

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

MAY 2012

FOCUS GROUP / ONLINE SURVEY SUMMARY

Ozark, Missouri



PGAV PLANNERS



ACKNOWLEDGMENTS



DOWNTOWN REVITALIZATION AND ECONOMIC
ASSISTANCE FOR MISSOURI (DREAM)
PROGRAM SPONSORS:



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TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
I. INTRODUCTION.....	1
II. CITY STAFF / LCRA BOARD	3
III. DOWNTOWN STEERING COMMITTEE	7
IV. RESIDENTS.....	11
V. BUSINESS OWNERS	22
VI. ONLINE SURVEY.....	27

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SECTION I INTRODUCTION

As part of the research for the DREAM Initiative, PGAV PLANNERS and the City conducted four focus groups in Ozark, Missouri and an online survey. The purpose of the focus groups and survey was to learn more about the priorities of the Ozark community regarding Downtown. The four focus groups included:

- 1) City Staff and the Land Clearance and Reclamation Authority (LCRA) Board
- 2) Downtown Steering Committee
- 3) City Residents
- 4) Business Owners

Potential participants of all the groups were invited by the City to attend a group meeting at a convenient time and place. City Staff, the Downtown Steering Committee, and Residents were invited to meetings held at City Hall in Downtown. The Business Owners meeting was held as a luncheon in the Ozark Community Center. Group attendance ranged from eight to thirteen participants.

Groups were purposely kept to a small size in order to facilitate discussion. Each of the four groups was chosen to provide a unique perspective on Downtown. Two members of the staff of PGAV PLANNERS were the only facilitators to ensure that participants felt free to speak on any subject. Confidentiality was promised, and as such, there are no names used within this report.

A discussion guide was developed for each group to encourage conversation. Several questions were common to all groups, but there were some specific questions that were unique to each group. The discussion guides were developed in advance of the group meetings using input from the DREAM contact and information obtained during the DREAM Initial Assessment Meeting. The meeting facilitators did not necessarily ask every question on the discussion guides, but used them to initiate discussion and to keep the flow of the conversations on the topic of Downtown issues. The discussions of each group were recorded both electronically and by the facilitators taking notes.

Sections II through V of this report provide the discussion guides and a discussion summary of the meetings with names and other identifying remarks omitted. Section VI provides a summary of the online survey.

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SECTION II CITY STAFF / LCRA BOARD

A. DISCUSSION GUIDE

This group was the first meeting held. Some questions would be repeated in other groups and some were specific to this particular group. The questions asked of this group included the following:

- 1) Describe the character of Ozark in one word.
- 2) How is Ozark unique?
- 3) How is the mix of businesses Downtown? Are there any businesses that should be added?
- 4) Where do you take visitors when they visit Ozark?
- 5) Is Ozark moving in the right direction?
- 6) Is Downtown moving in the right direction?
- 7) What does a revitalized Downtown look like?
- 8) What are the community's perceptions of Downtown?
- 9) What are the negative perceptions of Downtown?
- 10) Are there events held Downtown?
- 11) What Downtown improvements need to be made?
- 12) Should there be more residences in Downtown?
- 13) Are local industries involved in Downtown?

B. DISCUSSION SUMMARY

Describe the character of Ozark in one word.

Charming

Historic

Tranquil

Family Values

Quaint

Friendly

How is Ozark unique?

We have the Finley River and the Downtown Square.

Our Bridges

The Mill on the Finley River

We have woodland areas in town.

Our trail network is unique.

Ozark is easily accessible from major highways.

We are located between Springfield and Branson.

We have an occupied Downtown, full of businesses and services.

How is the mix of businesses Downtown? Are there any businesses that should be added?

Restaurants are needed on the Square.

We have lots of offices. We could use new retail.

We need a coffee shop.

Parking is an issue Downtown.

We're a lazy society; people don't want to have to walk to businesses from parking.

The Courthouse functions including trials and county staff take up needed parking.

Attorneys and bail bonds establishments take up a lot of space Downtown.

We need more two-hour parking limit signs.

Employees of Downtown businesses park in front of their own businesses, tying up the best parking.

Where do you take visitors when they visit Ozark?

Branson (agreement)

Bass Pro Shops in Springfield, Missouri

I take visitors to the Tea Room, La Fiesta, and other restaurants in Ozark.

Lambert's Cafe

Flea markets

The seafood restaurant in Ozark

I take them to our Park. We have an amazing trail system.

We need a destination like Oklahoma City's Bricktown or Wichita's Old Town.

We lack an after-hours place for shopping or eating Downtown.

Businesses close early Downtown.

When we are in St. Louis, we try to go to Laclede's Landing. This place has interesting streets, live music, and restaurants. We could have this same type of place here in Ozark.

Is Ozark moving in the right direction?

In a recent poll, 50% said Ozark is going in the right direction. It was an 800 respondent phone survey. We used a consultant to conduct the survey.

Yes (agreement)

Is Downtown moving in the right direction?

If the economy had not tanked, yes we would be where we wanted to be.

The economy tanked and lay-offs occurred. This harmed Ozark.

Banks are tight with loans right now.

We spend time in Springfield eating, not in Ozark.

We don't have chain restaurants.

We should have chain or other restaurants with longer hours and expanded menus.

We go to Downtown Springfield.

Ozark doesn't have the entertainment shopping value (outside entertainment) where women can shop while men listen to live music on the patio.

Nothing is open later in the evening.

Would people come to Ozark for restaurants and entertainment?

People would come Tuesday or Thursday if there was an event.

Downtown is not a destination location.

There is no weekend or night draw for Downtown.

Downtown can be a destination for Ozark, Nixa, Sparta and the surrounding areas.

We have business that comes Downtown from places like Ava.

We bowl in Nixa now instead of Springfield due to proximity.

The new theater should bring people Downtown.

What does a revitalized Downtown look like?

It would have longer hours for businesses.

It has signage that shows you are in a Downtown district – banners, landscaping, etc. For example, like Springfield has.

Build an arch over Third Street designating Downtown.

Utilize stamped concrete and decorative lighting Downtown.

You see backs of buildings when you come into Downtown currently. This does not portray the right image to visitors.

What is the community's perception of Downtown?

Sleepy

Its image has improved. For example, we now have a Farmer's Market.

"Downtown looks nice, people are proud of it, but no one goes there."

