1.4%	1.4%	15.3%	41.9%	32.1%	7.9%
Q1d Maintenance of city streets	3.3%	18.1%	19.5%	45.1%	12.1%	1.9%
Q1e Enforcement of City codes/ ordinances	7.4%	13.0%	31.2%	29.8%	12.1%	6.5%
Q1f Quality of customer service provided by City employees	3.3%	8.4%	26.0%	33.5%	22.3%	6.5%
Q1g Communication with the public	5.1%	15.3%	27.4%	33.5%	14.0%	4.7%
Q1h Management traffic flow on streets	9.3%	24.2%	30.7%	27.0%	7.9%	0.9%
Q1i Management of stormwater runoff	1.4%	10.7%	24.2%	39.1%	17.7%	7.0%

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

(Excluding Don't Know)

(N=215)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q1a Quality of police service	1.5%	4.9%	14.1%	41.0%	38.5%
Q1b Quality of fire service	0.0%	0.0%	8.9%	32.5%	58.6%
Q1c Quality of City Parks & Rec programs/facilities	1.5%	1.5%	16.7%	45.5%	34.8%
Q1d Maintenance of city streets	3.3%	18.5%	19.9%	46.0%	12.3%
Q1e Enforcement of City codes/ordinances	8.0%	13.9%	33.3%	31.8%	12.9%
Q1f Quality of customer service provided by City employees	3.5%	9.0%	27.9%	35.8%	23.9%
Q1g Communication with the public	5.4%	16.1%	28.8%	35.1%	14.6%
Q1h Management traffic flow on streets	9.4%	24.4%	31.0%	27.2%	8.0%
Q1i Management of stormwater runoff	1.5%	11.5%	26.0%	42.0%	19.0%

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of Police service	18	8.4 %
B=Quality of Fire service	3	1.4 %
C=Quality of City Parks & Recs programs/ facilities	8	3.7 %
D=Maintenance of City streets and infrastructure	33	15.3 %
E=Enforcement of City codes/ordinances	15	7.0 %
F=Quality of customer service	10	4.7 %
G=Effectiveness of City communication	19	8.8 %
H=Management of traffic flow	88	40.9 %
I=Management of Stormwater runoff	8	3.7 %
Z=None chosen	13	6.0 %
Total	215	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of Police service	12	5.6 %
B=Quality of Fire service	5	2.3 %
C=Quality of City Parks & Recs programs/ facilities	3	1.4 %
D=Maintenance of City streets and infrastructure	51	23.7 %
E=Enforcement of City codes/ordinances	26	12.1 %
F=Quality of customer service	12	5.6 %
G=Effectiveness of City communication	28	13.0 %
H=Management of traffic flow	36	16.7 %
I=Management of Stormwater runoff	15	7.0 %
Z=None chosen	27	12.6 %
Total	215	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of Police service	17	7.9 %
B=Quality of Fire service	6	2.8 %
C=Quality of City Parks & Recs programs/ facilities	14	6.5 %
D=Maintenance of City streets and infrastructure	26	12.1 %
E=Enforcement of City codes/ordinances	22	10.2 %
F=Quality of customer service	12	5.6 %
G=Effectiveness of City communication	35	16.3 %
H=Management of traffic flow	28	13.0 %
I=Management of Stormwater runoff	10	4.7 %
Z=None chosen	45	20.9 %
Total	215	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 all three choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Quality of Police service	47	21.9 %
B=Quality of Fire service	14	6.5 %
C=Quality of City Parks & Recs programs/ facilities	25	11.6 %
D=Maintenance of City streets and infrastructure	110	51.2 %
E=Enforcement of City codes/ordinances	63	29.3 %
F=Quality of customer service	34	15.8 %
G=Effectiveness of City communication	82	38.1 %
H=Management of traffic flow	152	70.7 %
I=Management of Stormwater runoff	33	15.3 %
Z=None chosen	85	39.5 %
Total	645	

