

# **CITY OF BRANSON COMPREHENSIVE PLAN**

**Orientation Meeting CPC #1**

**Thursday, January 16, 2025 – 5:00 PM**

**Branson Convention Center, Roark Creek Room**



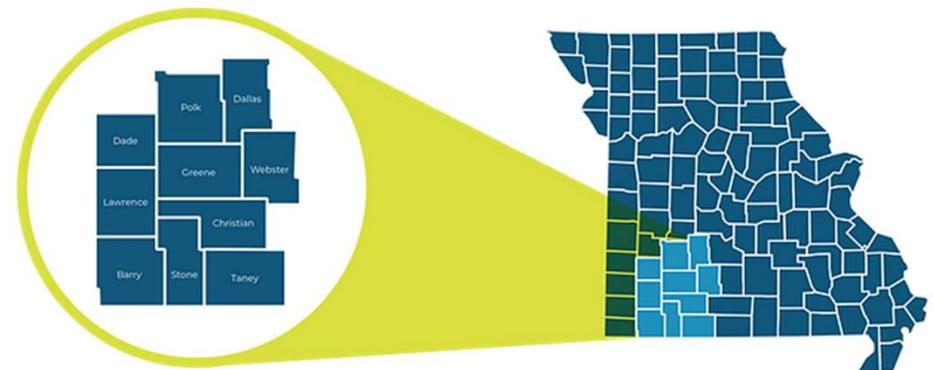
# WHAT IS SMCOG?

## Southwest Missouri Council of Governments (SMCOG; pronounced: 'sim-cog')

- **Regional Planning Commission (RPCs) or Council of Governments (COGs)**
  - Established in 1989
  - Oversees ten counties
- **Housed with Missouri State University Center for Resource Planning and Management**

## Services include:

- Grants - state and federal planning grants, writing, administration,
- Long Range Planning – comprehensive and land use
- Other planning – transportation, hazard mitigation, environment, infrastructure inventories
- Special projects – Municipal and local reports



# HOW DO WE GET THERE?

## *the* PLANNING PROCESS



# Timeline of Planning Process



# COMMUNITY ASSESSMENT

## City of Branson Community Characteristics and Demographics

- Population
- Housing
- Education
- Income
- Employment

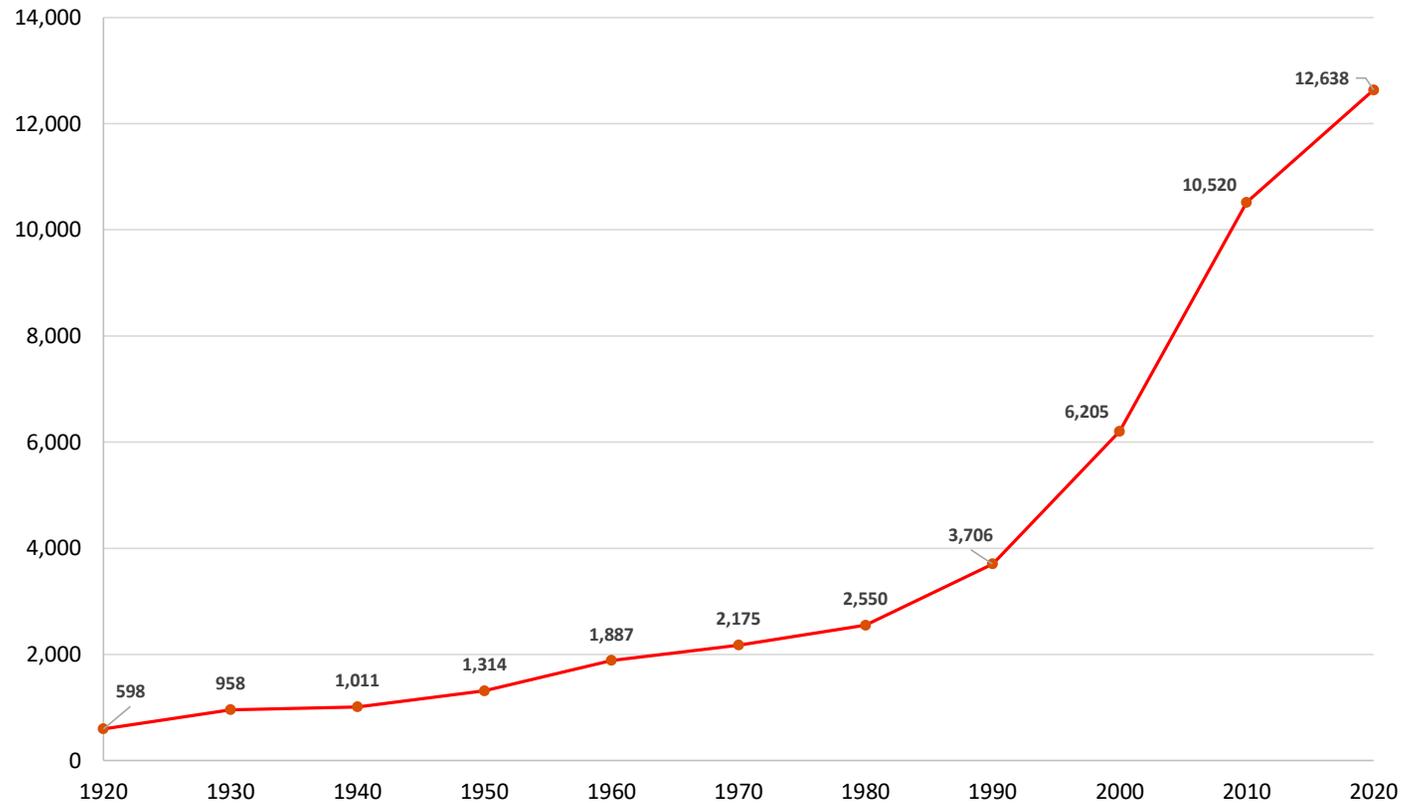


# POPULATION

As of 2023, the City of Branson has a population of 12,760 residents. The City has experienced an increase in population over the course of the 20th century, beginning in 2000 with just 6,205 residents. The population has doubled since then.

