

# MINUTES

THE REGULAR MEETING OF THE  
BOARD OF ALDERMEN  
CITY OF BRANSON, MISSOURI  
November 24, 2020

## INTRODUCTORY

The Board of Aldermen of the City of Branson, Missouri, met in regular session in the Council Chambers of the City Hall on November 24, 2020, at 6:00 p.m. Acting President Simmons called the meeting to order with the "Pledge of Allegiance," the Preamble of the Missouri Constitution and Ted Martin gave the invocation.

Acting President Simmons stated Mayor Akers is unable to attend tonight's meeting. As Acting President, he will be running the meeting but will also maintain his representation for Ward I and will be voting on tonight's matters.

## ROLL CALL

City Clerk Lisa Westfall called roll: Acting President Bob Simmons presiding, Julia King, Jamie Whiteis, Bill Skains, Larry Milton and Jeff Seay. Absent: Mayor Akers.

## PUBLIC COMMENT

Acting President Simmons began the Public Comments section of the Board of Aldermen meeting by stating the Board would hear citizens who signed the Speaker's Sheet in the order they are listed on the sheet.

Doug Clark, 121 A Saint Andrews Street, Branson, Missouri, expressed his concerns over what's being done pertaining to COVID-19 lockdowns and testing. Currently, about 230,000 deaths have been attributed to COVID-19, but there are questions about the number of deaths earmarked as COVID-19 and whether or not they are correct. He explained there's been a lot of leeway taken through the Centers for Disease Control (CDC) and national statistics analysis as far as how it was decided to label deaths of people who might have died from it or had it. He gave some perspective on other diseases in comparison to COVID-19 because people aren't paying as much attention to them as they are to COVID-19. He reported 400,000 people die each year from tuberculosis and there are strains of tuberculosis that are incurable. Tuberculosis has been around a long time and people don't seem to be as worried about that as they are COVID-19, which has a 99% survival rate. He added, and people are less apt to die from COVID-19 than from tuberculosis. In the health care system in general, there are errors of 251,000 deaths a year which includes a combination of different things that can happen and about 440,000 deaths a year attributed to the hospital system; things such as wrong medications or things hospitals can't get under control completely. He commented on how genetic sequencing is being used to try to figure out this virus, because no one has isolated the COVID-19 virus. Mr. Clark explained this information is on the CDC's website and he referenced a report from June 2020 pertaining to genome sequencing. He explained, it started out with 37 pairs of a coronavirus, but it wasn't identified specifically as a coronavirus. So it was decided to get these samples from the polymerase chain reaction (PCR) test which is being used to test people for COVID-19. The 37 pairs of coronaviruses are used to model the rest of the 30,000 pairs, so it's non-existent as far as what they're measuring. Mr. Clark commented this is not the only paper that says this as there are a lot of other

publications primarily in the CDC and National Institutes of Health (NIH) that say this. He announced there are COVID-19 vaccines coming out shortly and he urged everyone to take a look at the vaccine inserts before taking any of these vaccines. They tell of any contraindications or side effects and will say the vaccine has never been tested for mutagenic, carcinogenic or effects on fertility. The main reason it says this is because there's a liability factor with these vaccines and they have to tell people what might happen to them. If people take the vaccine voluntarily, they're voluntarily saying they know what's going to happen to them, regardless of whether they take the time to read it and figure it out. Mr. Clark expressed concerns about the World Health Organization (WHO) and the people behind this organization. He pointed out the first Secretary General, Brock Chisholm, has said that in order to achieve world government, it's necessary to remove from the minds of men their individualism, loyalty to family traditions, national patriotism and religious dogmas. The person who's running the organization now which is dictating our health, is a communist from Ethiopia, an anarchist who overthrew the government of Ethiopia. Mr. Clark believes this should raise some eyebrows about what's being done here. He knows it's impossible here in Branson to address all this stuff, but as a nation people need to stop taking advice from people who don't have our best interests at heart other than power and money.

Bruce Denison, 220 Malone Drive, Branson, Missouri, read a statement about his concerns pertaining to 530 Eiserman Avenue which neighbors his property. (See attached handout). In response to the Aldermen's questions, he clarified the orange marker on the map he submitted in his handout is the back yard that was subdivided from the original 150 feet by 75 feet lot to 50 feet by 75 feet. Mr. Denison explained this means the back yard will be 15 feet deep, have a front 25 feet setback and 5 feet on the west side. It's supposed to be per the zoning, 10 feet from the existing structure. He mentioned there has been some digging and stone laid which doesn't look appropriate and he asked for the law to be followed. He explained people had no knowledge of this going in and their comments were not good, so he created a petition and has received 20 signatures from area neighbors. He's had neighbors ask him if he's putting up a garage because the development is going to be five feet from his lot line and he questioned whether he would have bought the house back in 2017 if that structure was already there. He clarified for the Board he doesn't believe there are any covenants for his neighborhood and explained it's just north of the roundabout between Eiserman Avenue and Parnell Drive, across the street from Faith Lutheran Church. The roof of his carport to the roof of the structure to be built looks to be about four or five feet and will be three unrelated people groups on one single family lot. He clarified the orange color is the total of the 50 feet by 75 feet and the structure is five feet from that line, but there's less than 10 feet between the house and the structure to be built which does not appear to comply with the code. He's been trying to figure out the best way to handle the water runoff during the short time he's owned the property and feels it's going to be a compounded problem if it's a hard surface, because any ground absorption is going to be gone. He senses all possible thought wasn't put into subdividing that could have been and the neighborhood's not pleased for the most part. He mentioned the top soil has been dug out, stone has been laid, but there hasn't been any further work done in the last week or so, so it's just loose stone which he's guessing will be the base for the concrete slab. It will be a 1,000 square foot home with a one car attached garage. Discussion.

Gary Groman, 350 S. Wildwood Drive, Branson, Missouri, wished everyone a happy and blessed Thanksgiving and said he believes outside of getting a vaccine when one is available, the most important thing individuals can do to help stop the spread of COVID-19 is to wash their hands, avoid large indoor groups, social distance and wear a mask. Additionally, he believes masks and social distancing provide tools that can enable people to at least enjoy some resemblance of a normal life. He recalled when the COVID-19 ordinance was first announced, Police Chief Jeff Matthews had said education would be a major part of the first phase and Mr. Groman believes he and his officers have done a remarkable job. Mr. Groman expressed appreciation for the Board having the guts and courage to do what others didn't do; listen to health experts and pass a masking ordinance to help protect people. He feels the impact of this ordinance will only be as effective as its enforcement and he believes it's time for enforcement. He mentioned receiving information this morning about enforcement activity increasing and he beseeched the Board to give its full support to the City's Administration, Police Department and Code Enforcement's efforts. He encouraged them to use every tool in their box to obtain instant compliance and he asked the Board members to let them know they have their backs. He reported hospitals and those providing medical services are being taxed to the limits which is a situation sure to be exasperated with anticipated increases of COVID-19 cases between now and Christmas. He commented the police and code enforcers can't do it alone and he asked

the City to encourage citizens to call 911 when they see a business not complying with the ordinance. He believes this would help stop businesses and individuals from spreading COVID-19, taking up scarce medical resources and delaying a return to a more normal lifestyle. He added, at this particular point in the COVID-19 journey, why does the opinion of anyone who cares so little for the health and safety of others even worth considering? He asked if the non-maskers are right and masks don't make a difference, who gets hurt if they wear one compared to the potential harm of what can happen if they are wrong. He shared some examples of non-compliance that he's personally experienced which include three no sign ordinances on the south side of Main Street which he called 911 about. He reported one of the businesses' employees was waiting on customers without a mask on and another business had an employee wearing one that wasn't covering their nose. Another business had no sign and another one had an employee putting food on the shelf with their mask around their chin. Mr. Groman mentioned he drove slowly by entrances today looking for proper signage and found six stores and two restaurants not complying with the sign requirements of the City's ordinance which he took pictures of. In addition, there was someone checking out groceries with their mask around their chin and another instance of a person with no mask being waited on by a masked employee in a grocery store deli. He pointed out the fact that the person was in the store being waited on by an employee indicates a potential violation. Mr. Groman shared another experience he had today in which he asked an employee while getting takeout food if they were still having problems with people wearing masks. The employee informed him they did have some, but they have them pull their shirts up over their faces. Mr. Groman stressed there needs to be enforcement efforts now and he explained some theaters pay the cost of seats lost to ensure social distancing, while others don't and don't enforce masking. This happens quite frequently and there are a lot of cases where normal citizens comply, but also a lot of cases where people are not complying. He feels this makes it tougher for everybody else. Discussion.

## CONSENT AGENDA

Acting President Simmons asked if there were any citizens who had any items they wished to have removed from the Consent Agenda for further discussion. Hearing none, Acting President Simmons asked if any member of the Board had any items they wished to have removed from the Consent Agenda. Hearing none, Acting President Simmons asked City Clerk Lisa Westfall to read the items on the Consent Agenda. City Clerk Lisa Westfall read the following Consent Agenda items by title.

Approval of Board of Aldermen Minutes:

- a) November 10, 2020 Regular Meeting

Acknowledge Receipt of Minutes:

- a) Advisory Park Board Meeting of October 20, 2020
- b) Human Resources Committee meeting of October 21, 2020
- c) Outside Program Assistance Committee meeting of November 5, 2020

**BILL NO. 5915**

**Ord. No. 2020-0158**

**Approving the amendment to the Lease Agreement with Recreational Investment & Management Corp. pertaining to a reduction in base rent for Fiscal Year 2020.**

Final Reading of Bill No. 5915, an ordinance approving the amendment to the Lease Agreement with Recreational Investment & Management Corp. pertaining to a reduction in base rent for Fiscal Year 2020 and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall. Voting

aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0158 was duly enacted.

**BILL NO. 5916**

**Ord. No. 2020-0159**

**Approving the renewal of the contract with Missouri American Water for water termination services.**

Final Reading of Bill No. 5916, an ordinance approving the renewal of the contract with Missouri American Water for water termination services and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0159 was duly enacted.

**BILL NO. 5917**

**Ord. No. 2020-0160**

**Approving the renewal of the contract with Missouri American Water Company for the purchase of water usage data.**

Final Reading of Bill No. 5917, an ordinance approving the renewal of the contract with Missouri American Water Company for the purchase of water usage data and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0160 was duly enacted.

**BILL NO. 5918**

**Ord. No. 2020-0161**

**Approving the renewal of the contract with Utility Service Company, Inc. for ongoing maintenance and scheduled renovations of the City's Water Towers.**

Final Reading of Bill No. 5918, an ordinance approving the renewal of the contract with Utility Service Company, Inc. for ongoing maintenance and scheduled renovations of the City's Water Towers and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0161 was duly enacted.

**BILL NO. 5919**

**Ord. No. 2020-0162**

**Approving a Time Extension Amendment for an Intergovernmental Agreement between Taney County and the City of Branson regarding funding of the City's Planned 2020 Sewer System Improvement Projects.**

Final Reading of Bill No. 5919, an ordinance approving a Time Extension Amendment for an Intergovernmental Agreement between Taney County and the City of Branson regarding funding of the City's Planned 2020 Sewer System Improvement Projects and authorizing the Mayor to execute the amendment was read by title by City Clerk Lisa Westfall. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0162 was duly enacted.

**BILL NO. 5920**

**Ord. No. 2020-0163**

**Approving the Intergovernmental Cooperative Agreement between Taney County and the City of Branson pertaining to use of the Taney County Firearms Range.**

Final Reading of Bill No. 5920, an ordinance approving the Intergovernmental Cooperative Agreement between Taney County and the City of Branson pertaining to use of the Taney County Firearms Range and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall.

Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0163 was duly enacted.

**BILL NO. 5921**

**Ord. No. 2020-0164**

**Approving the renewal of the contract with Radiophone Engineering, Inc. to provide communication services and repairs.**

Final Reading of Bill No. 5921, an ordinance approving the renewal of the contract with Radiophone Engineering, Inc. to provide communication services and repairs and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0164 was duly enacted.

**BILL NO. 5922**

**Ord. No. 2020-0165**

**Approving the renewal of the Memorandum of Understanding between the Alcohol and Drug Abuse Prevention Team (ADAPT), Branson Public Schools and Branson Police Department pertaining to alcohol compliance checks at businesses.**

Final Reading of Bill No. 5922, an ordinance approving the renewal of the Memorandum of Understanding between the Alcohol and Drug Abuse Prevention Team (ADAPT), Branson Public Schools and Branson Police Department pertaining to alcohol compliance checks at businesses and authorizing the Mayor to execute the agreement was read by title by City Clerk Lisa Westfall. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0165 was duly enacted.

**BILL NO. 5923**

**Ord. No. 2020-0166**

**Approving the Reimbursement Agreement between the City of Branson and the Taney County Airport.**

Final Reading of Bill No. 5923, an ordinance approving the Reimbursement Agreement between the City of Branson and the Taney County Airport and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0166 was duly enacted.

**BILL NO. 5924**

**Ord. No. 2020-0167**

**Accepting the proposal of Unifirst Corporation pertaining to the rental of uniforms and shop towels for the City.**

Final Reading of Bill No. 5924, an ordinance accepting the proposal of Unifirst Corporation pertaining to the rental of uniforms and shop towels for the City and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0167 was duly enacted.

**BILL NO. 5925**

**Ord. No. 2020-0168**

**Amending the adopted 2020 Budget for the City of Branson to adjust monies for the Tourism Fund for the Branson, Missouri Regional Airport TDD.**

Final Reading of Bill No. 5925, an ordinance amending the adopted 2020 Budget for the City of Branson to adjust monies for the Tourism Fund for the Branson, Missouri Regional Airport TDD was read

by title by City Clerk Lisa Westfall. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Ordinance No. 2020-0168 was duly enacted.