Q3. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=215)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't Know 9
Q3a Overall quality of services	0.0%	6.0%	24.7%	52.6%	14.4%	2.3%
Q3b Appearance of City	6.0%	18.1%	19.5%	40.0%	15.3%	0.9%
Q3c Image of the City	0.5%	8.8%	25.6%	43.3%	20.5%	1.4%
Q3d Managing Growth	5.6%	23.3%	26.0%	29.3%	13.5%	2.3%
Q3e Quality of Life	1.4%	7.0%	21.4%	47.0%	20.5%	2.8%
Q3f Feeling of Safety in the City	0.5%	4.7%	14.9%	42.3%	36.3%	1.4%
Q3g Quality Historic Downtown Branson	4.7%	14.0%	27.0%	38.6%	13.5%	2.3%
Q3h Value received for taxes & fees	5.6%	19.1%	36.3%	27.0%	7.0%	5.1%

Q3. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(Excluding Don't Know)

(N=215)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q3a Overall quality of services	0.0%	6.2%	25.2%	53.8%	14.8%
Q3b Appearance of City	6.1%	18.3%	19.7%	40.4%	15.5%
Q3c Image of the City	0.5%	9.0%	25.9%	43.9%	20.8%
Q3d Managing Growth	5.7%	23.8%	26.7%	30.0%	13.8%
Q3e Quality of Life	1.4%	7.2%	22.0%	48.3%	21.1%
Q3f Feeling of Safety in the City	0.5%	4.7%	15.1%	42.9%	36.8%
Q3g Quality Historic Downtown Branson	4.8%	14.3%	27.6%	39.5%	13.8%
Q3h Value received for taxes & fees	5.9%	20.1%	38.2%	28.4%	7.4%

Q4. Regional Cooperation. How important do you think it is for the City of Branson to work with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

<u>Q4 Working with other organizations</u>	<u>Number</u>	<u>Percent</u>
1=Not at all important	2	0.9 %
3=Somewhat Important	14	6.5 %
4=Important	35	16.3 %
5=Very Important	159	74.0 %
9=Don't Know	5	2.3 %
Total	215	100.0 %

Q4. Regional Cooperation. How important do you think it is for the City of Branson to work 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?

(Excluding Don't Know)

<u>Q4 Working with other organizations</u>	<u>Number</u>	<u>Percent</u>
1=Not at all important	2	1.0 %
3=Somewhat Important	14	6.7 %
4=Important	35	16.7 %
5=Very Important	159	75.7 %
Total	210	100.0 %

Q5. Future Planning. Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

(N=215)

	Not Important 1	Less Important 2	Important 3	Very Important 4	Extremely Important 5	Don't Know 9
Q5a Preserving the small-town atmosphere	5.1%	15.8%	22.3%	26.5%	28.8%	1.4%
Q5b Promoting retail development	11.6%	20.0%	27.0%	22.8%	17.7%	0.9%
Q5c Keeping crime rate low	0.0%	0.0%	4.7%	18.6%	75.8%	0.9%
Q5d Ensuring affordable housing is available	3.3%	4.2%	16.7%	24.2%	51.2%	0.5%
Q5e Minimizing tax increases	1.9%	3.3%	16.7%	26.5%	50.2%	1.4%
Q5f Expanding employment opportunities	5.1%	7.0%	20.5%	26.5%	40.0%	0.9%
Q5g Increasing the availability of arts and cultural amenities	5.1%	13.5%	31.6%	31.2%	18.1%	0.5%
Q5h Improving local governmental service	0.0%	3.3%	28.8%	39.5%	27.4%	0.9%
Q5i Improving education opportunities	0.5%	2.8%	15.3%	34.0%	47.0%	0.5%
Q5j Enhancing the appearance and beauty of the City	0.0%	1.9%	22.3%	33.0%	42.3%	0.5%
Q5l Enhancing parks and open spaces	0.9%	3.7%	30.7%	36.7%	26.5%	1.4%
Q5m Preserving the City's image as a "family-friendly" community	0.9%	4.7%	13.0%	18.1%	62.8%	0.5%

Q5. Future Planning. Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

(Excluding Don't Know)

(N=215)

