

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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OCTOBER 2010

Comprehensive Plan Progress - October Update

The month of October has been busy and full of involvement and interaction with the community in an effort to travel further down the funnel. The Branson High School and the Keeter Center at the College of the Ozarks each hosted a community meeting this month that helped to introduce nearly fifty new community members to the process. Each event presented results from

previous efforts as well as new information based on those results. Each event also searched for even further feedback from its attendees. The additional benefit from each event was the many great discussions that occurred. Each helping to educate both the Steering Committee members and the citizens about what potential goals will need to be addressed by this effort. Over

the next month, the Steering Committee members and staff will be meeting with groups and organizations throughout the community to search out additional feedback and responses to the same questions asked at these events. The goal has always been for this plan to represent the entire community's vision, and that will be reinforced through this effort.

Alternative Futures Open House

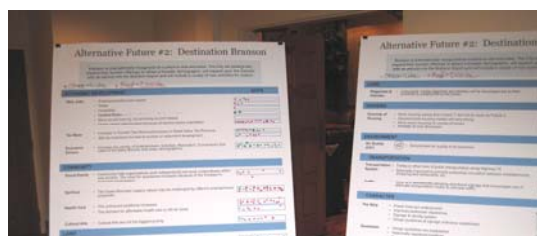
Last evening, members of the community joined members of the Steering Committee to weigh options between three alternative futures for Branson (As-Is Branson, Destination Branson and Community Branson). A summary of each can be found to the right. These three alternatives and their components were formed based on all of the feedback and responses that have been collected since the beginning of the process. With the use of green and red dots and stars, each attendee was able to show their preference of certain components. The results provided by the number of dots and stars, along with written responses, will be compiled and used to determine which of the specific components will be incorporated into the drafting of the Branson's Community Plan 2030. Drafting of the plan is set to begin this winter.



As-Is Branson: A future for Branson based on "business as usual". Following the trends of the past decade including growth and development, annexation, zoning, community organization, economic development and business trends.

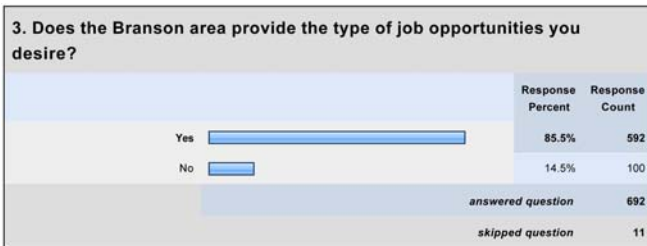
Destination Branson: Branson is internationally recognized as a place to visit and retire. The City will strategically expand their tourism offerings to attract a broader demographic, will expand upon the markets with air service into the Branson Airport and will include a variety of new activities for visitors.

Community Branson: Branson places a significant emphasis on the social fabric of the community and on providing the services and the jobs the City needs to be a balanced community. The balance includes economic, environmental and social sustainability.

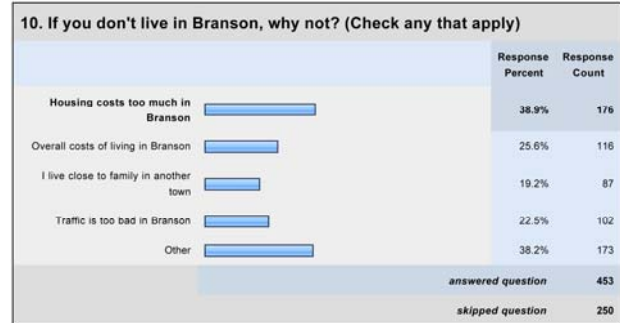


Workforce Survey Results

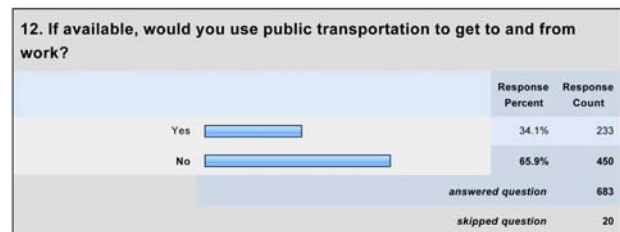
As we mentioned last month, it was noted during the August Open House that our community’s workforce and employees were not represented as equally in the various surveys and interviews as their employers. We were fortunate enough to receive a large response from our area employers, but we also wanted to make an effort to include the other important groups of our community. As a result, a fifteen question survey was produced and distributed across the area specifically for our workforce. The effort produced responses from 865 individuals representing the lodging, restaurant, government, healthcare, and entertainment areas of our community. While half of the questions served to help us better understand basic factors and characteristics of our workforce, the other half attempted to determine the overall satisfaction of our workforce.



One of the simplest goals was to establish where our workforce lives, and if not in Branson, where, and for what reasons.



Another goal that was achieved through the survey, was to gain further insight and understanding into similar questions that were answered by employers. What we discovered was that in some cases, there was not a consensus between the two groups.



*Please find all other responses on the Comp Plan website.

Visioning Workshop

On October 7th, the Steering Committee and Design Workshop hosted two workshop sessions at the Branson High School. Each session included a presentation followed by break out group discussions regarding specific topics that will be addressed by the Community Plan 2030.

Each presentation began with slides and an explanation of what the attributes of a successful community are. Some of the attributes included leadership, natural environment, community character and culture. The next portion provided a summary of the responses gathered during the previous Open House in August so those in attendance could gain an understanding of why specific questions were being asked of them that evening. Each summary then provided a segue into a new question that built off of the previous response just shown. Keypad polling devices were again used for each question so the attendees could see real time responses from the entire group.

The break out sessions then asked the group to divide up randomly into three groups (Community, Economic, and Land Use & Planning) to provide responses to more open-ended questions. Responses from the entire evening were later combined to help form the three alternative futures presented at the Open House.



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