Acting President Simmons opened the floor for a motion to approve all items on the Consent Agenda. Alderman King so moved, seconded by Alderman Skains. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

## REGULAR AGENDA

### RESOLUTION NO. 2020-R029

#### Appointment of a Representative and Alternate to the Tri-Lakes Biosolids Joint Municipal Utility Commission.

A Resolution for the appointment of a Representative and Alternate to the Tri-Lakes Biosolids Joint Municipal Utility Commission was read by title by City Clerk Lisa Westfall and a staff report was provided by Utilities Director Mike Ray. Acting President Simmons asked for a motion adopting the resolution. Alderman King moved to adopt, seconded by Alderman Whiteis. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. No discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Resolution No. 2020-R029 was adopted.

### BILL NO. 5926

#### Accepting the terms of an Agreement between the City of Branson and the Tri-Lakes Biosolids Joint Municipal Utility Commission for Branson to provide contract operation of the Biosolids Dewatering and Drying Facilities.

First Reading of Bill No. 5926, an ordinance accepting the terms of an Agreement between the City of Branson and the Tri-Lakes Biosolids Joint Municipal Utility Commission for Branson to provide contract operation of the Biosolids Dewatering and Drying Facilities and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by Utilities Director Mike Ray. Acting President Simmons asked for a motion approving Bill No. 5926. Alderman King so moved, seconded by Alderman Whiteis. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. Discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

### BILL NO. 5927

#### Approving a contract with S & S Pumping, Inc. to accept holding tank and special waste for treatment at the Branson Wastewater Treatment Facilities.

First Reading of Bill No. 5927, an ordinance approving a contract with S & S Pumping, Inc. to accept holding tank and special waste for treatment at the Branson Wastewater Treatment Facilities and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by Utilities Director Mike Ray. Acting President Simmons asked for a motion approving Bill No. 5927. Alderman Whiteis so moved, seconded by Alderman Skains. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. No discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

**BILL NO. 5929**

**Accepting the proposal of Branson Regional Arts Council pertaining to the provision of services to provide Temporary Public Assistance.**

First Reading of Bill No. 5929, an ordinance accepting the proposal of Branson Regional Arts Council pertaining to the provision of services to provide Temporary Public Assistance and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by Fire Chief Ted Martin. Acting President Simmons asked for a motion approving Bill No. 5929. Alderman King so moved, seconded by Alderman Skains. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. Discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

**BILL NO. 5930**

**Accepting the proposal of Elevate Branson pertaining to the provision of services to provide Temporary Public Assistance.**

First Reading of Bill No. 5930, an ordinance accepting the proposal of Elevate Branson pertaining to the provision of services to provide Temporary Public Assistance and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by Fire Chief Ted Martin. Acting President Simmons asked for a motion approving Bill No. 5930. Alderman King so moved, seconded by Alderman Skains. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. Discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

**BILL NO. 5931**

**Accepting the proposal of Faith Community Health Center, Inc. pertaining to the provision of services to provide Temporary Public Assistance.**

First Reading of Bill No. 5931, an ordinance accepting the proposal of Faith Community Health Center, Inc. pertaining to the provision of services to provide Temporary Public Assistance and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by Fire Chief Ted Martin. Acting President Simmons asked for a motion approving Bill No. 5931. Alderman Whiteis so moved, seconded by Alderman Seay. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. No discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

**BILL NO. 5932**

**Accepting the proposal of Taneyhills Community Library pertaining to the provision of services to provide Temporary Public Assistance.**

First Reading of Bill No. 5932, an ordinance accepting the proposal of Taneyhills Community Library pertaining to the provision of services to provide Temporary Public Assistance and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by Fire Chief Ted Martin. Acting President Simmons asked for a motion approving Bill No. 5932. Alderman Skains so moved, seconded by Alderman Whiteis. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. No discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

**BILL NO. 5933**

**Accepting the proposal of Women's Crisis Center of Taney County, Inc. pertaining to the provision of services to provide Temporary Public Assistance.**

First Reading of Bill No. 5933, an ordinance accepting the proposal of Women's Crisis Center of Taney County, Inc. pertaining to the provision of services to provide Temporary Public Assistance and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by Fire Chief Ted Martin. Acting President Simmons asked for a motion approving Bill No. 5933. Alderman Skains so moved, seconded by Alderman Whiteis. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. Discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

**BILL NO. 5934**

**Approving the contract with the Branson/Lakes Area Chamber of Commerce & Convention and Visitors Bureau pertaining to tourism and marketing services.**

First Reading of Bill No. 5934, an ordinance approving the contract with the Branson/Lakes Area Chamber of Commerce & Convention and Visitors Bureau pertaining to tourism and marketing services and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by City Attorney Chris Lebeck. Acting President Simmons asked for a motion approving Bill No. 5934. Alderman Skains so moved, seconded by Alderman Whiteis. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter.

Marshall Howden, 106 Rose Oneill Drive, Branson, Missouri, feels Alderman Simmons' comments from a previous meeting regarding Bill No. 5599 were prophetic in a sense, because he said the next time this gets brought up we would probably be in the same place. Mr. Howden feels this is where this is at right now; not to say there hasn't been some amazing work done by people on this Board and in the community, but he thinks it's important to note. Mr. Howden explained this topic has a lot of things that go in concurrency with each other and he mentioned the Chamber of Commerce just had its 5 in FIVE study which some really great things came out of. He feels the question is how to act on these things moving forward and not just continue to have discussions. He reiterated the difference between the concepts of marketing and messaging. Marketing is the tax dollars contracted with these different entities and messaging includes things that can come from this Board or can be erroneous talking points spread on Facebook about Branson's shows. He added, or when the Springfield Newsleader published an article about there being a rift between the shows and City Hall and he pointed out how messaging is so important moving forward with that. He thinks the City should establish a Music and Theater Commission at City Hall like other cities have. He reported the 5 in FIVE Sound Diplomacy CEO was very comfortable with that and understood it's something that's done in many cities. Mr. Howden commented it's all about bringing this forward, moving in one direction and he really appreciates the Board's time and hopes to see action on this.

Chris Myer, 269 State Highway 248, Branson, Missouri, explained he's in the lodging and ticketing business in the community and he's served on the District Marketing Council (DMC) for years and was the chair for a couple of years. He mentioned starting on the Tourism Community Enhancement District (TCED) Board when it first began and now he's on the TCED Board representing the County. He's not here tonight representing any of these entities or the Chamber, but as an individual business owner. He shares this because he has intimate knowledge of how this process has worked over the years and wants to offer suggestions on how the City can make this contract even better. He referred to the detailed analysis which requires all marketing materials to carry the City of Branson logos and he asked what if the City of Branson's logo is different than the community's logo. He explained if they change, they're never changed in unison and he asked if marketing material was just printed materials or included everything. He feels there's a huge opportunity for improvement with the contract's scope of services which talks about marketing outside Branson within a 30 mile radius. He pointed out the document also says media will be used to promote

Branson locally and he expressed concerns that 30 miles is too close. He referred to the fourfold items which includes: attracting overnight visitors to Branson, increasing tourism and City tax revenue, increasing demand in Branson for hotel, motel, resort and campground inventory for the purposes of increasing occupancy, and increasing the demand for all other local attractions including live shows, entertainment and entertainment located in Branson for visitors of all ages throughout the term of this contract. He added, so if only one more person comes to town it could be considered a success. He stated there's a thing called SMART when it comes to goals and stands for: specific, measurable, achievable, relevant and time-bound. He explained there's nothing in this document that's measurable and suggested establishing what the City is striving for in all these categories. He would reword this under demand for live shows, attractions, retail and dining in Branson to include individual percentages and he asked how much the individual percentages or dollar amounts would need to go up to be considered successful. He commented it's not just about inflation as there has to be percentage increases for inflation, but he feels the City needs to look at this long-term. He reported the theater industry has been down since December 2018 which should greatly concern everyone and is part of the reason Sound Diplomacy did the theater study. He doesn't know how effectiveness and results would be measured based on the scope of services and he challenged the Board to get specific, measurable, achievable, relevant and time-bound goals. Mr. Meyer stated there's no mention about first-time visitors which the community has had as a goal to achieve 25% first-time visitors. He referenced the pages that talk about using the Marketing Oversight Committee and he asked if it's the TCED's Marketing Oversight Committee. He added, if it is that should probably be spelled out in the document. He asked what happens if the Marketing Oversight Committee (MOC) and the City aren't in alignment, because they have different constituents, districts and people who aren't even inside City limits. He explained this may or may not happen, but the question has to be asked because the City's not picking who is on the MOC. He asked how the City would make sure it has proper representation on the MOC which it has no control over. A theater may or may not be picked to be on it and he asked how the City will have the MOC, another political entity, represent the City. He doesn't know the answer to that question and while it doesn't mean the MOC is bad or good, if the City wants to protect its interests it would have to ask how that would work. Mr. Myer inquired who is determining the criteria to judge the success of the campaign; the City, MOC or Chamber of Commerce and CVB, because it needs to be clearly defined. He mentioned the scope of the marketing and promotion arrangements says it will not market or promote the City as a tourism destination in any manner which is intended or likely to produce a direct benefit to the contractor or any affiliate, subcontractor, private person or business over and above that gain by the City as a whole. He asked how this would be determined and he thinks there are times when individual businesses are going to show up on the ad more than others and it's necessary to feature entertainers so people will come to town. Currently, Rhonda Vincent is in Branson and he feels Branson should be telling everyone she's here with her friends at the Andy Williams Theater and she should be in the Christmas commercial. He added, if she gets benefit, great, because he's trying to maximize visitors and put out the things that are going to drive the most visitors. He knows that's tough for some people to hear, but the people who aren't in the commercial will still benefit because there's more visitors in town. He doesn't understand the part about the benefit to the City as a whole, because there's so much to do in this town it's impossible to put everything in a commercial. He emphasized the need to feature the entertainers and attractions that will drive the most visitors to town. He explained the document talks about quarterly marketing reports, but there's no mention about show or attraction revenue and he feels the Board needs to see this when the Chamber of Commerce and CVB is giving its report. He suggested adding that and feels what's really missing in the document is how Sound Diplomacy's study fits with it because here's no mention of it. He reported one of the items Sound Diplomacy talked about was the office of theater innovation and he feels the City has a great opportunity to help guide that and advocate for the theater industry. He thinks the Board has an opportunity before the second reading to make those changes and get this right. What's happening in the market is the hotel industry is way down, the theater industry is down more than the hotel industry and Branson has to make sure it's measuring the right things and holding people accountable. The more people who come here and spend money will be beneficial for everybody and he welcomed any questions. He recalled when theaters closed down in March, he tried to keep one hotel open longer, but he couldn't do it and he expressed he's an advocate for the theater industry because that's what makes Branson truly unique and different as a community. Mr. Meyer encouraged everyone to read the theater study which contains good information and he mentioned learning from it, Branson's customers love its entertainment. He feels the problem is that Branson is its own worst enemy in the community, because people rate the theater industry worse or less than the guy that's coming into town.

He thinks Branson has to embrace its theater and entertainment community and he mentioned seeing a presentation at the Missouri Governor's Conference about tourism in Nashville, Tennessee, that he wishes everyone in Branson could've seen. He explained Nashville integrates entertainment into everything it does, even though it has a lot of other industries. He gave an example that even their bike racks look like a music notes because the City embraces entertainment. It saddens him that Branson has some of the best live family entertainment in the country, but doesn't give them their due. He believes the community needs to start looking at the perspective of the outside entertainer and explained people can't live on just three months of summer attractions business. He clarified, obviously people go to other attractions other times of the year, but that's the primary draw. He doesn't think all the things he addressed here tonight the TCED Board addressed because he's just one member of its Board. When going through contract negotiations, he had a long list of items, some were included and some were not and of what he calls SMART goals, not all of them were put in there. He explained if Branson doesn't know where it's going, it's going to take a lot longer to get there and he believes the City has to help determine where Branson's going. Discussion.

Acting President Simmons asked for comments from the Board. Discussion. Alderman Milton provided a PowerPoint presentation to the Board. (See attached handout).

**Alderman Skains left the meeting at 7:30 p.m. and returned at 7:31 p.m.**

Jonas Arjes, introduced himself as the Interim President and CEO of the Branson Lakes/Area Chamber of Commerce and Visitors Bureau. In response to the Board's questions, he explained the Chamber is the Destination Marketing Organization (DMO) and he thinks it can be debated whether Branson is only the City limits of Branson or the destination incorporating the greater region known, which has a brand awareness of Branson. He explained live entertainment is one of the three pillars of the marketing plan approved by the TCED. He understands some of the concerns and he's not opposed to any key performance indicators because he prefers that an organization have measurable standards and metrics it can be held accountable to. He asked what those metrics are and expressed if the Chamber is going to be held accountable to them, but have very little influence on how it performs, that would be a tough agreement to be a party to. He mentioned there were discussions about measuring tax revenue and he referred to Alderman Milton's presentation slide that showed receipts being down and he explained that's under the assumption that everybody's collecting and remitting and he asked if those were the facts. There has to be consistency and he thinks there were great discussions as a staff team and he feels the City gave ample opportunity to review the contract. He reported there were no less than six senior staff and Board members reviewing this contract. He wants to make sure to do the right thing and do what everyone wants to do. He explained there's no one in his organization who doesn't want the best for the theater industry market and they work hard to drive visitation, get people to stay longer and spend more money. That's the objective and he doesn't know how measurable or what metrics can be used to demonstrate that. He expressed people have to be cognizant about trying to segregate reporting methods and reminded everyone that 100% of the 25% of marketing dollars minus the 2% administration goes straight to marketing. He commented if there needs to be administrative layers on top of that, please don't put or suggest anything in the contract that somebody should do without having a direct source of revenue identified how it gets paid for. In response to the Board's questions, he explained his educated guess regarding why Stone County is up so much for 2019 is because Silver Dollar City had reported a record year for attendance which would have some basis to that increase. He believes the newsletter is paid content for those who want to advertise in the newsletter. Discussion.

Alderman Skains made a motion to call the question, seconded by Alderman Whiteis. Voting aye: King, Whiteis, Skains and Seay. Nays: Simmons and Milton. Absent: Akers. Motion carried.

