

**UPCOMING  
DATES &  
INFO.**

- **Meeting In A Box Presentations of Alternative Futures (Various Locations)**
- **Online Feedback for Alternative Futures will be accepted through Nov.**
- **Focus Group Discussions regarding components of Plan (City Hall)**
- **Drafting of Community Plan 2030 (Winter '10)**
- **Public Hearings for Community Plan 2030 (Spring '10)**

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# Branson Comprehensive Plan Steering Committee Newsletter

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## Comprehensive Plan Progress - November Update

As the Holidays overtook Branson, as they typically do during the month of November, the Steering Committee Members and Staff went out into the community searching for additional feedback to the three alternative futures first presented in October. Through emails, phone calls and meetings, the team was able to reach several hundred community members to encourage their input for this crucial step in the Comprehensive

Planning process. The people that were reached were presented the three alternatives and the necessary information to understand the characteristics of each. They were then asked to offer their feedback on the project website or in person at City Hall by dropping off their hand written responses. The collected responses to the three alternatives will provide the base and foundation for the final recommendations of the Branson

Community Plan. In addition to gaining a consensus for the effort, the Steering Committee and Staff have been in the process of reviewing several documents, known as white papers, which will be included in the final plan. The white pages will serve as an appendix to the plan by summarizing key aspects of the plan and specific community responses given during the process. November also marks the start of the plan being drafted.

## Alternative Futures Feedback

In October, three alternative futures were presented to the community at the Open House held at College of the Ozark's Keeter Center. The three alternative futures (As-Is Branson, Destination Branson and Community Branson) each included several components that helped to differentiate each one from the next. After each attendee reviewed each alternative's details, they were asked to provide their thoughts regarding what they felt were the strengths and weaknesses of each. The same process was continued after the Open House and throughout the month of November through the project website and other communications. Specifically, the Steering Committee and Staff notified community members of the opportunity to share their input and encouraged them to do so. As a result, thus far almost one hundred individuals have taken the time to review the information and have provided valuable feedback out of the almost five hundred people that were originally contacted. The most responses were given in regards to dislikes of As-Is Branson, likes of Destination Branson and likes of Community Branson. In

contrast, the least amount of responses were given for dislikes of Community Branson. Although, the number of responses for each can only begin to tell us where the community's interests have been thus far, the responses themselves have provided deep thoughts, concerns and aspirations for the direction Branson can go now and in the future. In addition, the responses have proven, as initially thought, that a fourth alternative, or combination of the three, will provide the best direction for the community.



**Attendees at the Open House**

## Next Steps...Drafting of the Plan

Design Workshop and the rest of the Comprehensive Plan team have been diligently collecting data, information and opinions throughout the community and region over the past six months. Now, over the next few months they will take all of the gathered materials and prepare a complete draft. The drafting process itself will include two main tasks: policy plans and fiscal benefits & implementation strategies.

The first task will be to organize the key planning areas and key elements of the community. Possible components may include land use & growth, community design & housing, economic development, infrastructure & environment, recreation, culture & historic preservation, health, education, safety & security and governance. It will be important that the final principles and policies of the plan reflect directly to the identified issues from the community so that there is transparency across the process. This task will also develop strategies to move the City towards a shared vision. Potential strategies may consider land use, urban design, sustainability, transportation, private market forces, public redevelopment, public/private partnerships, capital investments, and environmental resources comprehensively. Additionally, there will always need to be an eye toward promoting livability, economic vigor and social equity for Branson. Once the policy plans have been reviewed and comments submitted by the Steering Committee and Staff, Design Workshop will begin exploration of the fiscal benefits and implementation strategies for each layer, or policy of the plan.

Thus, the second task will be to create a phased action plan for each policy which will include a timeline, phasing strategy and possible funding source. The team will develop a long-term and sustainable strategy for implementation by dissecting the roles and responsibilities of the City, County, other government agencies, nonprofits and private business owners.

In doing so, the team will also identify mechanisms for intergovernmental and public-private cooperation and public financing for further study. This will be accomplished by:

- Evaluating current incentive programs in place that are targeted towards increased investment in Branson.
- Interviewing developers and/or City of Branson landowners to understand their concerns and objectives with regard to new investment in the area. Identify developers' largest obstacles with regard to investment in the City, financial or otherwise.
- Recommending any adjustments to existing incentive programs or recommend new development incentives to encourage investments that will support, enhance, or build off new or proposed projects. Measures analyzed will include business improvement districts, tax abatement strategies, TIFs, other public-private partnership initiatives.

The Design Workshop team will also be identifying specifically the agencies, organizations and groups with key roles in the plan's implementation and identify their specific responsibilities. They will also review the existing land use and development codes and procedures to identify opportunities to streamline and recommend changes. A separate implementation work plan will be provided to staff for the timely implementation of the overall document.

Effective communication of the Comprehensive Plan is important to its long-term implementation. Without citizen buy-in and involvement, the plan will have little chance of affecting a positive influence. The end result, will be a user-friendly workbook that will be self-perpetuating.

## White Papers

Throughout the month of October, Design Workshop has distributed "white papers" to the Steering Committee and City Staff for review and confirmation of content. By definition, a white paper is a detailed, highly researched document intended to establish credibility or offer insight into the capabilities of a company (or city) and its products (or services). They have also been used as a guide to address issues and how to solve them. For Branson's Community Plan, a total of eight chapters were submitted: Economic Development, Community, Governance, Infrastructure, Transportation, Housing, Open Space & Recreation and Land Use. As the definition states, these white papers will provide a brief summary of specific feedback and data the team received during the process thus far regarding the topics submitted above to help establish the credibility of the overall plan's recommendations. Much of the information that will be presented in these documents are opinions that originated from the interviews that occurred in June; however, there will also be a large amount of factual data that was collected from various sources to provide more foundation for the recommendations.

## Steering Committee Members List

- Clark Harris, Chairperson
- Brenda Romine, Vice-Chairperson
- Karen Best
- Dan Chinn
- Rick Davis
- Jane Friggle
- June Hartley
- Kevin Huddleston
- Dan Lennon
- Scott McCaulley
- Joe McDowell
- Autumn Page
- Dan Ruda
- Craig Wescott
- Jamie Whiteis
- Dave Woolery
- Staff - Jim Lawson, Garrett Anderson & Joel Hornickel