Downtown is not much of a draw.

Restaurants don't cater.

There is resentment from others for improvements to Downtown. They don't realize Downtown improvements benefit them.

Five hundred people came for the Farmer's Market/Birthday Bash recently!

It would be good to have an open house during these events - open up the banks, have school art work on display, etc.

What are the negative perceptions of Downtown?

There is no reason to go Downtown.

For some residents in the north portion of the City of Ozark, it is almost closer to go to Springfield for items.

Ozark is almost three separate towns.

Getting around Square is difficult. In particular, it is hard to pull in and out.

No one seems to know driving etiquette.

Downtown has a unique topography, hills, historic Downtown, river. This is not true for Nixa and other communities. No one has more potential than we do.

Our hill overlook above the Finley River could draw people from Springfield.

Redeveloping the Mill or revitalizing Downtown could cause other one to happen.

"What has always struck me is Nixa is flat; we have hills."

Nixa is nicer for bicycling though.

Bass Pro used to have a big sale at the Mill every year. They would sell discontinued and returned items. Dam Jam and other events were supported through the event proceeds, including improving water quality in the James River basin.

The Dam Jam includes live bands, food, and a river clean-up.

Are there other Downtown events?

We host a Downtown garage sale.

The Ozark Christmas Parade is held Downtown (at night).

We have the Fall Craft Fair.

There are Booster Club events such as the Mill days.

The Utopia Craft Fair is now at the park. It used to be on the Square. It attracted 50,000 visitors at its height six years ago.

Duck Race event is Downtown.

Antiques and flea markets is our niche, south of McDonald's on Hwy 14 & 65.

"We go down to Eureka Springs and we have heard people talk about Ozark there."

Lambert's Café draws in folks from all over.

We could get bus traffic if we had parking Downtown. The tourist buses go from Russell Stover's to Lambert's Cafe.

I wish we had signs like St. Charles does.

A lack of signage from Highway 65 is an issue. Our signs need to advertise a district, not just a single location.

What Downtown improvements need to be made?

We need better wayfinding.

Better managing traffic - not having back-ups.

Construct Downtown lofts – living plus / retail – these buildings will have to have multiple stories.

Sidewalks

Parking

Crosswalk improvements across Third Street to the trail

Bike racks

Trash cans

Accessibility into Downtown needs to be first priority.

We need to fix Third Street before being able to attract businesses.

Ozark could become a destination. We already have traffic to and from Branson.

We are talking about antique architecture and historic draw, not strip malls.

A neighborhood bar or winery would be great.

We don't have unique restaurants to draw people Downtown.

We need restaurants that lead to other activities like shopping or entertainment.

An art gallery would have to be on the Square - with a coffee shop!!

Downtown businesses don't promote themselves like they should.

We need to market Downtown as a destination.

Downtown Ozark should copy good ideas from other communities!

What about residential development Downtown?

Are there loft apartments in second stories?

Maybe a dozen or more residences have been constructed over the last eight years.

A convenience store would be good Downtown; a little bistro with outdoor seating.

The Historic Society makes it tough to get things constructed.

We don't have that tall of buildings that could be used, for example, as a deli or "pocket" store.

Are local industries involved in Downtown?

Wal-Mart is involved with the Chamber of Commerce. This is also somewhat true with Lowes and Family Pharmacy too.

The banks are actively involved with Downtown.

We are mainly a bedroom community.

"I don't want to have to drive to Springfield".

Ozark is disconnected. There are some restaurants and things on the north side, but not much.

Are there any other items you would like to discuss?

Implementation has been the issue in Downtown.

We need to take small steps. It might be good to see a result.

The improvements to Third Street will help once they are completed.

"We should tie the river into whatever we do. It is a unique feature."

Rivers are relaxing.

The Oklahoma City Bricktown, and the Omaha Garment District are great success stories to model after.

Drury did a plan for the Jeep dealership and a plan for the rears of the buildings facing Third Street.

The City should be more proactive on code enforcement. Repossessions are an issue.

The Jeep dealership could be a prime opportunity.

SECTION III DOWNTOWN STEERING COMMITTEE

A. DISCUSSION GUIDE

This group was held immediately after the City Staff / LCRA Board group, making it the second focus group meeting. This session included those already very involved with Downtown. The questions asked of this group included the following:

- 1) Describe the character of Ozark in one word.
- 2) How is Ozark unique?
- 3) Where do you take visitors?
- 4) Is Ozark going in the right direction?
- 5) What does a revitalized Downtown Ozark look like?
- 6) What are your perceptions of Downtown?
- 7) What brings you Downtown?
- 8) What kind of beautification improvements would you like to see Downtown?
- 9) Is there an area good for a Plaza?
- 10) Are there civic organizations involved in Downtown?

B. DISCUSSION SUMMARY

Describe the character of Ozark in one word.

Friendly

Home

Growing

Small town atmosphere

Charming

Family-focused

Artists

How is Ozark unique?

Our Square Downtown

We have the Finley River.

We are close to Springfield and tourism, but we have a small town atmosphere.

People work in Branson/Springfield, but live in Ozark.

Our growth has been based on Branson.

It is the perfect size for raising a family.

Our school system is good.

We have two exits off Highway 65.

Our green space/park system is a strong positive.

Where do you take visitors?

Lambert's Cafe.

We visit the park and see the City Christmas lights during the holidays.

We visit Smallin Cave. It has the largest cave opening around.

We used to go eat at the Riverside Restaurant before it closed.

We take visitors to the Downtown Square.

We go to Branson and Springfield.

Ozark being the county seat is a big deal.

Nixa is on the same telephone system as Springfield, but not Ozark.

We are a bedroom community – mostly for Springfield.

When the 1993 zoning passed (after 3 votes), most of the population worked outside the County. Now 75% work outside the County. This has caused money to leave Ozark. People shop/eat after work.

We are geographically separate and unique.

- Nixa is not unique from Springfield.

- Lake Springfield is a natural barrier between Ozark and Springfield.
- Ozark has hills and structure.
 - Is “handsome”.
- Ozark has places to go and visit, unlike Strafford and other bedroom communities.

Churches have activities.

We are a more self-sufficient community.

The new theater will help a lot. People will stay in Ozark, and eat here as well. It might encourage more restaurants.

There was a rumor of a Target, not substantiated.

