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~ PHASE IV KICKING OFF JANUARY 2025 ~ *Branson Board of Aldermen Holds Study Session on Next Steps Historic Downtown Branson Streetscape*

(Branson, MO., 11.13.2024) During a recent Study Session of the Branson Board of Aldermen, the City's Public Works Department unveiled artist renderings and detailed plans for **Phase IV of the Historic Downtown Streetscape** project. The presentation provided insight into the vision, objectives and anticipated challenges of the upcoming improvements to the City's central district, which is home to dozens of local businesses, the Branson Convention Center, Branson Landing, and the picturesque Lake Taneycomo waterfront. This area, bordered by water on three sides and Branson's vibrant entertainment district on the fourth, serves as a focal point for both residents and visitors.

Phase IV of the Streetscape project is designed to further enhance the aesthetic and functional aspects of the downtown area, improving walkability, accessibility, and the overall visitor experience. As the project moves forward, city leaders emphasized the importance of balancing the needs of the community with the desire to maintain Branson's unique charm and character.

Project Goals:

- 1. Design and Implement an Improved Visitor Experience**
Develop a business and customer friendly update to Historic Downtown, supporting the current and projected increase in activities. This will foster an inviting atmosphere for visitors and residents alike.
- 2. Optimize Traffic Flow and Customer Enjoyment**
Enhance intersection design, parking and traffic flow to improve customer access and enjoyment. Additional themed upgrades to daylight and nighttime lighting systems will increase business visibility and comfort for visitors.
- 3. Address Infrastructure and Accessibility Concerns**
Respond to concerns raised by business owners and visitors by improving key infrastructure elements, including ADA accessibility, sidewalks, crosswalks and roadways.

4. **Enhance Wayfinding and Signage**

Improve wayfinding signage and informational displays along Historic Main Street to better direct visitors to the businesses, ensuring clear and easy navigation.

5. **Collaborative Planning for Future Growth**

Establish a collaborative planning process with MoDOT to create long-term improvements that support the growth and sustainability of Historic Downtown.

More details will be provided as the project progresses, with updates on timelines, funding, and construction phases expected in the coming months. Completion is slated for early summer 2025. The cost is approximately 5-million-dollars.

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About Branson, Missouri: Nestled in the heart of the Ozark Mountains, Branson, Missouri, is a vibrant city with a population of approximately 13,000 residents. With small-town charm, Branson attracts millions of visitors annually drawn by a unique blend of natural beauty, family-friendly attractions and world-class entertainment options. Located 35 miles south of Springfield, Branson serves as the economic, service and shopping hub for a two-county area, home to about 80,000 year-round residents.

The city itself spans over 21 square miles, with easy access to both nature and modern amenities. Surrounded by three scenic, award-winning lakes — Lake Taneycomo, Table Rock Lake, and Bull Shoals Lake — Branson offers outdoor enthusiasts fishing, boating and water sports.

The city boasts more than 50 theaters offering a wide variety of live performances, from country and gospel music to comedy and Broadway-style shows. Branson's focus on family-friendly fun also shines with numerous attractions, theme parks, museums and shopping venues.

For accommodations, there are some 20,000 rooms available in motels, hotels, resorts, bed-and-breakfast inns and condominiums. Dining options are equally diverse, with more than 125 restaurants offering a wide range of cuisines.

Branson is also a premier destination for business meetings and conventions. The Branson Convention Center, located along the picturesque shores of Lake Taneycomo and adjacent to Branson Landing, is a state-of-the-art facility that can host up to 6,500 attendees. With a 50,000-square-foot exhibition hall, a 23,000-square-foot ballroom, and various meeting rooms, the Convention Center offers audio-visual services and catering options. The adjacent Hilton Branson Convention Center Hotel, a 12-story luxury property, offers 294 rooms and suites, providing a full-service venue for corporate and social events.

Getting to Branson is within a day's drive to most of middle America, with Scenic U.S. Highway 65 serving as the main route to the city. There are also two airports, the Springfield-Branson National Airport with main carriers, and the Branson Airport for specialty services.