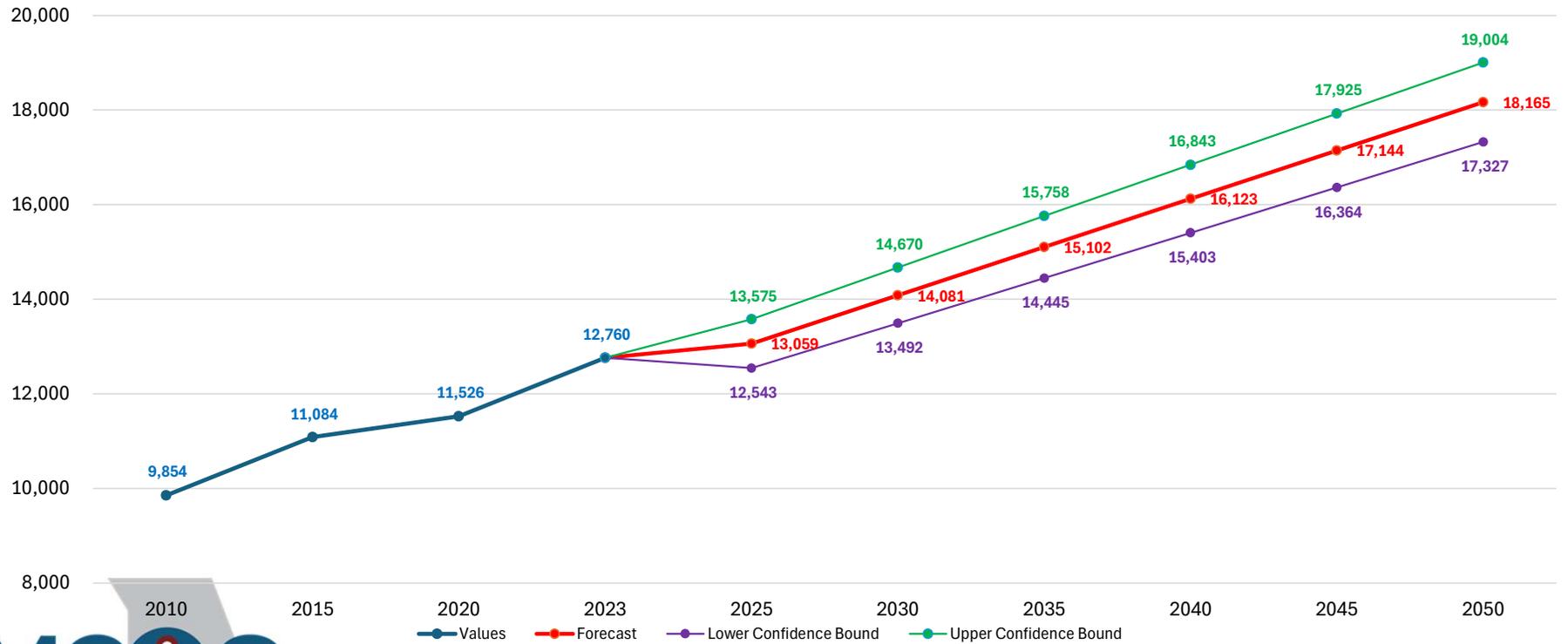


U.S. DECENNIAL CENSUS-POPULATION TREND BY DECADE



# POPULATION PROJECTION

## POPULATION PROJECTION



# POPULATION PYRAMID

## • Explanation of Age distribution & shape

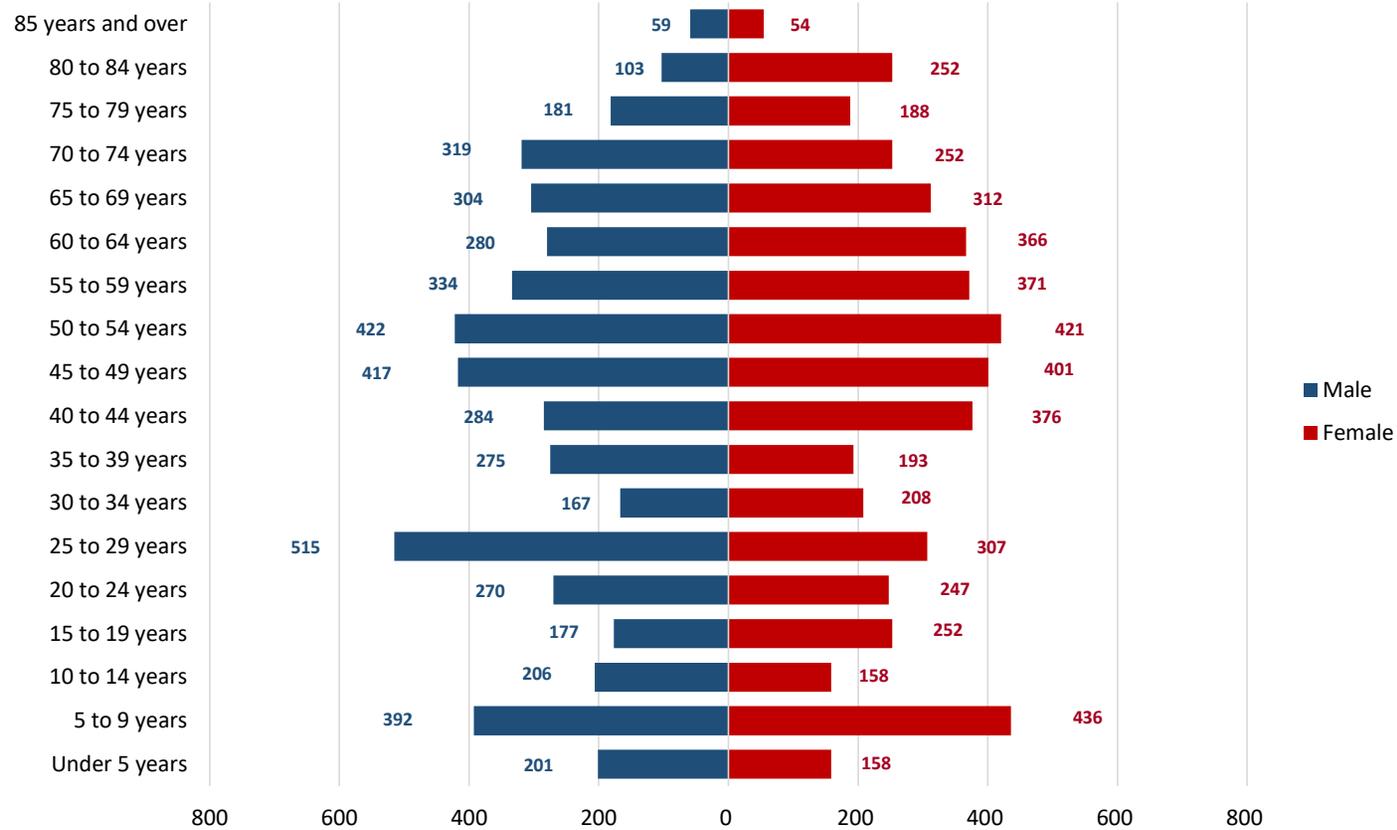
- Stable populations have a rectangular shape that tapers near the top.
- A wider bottom shows that birthrate exceeds the deathrate

## • Trends visible in City of Branson in 2010

- 50.2% female, 49.8% male
- Median age 46.3 years



2010 ACS 5-YEAR ESTIMATES POPULATION PYRAMID



Source:

<https://data.census.gov/table/ACSST5Y2010.S0101?q=population&g=160XX00US2907966&y=2010&moe=true>

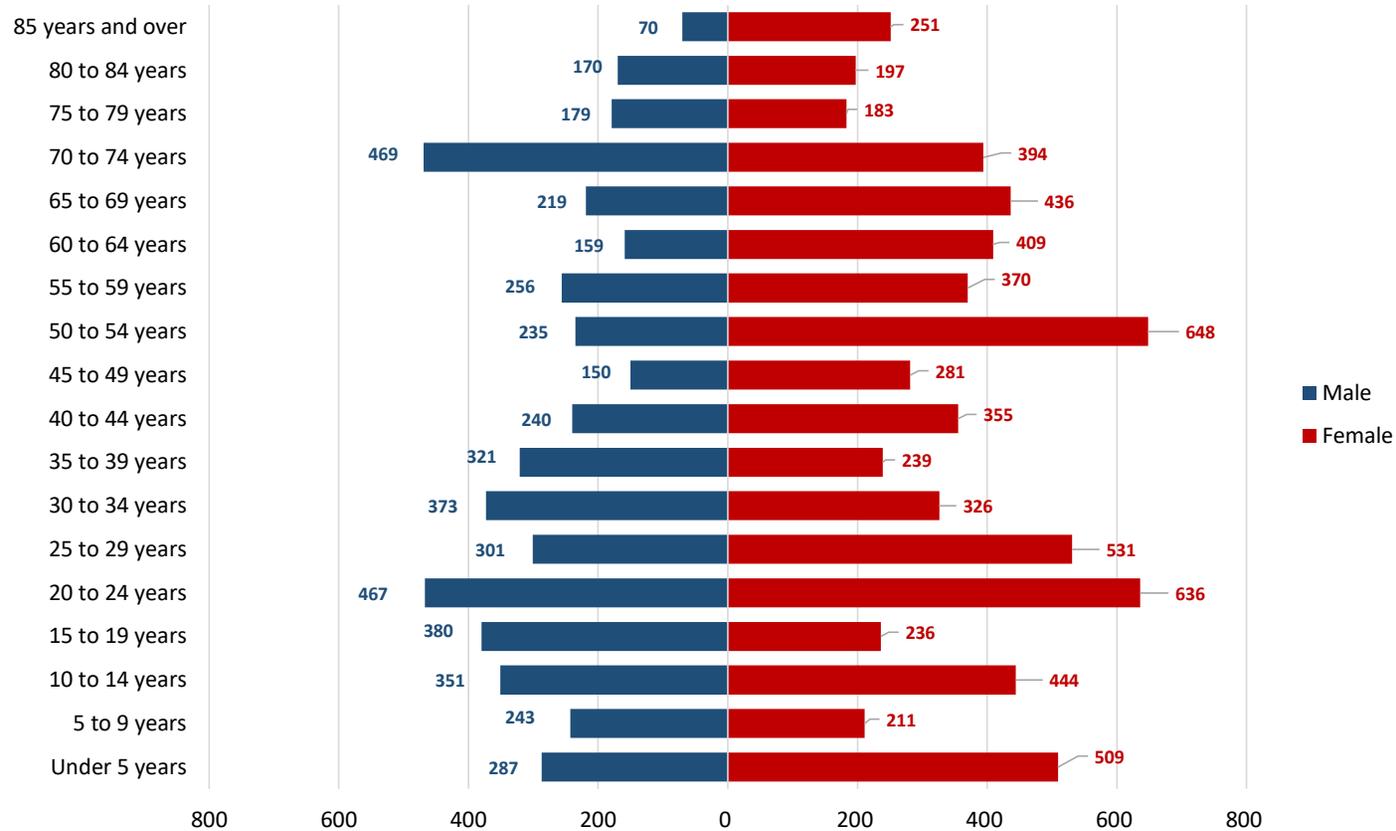
# POPULATION PYRAMID

## Trends visible in City of Branson in 2020

- 57.7% female, 42.3% male
- Median age 38.9 years



2020 ACS 5-YEAR ESTIMATES POPULATION PYRAMID



Source: <https://data.census.gov/table/ACSST5Y2020.S0101?q=population&g=160XX00US2907966&y=2020&moe=true>