Our proximity to Springfield is a negative and a positive.

- A negative for retail.
- A positive for access to quality medical care.

Is Ozark going in the right direction?

Definitely, I have seen opportunities come to Ozark.

Intersection of Third / Jackson Street is being fixed.

Growth has been out of control, we are catching up now. Slow economy right now gives us the opportunity to catch up. Nixa planned better and thus has more density. In 20 years, we will fill in between our three exits off of Highway 65. We are still in the growing pains of a small town that took off. We want to maintain our small town atmosphere.

We need a highway sign!!!

Downtown has improved with its infrastructure, but dried up. Store fronts are filled with service tenants. Retail came in about 2003-2004, but then left.

Retailers started who did not have a lot of capital to sustain their businesses.

People come in to Ozark from other places, but miss the Square. We used to have a blinking yellow light that slowed people down.

What does a revitalized Downtown Ozark look like?

Retail, particularly unique retail.

A donut shop

A mix of food and shopping

A pub, evening activities

Lots of foot traffic.

The Tea Room attracts Springfield folks.

Parking is a perceived issue.

“Favorite time is to come up to the Downtown Square in the evening and watch people walking their dogs”.

It is fun to see visitors enjoy Downtown.

People are sitting outside more now.

We need benches and bike racks.

The Post Office used to be Downtown. It was the core of the community, but they moved out of Downtown.

What are your perceptions of Downtown?

Parking is not available.

There are a lot of attorney offices.

The City took over Downtown on west side of Third Street, and then nothing happened. This created a negative perception. People lost faith and hope.

Our Community Center is a big plus, but it's not paying for itself.

There is a break between old and new residents. New residents have never had a reason to come Downtown. They are not aware of the roots Downtown. They

might think “meh” if they visited. Where is the Post Office? People pay taxes and licenses online now.

Northside folks might go to Springfield instead. The High School is on the north side.

The License Bureau and courthouse draws people. We should capitalize on this!

- People only come for these things once a year at most.

“People are not coming to the courthouse for a good time.”

What brings you Downtown?

La Fiesta Mexican Restaurant.

The bank

Restaurants

The bank does not have a drive-through.

- Lots of business is done inside the bank.
- They have expressed interest on improving their façade.

What kind of beautification improvements would you like to see Downtown?

Signage

Landscaping

Benches

Seating

Bike racks.

Street lights expanded to other areas.

- Phase 1 needs to be taken to Phase 3.

Bank building façade improved.

Beautification makes a difference!

Ornamental trees

A fountain with fish

Walk-through fountains for kids to play in.

Historic Society improvements

Is there an area good for a Plaza?

Put it on the East end because of the Highway. Maybe place it on the North end.

Are there Civic Organizations involved in Downtown?

Only the Farmers Market is involved. The Chamber is only recently involved. DREAM Committee and the Historical Commission and Society are also involved.

The Historical Society owns two buildings Downtown.

Anything else?

We have an opportunity for a museum.

A new library would be good for Downtown. It could go into the Free Will Baptist Church building. The library is looking into expanding. The current library is small. The church building has an elevator.

One church has an idea for a coffee house.

A new sweet shop has opened on the southwest corner of the Square.

SECTION IV OZARK RESIDENTS

A. DISCUSSION GUIDE

This group was held at City Hall. The questions asked of residents included:

- 1) Describe Ozark in one word.
- 2) What makes Ozark unique?
- 3) What does Downtown revitalization mean to you?
- 4) What kinds of aesthetic improvements would you like to see Downtown?
- 5) How is the variety of businesses Downtown?

B. DISCUSSION SUMMARY

Describe Ozark in one word.

Aging

Screwed up

Quaint

Opportunity

Home

Charming

Rockwellish (Norman Rockwell)

What makes Ozark unique?

Friendliness

Baldknobbers History

River

Our sense of community

- Three communities
- Different feelings in each of the communities

We are trying to catch up (to Nixa).

- Some don't want to catch up.

We have more substantial roots than Nixa. Our founding fathers did not want to be part of Springfield's telephone system.

We are independent, except we have to go somewhere else to work.

Cox Health is moving south of Highway 60. We are missing an east-west corridor. We need jobs.

Reality and fantasy can exist together. Downtown is what makes people move here.

I am not sure if anything will happen back in LCRA area.

There are not many empty storefronts Downtown.

There is no parking Downtown. We should not try to convince retail to come Downtown, but should work to keep festivals and services related to anchors.

The Free Will Baptist Church is for sale. What should it be used for?

You have to drive around the Square to find parking.

We need to have stores stay open later, and need to have festivals.

What does Downtown revitalization mean to you?

Williamsburg has little stores. An Amish store would be nice. We need Antique stores and a grocery store within walking distance.

County employees park on the Square; they should park in their lot.

The red brick church building (Presbyterian) could be used for parking.

Enforce parking rules.

We need density Downtown. We should develop multi-family housing on the vacant LCRA area so people can walk to places and walk along the trail.

On Third Street, you could build two story buildings, with retail on first floor and lofts above.

I can walk to seven restaurants.

There is a lack of sidewalks! (Agreement)

Infrastructure is the key for LCRA property to develop.

- The water hydrants don't have the pressure needed.
- Also, the land is too expensive.

We need to decide the direction we should go in – to put infrastructure in now or later? Or maybe we should just do small scale with a decorative aesthetic appeal.

What kind of aesthetic improvements would you like to see in Downtown?

I would like those that keep the village feel.

We need infrastructure for the LCRA.

We need sidewalks, ADA accessible for the elderly.

We need parking.

How can we do this without increased taxes?

- Bass Pro - re-do the Mill.
- Tap into the Branson market.

Signage is needed for Downtown.

Ozark is a dining destination.

I am afraid a movie theater will pull toward Nixa, will attract dining there.

There is not enough variety for dining.

- We need a steakhouse.

To get good restaurants, you need parking Downtown.

You need to have something to do.

Stores need to stay open later.

"I love it down here."

Condos would be good.

What is our target? Baby boomers?

Could we have a Chesterfield Village type of development in the LCRA property?

We should target senior citizens from elsewhere.

- Safe
- Tremendous value

We should target bright people, as well, who have telecommuting jobs.

Efficient housing draws older folks.

Don't let City offices leave Downtown.

The Square was much worse 25 years ago.