	Not Important 1	Less Important 2	Important 3	Very Important 4	Extremely Important 5
Q5a Preserving the small-town atmosphere	5.2%	16.0%	22.6%	26.9%	29.2%
Q5b Promoting retail development	11.7%	20.2%	27.2%	23.0%	17.8%
Q5c Keeping crime rate low	0.0%	0.0%	4.7%	18.8%	76.5%
Q5d Ensuring affordable housing is available	3.3%	4.2%	16.8%	24.3%	51.4%
Q5e Minimizing tax increases	1.9%	3.3%	17.0%	26.9%	50.9%
Q5f Expanding employment opportunities	5.2%	7.0%	20.7%	26.8%	40.4%
Q5g Increasing the availability of arts and cultural amenities	5.1%	13.6%	31.8%	31.3%	18.2%
Q5h Improving local governmental service	0.0%	3.3%	29.1%	39.9%	27.7%
Q5i Improving education opportunities	0.5%	2.8%	15.4%	34.1%	47.2%
Q5j Enhancing the appearance and beauty of the City	0.0%	1.9%	22.4%	33.2%	42.5%
Q5l Enhancing parks and open spaces	0.9%	3.8%	31.1%	37.3%	26.9%
Q5m Preserving the City's image as a "family-friendly" community	0.9%	4.7%	13.1%	18.2%	63.1%

Q6. Which THREE of the issues listed above do you think should be most important when planning the City's future?

Q6 1st choice	Number	Percent
A=Preserving the small-town atmosphere	21	9.8 %
B=Promoting more retail development	7	3.3 %
C=Keeping crime rate low	38	17.7 %
D=Ensuring affordable housing is available	46	21.4 %
E=Minimizing tax increases	20	9.3 %
F=Expanding employment opportunities	8	3.7 %
G=Increasing the availability of arts and cultural amenities	3	1.4 %
H=Improving the quality of governmental services	3	1.4 %
I=Improving the quality of education opportunities	8	3.7 %
J=Enhancing the appearance and beauty of the City	14	6.5 %
L=Enhancing parks and open spaces	2	0.9 %
M=Preserving the City's image as a "family-friendly" community	34	15.8 %
Z=None chosen	11	5.1 %
Total	215	100.0 %

Q6. Which THREE of the issues listed above do you think should be most important when planning the City's future?

Q6 2nd choice	Number	Percent
A=Preserving the small-town atmosphere	14	6.5 %
B=Promoting more retail development	11	5.1 %
C=Keeping crime rate low	32	14.9 %
D=Ensuring affordable housing is available	23	10.7 %
E=Minimizing tax increases	26	12.1 %
F=Expanding employment opportunities	21	9.8 %
G=Increasing the availability of arts and cultural amenities	4	1.9 %
H=Improving the quality of governmental services	11	5.1 %
I=Improving the quality of education opportunities	14	6.5 %
J=Enhancing the appearance and beauty of the City	14	6.5 %
L=Enhancing parks and open spaces	5	2.3 %
M=Preserving the City's image as a "family-friendly" community	24	11.2 %
Z=None chosen	16	7.4 %
Total	215	100.0 %

Q6. Which THREE of the issues listed above do you think should be most important when planning the City's future?

Q6 3rd choice	Number	Percent
A=Preserving the small-town atmosphere	12	5.6 %
B=Promoting more retail development	2	0.9 %
C=Keeping crime rate low	25	11.6 %
D=Ensuring affordable housing is available	19	8.8 %
E=Minimizing tax increases	17	7.9 %
F=Expanding employment opportunities	22	10.2 %
G=Increasing the availability of arts and cultural amenities	6	2.8 %
H=Improving the quality of governmental services	12	5.6 %
I=Improving the quality of education opportunities	18	8.4 %
J=Enhancing the appearance and beauty of the City	15	7.0 %
L=Enhancing parks and open spaces	8	3.7 %
M=Preserving the City's image as a "family-friendly" community	27	12.6 %
Z=None chosen	32	14.9 %
Total	215	100.0 %

Q6. Which THREE of the issues listed above do you think should be most important when planning the City's future?

Q6 all three choices combined	Number	Percent
A=Preserving the small-town atmosphere	47	21.9 %
B=Promoting more retail development	20	9.3 %
C=Keeping crime rate low	95	44.2 %
D=Ensuring affordable housing is available	88	40.9 %
E=Minimizing tax increases	63	29.3 %
F=Expanding employment opportunities	51	23.7 %
G=Increasing the availability of arts and cultural amenities	13	6.0 %
H=Improving the quality of governmental services	26	12.1 %
I=Improving the quality of education opportunities	40	18.6 %
J=Enhancing the appearance and beauty of the City	43	20.0 %
L=Enhancing parks and open spaces	15	7.0 %
M=Preserving the City's image as a "family-friendly" community	85	39.5 %
Z=None chosen	59	27.4 %
Total	645	

Q7. How would you rate the physical appearance of the area where your business is located?