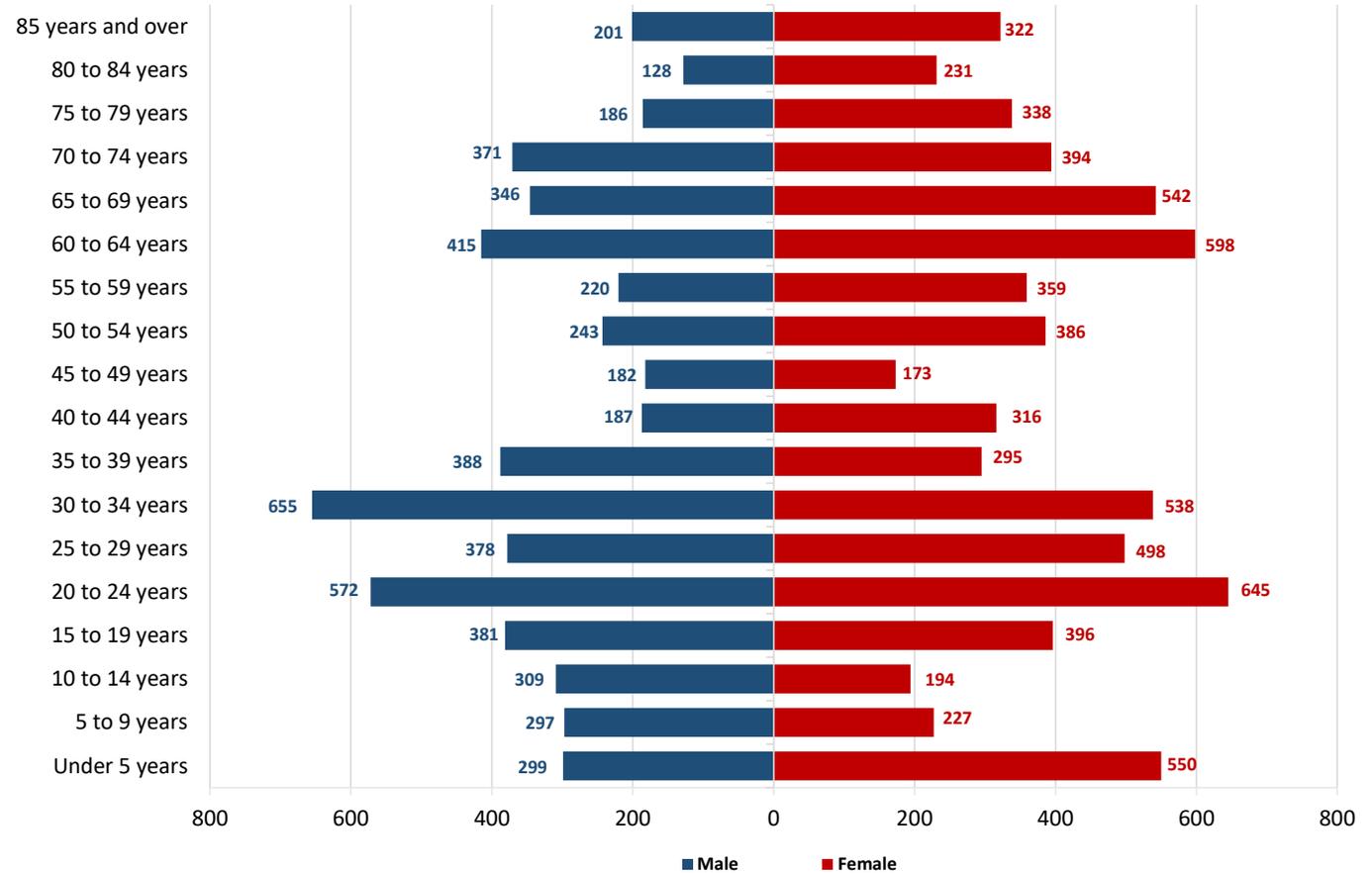
# POPULATION PYRAMID

- Trends visible in City of Branson in 2023

- 54.9% female, 45.1% male
- Median age 38.2 years, was 41.2 in 2022



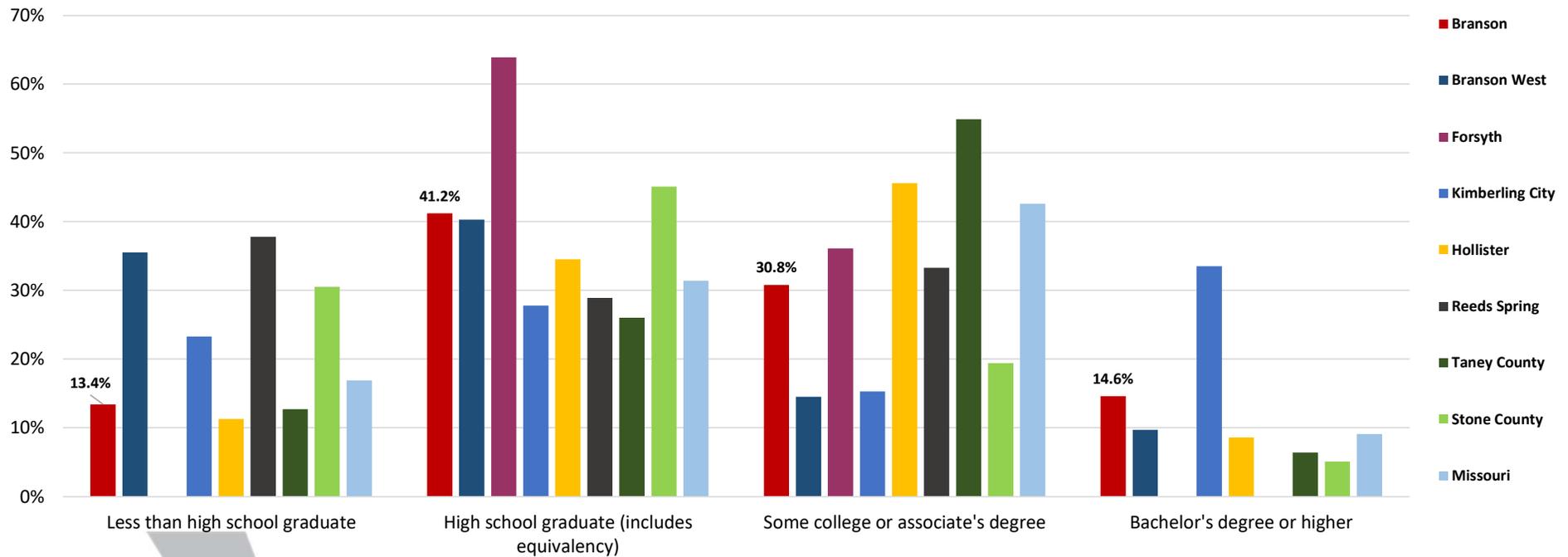
2023 ACS 5-YEAR ESTIMATES: POPULATION PYRAMID



Source: <https://data.census.gov/table/ACSST5Y2023.S0101?q=population&g=160XX00US2907966&y=2023&moe=true>