To make changes, it needs to be done by new blood (some disagreement).

To attract new residents, we need higher end residences.

We need destination businesses.

Destination and residential components work hand-in-hand.

We need a bakery! We need a butcher shop!

How is the variety of businesses Downtown?

We need something that stays open late and opens when people can get Downtown and use it.

What do we look like?

The population does not spend money here.

SECTION V BUSINESS OWNERS

A. DISCUSSION GUIDE

This group was also held at the Ozark Community Center and focused on business owners in the Community, particularly those located Downtown. The questions asked included:

- 1) How would you describe Ozark in one word?
- 2) What makes Ozark unique?
- 3) Where do you take visitors?
- 4) Is Ozark moving in the right direction?
- 5) Is Downtown moving in the right direction?
- 6) What other things make a revitalized Downtown?
- 7) What is the perception of Downtown?
- 8) What kinds of infrastructure improvements would you like to see?
- 9) Are there other thoughts on Downtown?

B. DISCUSSION SUMMARY

How would you describe Ozark in one word?

Friendly

Charming

Financially challenged (Broke)

"Normal"

Opportunity

Competitive (with Nixa)

Growing

Changing

Old fashioned

Quaint

What makes Ozark unique?

Our Square

Our geography is diverse. We have hills, the river, and trees. Ozark is pretty.

Our proximity to Highway 65 is a plus.

Our history is unique.

Our identity is not attached to Springfield like Nixa's is.

We have a small town feel with amenities. We are not just a suburb.

Our schools are a positive for the community.

Ozark is spread out. This keeps our identity intact and allows the Downtown to be its own. However, it is hard to attract businesses.

Where do you take visitors?

Lambert's Restaurant.

The Tea Room

To shop for antiques / flea market

Finley River Park

Garrison Springs

We are the "Antique collectable capital of Ozark Mountain Country."

- Marketing slogan
- 32 destinations at one time
 - This is still true today.

Is Ozark moving in the right direction?

Ozark has stalled.

We are not going backward, but slowly moving forward.

Now we are planning for the future because we have time to do so.

There are less and less naysayers all the time.

I moved here for the schools.

Ozark has great people, they are civically-minded.

Is Downtown moving in the right direction?

Wrong direction → Parking, need to have a destination. Just going to shop, you might have issues.

People think they will get a ticket.

The Jail and County employees park Downtown.

There are 85 people on a jury, all parked on the Square.

The new jail will increase parking needs.

Business owners have moved out because of parking and visibility issues.

As restaurants' business picks up, it will get worse.

There is a lack of parking due to sense of ownership of spaces by County workers.

We should use the Brick Street parking lot and make it asphalt.

The State Government won't let businesses fill in lots to expand buildings. The Missouri Department of Natural Resources prohibits moving earth in this way.

Is there any way to plan a space for parking across Third Street?

Solving parking will require multiple solutions.

We have to give a good walking experience in order for people to park and walk in Ozark.

What other things make a revitalized Downtown?

Signage

We are having the same conversation we have had for a long time. There have been multiple studies, all saying the same things.

Having parking behind buildings.

A business moved a block off the Square and got more customers due to parking.

We need stop signs and head in parking.

Downtown should pick one or two achievable goals to accomplish.

In 1983 the Square was dead. We have come a long way.

During the period of rapid growth, resources were reallocated to other parts of the City.

The political cycle causes a resetting of goals and priorities every few years.

We need more sidewalks and places for mothers with strollers.

We need a Dairy Queen.

We need to stick to the plan, despite the naysayers.

Ozark should increase the density of Downtown.

What is the perception of Downtown?

People don't know about it.

Closing the bridge shut off people when it closed at Riverside

There are people who come from Springfield and other tourists.

We have trouble organizing the business owners to promote themselves.

We need a Downtown Merchant Association; but there might be free-loaders if we do this.

We have not exploited the Downtown as we should.

I have watched it go from no retail to some retail. We have lookers and browsers now.

Every merchant would kill to have the Farmers Market or other events come back to Downtown.

Business hours should be longer in Downtown.

A breakfast place would be nice, especially if they served coffee as well.

What kinds of infrastructure improvements would you like to see?

Signs

We should make the Square one-way.

- Or does it make us unique to have a two-way Square?
- Does not increase parking to have it two-way.

Signage for Downtown is not clear from the highway. This should be invested in.

Smallin cave has good signage, just series of arrow signs.

Are there other thoughts on Downtown?

I miss the banners that were paid for by business owners.

The unification of streetscape and design would be good, even at the City level.

Add a water feature, art feature (together) in Downtown.

- Like Jordan Valley
- People are seeking Norman Rockwellism; a family-oriented, and community feel.

More events would really help businesses Downtown.

New residents are attracted to Ozark for our Downtown.

Farmers could not get along at the Market. There were arguments over tomatoes.

Water bills and other ways should be used to get event information out to residents.

Get Square paved and remarked.

- There road needs to be ground down and resurfaced.

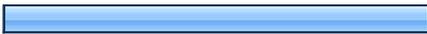
Elm Street is also an issue. It is beat up.

Now is the time for County employees to be pushed to park in the lots.

SECTION VI ONLINE SURVEY

As part of the public outreach process, the City and PGAV PLANNERS conducted an online survey with questions derived from the issues and hot topics raised during the focus groups. A total of 56 participated in the survey. The results are included on the following pages.

1. Thinking about Ozark, would you say things are moving in the right direction or the wrong direction?

		Response Percent	Response Count
Right direction		64.2%	34
Wrong direction		17.0%	9
Other, please specify		18.9%	10
answered question			53
skipped question			3

2. If Yes, why? If No why?

	Response Count
	38
answered question	38
skipped question	18

3. Rate the priority you would place on the following improvements to Ozark (If you think it is a top priority rate it a 5, if you think it should be a low priority rate it a 1) .