Q7 Appearance of area where business is located	Number	Percent
1=Excellent	39	18.1 %
2=Good	99	46.0 %
3=Average	60	27.9 %
4=Poor	17	7.9 %
Total	215	100.0 %

Q8. Do you think that the City of Branson is a "Business Friendly" community?

Q8 Business Friendly Community	Number	Percent
1=Yes	112	52.1 %
2=No	71	33.0 %
9=Don't Know	32	14.9 %
Total	215	100.0 %

Q8a. Why not?Q8a Why not

TOO STRICT ON BUSINESS SIGNS-SHOULD BE UP TO BUSINESS
 OLD BOY NETWORK-NEED NEW BLOOD
 GROWTH HAS BEEN STARTED
 ONLY LEGITIMATE BUSINESS SHOULD BE ALLOWED
 HIGH PROPERTY TAX FOR SMALL BUSINESS OWNER'S
 BUILDING DEPT WORKS AS POLICE FORCE-CATCH WRONG DOING
 IT USED TO BE
 ANTI DEVELOPMENT ATTITUDE IN NEW MAYOR
 OVER REGULATED & SLOW GROWTH ATTITUDE
 NEEDS COALITION NOT BUREAUCRACY
 PRIVATE CIRCLE
 NO-OFFICERS TAX TOO MUCH
 WE DON'T NEED 4 WAL-MART STORES
 REPUTATION-ONLY CARE ABOUT NEW & BIG BUSINESS
 TOO MANY PERSONAL AGENDA
 CODE ENFORCEMENT ARBITRARY/INCONSISTENT
 RULES APPLY ONLY WHEN THEY WANT THEM TO APPLY
 WILLING TO DISCUSS W/ SOMEONE WHO CARES-MAYOR PRESLEY
 TOO MANY PERMITS REQUIRED-CONSOLIDATE PERMITS
 MORE OF WHO YOU KNOW COMMUNITY
 CITY EMPLOYEES THINK THEY ARE MORE IMPORTANT
 GOOFY ORDINANCES -NOT USEFUL
 CITY HALL RED TABE-LACK OF ADMINISTRATIVE AUTHORITY
 HARD TO GET QUALITY STAFF
 LOCAL GOV IS POTITICALLY DRIVEN TO BE IN THE 'IN' CROWD

Q8a. Why not?

Q8a Why not

FAVORS SOME BUSINESS OVER OTHERS
 PLANNING & ZONING PEOPLE NOTORIOUS FOR CAUSING PROBLEMS
 PERMITS PREVENTIAL TRETMENT FOR SOME
 TAXES TOO HIGH
 TAXES DIFFICULTY WITH BUILDING DEPT
 VERY DIFFICULT TO WORK WITH LOCAL GOVERNMENT
 SEEMS TO BE A NICKLE & DIME MENTALITY
 BUSINESS RULES APPLY IN DIFFERENT AREAS OF CITY
 OLD BOY NETWORK IS ALIVE AND WELL IN BRANSON
 BUILDING DEPT IS LOW QUALITY
 THEY SHOW GOOD OUTSIDE BUT INSIDE BAD
 DEFINE CITY EMPLOYEE/POLITICAL ALLIANCES
 BUILDING DEPT IS A DISJOINTED MESS
 CITY NEEDS TO DROP HOLIER THAN THOU IMAGE
 SOME CITY ORDANANCES ARE NOT ENFORCED CONSISTENTLY
 NOTHING BEING DONE FOR ECONOMIC DEVELOPMENT
 MADE CORPORATE AMERICA FEEL WELCOME
 SALES TAX ARE FRAGMENTED IN CITY AND AREA
 REDTAPE FOR BUILDING/IMPROVEMENTS
 BE BUSINESS FRIENDLY
 DEPENDS ON TYPE OF BUSINESS
 TOO MUCH HASSLE TO MEE GUIDELINES
 NEW MAYOR
 CODE ENFORCEMENT NOT CONDUSIVE TO DOING BUSINESS
 MULTIPLE PERMITS REQUIRED TO DO BUSINESS
 CITY RELUCTANT TO LARGE COMPANIES
 TAXE RATE TO SUPPORT HOTEL NOT MY RESPONSIBILITY
 CUMBERSOME WORKING THRU CHANNELS
 GETTING PERMITS WITHIN CITY LIMITS
 ADMINISTRATION DOES NOT CARE
 USE A LITTLE COMMON SENSE
 REPUTATION FOR RANDOM ENFORCEMENT
 TOO MUCH LOCAL TAX
 TOO LONG TO REPLY
 DONT TAKE CARE OF SMALL BUSINESSES
 TOO MANY ORDINANCES
 LACK OPEN MINDEDNESS
 THEY SHUN OFF SMALL BUSINESSES
 SMALL BUSINESSES NEED HELP
 TOO COMMERCIAL
 TOO DIFFICULT TO START NEW BUSINESS
 NOT ENCOURAGING NEW BUSINESS
 MAKE IT HARD FOR BUSINESSES TO OPERATE