# EDUCATIONAL ATTAINMENT

## 2010 EDUCATIONAL ATTAINMENT OF POPULATION 18 TO 24 YEARS



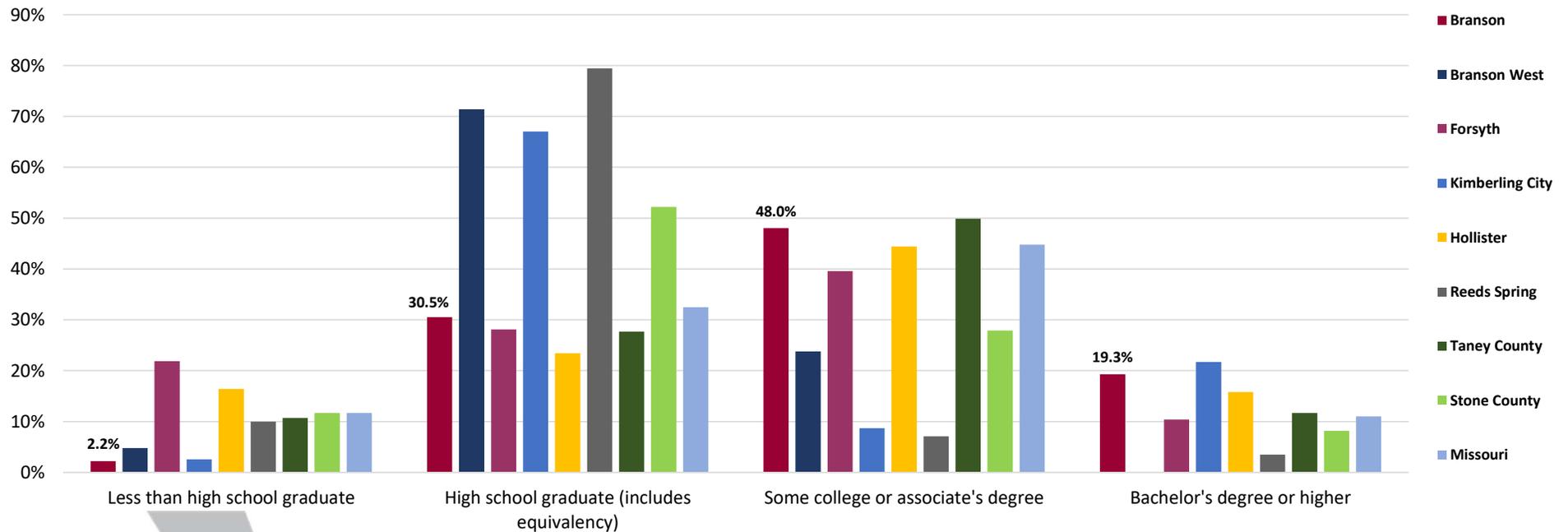
Source: 2010 ACS 5-Year Estimates



*\*Some college categories include technical or vocational degrees including apprentices. Total vocational skills or earned certifications are not shown separately.*

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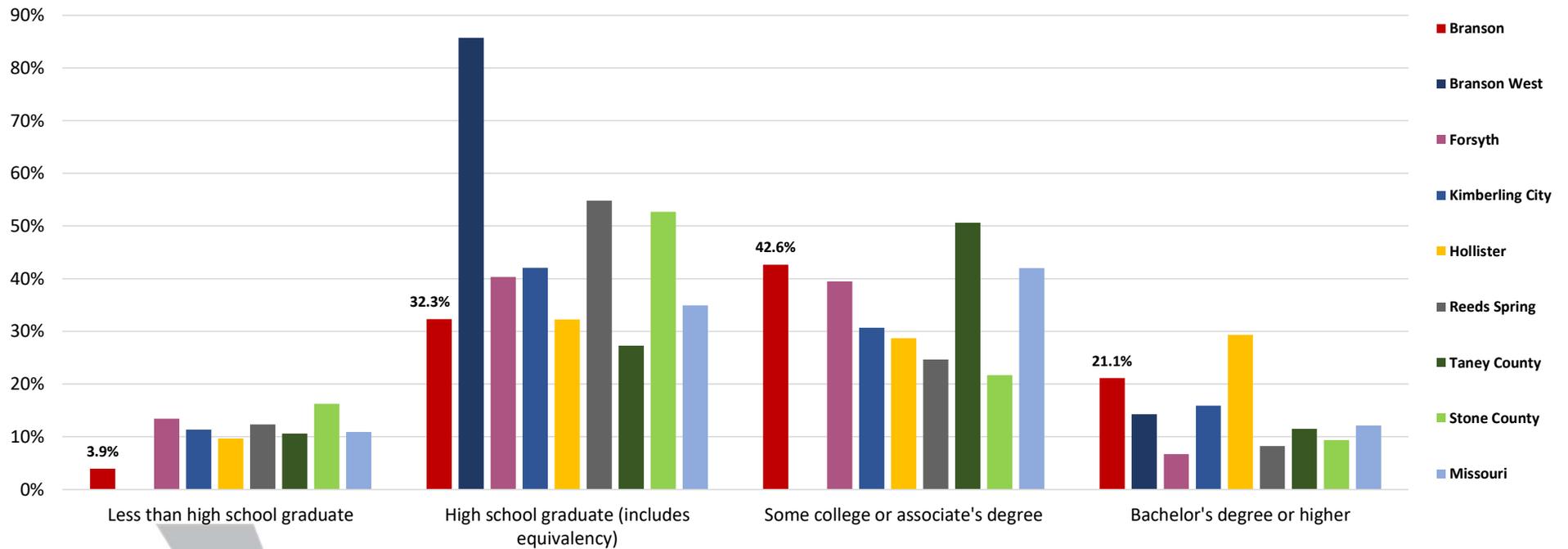
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# EDUCATIONAL ATTAINMENT