	Low Priority				High Priority	Rating Average	Response Count
Revitalizing Downtown	7.3% (4)	3.6% (2)	3.6% (2)	25.5% (14)	60.0% (33)	4.27	55
Repairing major streets	7.1% (4)	10.7% (6)	19.6% (11)	39.3% (22)	23.2% (13)	3.61	56
Improving emergency services	9.1% (5)	29.1% (16)	25.5% (14)	21.8% (12)	14.5% (8)	3.04	55
Upgrading parks	3.6% (2)	16.1% (9)	32.1% (18)	26.8% (15)	21.4% (12)	3.46	56
Attracting more big box retail development	20.0% (11)	14.5% (8)	27.3% (15)	16.4% (9)	21.8% (12)	3.05	55
Improve signage / wayfinding to Downtown	30.4% (17)	7.1% (4)	10.7% (6)	19.6% (11)	32.1% (18)	3.16	56
answered question							56
skipped question							0

4. How often do you visit Downtown Ozark?

		Response Percent	Response Count
Once a year or less		5.4%	3
Less than once a month		14.3%	8
One to five times per month		33.9%	19
More than five times a month		46.4%	26
Never		0.0%	0
answered question			56
skipped question			0

5. For each of the following, please answer how often you visit Downtown Ozark for these activities.

	Very often	Somewhat often	Not very often	Not at all	Rating Average	Response Count
Shopping	14.3% (8)	35.7% (20)	30.4% (17)	19.6% (11)	2.55	56
Dining	23.2% (13)	39.3% (22)	28.6% (16)	8.9% (5)	2.23	56
Entertainment	3.6% (2)	23.2% (13)	41.1% (23)	32.1% (18)	3.02	56
Outdoor recreation, such as walking	8.9% (5)	8.9% (5)	32.1% (18)	50.0% (28)	3.23	56
Special events	25.0% (14)	44.6% (25)	21.4% (12)	8.9% (5)	2.14	56
Government	17.9% (10)	26.8% (15)	42.9% (24)	12.5% (7)	2.50	56
Conducting business	19.6% (11)	37.5% (21)	33.9% (19)	8.9% (5)	2.32	56
answered question						56
skipped question						0

6. Please rate what you think the conditions of Downtown are for each of the following.

	Excellent	Good	Not so good	Poor	Rating Average	Response Count
Signs to help people find their way around	3.6% (2)	34.5% (19)	40.0% (22)	21.8% (12)	2.80	55
Convenient business hours	10.7% (6)	37.5% (21)	35.7% (20)	16.1% (9)	2.57	56
Available green space	10.7% (6)	69.6% (39)	14.3% (8)	5.4% (3)	2.14	56
Preservation of historic structures	16.4% (9)	63.6% (35)	14.5% (8)	5.5% (3)	2.09	55
Occupied storefronts	5.4% (3)	58.9% (33)	26.8% (15)	8.9% (5)	2.39	56
Building conditions	1.8% (1)	67.3% (37)	25.5% (14)	5.5% (3)	2.35	55
Convenient parking	10.7% (6)	35.7% (20)	37.5% (21)	16.1% (9)	2.59	56
Diverse mix of businesses	7.1% (4)	42.9% (24)	39.3% (22)	10.7% (6)	2.54	56
Dining options	7.1% (4)	39.3% (22)	37.5% (21)	16.1% (9)	2.63	56
Entertainment options	3.6% (2)	10.7% (6)	44.6% (25)	41.1% (23)	3.23	56
Condition of streets	3.6% (2)	78.6% (44)	12.5% (7)	5.4% (3)	2.20	56
Condition of sidewalks	19.6% (11)	64.3% (36)	10.7% (6)	5.4% (3)	2.02	56
Safety during the day	69.6% (39)	25.0% (14)	0.0% (0)	5.4% (3)	1.41	56
Safety at night	40.7% (22)	51.9% (28)	0.0% (0)	7.4% (4)	1.74	54
answered question						56
skipped question						0

7. How important would you say it is that Downtown Ozark work to retain its historic character?

		Response Percent	Response Count
Very		78.2%	43
Somewhat		10.9%	6
Not very		9.1%	5
Not at all		1.8%	1
answered question			55
skipped question			1

8. Rate how high a priority Ozark should place on bringing in or adding the following businesses to it's Downtown.

	Not at all a priority				Top priority	Rating Average	Response Count
Lodging such as a hotel, motel or bed & breakfast	17.9% (10)	14.3% (8)	19.6% (11)	26.8% (15)	21.4% (12)	3.20	56
Family or casual style dining	5.4% (3)	5.4% (3)	7.1% (4)	42.9% (24)	39.3% (22)	4.05	56
Fine dining	7.1% (4)	3.6% (2)	16.1% (9)	32.1% (18)	41.1% (23)	3.96	56
Ice cream shop	13.0% (7)	9.3% (5)	9.3% (5)	50.0% (27)	18.5% (10)	3.52	54
Antique stores	26.8% (15)	12.5% (7)	16.1% (9)	33.9% (19)	10.7% (6)	2.89	56
Art galleries & shops	9.1% (5)	7.3% (4)	23.6% (13)	27.3% (15)	32.7% (18)	3.67	55
Convenience store or grocery store	32.1% (18)	28.6% (16)	17.9% (10)	14.3% (8)	7.1% (4)	2.36	56
Clothing stores	12.5% (7)	16.1% (9)	33.9% (19)	26.8% (15)	10.7% (6)	3.07	56
Arcade or other attraction for teenagers	23.6% (13)	34.5% (19)	23.6% (13)	14.5% (8)	3.6% (2)	2.40	55
Bars / Nightclubs	26.8% (15)	19.6% (11)	17.9% (10)	16.1% (9)	19.6% (11)	2.82	56
Coffee / Doughnut shop	10.7% (6)	14.3% (8)	16.1% (9)	33.9% (19)	25.0% (14)	3.48	56
Arts & craft store	30.9% (17)	14.5% (8)	27.3% (15)	16.4% (9)	10.9% (6)	2.62	55
Sporting goods store	37.5% (21)	28.6% (16)	21.4% (12)	8.9% (5)	3.6% (2)	2.13	56
answered question							56
skipped question							0