Q9. 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=215)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5	Don't Know 9
Q9a Branson as a place to live	0.5%	3.7%	11.6%	43.7%	38.1%	2.3%
Q9b Branson as a place to raise children	0.5%	2.8%	10.7%	37.7%	45.1%	3.3%
Q9c Branson as a place to work	0.9%	8.8%	20.0%	42.8%	26.0%	1.4%
Q9d Branson as a place to retire	0.5%	3.3%	12.1%	39.5%	42.8%	1.9%
Q9e Branson as a place to visit	0.5%	1.4%	7.4%	34.0%	56.3%	0.5%
Q9f Branson as a City moving in the right direction	2.3%	10.2%	24.2%	40.5%	20.9%	1.9%

Q9. 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:

(Excluding Don't Know)

(N=215)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5
Q9a Branson as a place to live	0.5%	3.8%	11.9%	44.8%	39.0%
Q9b Branson as a place to raise children	0.5%	2.9%	11.1%	38.9%	46.6%
Q9c Branson as a place to work	0.9%	9.0%	20.3%	43.4%	26.4%
Q9d Branson as a place to retire	0.5%	3.3%	12.3%	40.3%	43.6%
Q9e Branson as a place to visit	0.5%	1.4%	7.5%	34.1%	56.5%
Q9f Branson as a City moving in the right direction	2.4%	10.4%	24.6%	41.2%	21.3%

Q10. In the next 12 months, is your business considering any of the following?

<u>Q10 Business considering following</u>	<u>Number</u>	<u>Percent</u>
0=None	96	44.7 %
1=Expand your business	55	25.6 %
2=Relocate within Branson	14	6.5 %
3=Relocate outside of Branson	18	8.4 %
4=Downsizing	11	5.1 %
5=Closing	7	3.3 %
9=Don't Know	27	12.6 %
Total	228	

Q11. Please indicate whether your business had any contact with any unit of Branson City government during the past year related to the following issues.

(N=215)

	Yes 1	No 2	9
Q11a Contact Business License	74.9%	25.1%	0.0%
Q11b Contact Zoning	31.2%	67.9%	0.9%
Q11c Contact Code Enforcement	44.7%	54.4%	0.9%
Q11d Contact Permits or Inspection	49.8%	49.3%	0.9%
Q11e Contact Fire Inspections	79.5%	19.5%	0.9%

Q11. Please indicate whether your business had any contact with any unit of Branson City government during the past year related to the following issues.**(Excluding Don't Know)**

(N=215)

	Yes 1	No 2
Q11a Contact Business License	74.9%	25.1%
Q11b Contact Zoning	31.5%	68.5%
Q11c Contact Code Enforcement	45.1%	54.9%
Q11d Contact Permits or Inspection	50.2%	49.8%
Q11e Contact Fire Inspections	80.3%	19.7%

Q11. If YES, how would you rate the City's performance in this area?

(N=215)

	Poor 1	Below Avg 2	Average 3	Good 4	Excellent 5	Don't Know 9
Q11a Business License fees	1.9%	3.7%	20.5%	42.2%	24.2%	7.5%
Q11b Zoning	8.8%	8.8%	20.6%	32.4%	14.7%	14.7%
Q11c Code Enforcement	17.7%	16.7%	12.5%	27.1%	17.7%	8.3%
Q11d Construction/Building Permits or Inspections	19.6%	13.1%	12.1%	29.9%	17.8%	7.5%
Q11e Fire Inspections	1.8%	1.2%	13.5%	36.8%	42.1%	4.7%

Q11. If YES, how would you rate the City's performance in this area?**(Excluding Don't Know)**

(N=215)

