



www.bransonmo.gov

CITY OF BRANSON

110 W. Maddux
Branson, MO 65616
417-334-3345

Public Information Department

jadams@bransonmo.gov

NEWS RELEASE

August 24, 2010

CONTACT: Jerry Adams, public information director, 337-4913

Action taken by Branson Board of Aldermen at August 24, 2010 meeting

SECOND READING AND FINAL PASSAGE BILLS

New development approved in north Branson

Aldermen gave final approval to a new development called St. Andrews in Branson Hills along north Highway 65 on the west side. The development will include multi-family units with time shares, recreational facilities, indoor swimming pool and a clubhouse replicating the historic clubhouse in St. Andrews, Scotland. The clubhouse will have a restaurant and meeting rooms.

Annual property tax levy set for next year

Board established a property tax rate of \$.5186 cents per \$100 of assessed property valuation within the city limits of Branson. This tax rate will be collected in the 2011 budget year. It's an increase of 1.4% from the \$.4909 rate last year. This will be only an \$8.00 a year increase in city property taxes on a \$150,000 home. The reason for the increase is due to the increase in new construction and improvements for real estate. This year's assessed valuation in the city is \$485,111,380.

Board approves bill requiring deposits for new businesses paying tourism tax

Board approved an amendment to the tourism tax ordinance that strengthens the city's ability to collect delinquent taxes. It would require all new tourism taxpaying businesses and any existing businesses that had their business licenses revoked to make a one month tax deposit with the finance department before their business licenses are issued. The deposit would be the business's estimated average monthly tax liability. The minimum deposit would be \$100. The one month tax deposit would be refunded after three years if the business has a satisfactory tax payment with the city. While the finance department is successful in collecting over 99% of tourism taxes, still about \$90,000 annually is not collected from businesses that close and don't pay.

Intergovernmental agreement approved with area county and cities to fund chemical collection facility

Aldermen approved an intergovernmental agreement with the cities of Hollister and Forsyth and Taney County to help finance the household chemical collection facility at the Branson Recycle Center. It costs Branson about \$12,000 a year to remove the chemical waste, and that cost will now be divided between the other governmental entities. Taney County will pay 68% of the cost, Branson 18%, Hollister 9% and Forsyth 5%.

Speed limit increased on Francis Street

Aldermen approved increasing the speed limit on Francis Street between Highway 76 and Gretna Road. The new speed limit will be 35 mph, up from the previous 25 mph

Contractor approved for police department remodeling

An Ozark, MO contractor, Winslow Construction, has been selected for expanding the police department in city hall. Winslow was the low bid at \$52, 513. The renovation and remodeling includes converting an open lobby area into a new locker room and additional office space.

Several streets to receive new pavement markings

Aldermen awarded a Van Buren, Arkansas company, Time Striping Inc, the bid to restripe several city streets. They include Fall Creek from Wildwood Drive; Gretna; Shepherd of the Hills Exp; James Epps Rd; Green Mountain Drive; North Francis; Glory Road and Rosalee St.

REGULAR AGENDA ITEMS (Presentations and 1st Readings)

The Branson Lakes Area Chamber of Commerce presented its 2nd quarter marketing report

Highlights of the report included:

Overall visitation in the Branson area for the first six months of 2010 was just under 3-million, which is down 0.4% from 2009

55% of visitors are coming from 301+ mile range, 24% from 101-300 mile range and 21% within 100 miles.

Spending per party in the first half of 2010 decreased to \$857 compared to \$919 in 2009.

Average age of Branson visitor is 56.6 years compared to 56.9 years in 2009.

Air travelers to Branson increased from 6% in 2009 to 8.2% this year. And 43% of air travelers fly into the Branson Airport while 26% use the Springfield/Branson Airport. In 2009, 32% flew into Branson while 38% flew into Springfield/Branson.

City Finance Director Lorri Helle presented up-to-date financial reports

Helle said Branson continues to be in good financial condition. While city sales taxes through July are flat (up just \$888 from 2009), the city's tourism tax has increased 5.3% over last year. The tourism tax comes from tourist related businesses like lodging, ticketed attractions and restaurants. 2010 revenues are \$500,000 more than last year due to increase in grants, more personal property taxes paid and an increase in court receipts from municipal court. Total revenues for this year exceed expenditures by \$6.5 million.

City to fund Christmas lighting

Aldermen approved on first reading a bill to provide \$25,000 to the Branson Lakes Area Chamber of Commerce for holiday lighting along Highway 76. The money will come from the city's tourism tax marketing revenues. It will pay for 25 new star displays with LED bulbs on Highway 76 including installation, maintenance and removal. With the addition of the 25 stars, Highway 76 will now have new displays from downtown to Shepherd of the Hills Expressway.

City properties to go tobacco-free

Board approved an amendment to the city code prohibiting the use of any tobacco product in city vehicles, buildings and offices. Additionally, no tobacco products can be used within 25 feet of entrances to city buildings.

Forsyth company gets bid for water treatment equipment

Automated Control Solutions of Forsyth, MO was awarded the bid on first reading for monitoring, communications and computer equipment at the city's water and wastewater treatment facilities. The company's bid was \$45,000.