9. How high of a priority would you rate the following improvements to Downtown Ozark?

	Not a priority at all				Top priority	Rating Average	Response Count
Adding green space and landscaping	5.5% (3)	10.9% (6)	29.1% (16)	34.5% (19)	20.0% (11)	3.53	55
Improving lighting	10.9% (6)	10.9% (6)	27.3% (15)	41.8% (23)	9.1% (5)	3.27	55
Moving utilities underground	11.1% (6)	20.4% (11)	18.5% (10)	29.6% (16)	20.4% (11)	3.28	54
Adding new parking spaces or lots	8.9% (5)	10.7% (6)	16.1% (9)	33.9% (19)	30.4% (17)	3.66	56
Stricter code enforcement	27.3% (15)	27.3% (15)	27.3% (15)	12.7% (7)	5.5% (3)	2.42	55
Developing second-story residential space	7.1% (4)	16.1% (9)	19.6% (11)	42.9% (24)	14.3% (8)	3.41	56
Making the area more pedestrian friendly	14.3% (8)	7.1% (4)	14.3% (8)	44.6% (25)	19.6% (11)	3.48	56
Improving signage to help people find their way around	17.9% (10)	10.7% (6)	19.6% (11)	25.0% (14)	26.8% (15)	3.32	56
Improving building conditions	3.6% (2)	7.1% (4)	30.4% (17)	35.7% (20)	23.2% (13)	3.68	56
Keeping streets and sidewalks clear	5.4% (3)	8.9% (5)	16.1% (9)	39.3% (22)	30.4% (17)	3.80	56
Adding murals, artwork or sculptures	10.7% (6)	16.1% (9)	25.0% (14)	17.9% (10)	30.4% (17)	3.41	56
Adopting design guidelines to ensure that Downtown building exteriors have a similar look	16.1% (9)	12.5% (7)	25.0% (14)	19.6% (11)	26.8% (15)	3.29	56
answered question							56
skipped question							0

10. Are there any other improvements you think should be made to Downtown Ozark?

	Response Count
	31
answered question	31
skipped question	25

11. Do you know the sales tax rate for Ozark?

		Response Percent	Response Count
Yes		73.2%	41
No		26.8%	15
	answered question		56
	skipped question		0

12. Does the sales tax rate affect where you shop?

		Response Percent	Response Count
Yes		33.3%	18
No		66.7%	36
	answered question		54
	skipped question		2

13. Would you be willing to pay higher sales tax to support Downtown?

		Response Percent	Response Count
Yes		57.1%	32
No		42.9%	24
answered question			56
skipped question			0

14. There has been some discussion about whether the City should offer incentives to businesses and property owners to help revitalize Downtown Ozark. Would you say you strongly favor, favor, oppose or strongly oppose the City offering incentives for this purpose?

		Response Percent	Response Count
Strongly favor		44.4%	24
Favor		40.7%	22
Oppose		9.3%	5
Strongly oppose		1.9%	1
I don't know		3.7%	2
answered question			54
skipped question			2

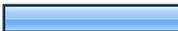
15. Do you seek out information about Downtown Ozark?

		Response Percent	Response Count
Yes		62.5%	35
No		37.5%	21
answered question			56
skipped question			0

16. Other than your own personal knowledge from living in the community, please rank how you would obtain information about Downtown Ozark.

	1	2	3	4	5	6	7	8	9	10
Local newspaper	54.3% (25)	19.6% (9)	8.7% (4)	6.5% (3)	8.7% (4)	0.0% (0)	2.2% (1)	0.0% (0)	0.0% (0)	0.0% (0)
Television	12.0% (3)	12.0% (3)	4.0% (1)	16.0% (4)	8.0% (2)	24.0% (6)	12.0% (3)	8.0% (2)	4.0% (1)	0.0% (0)
Radio	0.0% (0)	14.3% (3)	0.0% (0)	4.8% (1)	28.6% (6)	23.8% (5)	19.0% (4)	4.8% (1)	4.8% (1)	0.0% (0)
Chamber of Commerce web site	20.7% (6)	24.1% (7)	10.3% (3)	13.8% (4)	10.3% (3)	6.9% (2)	3.4% (1)	10.3% (3)	0.0% (0)	0.0% (0)
City website	7.1% (2)	14.3% (4)	25.0% (7)	7.1% (2)	14.3% (4)	3.6% (1)	10.7% (3)	14.3% (4)	3.6% (1)	0.0% (0)
Social networking tools	7.7% (3)	35.9% (14)	17.9% (7)	23.1% (9)	5.1% (2)	5.1% (2)	2.6% (1)	2.6% (1)	0.0% (0)	0.0% (0)
Word-of-mouth	24.5% (12)	14.3% (7)	26.5% (13)	24.5% (12)	2.0% (1)	6.1% (3)	2.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)
I live Downtown	9.1% (1)	9.1% (1)	9.1% (1)	9.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	18.2% (2)	9.1% (1)	36.4% (4)
Posters/Flyers	0.0% (0)	9.4% (3)	28.1% (9)	6.3% (2)	25.0% (8)	18.8% (6)	0.0% (0)	3.1% (1)	6.3% (2)	3.1% (1)
Other	23.5% (4)	0.0% (0)	5.9% (1)	11.8% (2)	5.9% (1)	5.9% (1)	17.6% (3)	5.9% (1)	11.8% (2)	11.8% (2)
answered										
skipped										

17. In which of the following age groups are you?

		Response Percent	Response Count
18-34		25.0%	14
35-49		26.8%	15
50-64		37.5%	21
65 or over		10.7%	6
Prefer not to answer		0.0%	0
answered question			56
skipped question			0

18. How long have you lived in the Ozark area?

		Response Percent	Response Count
0-2 years		3.6%	2
3-5 years		12.7%	7
6-10 years		20.0%	11
11-20 years		12.7%	7
More than 20 years		50.9%	28
answered question			55
skipped question			1

19. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2011.

		Response Percent	Response Count
Under \$25,000		3.6%	2
\$25,000 to \$49,999		25.0%	14
\$50,000 to \$74,999		23.2%	13
\$75,000 to \$99,999		7.1%	4
\$100,000 to 149,999		25.0%	14
150,000 or more		7.1%	4
Prefer not to answer		8.9%	5
answered question			56
skipped question			0

20. Gender

		Response Percent	Response Count
Male		39.3%	22
Female		60.7%	34
answered question			56
skipped question			0

Q1. Thinking about Ozark, would you say things are moving in the right direction or the wrong direction?