## 2023 EDUCATIONAL ATTAINMENT OF POPULATION 18 TO 24 YEARS



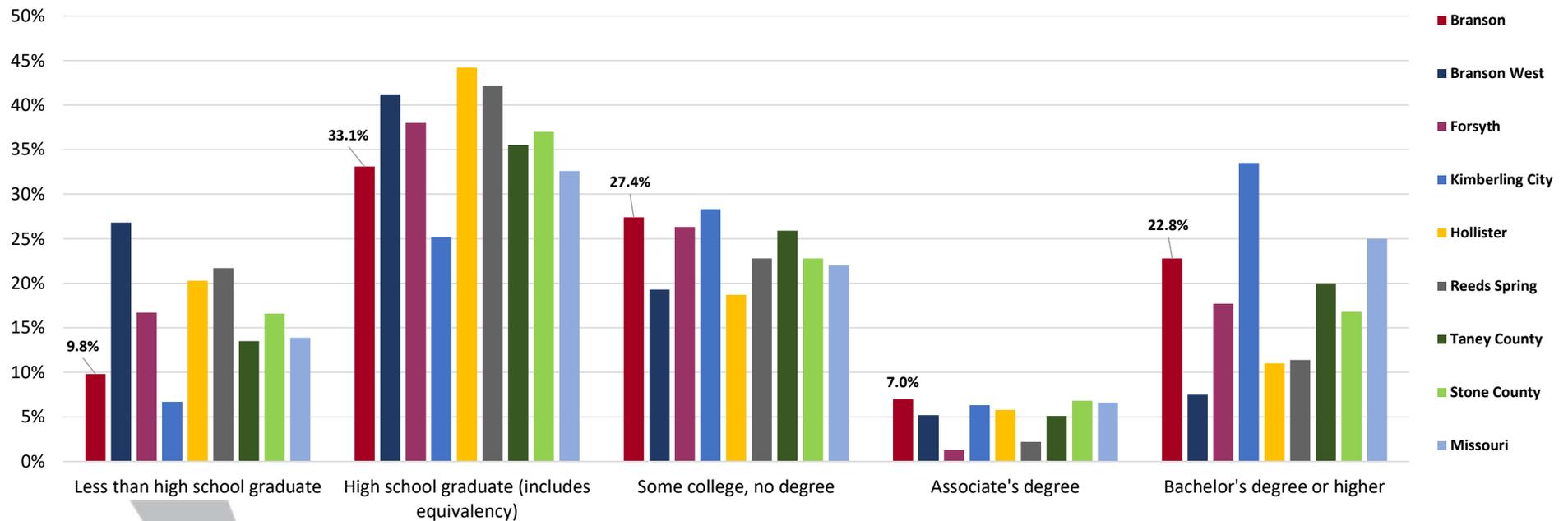
Source: 2023 ACS 5-Year Estimates



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# EDUCATIONAL ATTAINMENT

## 2010 EDUCATIONAL ATTAINMENT OF POPULATION 25 YEARS AND OVER



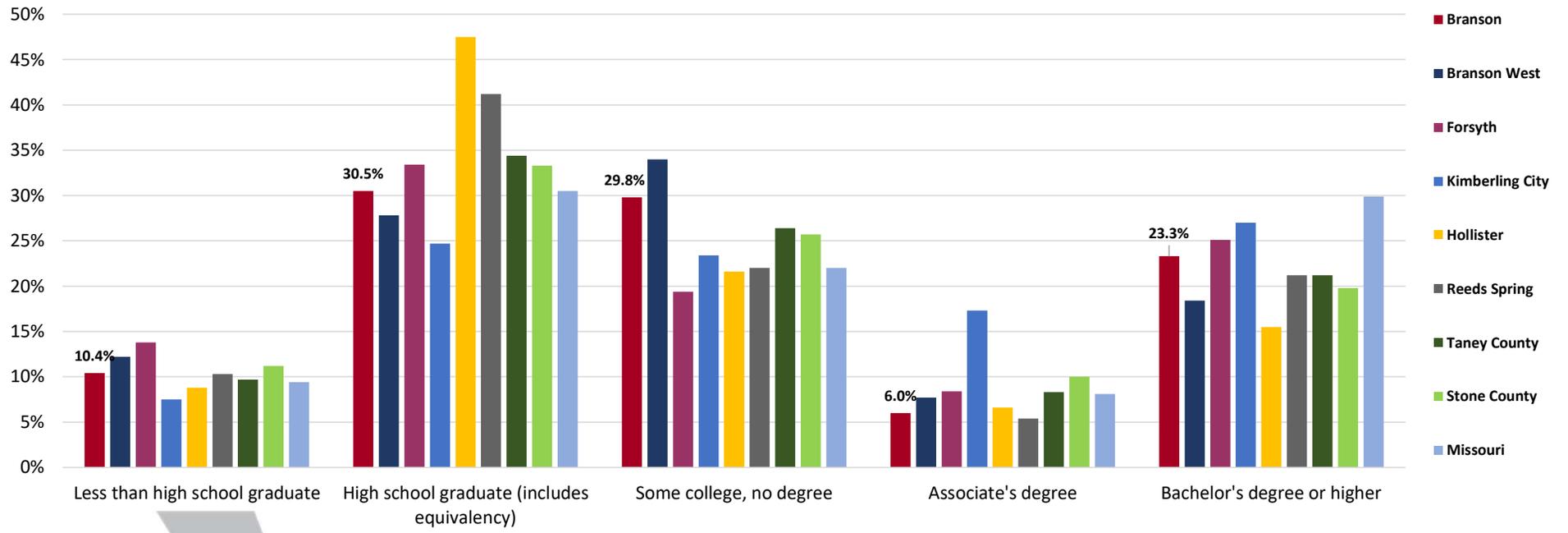
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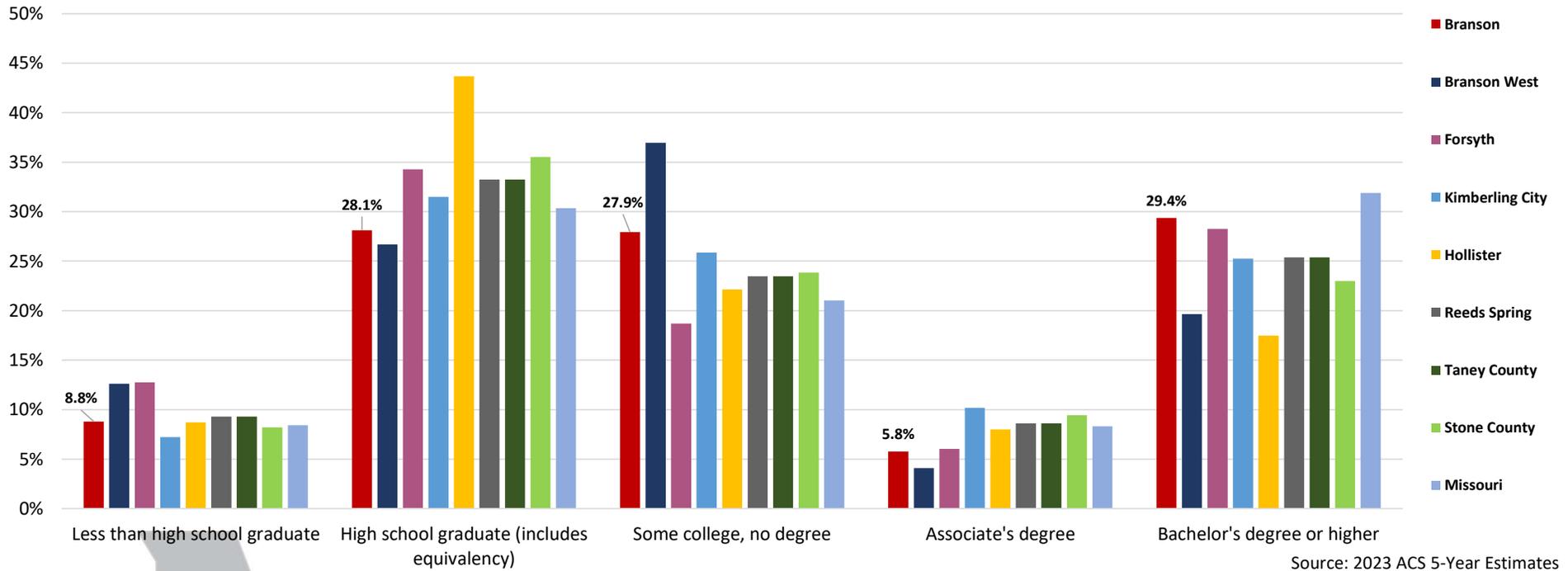
Source: 2020 ACS 5-Year Estimates



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# EDUCATIONAL ATTAINMENT

## 2023 EDUCATIONAL ATTAINMENT OF POPULATION 25 YEARS AND OVER

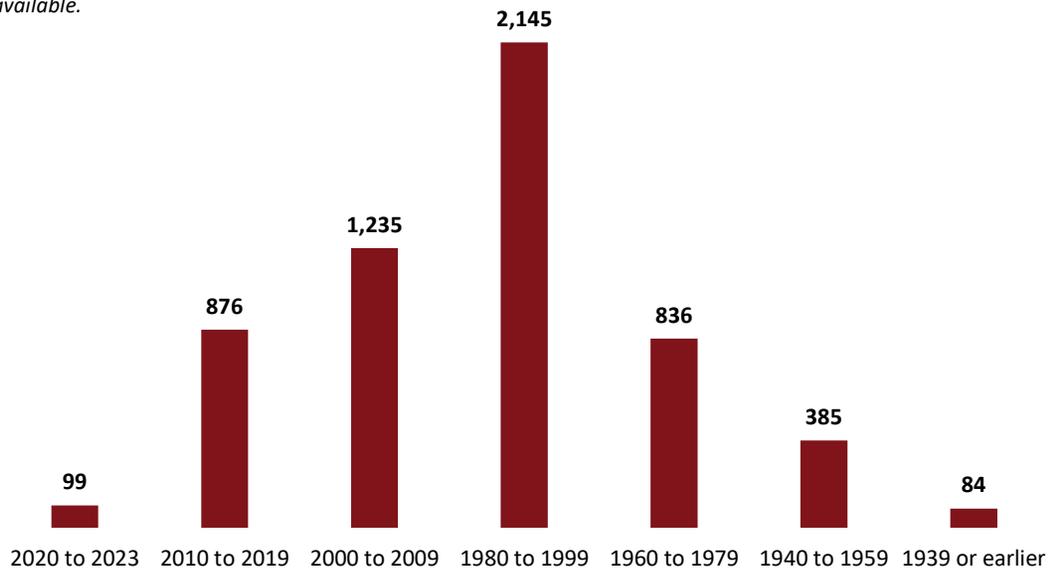


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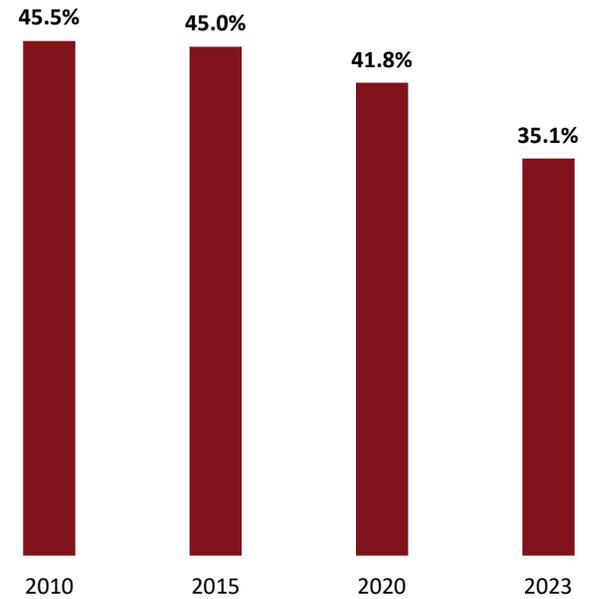
# HOUSING