Acting President Simmons called for a vote on Bill No. 5934. Voting aye: King, Whiteis, Simmons, Skains, and Seay. Nays: Milton. Absent: Akers. Motion carried.

**The meeting recessed at 7:55 p.m. and reconvened at 8:00 p.m.**

**BILL NO. 5935**

**Accepting the proposal of Suddenlink pertaining to data communications.**

First Reading of Bill No. 5935, an ordinance accepting the proposal of Suddenlink pertaining to data communications and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by IT Director Chad Forster. Acting President Simmons asked for a motion approving Bill No. 5935. Alderman Skains so moved, seconded by Alderman Seay. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. Discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

**BILL NO. 5936**

**Approving a contract with Thinkspace IT pertaining to the purchase of Microsoft Software Licensing.**

First Reading of Bill No. 5936, an ordinance approving a contract with Thinkspace IT pertaining to the purchase of Microsoft Software Licensing and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by IT Director Chad Forster. Acting President Simmons asked for a motion approving Bill No. 5936. Alderman Skains so moved, seconded by Alderman Seay. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. Discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

**BILL NO. 5937**

**Accepting the proposal of Newman's Signs, Inc. pertaining to the purchase of signage supplies.**

First Reading of Bill No. 5937, an ordinance accepting the proposal of Newman's Signs, Inc. pertaining to the purchase of signage supplies and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by Public Works Director and City Engineer Keith Francis. Acting President Simmons asked for a motion approving Bill No. 5937. Alderman King so moved, seconded by Alderman Skains. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. Discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

**BILL NO. 5938**

**Approving the second renewal of the services contract with Tradebe Environmental Services, LLC pertaining to the transportation and disposal of household hazardous waste material.**

First Reading of Bill No. 5938, an ordinance approving the second renewal of the services contract with Tradebe Environmental Services, LLC pertaining to the transportation and disposal of household hazardous waste material and authorizing the Mayor to execute the contract was read by title by City Clerk Lisa Westfall and a staff report was provided by Public Works Director and City Engineer Keith Francis. Acting President Simmons asked for a motion approving Bill No. 5938. Alderman King so moved, seconded by Alderman Seay. Acting President Simmons asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Acting President Simmons asked for comments from the Board. Discussion. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried.

## APPOINTMENTS

Acting President Simmons stated this appointment process is in accordance with the Board and Committee Appointments Procedure. Acting President Simmons announced the Mayor's appointment for Category 4:

### Category 4:

#### Branson Housing Authority:

Doug Baker, Appointment to the Branson Housing Authority Board to fill the unexpired term of Don Baker until September 2022.

## MAYOR/ALDERMEN/ADMINISTRATOR'S REPORTS

Alderman Whiteis stated 2020 has been a rough year, but there are still things to be thankful for and he wished everyone a happy Thanksgiving.

Alderman Skains wished everyone a happy and safe Thanksgiving.

Alderman Milton announced he will be running for re-election for Ward II in April.

Acting President Simmons thanked everyone for putting up with him running the meeting this evening and said he appreciates the practice.

City Administrator Stan Dobbins mentioned the December 17<sup>th</sup> Study Session has been cancelled and announced the crane will be removed from 76 Country Boulevard tomorrow so traffic lanes will be opened back up. He invited everyone to attend the tree lighting ceremony at Liberty Plaza on Friday and wished everyone a happy Thanksgiving. He thanked the Board members for all they do.

## ADJOURN

Acting President Simmons asked for a motion to adjourn. Alderman King so moved, seconded by Alderman Skains. Voting aye: King, Whiteis, Simmons, Skains, Milton and Seay. Nays: None. Absent: Akers. Motion carried. Meeting adjourned at 8:27 p.m.



E. Edd Akers  
Mayor



Lisa Westfall  
City Clerk



Fw: 530 Eiserman

From: Bruce Denison (brucedenison@sbcglobal.net)

To: brucedenison@sbcglobal.net

Date: Monday, November 23, 2020, 03:36 PM CST

Subject :530 Eiserman

When infants are learning to talk, one of their first words are Mine !

When grade school children gets a bike and someone else picks it up and takes it for a ride...the child owner says" Hey that's mine"

When a high school or college student gets their first car and some one else damages it...the student owner says hey you damaged my car

When adults work for years and save to purchase a home and someone or something changes their surroundings....the home owner say "...hey your changing my surroundings".

Upon asking Joel about what the zoning was for the homes on Eiserman...Joel answered Single Family

I commented that the 530 Eiserman home was divided into a duplex for renting...and another home was to be built in the back yard. The response I got was that the back 50' of the yard/lot was "Sub-divided".

My response was... "...so there will be 3 unrelated people living on a lot that was zoned Single Family.

Upon asking if I had missed a mailing or hearing meeting, I was told the decision was an administrative decision. To sub-divide a parcel to allow another 1,000 sq ft home to be built in the back yard gives the appearance that the city is negating their own Single Family zoning.

Asking when the zoning was done. The answer was the zoning was "overhauled" April 2018 by a Consulting Firm

Asking if there was any consideration of the neighbors home values ...I'm not remembering any answer...

A neighbor asked me if I was building another garage. As I talked with other neighbors they were perplexed that no notice or hearing was given. My input was taken away...

The neighbor next door to 530 Eiserman commented that she was having a family room addition built on the back of her home. Also commented "...my view is being taken away"

The renter (who works at Cox Hospital) in the back half of the 530 Eiserman duplex has her 7 year old grandson visit on the weekends. The back yard he played in has been taken away. I've personally seen him playing along the curb the past couple weekends

Neighbors on Parnell were not pleased to learn about the Density change. I heard "...how is that going to affect My value"

My own residence to the east of 530 Eiserman, has a concern about a 10" to 14" wide water run off causing a "v" in my lawn. Any ground absorption will be gone with a 1,000 sq ft home on the lot that will be 5' from my lot line causing more water run-off on to my lot. I'm requesting the City to consider drainage help or a berm to redirect the water away from my front lawn to defer any further erosion on my lot. I'm also asking for a permit for a fence up to 12' depending on the height of the home 5' from my lot line

Who are the winners and who are the loser's ? The city gets another property tax bill and the property owners will sell it for a profit.

What about all the other neighborhood tax payers already mentioned ?

Bruce

Handwritten: 334 3345

Handwritten: Planning & Zoning Commission

COGNITIVE

8-11-18

(c) Dimensions. Development in the LDR District shall conform to the following dimensional standards:

Table 14-37.1 LDR Dimensional Standards

Building Type	Lot		Setbacks (min. ft.)			Development Coverage (max.)		Max. Height (ft.)
	Front	Side	Front	Side	Rear	Roof	Yard	
Residential Single-Family	5,000	40	25	5	25	15	0.14	35
Two-Family	7,000	42	25	5	25	15	0.15	35
Accessory	—	—	Not permitted	50'	50'	50'	—	—

(1) In all locations where building lines, setback lines or yard lines are shown on plats that have been recorded in the office of the recorder of deeds of the county, the number on setback or front yard shall be as shown on the plat.  
 (2) 15 feet required between primary and accessory structures. When a building permit is not required for accessory structures, it may be reduced to ten feet.

Ord. No. 2018-0034, § 4, 4-10-2018

Section 14-38. Medium Density Residential District (MDRD)

(a) Purpose. The Medium Density Residential District encompasses housing units at a density of 10 to 20 dwelling units per acre, and includes both attached and detached housing structures. The Medium Density Residential District is intended to accommodate a variety of housing types, styles and sizes at moderate densities to provide diverse housing options and accommodate the range of age groups, lifestyles and economic levels within the community. Medium Density Residential Districts also accommodate civic, open space and other limited nonresidential uses that are thoughtfully integrated as part of a complete neighborhood. Medium Density Residential Districts permit smaller lots, smaller units and more varied housing configurations than Low Density Residential districts, allowing for more flexible infill development, and more attainable housing costs for residents. Established neighborhoods around the downtown, and new neighborhoods adjacent to employment and activity centers, are ideal locations for Medium Density Residential Districts.

(b) Uses. All uses in the MDRD District shall conform to Table 14-38.1, Permitted Uses.

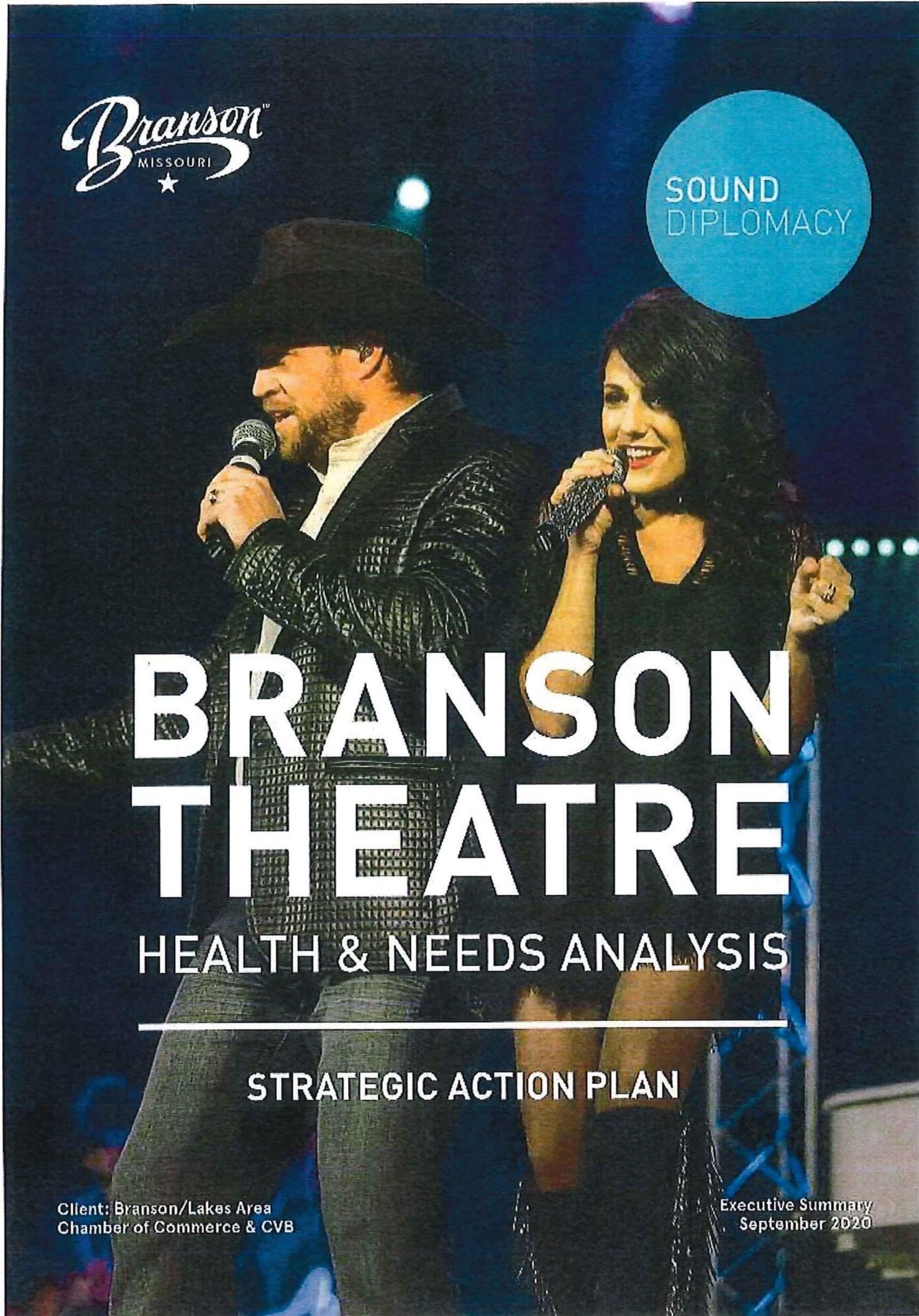
(c) Dimensions. Development in the MDRD District shall conform to the following dimensional standards:

Table 14-38.1 MDRD Dimensional

Building Type	Lot		Setbacks (min. ft.)			Development Coverage (max.)		Max. Height (ft.)
	Front	Side	Front	Side	Rear	Roof	Yard	
Residential Single-Family	6,000	33	25	5	15	15	0.13	35

Ord. No. 7

03/04/19



# ECONOMIC IMPACT



## 2. ECONOMIC IMPACT

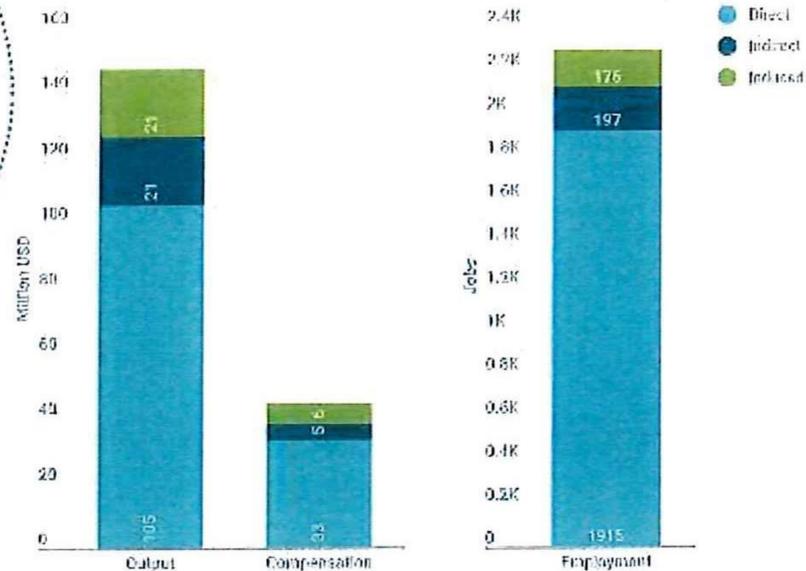
Branson's live theatre and music ecosystem created a direct economic impact of 1,915 jobs, \$33 million in earnings and \$105 million in economic output. When including the indirect and induced economic effects, Branson's live theatre and music ecosystem generated a total output of \$147 million and a Value Added (GVA) of \$118 million to the local economy in 2016.<sup>1</sup>

The total number of jobs<sup>2</sup> generated and supported by the music sector in the area was 2,288, which accounted for 8.96% of employment in Taney County. The total earnings generated within the Branson Performing Arts and Music Ecosystem totaled \$44 million (Figure 1).