1	right direction slowly	Jun 25, 2012 6:05 PM
2	I don't feel like ozark is really moving	Jun 4, 2012 8:46 AM
3	Needs to be more welcoming to new businesses--less restrictions.	May 25, 2012 5:29 PM
4	stagnant--too much small town politics	May 21, 2012 8:58 PM
5	It really hurt not to have the movie theater downtown. Without it being there, getting the proper TIF frevenue to cover the cost will be difficult. Other than that things are in the right direction.	May 21, 2012 3:24 PM
6	difficult to say...seems one step forward, a few steps back...	May 21, 2012 2:44 PM
7	Some of both-I love the businesses on the square-would love to see the area around it filled with new business and housing!!	May 11, 2012 8:21 AM
8	Need to be more inivative and less rigid	May 8, 2012 9:58 AM
9	Right direct very slowly	May 8, 2012 8:54 AM
10	Right direction, wrong speed.	Apr 24, 2012 11:53 AM

Q2. If Yes, why? If No why?

1	Ozark is a growing, friendly community that we have decided to raise our family in - we look forward to more growth and expanded businesses as well!	Oct 11, 2012 8:37 PM
2	I love living in Ozark, and as it's such a rapidly growing community, I think others feel the same way. But our downtown needs to keep up with our growth as a city, and I think the DREAM initiative is right way to do that.	Aug 3, 2012 9:11 PM
3	I see many improvements in infrastructure, and a general support of the school system. Also, city leaders seem to be on top of taking care of the city, though there does seem to be a little bit of a drag when it comes to making important decisions.	Jul 21, 2012 3:32 PM
4	We have a beautiful and warm downtown area and it's nice to see that the surrounding area will match it someday. Also, the addition of the movie theatre allows business to stay local and offers incentive to go out more because it's convenient and less costly to drive to.	Jul 18, 2012 8:51 AM
5	Newer, younger thinking takes time to overcome the old way of doing things.	Jun 25, 2012 6:05 PM
6	Downtown Ozark seems to be doing good. However I would like to see more music, or a small venue for local artist to play.	Jun 18, 2012 11:52 AM
7	I see progress being made from the different committies,commissions,etc. on their participation and action toward making our downtown more attractive to new businesses/events.	Jun 15, 2012 3:55 PM
8	More regulation, more planning for the future.	May 29, 2012 9:13 PM
9	I have talked to people who wanted to open a business in Ozark but too many requirments stoped them.	May 25, 2012 5:29 PM
10	Bickering between various organized groups has left a negative view of downtown Ozark. What should have been a simple upward movement fell back down into a pit because of greed & the desire for control. 2-3 years ago it worked when the community, and some merchants, supported good old fashioned fun & farmer's market... Then ordered off the grass, forced to purchase an outrageous liability insurance policy, banning of raw milk sales, and a division of farmer's market vendors sealed it's current fate. It made Ozark look like a 3 ring circus, and I was embarrassed to be affiliated.	May 23, 2012 12:19 PM
11	Focusing on commercial businesses and the future of business in Ozark	May 22, 2012 11:52 AM
12	Progress is a priority.	May 22, 2012 11:16 AM
13	New energy, Cara's enthusiasm is contagious! Shane is doing a fine job and Brad is a great addition to the council.	May 21, 2012 2:51 PM
14	Yes because we had the right leadership in place and positive momentum regarding the downtown.	May 21, 2012 8:27 AM
15	Bringing in new businesses, Chamber is growing in number of members, and more community events are being planned.	May 18, 2012 7:20 PM
16	People are working together. Businesses are working together. Seems like some	May 17, 2012 1:20 PM

Q2. If Yes, why? If No why?

of the nay-sayers are being outdone by positive people!

17	Progressive leadership ad cooperative attitude between city leadership and county leadership.	May 17, 2012 11:53 AM
18	Because we have cleaned up the downtown area	May 17, 2012 11:42 AM
19	It seems more emphasis is being put on long ranging planning and vision...but it is moving slowly.	May 16, 2012 7:46 AM
20	They keep building places to buy stuff with no jobs to support it. They keep raising taxes on everybody and it hurts us all. They keep making huge mistakes. All that land that was bought out on 14 is still just sitting there. Shall we talk about that fiasco on 3rd street? They really need to get it together and ask themselves what Ozark really needs, like manufacturing jobs.	May 12, 2012 9:36 AM
21	We have millions of dollars worth of land in downtown ozark, that we owe more on than it is worth. Didn't we learn our lesson last time. We need to get out of this thinking of revitalizing downtown. We have a very highly traveled corridor between Branson and Springfield in highway 65. I believe this is the direction we need to be going to have easily accessible roads with highway frontage, for businesses. Ozark also has the OC it can't pay for and the ball field land out on 14 and jj. We need to focus our attention, to come up with a solution to one of these three problems. Quit sinking money in downtown. And don't give me this crap, it's not the cities money, we are using grants. Grants is our money, the tax payers, quit wasting it. JB	May 11, 2012 10:36 AM
22	Its time to fill in-we have a nice selection of businesses on the square and thank goodness no empty buildings-but what about the entire area surrounding the square-lets gets something going-businesses, housing, restaurants. Lets wake this sleepy little town up and put her on the map!!!	May 11, 2012 8:21 AM
23	chamber seems to be motivated. just not seeing any real action, only words. yes it takes time but things need to get moving.	May 8, 2012 8:53 PM
24	Cleaning up and fixing up is a good thing.	May 8, 2012 11:22 AM
25	I feel our city Government is not really focused on what citizens want. There isn't a lot of enthusiasm for most of their projects because this is a conservative community - we do not want higher taxes. The ideas are not citizen-driven, they are city-hall driven. Our Mayor and City Council seem to be at odds with important stakeholders such as our school system and our Police Department.	May 8, 2012 11:01 AM
26	We are slowly making progress, but have a long way to go!	May 8, 2012 10:23 AM
27	Lots of new businesses have opened-Showcase Ozark was a huge success with lots of vendors and lots of attendees.	May 8, 2012 9:58 AM
28	I heard the silliest thing recently. The business that is now the Feathered Nest wanted to put a sign on the top of their business (just like Little Red Wagon used to have) They were told no. They also asked to do an outdoor artists vendor market. anyone that knows the owners would know it would be beautifully done	May 8, 2012 9:58 AM

Q2. If Yes, why? If No why?

and they would abide by any reasonable rules that Ozark made. They were told NO. Boys and Girls..go look at the new sucessful outdoor market that Springfield has allowed on Republic between the new hotel and Houlihans. Feathered Nest will be participating in a cable TV show soon. Ozark could look like a place everyone wants to visit or a town of old school fuddyduddys. I also saw that State Farm had to move. Why? I thought the 3rd St. improvemnts were postponed. I dont see anything happening on our Riverwalk area. So we demolished that area why? Now we are more concerned with downtown when they drive by that eyesore to get to downtown? Lets complete one thing at a time with a master plan of tying it all together.

