



SLAVIN MANAGEMENT CONSULTANTS  
**CITY OF BRANSON, MISSOURI**  
**CITY ADMINISTRATOR**

JANUARY 2008

**BRANSON, MISSOURI**

The City of Branson, incorporated in 1912, is located in southwest Missouri, 35 miles south of Springfield within the heart of the beautiful Ozark Mountains, and offers outstanding recreational opportunities and an excellent environment in which to raise a family. The economy of Branson is tourist based, drawing approximately 8 million visitors per year. Branson is now "The Entertainment Capital of the World." The City encompasses approximately 20 square miles and has a population of 7,632. The climate of the Ozarks is variable, with an average annual rainfall of 40 inches and an average annual snowfall of 16 inches. The Branson School District is

accredited by the Missouri State Department of Education with an "AAA" rating (highest available rating). College of the Ozarks, Ozark Mountain Community College, Gibson Area Vocational Technical School, Drury, and Southwest Missouri State University, all located in the region surrounding Branson, offer classes at the higher level. Skaggs Community Health Center provides medical facilities and services to the region. Two airports serve the Branson area: Taney County Regional Airport, and the Springfield/Branson Regional Airport located in Springfield, 40 miles north of Branson. Branson is a community with a solid



Branson City Hall

economy, a low crime rate, excellent public services, and a small-town lifestyle in a beautiful and natural setting.

In 2007, the City completed "Branson Landing," a \$420 million, mixed-use development containing a convention center, hotels, retail, restaurants and residential.

**BRANSON, MISSOURI:**

- *Has small town amenities combined with the strong financial base of a much larger city.*
- *Provides excellent recreation and cultural amenities*
- *Where "Someone you love is always playing in Branson".*
- *Is a great "family" community.*
- *Has an excellent educational system.*
- *Is where Citizens support their government.*



Branson's Titanic Museum

**BRANSON'S DEMOGRAPHICS**

	2000	2006
<b>Population</b>	6,189	7,632
<b>Median Age</b>	38.8	43.0 (2005)
<b>Public School Enrollment</b>	2,923	3,867
<b>Per Capita Income</b>	\$30,997	\$33,117
<b>Unemployment Rate</b>	8.3%	7.8%
<b>Dinner/Theater Seats</b>	32,299	35,266 (2005)
<b>Theater Seats</b>	60,043	57,623 (2005)
<b>Lodging Rooms</b>	17,782	17,904 (2005)
<b>Hotels/Motels</b>	205	205 (2005)
<b>Value of Building Permits</b>	\$60.3 M	\$168.7M

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## BRANSON'S MUNICIPAL GOVERNMENT

The City of Branson functions with a council/administrator form of government. The governing body of the City is the Board of Aldermen (Board) consisting of six members who are elected by wards and a Mayor who is elected at-large. The Mayor and the Aldermen each serve two-year terms. The Board appoints a City Administrator who serves as the City's chief executive officer, responsible for the efficient and economical operation of City government. The City Administrator serves and advises the Board, hires department directors, and prepares the

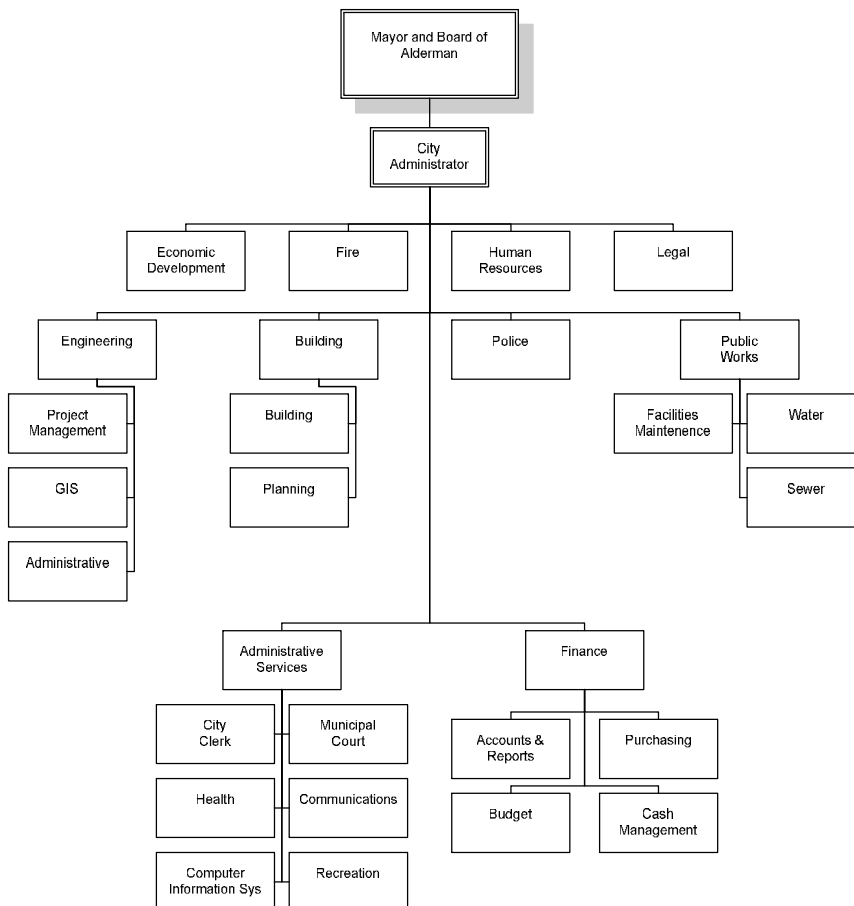
proposed annual budget for Board consideration. He or she also enforces municipal laws and ordinances and coordinates City operations and programs.