### DIRECT IMPACT

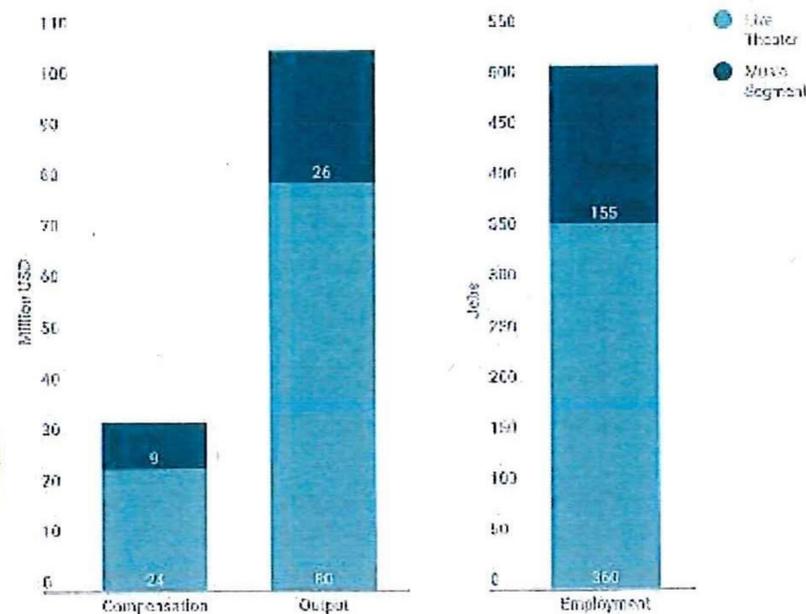
Looking at the two individual segments (live theatre segment vs. music segment), the live theatre segment supported 81% of the direct employment, 75% of the direct output and 73% of the direct compensation generated by Branson's live theatre and music ecosystem (Figure 2).

FIGURE 1: BRANSON LIVE THEATRE AND MUSIC ECOSYSTEM ECONOMIC IMPACT



Source: Business Patterns (2016), RIMS II, Sound Diplomacy Research

FIGURE 2: DIRECT IMPACT BY SEGMENT, 2016

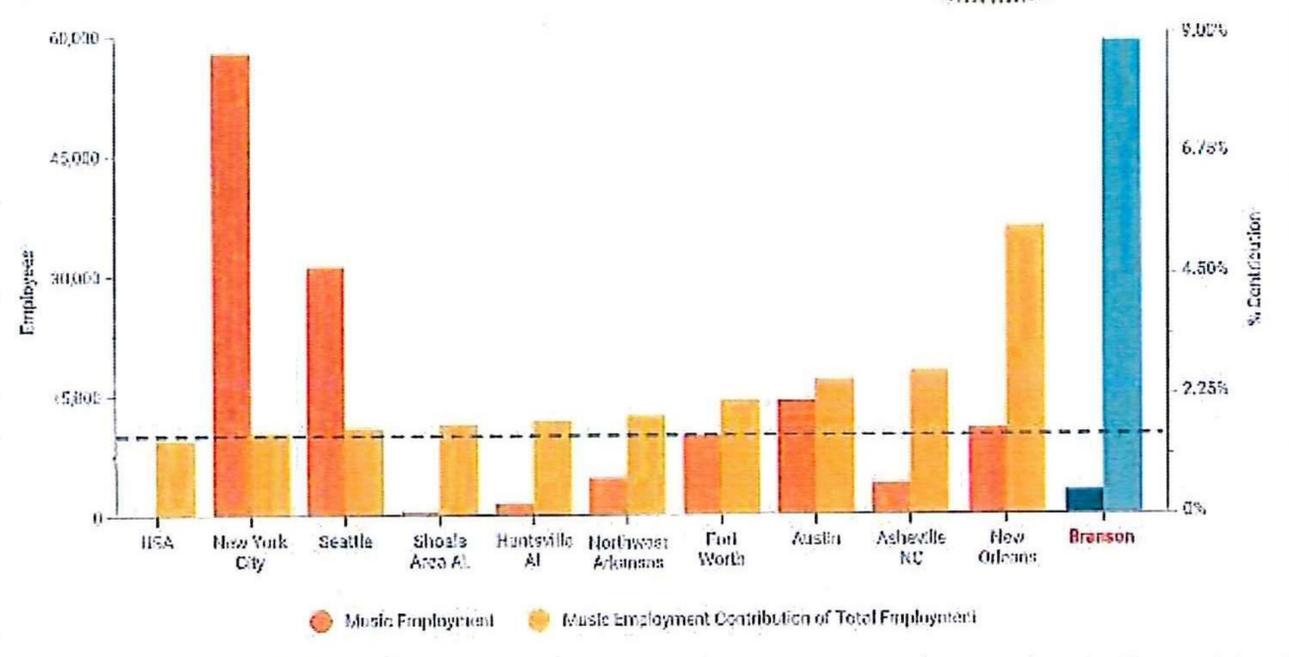


Source: Business Patterns (2016), RIMS II, Sound Diplomacy Research



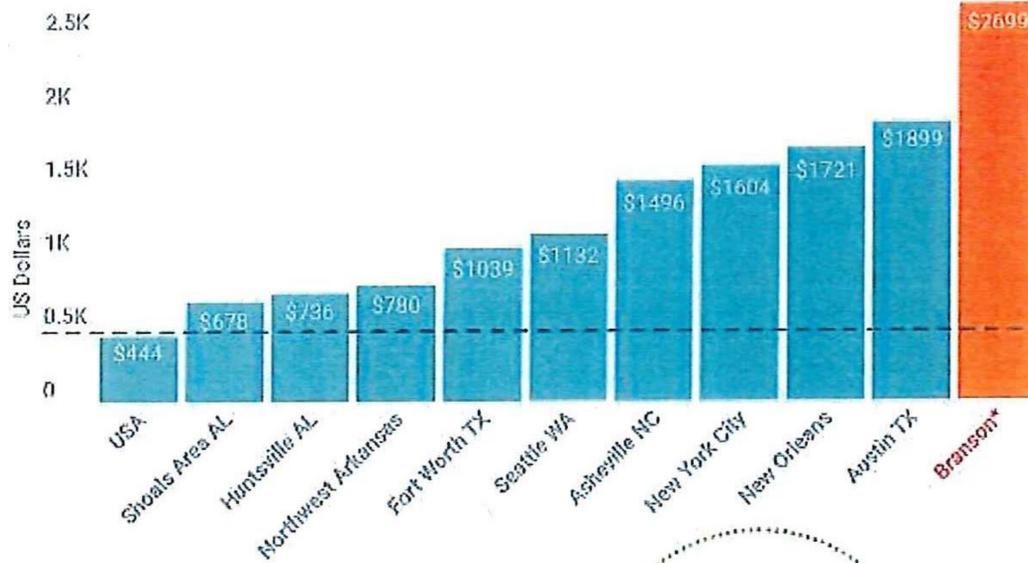
3 Branson figure includes live theatre employees in addition to music ecosystem employees.  
 4 The output per capita of the other cities and regions only takes into account the music ecosystem, while Taney County's analysis also includes the theatre sector.

FIGURE 5. MUSIC ECOSYSTEM EMPLOYMENT, US CITIES AND AREAS<sup>3</sup>



How important the Theater industry is to Branson

FIGURE 6. MUSIC ECOSYSTEM OUTPUT PER CAPITA IN USD, US CITIES AND AREAS AND LIVE THEATRE AND MUSIC ECOSYSTEM PER CAPITA IN BRANSON

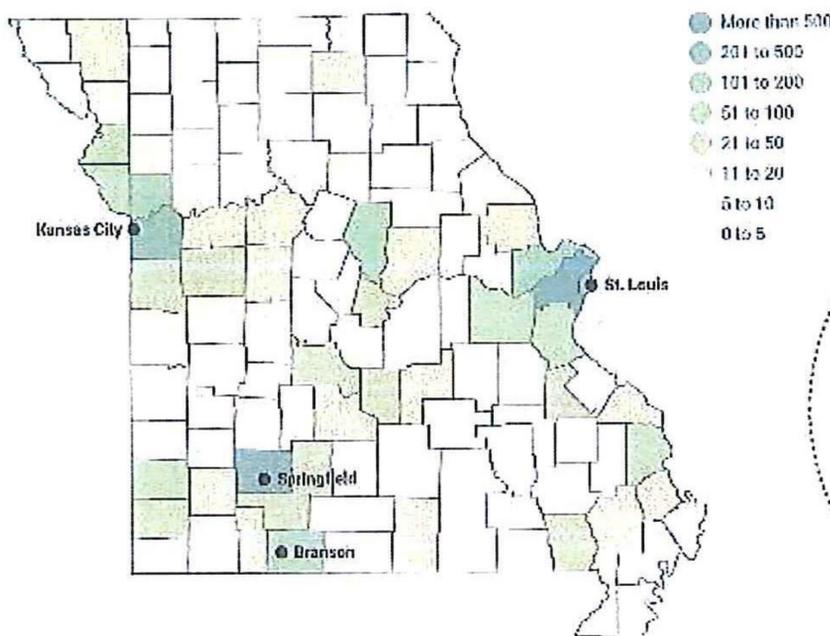


**The importance of the Theater industry to Branson.**

The music output per capita in the United States is \$444. In Branson/ Taney County this figure reached \$2,699 in 2016.<sup>4</sup>

In the case of cities such as Austin and New York, which have high flows of music tourism and strongly consolidated industries, this figure is \$1,899 and \$1,604, respectively (Figure 6).

FIGURE 7. NUMBER OF MISSOURI'S LIVE THEATRE AND MUSIC ECOSYSTEM ESTABLISHMENTS BY COUNTY, 2016



With 126 establishments, Taney County ranks in the top 5% of counties in Missouri. The county with the highest number of live theatre and music establishments is St. Louis County (709) followed by Jackson County (474), St. Louis city (277) and Greene County (214) (Figure 7).

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## 4. RESEARCH AND ENGAGEMENT SWOT ANALYSIS

### STRENGTHS

- **Big economic impact:** Branson's live theatre and music ecosystem created an economic impact of 2,288 jobs, \$44 million in earnings and \$147 million in economic output.
- **Live theatres support 81%** of the direct employment, **75%** of the direct output and **73%** of the direct compensation generated by Branson's music ecosystem.
- **Live theatre entertainment drives visitation in Branson.**
- High number of Branson live theatres and shows result in **lots of choices.**
- **Visitors highly rate** Branson's live theatre industry and **interest in live shows remains high.**
- The average Branson visitor attends **two to three** shows during their Branson visit.
- **Baby boomers are Branson's core theatre audience** attending more shows than their younger counterparts or those who visit for other attractions; boomers can travel year-round due to limited commitments to jobs or kids.
- **Visitors prefer variety shows and dinner shows,** which are prominent theatre formats in Branson.
- Most theatres/shows report making **marketing investments their top priority** for the next three years, followed by changes to their marketing strategy.
- The better performing theatres/shows report that **investments in new theatre productions** (costumes, staff, choreographers), **changing their ticket selling strategy,** investing in **marketing** and changing their marketing strategy had the **highest impact on their financial success** in the past five years.

### WEAKNESSES

- The local live theatre audience only attend shows once per year.
- **Branson visitors prefer medium sized and small venues,** yet most existing theatres are larger in size, often resulting in **half-empty shows,** which may give an appearance of an unpopular or unsuccessful show.
- **Lack of small, non-theatre style venues** which could host Branson's low-production-value shows.
- Some **dated theatre venues.**
- For the younger (non baby boomer) Branson visitor, **show content can feel dated and lack appeal.**
- Nearly half of show operators who rent a venue **do not collect their own customer data,** limiting their customer marketing abilities.
- **Low engagement of the theatre industry with its related advisory boards,** such as the Show Task Force or the Theatre League; hence **limited unity** around common goals and needs.
- Show/Theatre license requirements do not take **financial stability or quality standards** into consideration.
- Some theatres/shows **lack marketing budgets** and desire better marketing know-how.
- **Limited opportunities to experience live music in Branson outside of the theatre show industry.**
- **Gender wage gap:** on average, men earn **double what women earn** in Branson's live theatre and music ecosystem, particularly in professional and supporting activities.
- **Lacking local music and theatre industry support networks,** such as music related businesses and theatre or music education programs.



# STRATEGIC PLAN



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## CONCLUSION

This report is the culmination of 12 months of research, stakeholder engagement and investigation. The four areas of priority and 13 recommendations are aimed at ensuring that Branson develops into a city with a world-class theatre industry. It demonstrates the significant value that the theatre industry has to Branson's economy, as a sector representing over 8% of the county's total workforce.

While there are a number of actions to take, the opportunity to boost the theatre industry and ensure that it remains a strong tourism driver for years to come is significant. The one thing that is difficult to manufacture – great music – happens every day in Branson. The rest is process and strategy, all of which can be delivered successfully through the actions and recommendations.

Sound Diplomacy's objective is that this report is seen as the beginning of a process, rather than a race. Considering the current COVID-19 pandemic, some of these recommendations will have to take the back-seat to more pressing issues at hand. However, these recommendations are intended to strengthen Branson's music and theatre ecosystem for a long time.



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## ABOUT SOUND DIPLOMACY



Sound Diplomacy is the leader of the global music cities movement. As strategists for cities, developers, large private sector organizations and governments, Sound Diplomacy provides cutting edge research and market expertise in placing music and night time economy strategies in city, urban and development plans. Sound Diplomacy works in over 20 countries and counts the Mayor of London, City of San Francisco, Lendlease, Walton Family Foundation and the City of Brisbane as clients. They also run the global leading series of conferences of music and public policy, called Music Cities Events.