29	You are gathering information from the public and formulating a plan to improve the downtown community	May 8, 2012 9:36 AM
30	Dream will help vitalize downtown. Signs will help.	May 8, 2012 9:31 AM
31	strong Chamber downtown revitalization and economic development initiatives strong school system Park and rec system	May 8, 2012 9:19 AM
32	The new Mayor is Business Proactive	May 8, 2012 9:15 AM
33	More sidewalks, fixing problem intersections, variety of retail businesses moving in.	May 8, 2012 8:30 AM
34	Through very tough economic times we seem to be not only surviving, but moving forward. A great town to call home.	Apr 28, 2012 6:42 AM
35	development seems to be at a stand still. nothing new or exciting.	Apr 23, 2012 6:59 PM
36	From the point of view of a person with a disability, Ozark is not very accessible. Several businesses lack ADA compliance, the square has inadequate parking and dangerous slopes and pavement quality for mobility devices. Ozark lacks accessible housing as well. Ozark should look into "Universal" planning for upcoming projects.	Apr 23, 2012 2:21 PM
37	The public has less and less ability to have their opinions heard. The previous mayor made sure that the public would have no influence on parks & rec for example.	Apr 23, 2012 11:35 AM
38	New businesses are coming to town, IB is starting, and with new events, ideas for improvements, increased tourism, etc., it will benefit all of Ozark and Christian County.	Apr 23, 2012 11:33 AM

Q10. Are there any other improvements you think should be made to Downtown Ozark?

1	Add businesses without taking away from its unique character	Oct 11, 2012 8:37 PM
2	None that come to mind.	Aug 3, 2012 9:11 PM
3	I would like to see the downtown area used for more community events, as well as rural entertainment. Maybe have local shows and crafts scheduled for once a week or month?	Jul 21, 2012 3:32 PM
4	As someone who is not an Ozark native, I love how downtown looks, but I never really have an actual reason to check it out. The thought of having trouble finding parking and just not knowing where and what is a little intimidating and inconvenient.	Jul 18, 2012 8:51 AM
5	Add a community theatre or attraction that is a "draw" to the downtown area. Replace historic Riverside Inn somewhere close to the river in downtown area.	Jun 25, 2012 6:05 PM
6	Would like to see more diversity. We don't need anymore thrift shops or antique stores. Would like to see a bar and some fine dining.	Jun 18, 2012 11:52 AM
7	I (and others) miss the annual craft show being on the square. Have wondered why maybe even a portion of the event couldn't be brought back to downtown. Excited about the Farmer's Market on square - hope more will continue to be added to that (food vendors/entertainers)to keep the people coming back.	Jun 15, 2012 3:55 PM
8	Re-stripe parking, empty trash cans on a more frequent basis.Add a bike rack or two. Improve cross-walk at Church Street so that pedestrians can cross safely. (Cars on 3rd St do not stop for people in the crosswalk).	May 29, 2012 9:13 PM
9	Incentives for merchants to extend hours, encouraging more activity & more convenience for shoppers. More planned community activities, and consistency of things to do downtown.	May 23, 2012 12:19 PM
10	A drive-thru convenience store.	May 22, 2012 11:16 AM
11	Need a better venue for music entertainment, such as an amphitheater that could seat at least 250 people. City personal need to enlist sponsorship of local businesses to support high quality but local entertainment!	May 21, 2012 8:58 PM
12	Stoplight for Elm or Church.	May 21, 2012 3:24 PM
13	n/a	May 21, 2012 2:51 PM
14	careful thought as to what type of business will attract the ultimate visitor or resident...lots of night clubs can make it "fee dangerous" while fine/family dining (with bars of course) will sitll "feel safe"	May 21, 2012 2:44 PM
15	Enforce more beautification for building owners, fix outside, fill vacancies, etc.	May 21, 2012 8:27 AM
16	Just get the LCRA land developed	May 17, 2012 2:45 PM
17	Bring in more office jobs and residential space and the retail will follow.	May 17, 2012 2:26 PM
18	Public Water feature	May 17, 2012 1:20 PM

Q10. Are there any other improvements you think should be made to Downtown Ozark?

19	Having grown up in the area, I miss having the street festivals, and street dance or square dancing. It was ways that brought people back downtown.	May 17, 2012 11:42 AM
20	Cleaning house in city hall.	May 11, 2012 10:36 AM
21	Maps, signs, benches-public restrooms would be a nice idea.	May 11, 2012 8:21 AM
22	There needs to be more of a nightlife. Nothing crazy just some more events at night that gets younger people involved with downtown ozark. A music venue would be a nice addition.	May 9, 2012 3:46 PM
23	sales tax revenue might increase in the downtown area if there were more retail spaces and less offices and attorneys.	May 8, 2012 8:53 PM
24	The square is a mess.	May 8, 2012 11:01 AM
25	Go look at St. Charles downtown. It is beautiful. I know it is larger than ours but ours has all the same capabilities. My attractions to it were the shops that had a claim for fame as being "unique" like a shop with all spices. Everywhere I was in town people were talking about how beautiful and unique the downtown was. It was also in walking distance to the river. The river events and the downtown worked hand in hand with each other. For our purpose, the businesses would not have to be "on the square"they could be walking distance off the square. If we accomplished that we would have to have convenient parking areas.	May 8, 2012 9:58 AM
26	I would like to see regular scheduled evening and weekend events on the square. Especially a car show once a month during sp dr	May 8, 2012 9:36 AM
27	Public restrooms	May 8, 2012 8:30 AM
28	more music performances, of a wider variety, not just country/bluegrass music. Jazz, blues, orchestral genres would bring more of us out to listen and shop or eat.	Apr 28, 2012 6:42 AM
29	Improve all infrastructure.	Apr 24, 2012 11:53 AM
30	It needs to be disability friendly. Ozark needs an ADA compliance review in order to enforce compliance. This survey is not addressing the disability community.	Apr 23, 2012 2:21 PM
31	I know that a lot of the businesses are privately owned, but we want to become a tourism/weekend business attraction, we have to be open on Sundays!	Apr 23, 2012 11:33 AM