## Housing Structure Built Year

*\*Data after 2023 not available.*



## Vacancy Rate

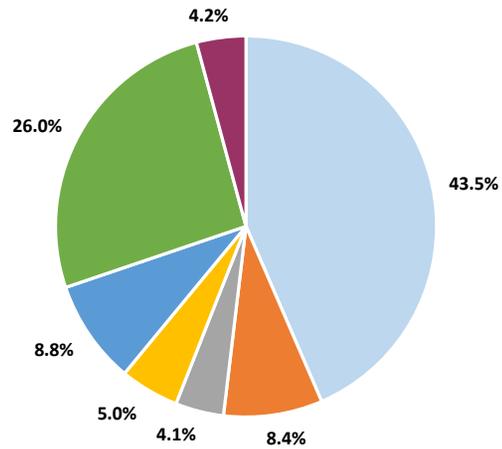


*\* this includes seasonal, recreational, or any occasional housing units; 92.6% of the vacant units are for this purpose*

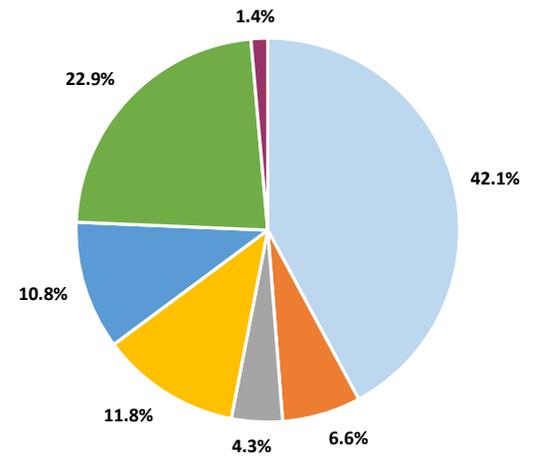
Source: US Census, ACS 5-Year Estimates

# HOUSING

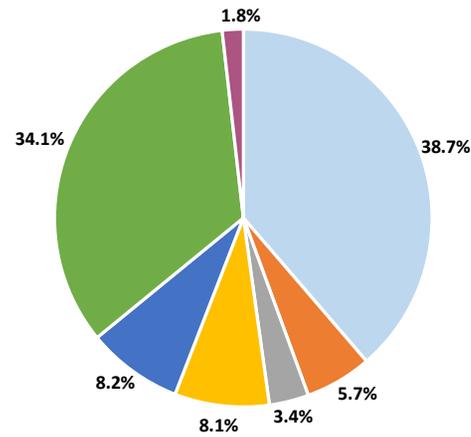
## 2010 Occupied Housing Units Types



## 2020 Occupied Housing Unit Types



## 2023 Occupied Housing Units Types



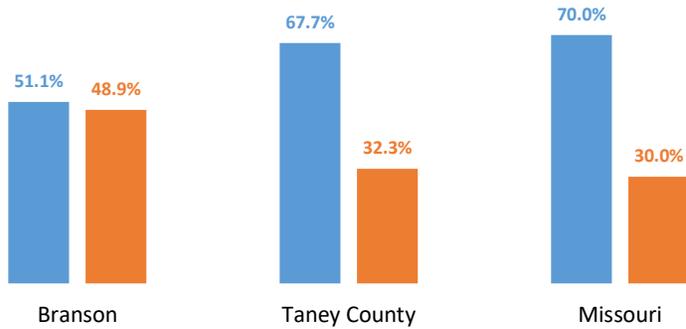
- 1, Detached
- 1, Attached
- 2 Apartments
- 3 or 4 Apartments
- 5 to 9 Apartments
- 10 or more Apartments
- Mobile home or other type of housing