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## ACKNOWLEDGEMENTS

The writers of this study would like to thank every individual who worked with us, took an interest in the report, responded to the survey, attended a roundtable and shared information. The participation and input is invaluable and the work could not have been completed without it.



# 2019 YEAR END MARKETING REPORT

Branson Convention & Visitors Bureau  
March 10<sup>th</sup>, 2020



The most popular area activity categories continue to be Live Shows, Shopping and Downtown Branson. Although, these activities each dipped in 2019 while Silver Dollar City and Outdoor Activities increased.

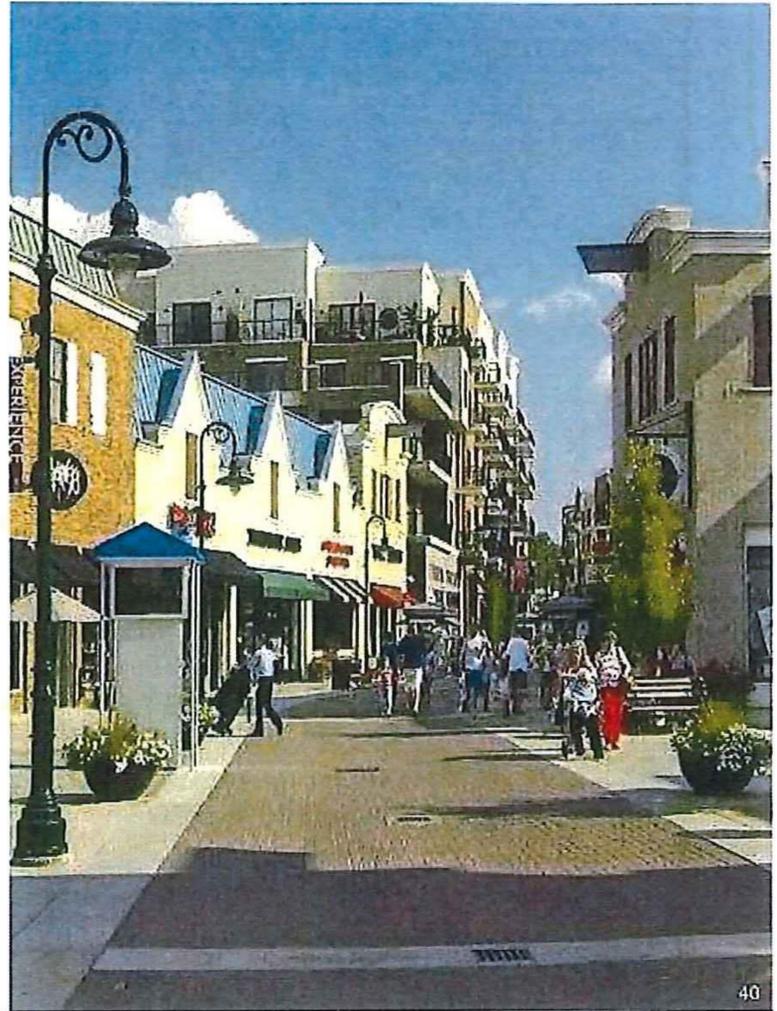


Q14: Did you do any of the following on this trip to the Branson/Lakes area...? Please select all that apply.

17  
RESPONDENT BASE: ALL RESPONDENTS | N=2,185

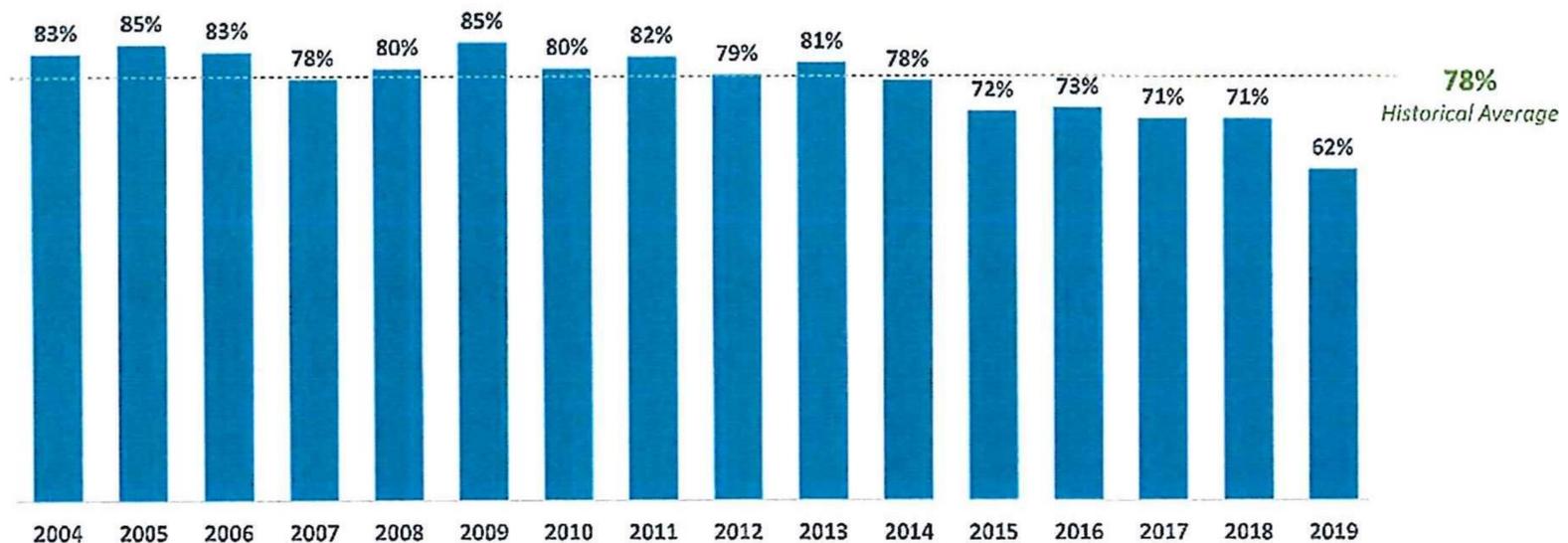
## Key Takeaways

- **Rubber Tire Visitors.** Despite generating a significant number of visits from Outer Markets (301+ miles), most travelers still use personal vehicles to visit Branson (83%, +2pts); though, air travel continues to inch upward as well (+0.2pts to 4.5% in 2019). Most visitors who fly use the Springfield-Branson National Airport (73%, +10pts). However, the addition of new carriers with new destinations in 2018 was able to increase usage of BKG once again, up to 6.3% in 2019.
- **Shifts in Market Drivers.** Live Shows continue to be Branson's primary driver of visitation, but the ratio of visitors patronizing shows has been declining the past 4 years (-9pts to 62%). Silver Dollar City and shopping continue to round out the top 3 "functional" drivers of visitation to Branson, both of which experienced an increase in their share influence compared to 2018 (+1pt and +4pts, respectively).
- **Visitor Spending Holds Strong.** On average, Branson visitor parties spent \$982 during their stay in 2019, up slightly from the \$972 spent last year. The farther visitors travel to visit Branson, the more money and nights they tend to spend in the area.



**Live Show participation among Branson visitors fell to 62% in 2019, marking the lowest ratio of show visitors ever recorded.**

Live Show Participants

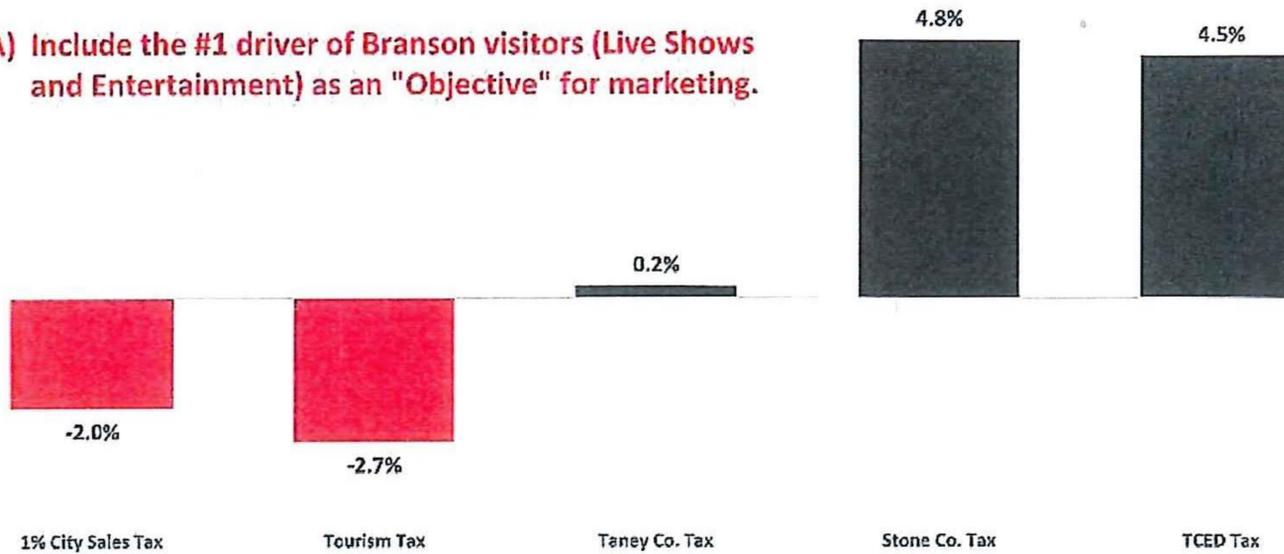


18  
RESPONDENT BASE: ALL RESPONDENTS | N=2,185

**Branson's 1% Sales Tax and Tourism tax revenues in 2019 were lower than last year's, while all other tax sources experienced YOY growth.**

\* A fair question to ask is: **Why is the City of Branson tax down when Stone County and TCED tax is up?**

**A) Include the #1 driver of Branson visitors (Live Shows and Entertainment) as an "Objective" for marketing.**



2019 YTD Through November

6  
SOURCE: CITY OF BRANSON SALES TAX DATA



## COMPREHENSIVE ANNUAL FINANCIAL REPORT

FOR FISCAL YEAR ENDED  
DECEMBER 31, 2019

PREPARED BY:  
FINANCE DEPARTMENT



BransonMo.gov

Table 8

CITY OF BRANSON, MISSOURI TOURISM TAX SALES BY CATEGORY Last Ten Fiscal Years											
TAXPAYER CATEGORY	Rate	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Food & Beverage	0.5%	\$ 189,410,826	\$ 185,915,054	\$ 184,191,502	\$ 192,692,662	\$185,043,352	\$207,816,296	\$216,625,964	\$218,547,892	\$228,735,352	\$231,259,204
Hotel/Motel	4%	119,770,515	114,314,645	138,853,270	114,850,886	118,983,144	126,635,037	133,349,108	131,954,840	135,839,336	133,426,559
Theaters & Live Entertainment	4%	91,214,448	82,348,037	80,190,214	80,908,395	84,697,440	81,558,025	94,181,252	83,061,748	88,556,223	72,998,938
Amusements	4%	33,739,168	34,119,917	33,126,047	35,312,122	39,087,101	41,751,344	46,284,700	52,569,707	56,809,466	58,088,768
Overnight Rentals	4%	16,946,658	17,503,855	19,366,302	21,051,438	22,160,638	23,407,094	25,708,863	25,341,657	26,113,617	27,166,825
Campground	4%	2,772,319	2,222,503	2,384,765	2,535,074	2,856,730	2,949,664	3,270,352	3,283,101	3,656,751	3,793,258
Ticket & Package Resellers	4%	6,347,948	6,887,015	5,142,011	1,292,207	-	-	-	-	-	-
<b>Total</b>		<b>\$ 460,201,879</b>	<b>\$ 443,311,028</b>	<b>\$ 433,264,111</b>	<b>\$ 448,642,785</b>	<b>\$ 463,831,405</b>	<b>\$ 484,087,450</b>	<b>\$ 519,420,236</b>	<b>\$ 514,756,045</b>	<b>\$ 539,610,765</b>	<b>\$ 526,730,552</b>

Information provided by City of Branson.

This chart displays that the sales from Theater & Live Entertainment generating Tourism Tax has been declining over the past several years.

A few common statements to justify not featuring Theaters with tax dollars (marketing dollars) is "Nobody goes to Shows anymore", "I don't go to Shows, do you?", "The quality of Shows lacking".

Well, in 2019, "somebody" paid \$72,998,938 to Theaters to go see their shows. Using an average ticket price of \$35, over 2 million visitors paid to go see shows.

Regardless of how you feel about the shows personally, 2 million people paid to see them. And Sound Diplomacy writes, • Visitors highly rate Branson's live theatre industry and interest in live shows remains high.

Red text remove

Blue text add

## Amendment

### CONTRACT FOR TOURISM AND MARKETING SERVICES

4. SCOPE OF SERVICES. The City engages the services of the Contractor to direct and carry out a destination marketing program for the City. The Contractor will manage and direct the expenditure of a part of the tax revenue generated through the City's Tourism Tax. All Tourism Marketing Funds shall be used for marketing outside a radius of 30 miles from Branson City limits. Additionally, the Contractor agrees to support the Historic Downtown, Veteran's programs, live shows and live entertainment as included in Contractor's annual budget in a manner designed to ensure their increased success. The objectives of monies channeled through the Tourism Promotion Account are ~~fourfold~~ **Fivefold**; attract overnight visitors to Branson; increase tourism and City tax revenue; increase demand in Branson for hotel/motel, resort and campground inventory for the purpose of increasing occupancy; **increase demand for live shows and entertainment**; and to increase the demand for all other local attractions and entertainment located in Branson by visitors of all ages.

