

Economics Breakout Group Question

How can we attract the types of business that we all identified in the keypad polling session?

- **Job diversity is a hedge against downturns in the tourism sector, not a replacement of the tourism**
 - **Focus on several sectors likely to produce results**
- **Health care is a quality of life plus and source of jobs – medical professional, research**
- **Image – We have a national image as hillbilly, poverty, uneducated, elderly**
 - **Focus on positive PR, advertising to improve image and reputation**
 - **Use positive success stories of successes in Branson (non-entertainment)**
 - **We are a hard sell to young professionals, easier sell to families**
 - **Today, we spend money on tourism image, not business image**
- **Arrange for training of their workers, skilled labor is important**
 - **Additional jobs in education will be created**
- **Hiring incentives**
- **Make the building permitting and inspection process easier**
- **Many other locations will give them free land or a free building**
- **Focus on corporate and home offices**
- **Build incubator facilities that will allow us to go after targets**
 - **Manufacturing that will require distribution is not well suited to this area**
 - **Continue to improve transportation connections (airport, highways)**
- **Quality of life**
 - **The ability to entertain clients**
 - **Focus on “the view out the office window”**
- **Focus on building the permanent population base**
 - **They will invest and create the new ideas once settled here**
 - **Retirees bring skills and business contacts, proven ideas**
 - **Promote retirement in industrial towns where large buyout packages have been announced**
- **City-wide initiatives to show we are “open for business” such as city-wide Wi-Fi**

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- **Focus on the difference between satisfiers and drivers – and focus on true drivers**
 - **Satisfiers helps them enjoy their trip (the Track, Branson Landing)**
 - **Drivers is what brings them here over another destination (SDC, Ironman, tournaments)**
 - **Do we need to consider loss leaders for drivers? (Convention Center?)**
- **Aquarium will require tax incentives**
 - **Aquarium is a draw for tourism and for permanent residential**
 - **We should not use tax incentives to establish a new business/attraction that will compete with existing business/attractions (paying for their competition)**
 - **Do not place additional tax burden on the Theaters**
- **Next Generation Entertainers – task force should be formed to begin the “Dating” process**
 - **Work as a team to be proactive and go find them**
 - **Seek entertainment with appeal to future generations**
 - **Show them the quality of life benefits of living and working here**
- **Work together to expand the season (Ozark Mountain Christmas, 15 years ago)**
- **Sports and Conventions are good to attract new customers, but this will not be enough to sustain long-term activity**
 - **They do help fill the gaps during slow times**
 - **Large Arena could host rodeos and truck pull events**
- **Year-long shows vs. 2-3 night engagements for big name entertainment**
 - **Harder to advertise for only 2-3 nights**
 - **Establish a regular schedule (i.e. 1st weekend of the month somebody big will be here)**