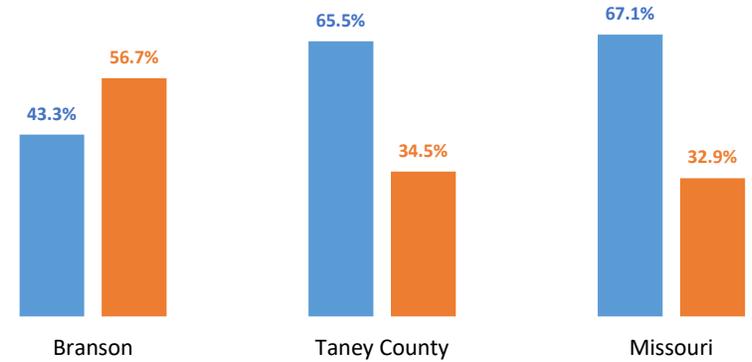
Source: US Census, ACS 5-Year Estimates

# HOUSING

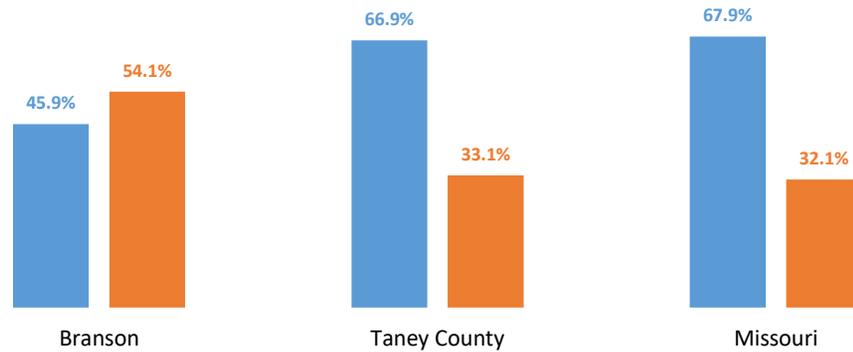
## 2010 Occupied Housing Units



## 2020 Occupied Housing Units



## 2023 Occupied Housing Units

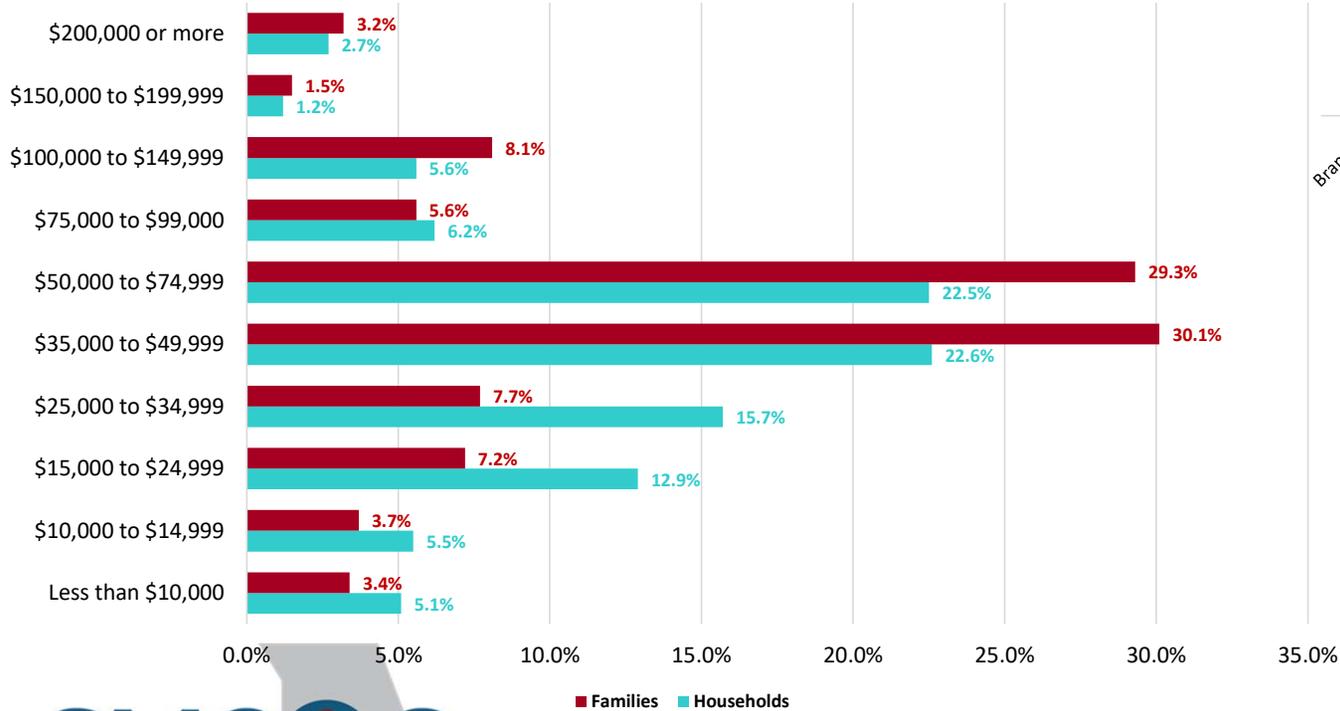


Source: US Census, ACS 5-Year Estimates

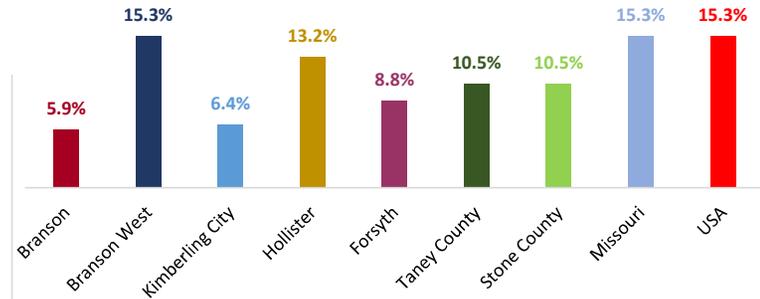
■ Owner Occupied  
■ Renter Occupied

# HOUSEHOLD INCOME

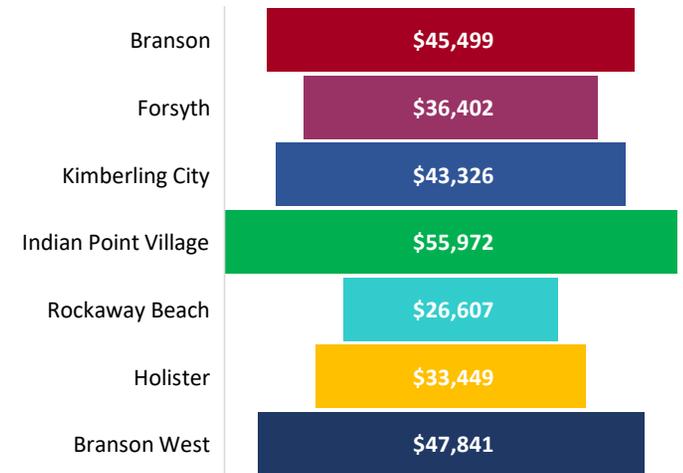
## 2010 INCOME DISTRIBUTION OF HOUSEHOLD AND FAMILIES



## 2010 Population Below Poverty Level



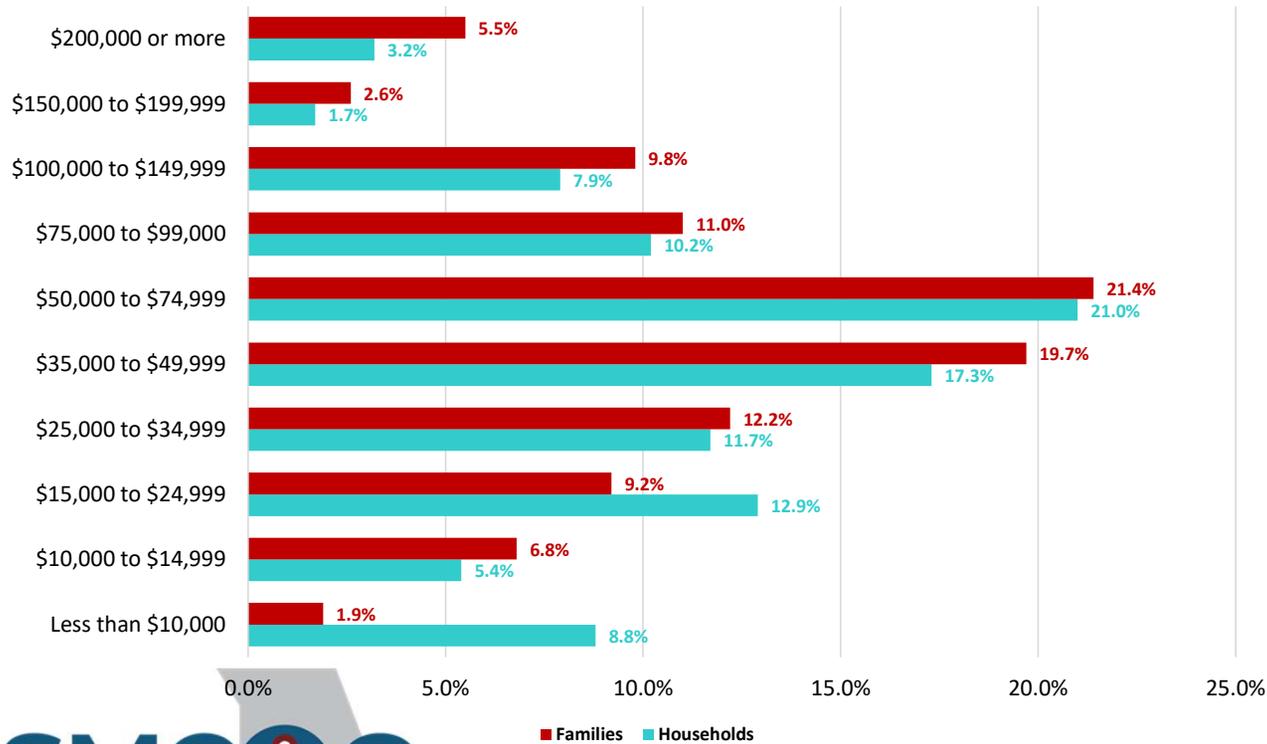
## 2010 MEDIAN HOUSEHOLD INCOME



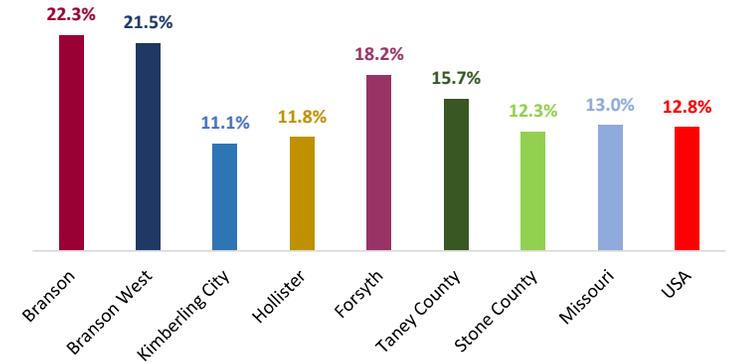
Source: 2010 ACS 5-Year Estimates

# HOUSEHOLD INCOME

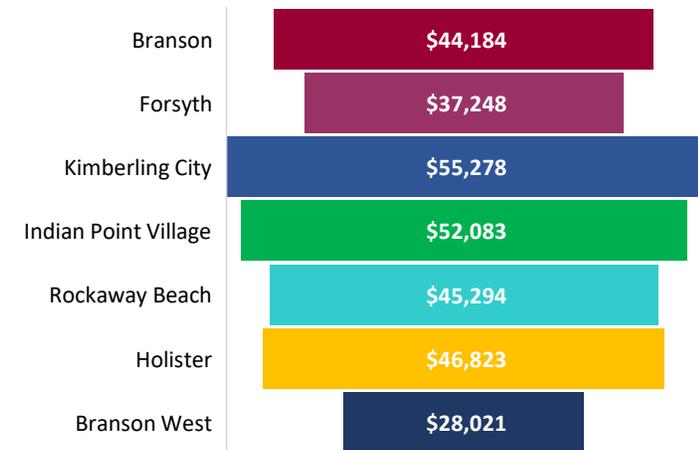
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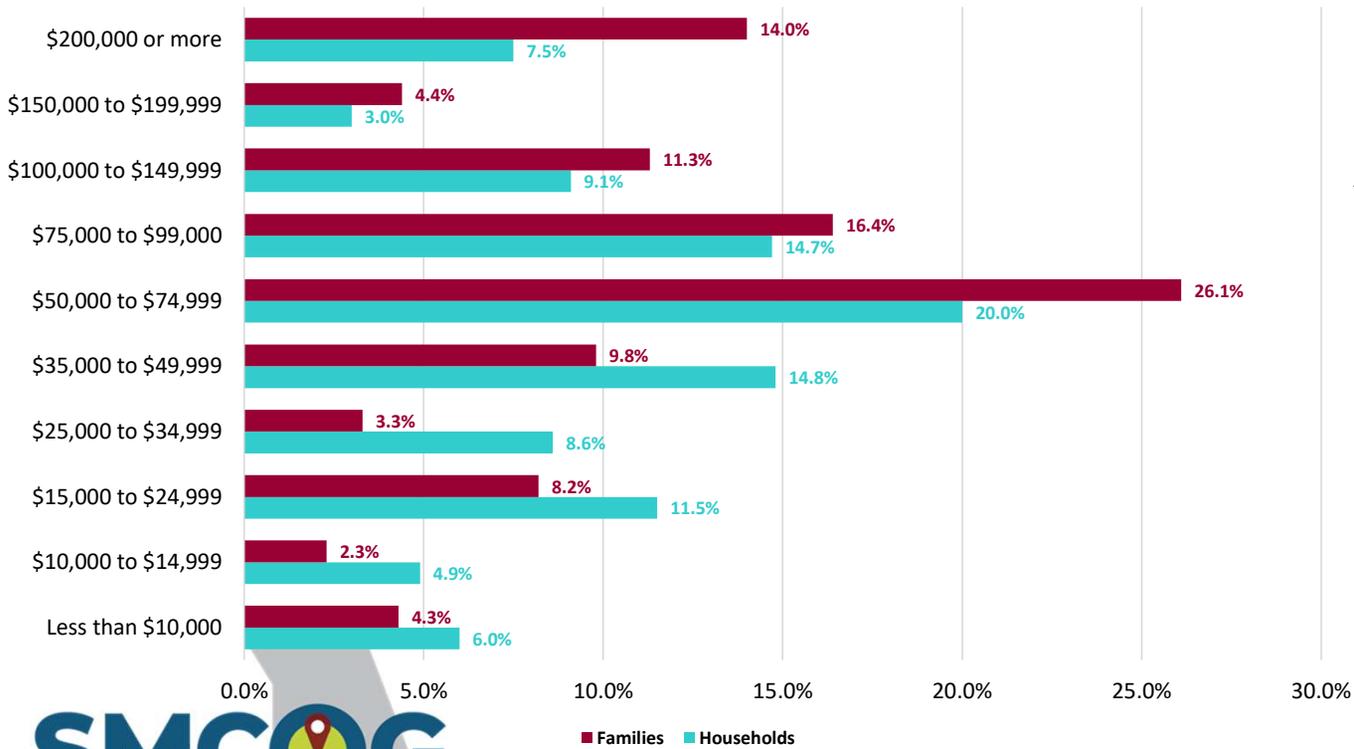