# 2019 YEAR END MARKETING REPORT

Branson Convention & Visitors Bureau  
March 10<sup>th</sup>, 2020

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This Amendment addresses the information that is provided to this BOA from the CVB that is used to make informed decisions.

The BOA is responsible to the residents and businesses within the Branson City limits and for the Tourism Tax tax dollars that are collected within the City for marketing purposes.

The CVB provides a quarterly and end of year marketing report to the BOA.

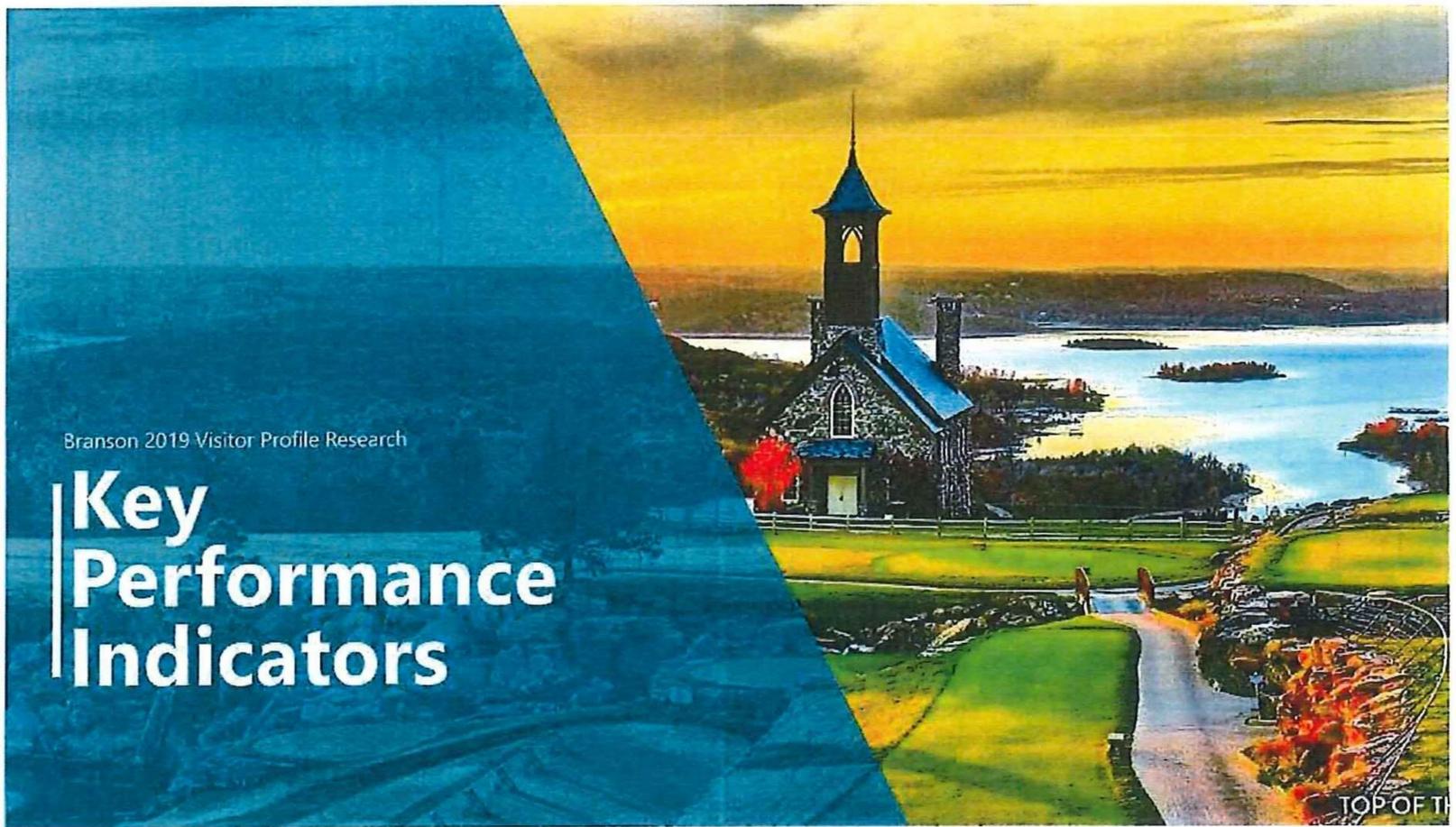
The BOA relies heavily on these reports to make decisions for the City.

It is important for the BOA to understand how our Tourism Tax is affecting those living and working within the City. Our Branson residents will be asked to renew the Tourism Tax in April.

With the information that the BOA is provided, how would we respond to questions like this?

What results or analysis do you have that shows the marketing effect from the City Tourism Tax dollars to the businesses within the City?

The following are pages from the CVB 2019 end of year reports. A few pages are Branson specific, some may be for the TCED District and others may be for the Branson area.



**Since 2012, Branson has increased annual visitation 6 of the past 7 years which fueled a record year in 2019.**

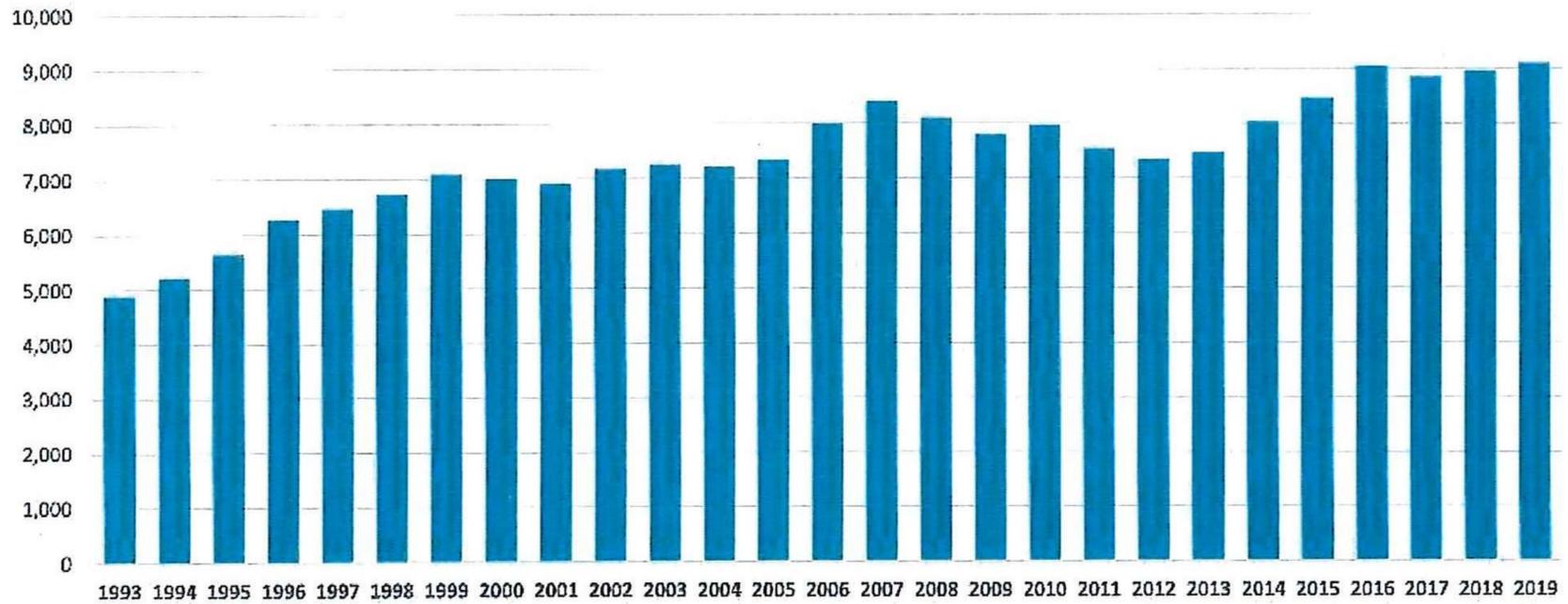
The heading says Branson. Are these City of Branson numbers or Branson area numbers?



5  
SOURCE: HISTORICAL ECONOMETRIC MODEL

## 2019 visitation hit 9.1 million\*, which is a record for Branson since measurements began in 1993.

The heading says "Branson" experienced 9.1 million visitors in 2019 Branson or Branson area?  
 History of Visitation to Branson (000s)



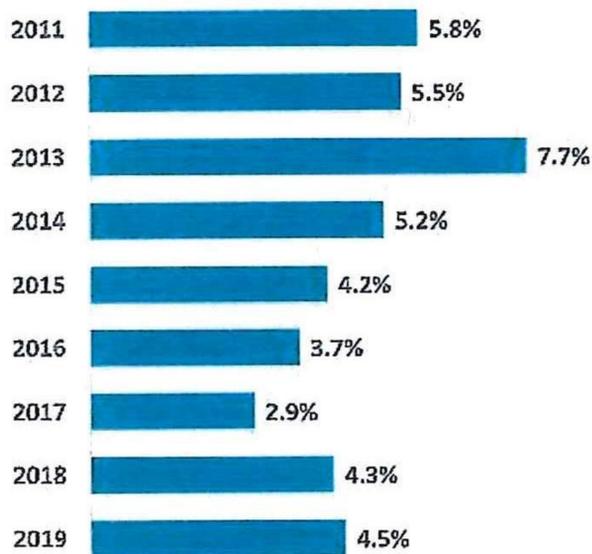
\*Assumes Base=7.0M (2000, DKSA)

4  
 SOURCE: HISTORICAL ECONOMETRIC MODEL

## Air travel to Branson inched upward in 2019 as did those using the Branson airport. However, most air travelers continue to use SGF.

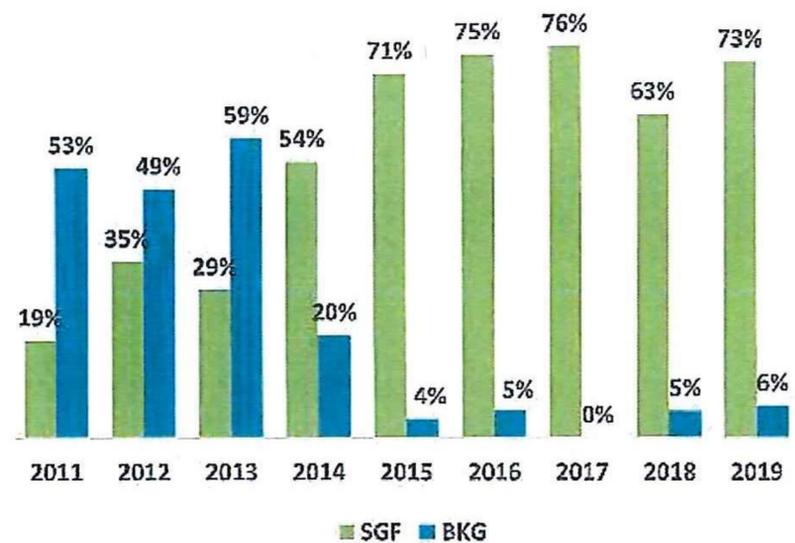
The heading says Branson, The question asked in this survey states Branson/Lakes area

History of Air Travel to Branson



RESPONDENT BASE: ALL RESPONDENTS | N=2,185

Airport Used



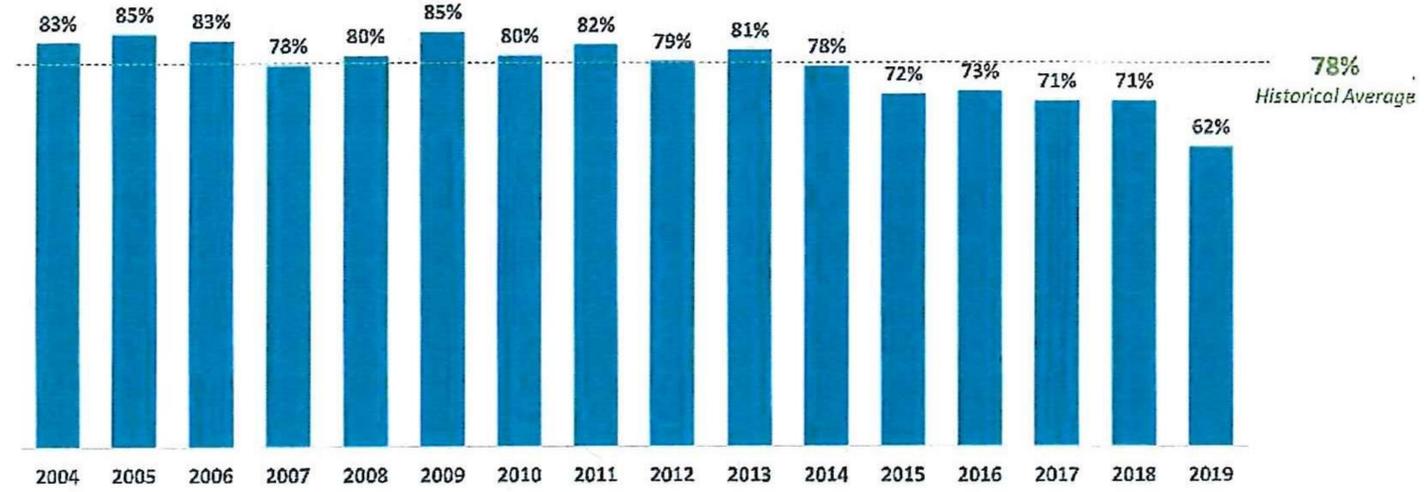
RESPONDENT BASE: RESPONDENTS WHO FLEW TO THE AREA | N=88

Q10: How did you travel to the Branson/Lakes area on this most recent visit?  
 Q11: Which airport did you use?

