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Taney County Planning and Zoning Commission July 12, 2011

Commissioners,

The Branson Lake Area Lodging Association is very supportive of projects, marketing, and programs that strengthen our brand, increase visitorship, improve the quality of life, and spur our economic community. Our organization has always been very progressive and supportive of the Ozark Mountain Community. We also are fortunate to have many members who have been involved with lodging facilities in other communities and areas of the United States and bring that expertise and experience to our board and our organization.

We acknowledge that the effect and success of race track developments around the country have run the entire gamut from wild successes to woeful failures.

We have grave concerns about the Branson Sports Entertainment Complex (BSEC) proposal and could not be supportive at this point in time.

The BSEC has shown a substantial and methodical disrespect for the environment and the timing between their excavation work and obtaining permits. They have pushed the legal limit and disregarded the environmental stewardship. Water, and vegetation continue to be concerns in a community that has a foundation of natural beauty. Noise concerns are valid and it appears to us that there is no viable existing way for the county to control or regulate noise. Their behavior related to information and action has not instilled confidence or credibility in their organization.

No information has been presented that positively ties the relationship between the BSEC and the existing theater community. Our industry is reliant on theater ticketed commerce. We must first support our existing theater community and their fiscal health. We have not been compelled to believe that the racetrack will enhance the theater industry. In fact, the information presented by BSEC could be interpreted as a cannibalization of the theater customer base and take time and money away from that industry.

It is obvious to us that a large amount of infrastructure improvements would need to be made to adequately build and support the facility that BSEC is proposing. We are not in

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favor of applying 70 million dollars of government funding to the infrastructure needs of this project. This large amount of funding will compromise the amount of infrastructure dollars that will be available for other projects in our community for years to come. It also is a very inefficient amount of public funding to spend for the possible amount of increased visitorship that may result. The atmosphere today is such that our Missouri State Legislature has defunded the Missouri State Film Commission and has underfunded the Missouri Division of Tourism by approximately 17 million dollars compared to state statute.

It is also obvious to us that any residential land that would be affected today that remains residential will see a substantial drop in their property values.

Thank you for taking the time to consider our thoughts. We reiterate that we are an organization that believes in and is optimistic about the future of our area. We take great pride in serving our visitors and employees. We hope that you will view our comments as constructive and we remain available for discussion.

Yours sincerely,

*Lee Thomas*

Lee Thomas

President

Branson Lakes Area Lodging Association