



# STRATEGIC PLAN

---

2026 - 2028





## BUILD AND SUSTAIN A QUALIFIED AND SKILLED WORKFORCE

### ACTION ITEMS

- **Conduct a skills gap analysis** (*what jobs are hard to fill, what skills are missing*) and publish a “Branson Skills Report” for employers and education providers.
- **Launch a “Work & Live in Branson” campaign** highlighting lifestyle, career pathways, connectivity, and future affordability, and evaluate funding options to support long-term promotion.
- Work with local human resources departments of major employers to **build talent pipelines from regional and out-of-state universities.**
- **Identify and promote the conversion of underutilized properties** (*e.g., vacant land, older hotels, motels*) into middle-income housing where feasible.
- **Expand and improve community childcare capacity** through development, program growth, and collaboration with local providers and stakeholders.
- Advocate for local policy changes (*e.g., reducing impact fees, faster permitting*) to **reduce housing development costs.**

### KEY PERFORMANCE INDICATORS

- Year-over-year % increase in local workforce with post-secondary credentials, driven by education partnerships (*programs offered & participants enrolled*)
- Net migration of working-age adults (25-44) into the Branson/Lakes area
- Number of local companies citing workforce shortages as a reason for not expanding or relocating (*should decline*)
- Annual number of J-1, H2B/other visa, and out-of-area workers recruited through coordinated efforts of the Chamber and its partners
- Number of new middle-income attainable housing units built or converted per year

## MAXIMIZE VISITATION CAPACITY ACROSS ALL SEASONS

### ACTION ITEMS

- Continue collaborating with community stakeholders, including the City of Branson, to **grow youth and amateur sports tourism by supporting initiatives** such as the development of an indoor sports complex.

- **Continually draft and develop strategies to promote tourism** across all seasons.
- Organize leadership visits to peer destinations (*Pigeon Forge, TN; etc.*) to **learn best practices around tourism growth, business development, workforce housing, event planning, etc.**
- **Develop a site-ready inventory** of available tourism/commercial/industrial properties with infrastructure, incentives, and workforce data.
- **Maintain a coordinated, year-round marketing and economic development strategy** that intentionally drives visitation, investment, and business activity across all seasons.

### KEY PERFORMANCE INDICATORS

- Successful completion of the Branson Sports Complex
- Total Net Economic Impact: Measure combined growth in visitation volume and visitor spending to capture overall net economic gain, rather than tracking each in isolation
- Targeted Capital Investment Growth: Track the total value of new private and public capital investments directed to underutilized destination areas (*e.g., the 76 Entertainment Corridor*)

## ENHANCE SMALL BUSINESS SUPPORT AND ENTREPRENEURIAL ECOSYSTEM

### ACTION ITEMS

- **Launch a “Start Branson” accelerator** for early-stage entrepreneurs with a focus on tourism, hospitality tech, lake-economy businesses.
- Leverage the **revitalization of Highway 76** corridor as an economic development driver for business attraction (new retail, entertainment, mixed-use).
- Work alongside state and regional partners to **promote entrepreneurial support programs, boot camps, and networking sessions** (*1M Cups for Branson/Lakes Area*).

### KEY PERFORMANCE INDICATORS

- Number of small businesses assisted through Chamber programs (*workshops, counseling, grants*), and number of programs offered
- Number of jobs created by small businesses in the region
- Number of business attraction leads converted to relocations/expansions
- Total capital investment in the region (*new + expansions*)





*Branson*<sup>TM</sup>  
MISSOURI  
★