15

**Live Show participation among Branson visitors fell to 62% in 2019, marking the lowest ratio of show visitors ever recorded.**

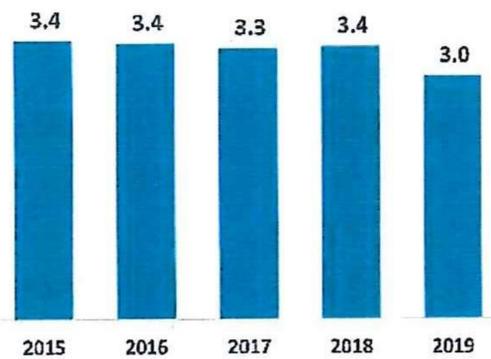
Live Show Participants



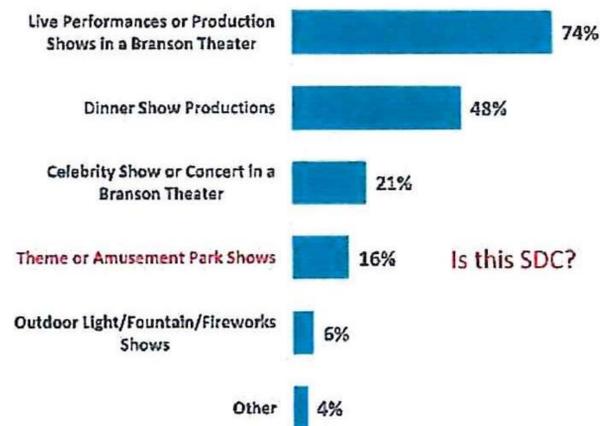
18  
RESPONDENT BASE: ALL RESPONDENTS | N=2,185

**The number of Live Shows seen per visit has hovered around 3 shows for several years. This year, a new question was added and we now know that the majority of shows are live performances in a theater or a dinner show production.**

Number of Shows Seen on Last Visit



Type of Show Seen



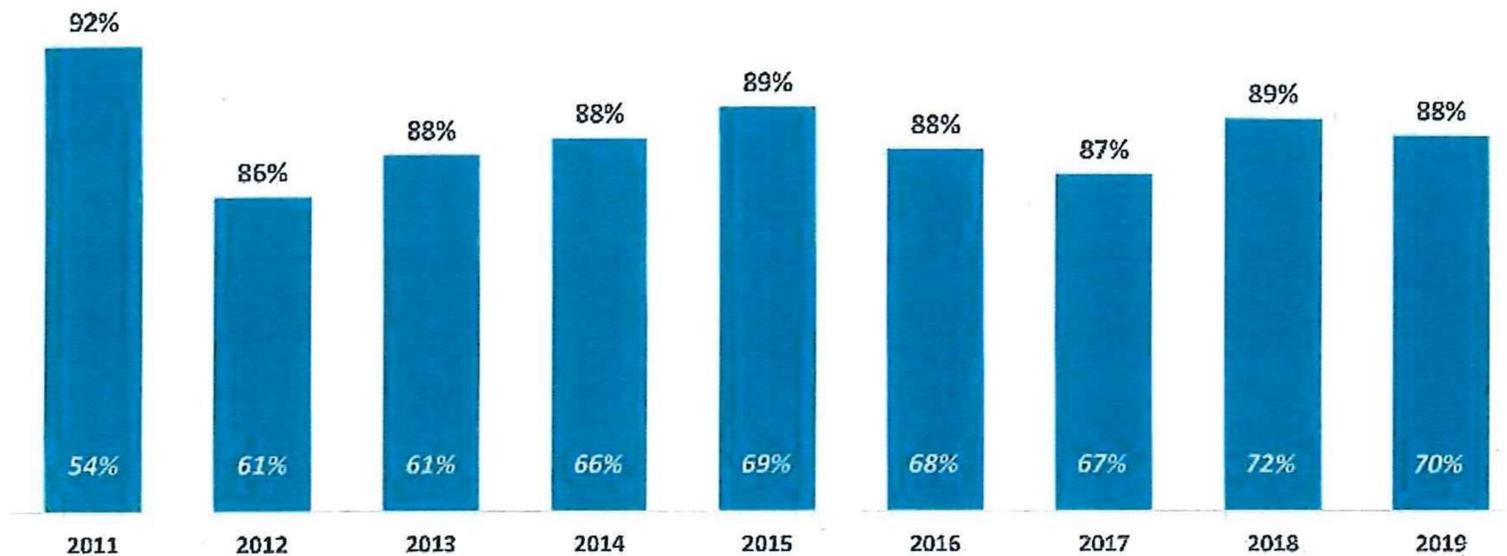
Q15: What is the total number of Branson shows you saw on this visit? Q16: How many of these [x] would you say fall into the following categories?

20  
RESPONDENT BASE: SAW SHOWS IN BRANSON | N=1,108

## Intent to return (Top 2 Box) to Branson remained on par with last year and with the Historical Average of 89%.

Heading says Branson, Question in the survey says Branson/Lakes area

% Probably/Definitely Will Return



White numbers represent % Definitely Will Return

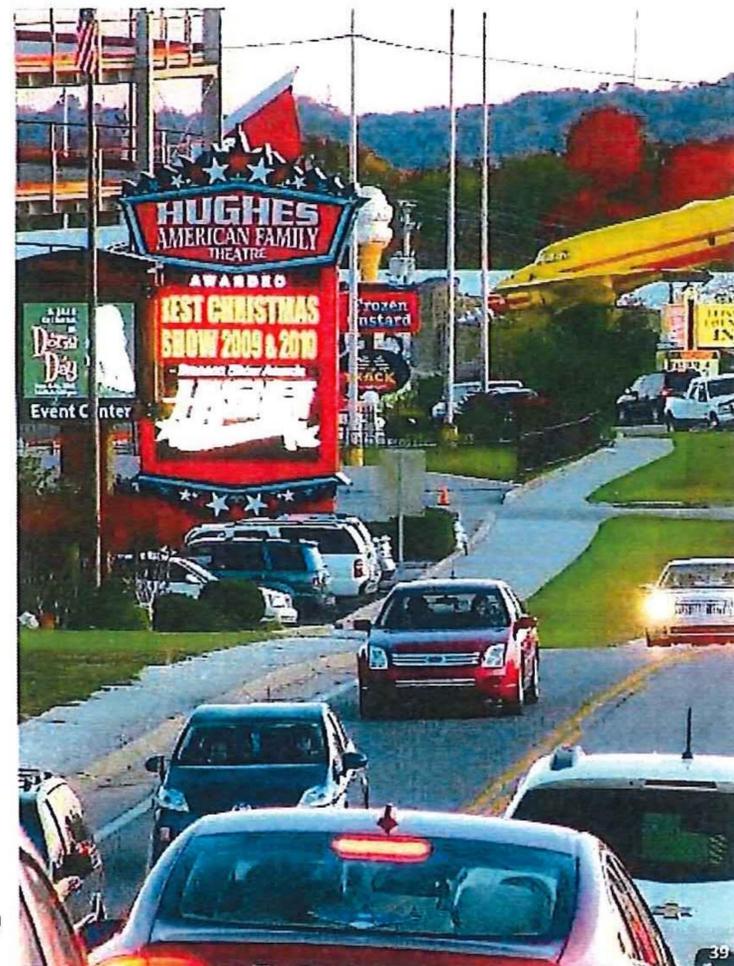
Q30: Using the scale provided, please indicate how likely are you to return to the Branson/Lakes area? (5-pt. scale)

RESPONDENT BASE: ALL RESPONDENTS | N=2,183

### Key Takeaways

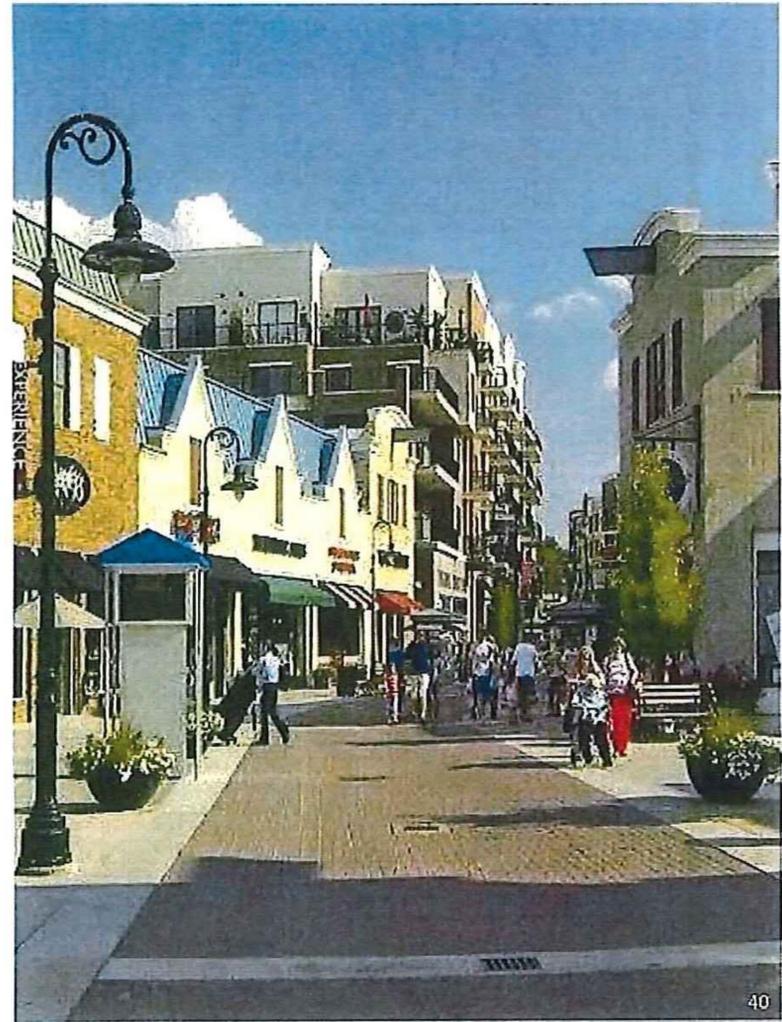
- Record Visitation.** In 2019, Branson reached record visitation levels at just over 9.1 million,\* up +1.5% over 2018 and topping the previous record set in 2016 at just over 9 million.
- Repeat Visitation Fuels Increase.** This year, travelers to Branson were more likely to be Repeat Visitors (visited in 2019 or 2018) at 51%, up by a significant\*\* margin of 4.5 points. This marks a 9-point increase over the past 2 years. And, this is a trend that is expected to continue in 2020 as U.S. Travelers' long-haul travel appears to have peaked and expectations are trending more regional with travelers staying closer to home. Branson's ratio of first-time visitors (19%), however, slipped from the previous year.
- Local Media Influence.** While in the area, visitors are most likely to use local media such as brochures (55%) and billboards (44%) to get information about activities and attractions. However, it's the Official Branson Vacation Guide (61%) that was the most influential in their decision making. This was followed by local coupon books (58%) and local Branson magazines (54%).

\*Branson no longer uses "visitation" as an official estimate of performance. Base=7.0M (2000, DKSA)  
 \*\*Throughout this presentation the term significant represents a statistically significant variance.



## Key Takeaways

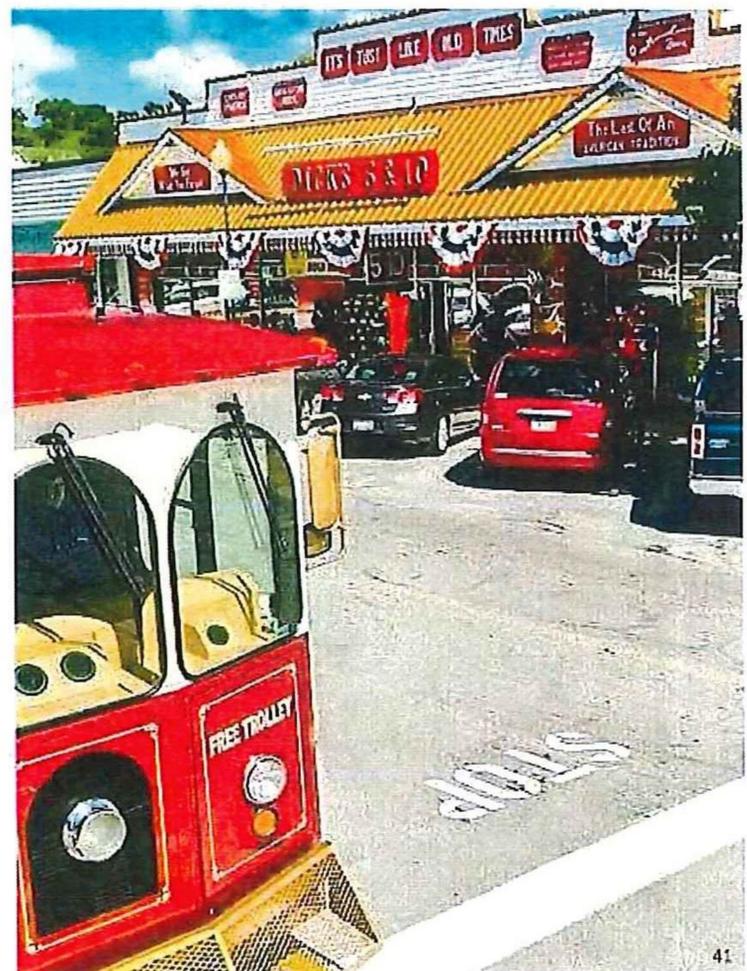
- **Rubber Tire Visitors.** Despite generating a significant number of visits from Outer Markets (301+ miles), most travelers still use personal vehicles to visit Branson (83%, +2pts); though, air travel continues to inch upward as well (+0.2pts to 4.5% in 2019). Most visitors who fly use the Springfield-Branson National Airport (73%, +10pts). However, the addition of new carriers with new destinations in 2018 was able to increase usage of BKG once again, up to 6.3% in 2019.
- **Shifts in Market Drivers.** Live Shows continue to be Branson's primary driver of visitation, but the ratio of visitors patronizing shows has been declining the past 4 years (-9pts to 62%). Silver Dollar City and shopping continue to round out the top 3 "functional" drivers of visitation to Branson, both of which experienced an increase in their share influence compared to 2018 (+1pt and +4pts, respectively).
- **Visitor Spending Holds Strong.** On average, Branson visitor parties spent \$982 during their stay in 2019, up slightly from the \$972 spent last year. The farther visitors travel to visit Branson, the more money and nights they tend to spend in the area.