Branson is a full-service municipality which, to adequately accommodate its tourist population, functions like a city of 60,000 to 70,000. The City's FY2008 total budget is \$58,000,000 with a General Fund of \$19.9 million. The City's largest source of income is sales tax. There are approximately 395 municipal employees.



### City of Branson, Missouri

Organizational Chart



#### Our Values

***"Branson—Where Values Are The Difference"***

***Better government through open communications.***

***Responsible stewardship of City resources.***

***A firm commitment to honesty, integrity and fairness.***

***Nature and it's preservation for enjoyment for all.***

***Striving for continuous improvement of services.***

***Organization build on teamwork.***

***Noted for serving customers with excellence and professionalism.***

#### Mission Statement

***"The City of Branson is committed to its citizens and to those who visit here, to ensure a safe and environmentally sound community. We will work as a team to maintain and promote the growth of our City, and to provide professional, courteous service to all through fair and open communications. We look to tomorrow, remembering yesterday, dedicated to an excellent today."***

## DESIRED CITY ADMISTRATOR ATTRIBUTES

### Management and Leadership Experience

- Experience with a community similar to Branson with similar demographics, values, aspirations, revenue base and issues
- Experienced local government executive with a solid record of accomplishment
- Experience with the council/manager form of government
- Experience with growth, economic development, environmental, and community quality of life issues
- Demonstrated achievement including innovation



### Management and Leadership Style

- Speaks his/her mind—not a “yes” person
- Excellent negotiator with strong problem solving skills including a willingness to compromise when appropriate
- Proactive, and a strategic thinker and planner who understands economics and competing priorities
- Accepts and handles change well
- Creates a bond of teammanship among the elected officials, the City Administrator and senior staff which penetrates the entire organization fostering a strong sense of organizational cohesiveness and commitment to the Branson community .
- Fiscally responsible with taxpayer resources

### Management and Leadership Skills

- Politically astute but not political
- Superb project management skills
- A strong leader who sets clear goals, delegates effectively and holds staff accountable to achieve their goals
- Cutting edge technical and government management skills
- Technically skilled to manage in a dynamic, complex and growing community city
- Strong advocate for open government with a service orientation and highly responsive to citizen/customer needs and concerns

### Management and Leadership Abilities

- To prioritize strategically
- To earn respect from both the resident and business interests and be able to encourage diverse interests toward mutually acceptable decisions
- To balance the often competing needs/priorities of the community

## QUALIFICATIONS

*Requirements include* the equivalent of a Masters degree in public administration combined with significant experience as a local government manager or full range assistant in a complex community comparable to Branson. Some preference for experience from a growing community with a tourism based economy. Must clearly possess and apply superior management and leadership knowledge, skill, ability, commitment and energy as needed to achieve the Board's goals. Must build trust-based, effective working relationships with the Board, department heads, employees, the community and a variety of critical external stake holders.



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THE NATION'S PREMIER

VISIT BRANSON ON THE WEB  
AT [www.cityofbranson.org](http://www.cityofbranson.org)

## ISSUES, CHALLENGES AND OPPORTUNITIES

- Anticipated additional changes in the Board of Alderman
- Expansion of both sewer and water infrastructures to support growth (\$70 million projected cost)
- Growing community concern for environment protection and conservation
- Diminishing supply of affordable housing as land values increase
- Strategic and operational planning to involve a true partnership with the Mayor and Board, the City Administrator and department heads
- Evaluate and make needed changes to the City's organizational structure and current systems and processes to create a "customer friendly" City hall and to ensure that prompt, evenhanded, consistent and effective municipal services are provided
- Economic development should be more integrated with planning and zoning
- Preservation of and assistance to old Downtown Branson to enhance its chances for economic sustainability
- Effective community/neighborhood involvement in deciding the future of the community particularly in land use, growth and economic development matters

## TO BECOME A CANDIDATE

*Send confidential resume by March 17, 2008 to:*

Robert E. Slavin, President

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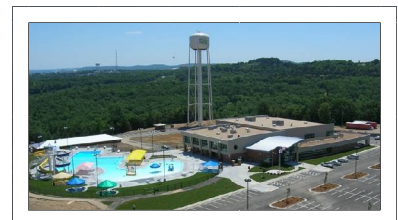
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**AN EQUAL OPPORTUNITY RECRUITER/EMPLOYER**



## Compensation

The City will provide a highly competitive salary and benefit package to the next City Administrator. Compensation details are negotiable. An employment agreement and reasonable relocation expenses are anticipated.