	Poor 1	Below Avg 2	Average 3	Good 4	Excellent 5
Q11a Business License fees	2.0%	4.0%	22.1%	45.6%	26.2%
Q11b Zoning	10.3%	10.3%	24.1%	37.9%	17.2%
Q11c Code Enforcement	19.3%	18.2%	13.6%	29.5%	19.3%
Q11d Construction/Building Permits or Inspections	21.2%	14.1%	13.1%	32.3%	19.2%
Q11e Fire Inspections	1.8%	1.2%	14.1%	38.7%	44.2%

Q12. Please rate the labor pool in Branson in the following areas:

(N=215)

	Poor 1	Below Avg 2	Average 3	Good 4	Excellent 5	Don't Know 9
Q12a Quality of labor	14.0%	27.0%	39.5%	17.2%	2.3%	0.0%
Q12b Availability of labor	24.2%	33.0%	24.2%	14.4%	4.2%	0.0%
Q12c Stability of workforce	22.3%	39.5%	26.0%	9.8%	1.9%	0.5%
Q12d Attitude of employees	12.6%	28.4%	35.3%	20.5%	3.3%	0.0%
Q12e Productivity of workforce	10.2%	24.2%	39.5%	20.9%	5.1%	0.0%

Q12. Please rate the labor pool in Branson in the following areas:**(Excluding Don't Know)**

(N=215)

	Poor 1	Below Avg 2	Average 3	Good 4	Excellent 5
Q12a Quality of labor	14.0%	27.0%	39.5%	17.2%	2.3%
Q12b Availability of labor	24.2%	33.0%	24.2%	14.4%	4.2%
Q12c Stability of workforce	22.4%	39.7%	26.2%	9.8%	1.9%
Q12d Attitude of employees	12.6%	28.4%	35.3%	20.5%	3.3%
Q12e Productivity of workforce	10.2%	24.2%	39.5%	20.9%	5.1%

Q13. Approximately how many employees do you employ in Branson?

<u>Q13 Number of employees in Branson</u>	<u>Number</u>	<u>Percent</u>
1=Less than 5	36	16.7 %
2=6-10	66	30.7 %
3=11-24	42	19.5 %
4=25-49	23	10.7 %
5=50-99	22	10.2 %
6=100-249	14	6.5 %
7=250 or more	9	4.2 %
9=Not provided	3	1.4 %
Total	215	100.0 %

Q14. How would you best describe your business?

<u>Q14 Describe your business</u>	<u>Number</u>	<u>Percent</u>
01=Manufacturing	3	1.4 %
02=Wholesaler/Distributor	4	1.9 %
03=Construction	7	3.3 %
04=Transportation/Warehousing	3	1.4 %
05=Entertainment/Recreation	28	13.0 %
06=Professional services (law consulting, etc.)	8	3.7 %
07=Finance/Insurance/Real Estate	18	8.4 %
08=Retail Trade (not food service)	57	26.5 %
09=Retail Food	20	9.3 %
10=Health Care/Medical/Social	15	7.0 %
12=Not for Profit	9	4.2 %
13=Other	49	22.8 %
99=None Chosen	1	0.5 %
Total	222	

Q14. Other:

Q14 Other

EMPLOYMENT SERVICES

HOTEL

UTILITY

STATE AGENCY

AUTO GLASS

AUTO LEASING/REPAIR

LEASING COMPANY

DEVELOPMENT

HOTEL

MOTEL

MOTEL/TIMESHARE/REDEVELOP

LODGING/HOTEL/RESORT

MOTEL

HOTEL

LODGING

EDUCATION

RESORT

SERVICE

COMMUNITY

HOTEL

MOTEL

HOTEL/MOTEL

HOTEL

LODGING

MOTEL

LODGING

GOVERNMENT

DELIVERY SERVICE

LODGING

MOTEL

HOSPITALITY

LODGING

MOTEL

HOTEL

AUTO SERVICE

GOVERNMENT

HOTEL

HOTEL

HOTEL

CITY DEVELOPMENT

HOTEL

RESORT

Q15. Approximately how many years has your organization been located in Branson?

<u>Q15 Number of years in Branson</u>	<u>Number</u>	<u>Percent</u>
1=Less than 5	34	15.8 %
2=5-10 years	43	20.0 %
3=11-20 years	84	39.1 %
4=More than 20	52	24.2 %
9=Not provided	2	0.9 %
Total	215	100.0 %

Q16. Which of the following best describes your position in your organization?