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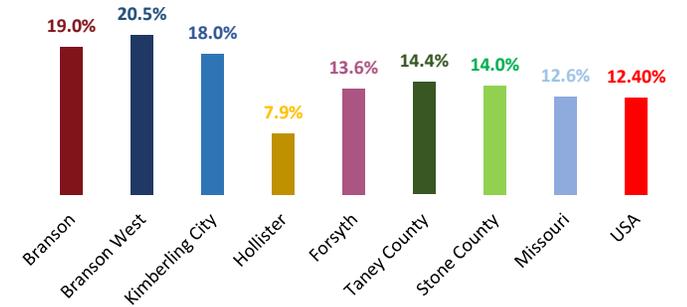
Source: 2020 ACS 5-Year Estimates

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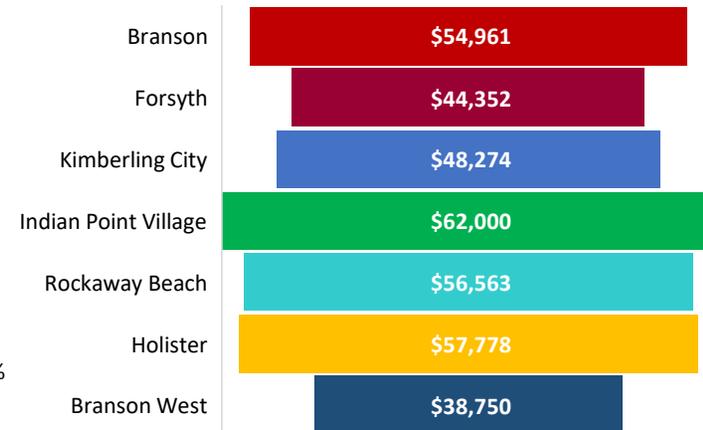
## 2023 INCOME DISTRIBUTION OF HOUSEHOLDS AND FAMILIES



## 2023 POPULATION BELOW POVERTY LEVEL



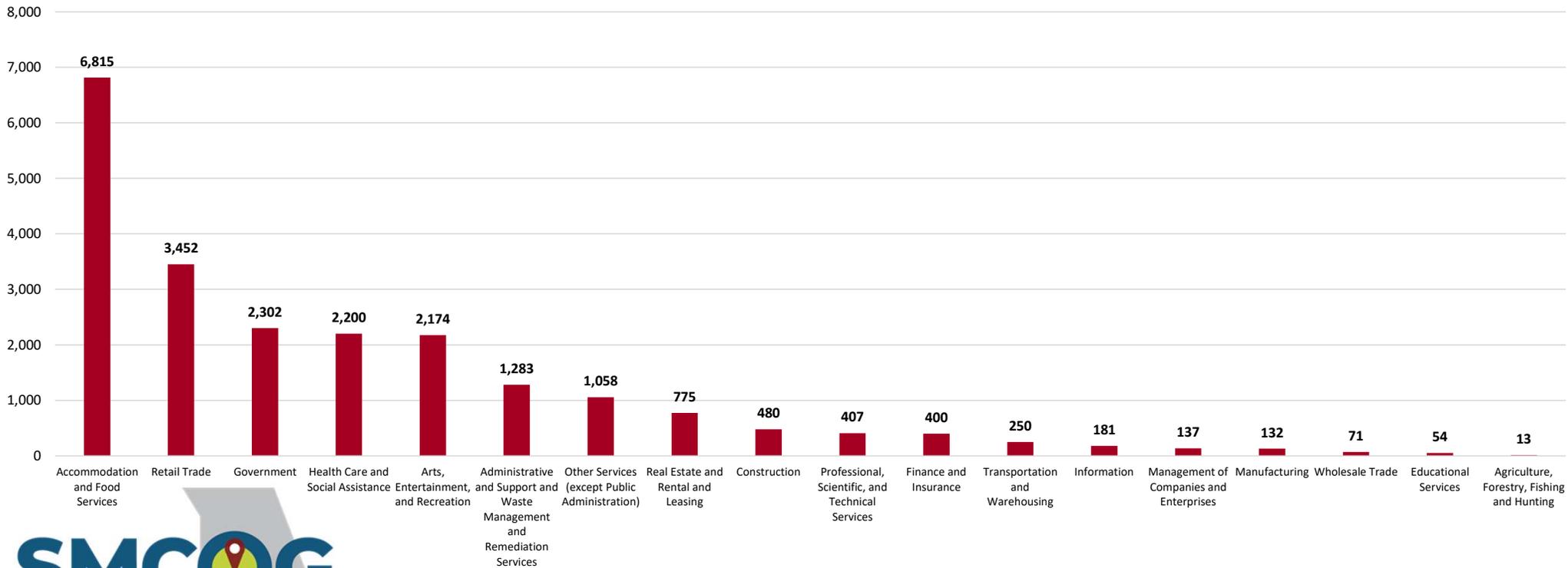
## 2023 MEDIAN HOUSEHOLD INCOME



Source: 2023 ACS 5-Year Estimates

# Number of Jobs BY INDUSTRY

## 2023 NUMBER OF JOBS BY INDUSTRY



Source: Lightcast

[https://analyst.lightcast.io/analyst/?t=4lwDW#h=ezXj.GcM9Miya.JOq8.TBOflwY&page=city\\_overview](https://analyst.lightcast.io/analyst/?t=4lwDW#h=ezXj.GcM9Miya.JOq8.TBOflwY&page=city_overview)

<https://analyst.lightcast.io/analyst/?t=4lwDW#h=ezXj.GcM9Miya.JOq8.TBOflwY&vertical=edo&nation=us>

# QUESTIONS?

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**Jason Ray, AICP**

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