40

## Key Takeaways

- **Branson Continues to Generate Strong Market Buzz and Intent to Return.** Branson's Net Promoter Score (NPS) held steady at 61%, comparable to last year's record-breaking score. This is driven by 69% of visitors indicating they would recommend Branson to friends/family with only 8% indicating they would not. Likewise, 70% indicated they definitely will return, with 88% saying they probably/definitely will return – on par with last year and the Historical average of 89%.
- **Demographics Shift.** In 2019 the average adult age of the Branson visitor decreased to 55 years of age in 2019, the lowest average adult age recorded in the past 20 years. This is driven by an influx of young families who visited in larger numbers this past year. Half of Branson visitors had children with them, 7 points higher than last year – making 2019 the largest ratio of family visitors Branson has hosted. Last but not least, average household income is also at an all-time high reaching \$88k.
- **Trip Planning a Priority.** Despite the fact that many of Branson travelers come from Outer Markets (301+ miles), Branson's comparatively high levels of repeat visitation caused decision time to shorten. In 2019, travelers took just 64 days on average to decide to visit—4 days fewer than in 2018.



41

**Overall, Branson visitor parties spent more money in the area this year, marking the highest level of spending recorded since the Great Recession.**

This heading says the "Branson area"

\* \$306 "per person spend" X 9,100,000 visitors = \$2,784,600,000



**Party Trip Spending**  
\$982

Past Party Trip Spending

- 2018 - \$972
- 2017 - \$946
- 2016 - \$911
- 2015 - \$882
- 2014 - \$914
- 2013 - \$985
- 2012 - \$935



**Per Person Trip Spending**  
\$306

Past Per Person Trip Spending

- 2018 - \$315
- 2017 - \$279
- 2016 - \$264
- 2015 - \$252
- 2014 - \$276
- 2013 - \$273
- 2012 - \$266

Q31: Approximately how much money did your party spend on lodging, food, entertainment, shopping and other activities in the Branson area on this trip - not including travel expenses to and from Branson?

24  
RESPONDENT BASE: ALL RESPONDENTS | N=2,185



## COMPREHENSIVE ANNUAL FINANCIAL REPORT

FOR FISCAL YEAR ENDED  
DECEMBER 31, 2019

PREPARED BY:  
FINANCE DEPARTMENT



BransonMo.gov

to the entire Board of Aldermen a proposed budget. The budget is prepared by fund, department and function.

*Factors Affecting Financial Condition*

**Local Economy**—FY2016 was a high growth year in which the City reached peak growth, while 2017 remained stable from prior year and recent economic development activities. FY2018 again saw considerable growth with the announcement of several major economic development projects slated to open in FY2020. For 2019 performance, we look to previous year's activities as measured by state sales tax filings. Overall sales tax filings increased by 1.2% from calendar year 2017. Branson's economy still continues to focus on the seasonal tourism industry.

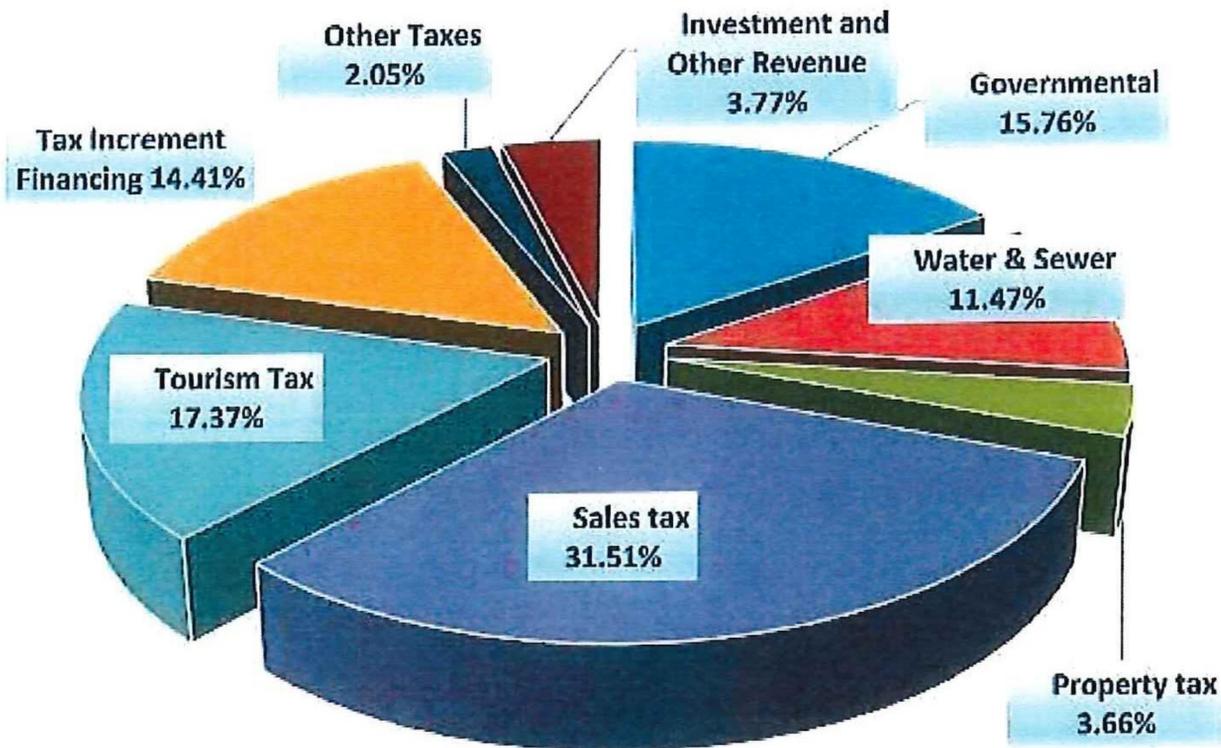
**Tourism**—Branson and the Tri-Lakes Area attracted millions of visitors in 2019 who contributed over \$2 billion into the local economy. Last year, Branson was named in the top twenty-five U.S. destinations by TripAdvisor for the eighth year in a row. In 2016 and 2017, Trivago named Branson as the number one best value city in the U.S. Situated in the heart of America and within an 8-hour drive of nearly 33% of the U.S. population, Branson has been a "rubber tire" destination with the vast majority of tourists arriving by vehicles, RV's and tour buses. An increasing number of visitors are now flying into the area each year. Opening in 2009, the Branson Airport, located a few miles southeast of Branson, now offers visitors a local commercial airport, along with the Springfield-Branson Regional Airport in Springfield, Missouri, the M. Graham Clark Downtown Airport at Point Lookout, Missouri, and the Harrison Regional Airport in Harrison, Arkansas. A geographical profile of Branson visitors shows the following:

Come from a radius of 100 miles or less	13.7%
Radius of 100 to 300 miles	29.7%
Radius of 300 or more miles	56.6%

The growth in tourism and the related construction activity over the last decade has increased the tax revenues of the city, particularly sales and tourism tax revenues. Tourism growth has also placed a strain on the city's infrastructure. This pressure has resulted in significant infrastructure improvements over recent years, financed primarily by the increased revenues from sales, tourism, and tax increment financing activity taxes.

**Area Theaters**—the music industry's rapid expansion in the early 90's launched the Branson community into world-class tourism so fast it was called a phenomenon. Branson is now home to 34 music theaters with over 40,000 seats that conduct live performances, with a variety of music including country, pop, gospel, bluegrass, western, rock n' roll, classical jazz and Broadway. There's also comedy, magic, and dancing. Each theater hosts from one to three different shows daily. Collectively, they host more than 100 shows and offer live entertainment from early morning until late evening. Together, they create a diversity and balance to suit every musical and entertainment taste. Several of the nationally known performers who came to the area are now permanent residents and actively involved in the community. In turn, these performers have helped to draw recognition to the immense pool of talent in all of Branson's theaters.

## 2019 Revenues (Government-Wide Basis)



### *Governmental activities*

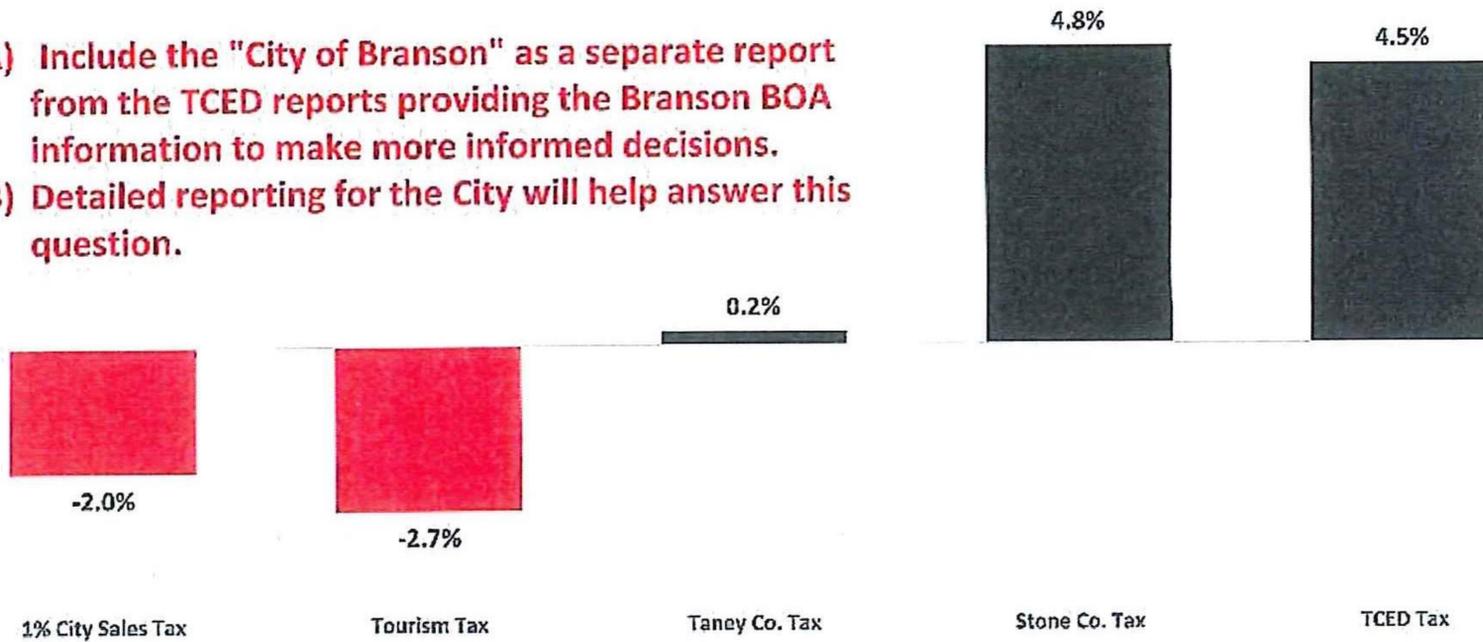
Governmental activities increased the City's net position by \$15,775,092

- Sales taxes increased approximately \$1,127,300 partially due to having a full year of Public Safety sales tax collection in 2019 versus only nine months of collections in 2018. This tax was passed by voters in November 2017 for collection to begin in April 2018 for local businesses.
- **Tourism taxes decreased \$357,743 due to a decrease in tourism activity.**
- Tax increment financing taxes increased \$528,309, this represents a portion of sales and tourism taxes increases occurring within of the TIF area
- Charges for services increased approximately \$410,329 due to an increase in personnel and benefits rates within Administrative fees
- Investment earnings increased approximately \$525,118 due to an increase in interest rates and higher account balances subject to interest income
- Capital grants decreased approximately \$5,722,903. In 2018 the City received contributed capital from MODOT for Hwy 76 in the amount of \$5,548,756.
- Public works expenses decreased approximately \$444,723.
- Transfers to Water Sewer Capital decreased by \$110,053 from 2018.

**Branson's 1% Sales Tax and Tourism tax revenues in 2019 were lower than last year's, while all other tax sources experienced YOY growth.**

\* A fair question to ask is: **Why is the City of Branson tax down when Stone County and TCED tax is up?**

- A) Include the "City of Branson" as a separate report from the TCED reports providing the Branson BOA information to make more informed decisions.
- B) Detailed reporting for the City will help answer this question.



2019 YTD Through November

6  
SOURCE: CITY OF BRANSON SALES TAX DATA

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#### 7. REPORTS

7.1 QUARTERLY MARKETING REPORTS. The Contractor shall submit to the City a quarterly marketing report using a standardized format and components developed in collaboration with the MOC and approved by the City. Said marketing report shall describe significant marketing activities undertaken during the previous quarter, including research, media placement, creative development and on-line activity on behalf of the City. Measurable results for activity during the reporting period will also be presented to the City for review including room demand, convention and conference economic impact (change), tax revenues, inquiry from advertising, intercept study research, visitation from markets advertised in, and visitor demographics. This quarterly report shall also include significant upcoming marketing efforts and any adjustments to those for the remainder of the year on behalf of the City and a comparison to the other areas of the Branson/Lakes Area Tourism Community Enhancement District of the measurable results outlined above.

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#### 7. REPORTS

7.1 QUARTERLY MARKETING REPORTS. The Contractor shall submit to the City a quarterly marketing report using a standardized format and components developed in collaboration with the MOC and approved by the City. Said marketing report shall describe significant marketing activities undertaken during the previous quarter, including research, media placement, creative development and on-line activity on behalf of the City. Measurable results for activity within the city limits of the City during the reporting period will also be presented to the City for review including room demand, theater and entertainment venue demand, convention and conference demand, tax revenues, inquiry from advertising, intercept study research, visitation from markets advertised in, and visitor demographics. This quarterly report shall also include significant upcoming marketing efforts and any adjustments to those for the remainder of the year on behalf of the City and a comparison to the other areas of the Branson/Lakes Area Tourism Community Enhancement District of the measurable results outlined above.