<u>Q16 Describe your position</u>	<u>Number</u>	<u>Percent</u>
1=Owner	86	40.0 %
2=Senior manager	100	46.5 %
3=Senior staff	6	2.8 %
4=Other	22	10.2 %
9=Not provided	1	0.5 %
Total	215	100.0 %

Q16. Other:

Q16 Other

STORE MANAGER

DIRECTOR

SUPERVISOR

BUSINESS ADMINISTRATOR

EMPLOYEE

OFFICE MANAGER

GM

OFFICE MANAGER

BOOKKEEPER/OFFICE

OFFICE MANAGER

STAFF

GEN MANAGER

MANAGER

ADMIN

PROP MANAGER

ASSIST MGR

GENERAL MGMT

GENERAL

GENERAL MANAGER

PARTNER

Q17. Additional Comments:Q17 Additional Comments

UP TO DATE-STATE OF THE ART LIBRARY
 IMPROVE CHANGES FROM PREVIOUS ADMINISTRATION
 LIGHTS ON BUSI 65 NEED TO FUNCTION
 POOR QUALITY RELATED TO MANAGMENTS ATTITUDE
 FOCUS OF CITY SHOULD BE HEALTH & MUNICIPAL SERVICE
 DEVELOP ATTRACTIONS BUT NO INFRASTRUCTURE
 CONTINUE TO BE PROGRESSIVE-ENCOURAGE DEVELOPMENT
 MAKE MORE ROADS TO MOVE THE RESIDENTS
 I AM NOT HAPPY HERE-BUSINESS CLOSED 3 MONTHS
 TOO MUCH RETAIL, CONDO'S, LAKE POLLUTION
 PROMOTE MORE THAN BRANSON LANDING
 POLICE SALARIES NEED INCREASE TO MAINTAIN QUALITY
 TAXES TOO HIGH-TOO MUCH CONSTRUCTION
 BURY POWERLINES ON 76-IMPROVE SIGNS AT INTERSECTIO
 FOCUS ON WIDER DEMOGRAPHIC NOT JUST OLDER CROWD
 CLOSING TANEY COMO BRIDGE WOULD DEVESTATE BUSINESS
 OVERPRICED & OVERRATED CHAMBER OF COMMERCE
 IMPROVEMENT IN PUBLIC APPEARANCE-CLEAN STREETS
 TANEYCOMO BRIDGE TRAFFIC-SECOND BRIDGE
 MORE PROACTIVE ROLE IN PROTECTING INVESTMENT
 NEED TO DO A BETTER JOB MAINTAINING ROADS
 CONTINUE CONTROLLED GROWTH-MAINTAIN SMALL TOWN
 MANY OLD BUILDINGS, TRAILERS IN POOR CONDITION
 KEEP TRASH PICKED UP & MOW WALKWAYS-WILL LOOK NICE
 THANK HEAVENS FOR NEW ALDERMAN & MAYOR
 POSITIVE TURNAROUND SINCE LAST ELECTION
 GOV NEEDS TO HAVE A PERSONAL RELATIONSHIP WITH RES
 OVER BUILDING OF RETAIL
 NOLISTER GETS REVENUE BRANSON NEEDS FOR INFRASTRUC
 MORE INPUT INPUT ON ATTRACTING BUSINESSES
 ANIMAL CONTROL NEEDS TO CONTROL WILD CATS BETTER
 DIVERSIFY DEPENDENCE ON TOURISM

Q17. Additional Comments:

Q17 Additional Comments

NO MORE TIFS
WORK WITH CITY HALL
CONCERNED ABOUT UNBRIDLED GROWTH
NOT A GOOD SURVEY
NEED TRASH SERVICE
TOURIST ECONOMY MUST CONTINUOUSLY
TRAFFIC ENGINEERS NEEDED
ENFORCE REMOVAL OF ABANDONED TO BUILDINGS
BIKE LANES
IMPORTANT TO PROVIDE AREA OF NATURAL GAS AVAIL.
ENFORCE RV PARKING CODE
BEAUTIFY STRIP
LOVE BRANSON
CITY ADMINISTRATION IS NOT SUPPORTIVE
LIMT OPC'S
HEALTH CARE FOR WORKFORCE IS A MAJOR PROBLEM
SALES TAX ISSUES
FOCUS ON BEAUTY OF HIGHWAY
CHRISTMAS LIGHTS NEED TO BE UP ON ALL BUILDINGS
BEEF UP PROSECUTORS
GENERAL MAINTENANCE
MAKE ZONING AND PLANNING EASIER
BEAUTIFY DOWNTOWN AREA
TAXES ARE A PROBLEM
EMPLOYEES NEED HIGHER PAY RATE
LAW ENFORCEMENT AND SECURITY IMPROVEMENTS
DON'T LIKE SELLING ALCOHOL IN THEATRES
EMPLOYEES NEED TO MAKE MORE MONEY
ARE WE PROVIDING WHAT TOURISTS WANT
IMPROVED SIGNIFICANTLY SINCE NEW MAYOR
WHEN WILL HIGHROAD BE FINISHED

Section 3:
Survey Instrument

2008 City of Branson Business Survey

This is _____. The City of Branson would like your input as an important part of the City's on-going effort to identify ways to improve the quality of city services. May I have some of your time to help with study? [If they have questions, they can contact Jerry Adams at 417-337-8548 or jadams@cityofbranson.org.]

1. I'm going to read you some major categories of services provided by the City of Branson. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Quality of police service	5	4	3	2	1	9
B. Quality of fire service	5	4	3	2	1	9
C. Quality of City parks and recreation programs and facilities	5	4	3	2	1	9
D. Maintenance of City streets and infrastructure	5	4	3	2	1	9
E. Enforcement of City codes and ordinances	5	4	3	2	1	9
F. Quality of customer service you receive from City employees	5	4	3	2	1	9
G. Effectiveness of City communication with the public	5	4	3	2	1	9
H. Management of traffic flow on City streets	5	4	3	2	1	9
I. Management of stormwater runoff	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

1st. _____ 2nd. _____ 3rd. _____

3. The following are some items that may influence your perception of the City of Branson. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and means "very dissatisfied."

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Overall quality of services provided by the City	5	4	3	2	1	9
B. Appearance/visual attractiveness of the City	5	4	3	2	1	9
C. Image of the City	5	4	3	2	1	9
D. How well the City is managing growth	5	4	3	2	1	9
E. Quality of life in the City	5	4	3	2	1	9
F. Feeling of safety in the City	5	4	3	2	1	9
G. Quality of Historic Downtown Branson	5	4	3	2	1	9
H. Value you receive for your City taxes and fees	5	4	3	2	1	9

4. **Regional Cooperation.** How important do you think it is for the City of Branson to work 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?
 ___ (5) Very important
 ___ (4) Important
 ___ (3) Somewhat important
 ___ (2) Not important
 ___ (1) Not important at All
 ___ (9) Don't know
5. **Future Planning.** Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

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

6. Which THREE of these issues do you think should be most important when planning the City's future? [Write in the letters below using the letters from the list in Question 5 above].

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

7. 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

8. Do you think that the City of Branson is a "Business Friendly" community?

___ (1) Yes ___ (2) No ___ (9) Don't Know

8a. If NO: Why not? _____

9. [Overall Ratings of the City] Using a scale of 1 to 5 where 5 means “excellent” and 1 means “poor,” please rate the City of Branson with regard to the following:

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

10. In the next 12 months, is your business considering any of the following? (read list, check all that apply)

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

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

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

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

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

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

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

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

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

- | | |
|---|---|
| <input type="checkbox"/> (01) Manufacturing | <input type="checkbox"/> (07) Finance/insurance/real estate |
| <input type="checkbox"/> (02) Wholesaler/distributor | <input type="checkbox"/> (08) Retail trade (<u>not</u> food service) |
| <input type="checkbox"/> (03) Construction | <input type="checkbox"/> (09) Retail food service |
| <input type="checkbox"/> (04) Transportation/warehousing | <input type="checkbox"/> (10) Health care/medical/social services |
| <input type="checkbox"/> (05) Entertainment, recreation | <input type="checkbox"/> (11) Communications |
| <input type="checkbox"/> (06) Professional services (law, consulting, etc.) | <input type="checkbox"/> (12) Not for profit |
| | <input type="checkbox"/> (13) Other: _____ |

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

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

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

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

17. [Optional Comments] Are there any other issues or suggestions you would like to make?
[you may attach additional sheets if necessary]

Address: _____

Zipcode: _____

This concludes the survey. Thank you for your time!