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City of Branson Signs Partnership Agreement with The Sports Facilities Companies to Explore Indoor Sports Facility Development

(BRANSON, MO, May 8, 2025) The City of Branson today announced an agreement with The Sports Facilities Companies (SFC) to guide the next phase of exploring the development of an indoor sports facility in Branson. SFC is a national leader in sports and recreation facility development, operations, and planning. This new partnership will allow the City of Branson to take critical next steps in evaluating, planning, and laying the groundwork for a major community asset designed to serve residents while bolstering year-round tourism.

Through this agreement, SFC will conduct a comprehensive market analysis, assess economic impact and projected financial performance, explore funding and partnership strategies, and support conceptual design and programming. This in-depth process will help determine the feasibility, scope, and scale of the facility in preparation for potential future design and construction phases.

“This is a major step for our community,” **said Mayor Larry Milton**. “Branson city government is taking the lead in exploring how to deliver this game-changing asset our community has long desired. An indoor sports facility would expand recreational opportunities for our residents and create an exciting new draw for visitors year-round. I’m thrilled to see our city moving forward with experts who understand how to make this transformational project a success right here in Branson.”

“Partnering with SFC gives us the tools to turn this concept into a reality — and that’s exactly what we intend to do,” **said City Administrator Cathy Stepp**. “An indoor sports facility would strengthen Branson’s growing 12-month economy and add another layer to our overall appeal as both a world-class tourism destination and a great place to call home for our residents.”

“Branson has a vision to create something truly special for both its residents and its visitors,” **said Jim Arnold, National Director of Business Development at The Sports Facilities Companies**. “We’re excited to bring our national experience and local focus to this partnership, helping Branson make informed decisions and build a facility that drives both economic impact and community value.”

About The Sports Facilities Companies

The Sports Facilities Companies (SFC) are the Nation's leading resources for the management and development of sports, recreation, wellness, and events facilities. As a turn-key solution for community leaders and developers alike, SFC services span the gamut of sports and recreation needs from sports tourism & recreation master planning, program planning, and feasibility through professional facility management services. Our 60+ managed venues and 2,500+ team members, represented by the SF Network, welcome more than 25 million guest visits and produce over \$500 million in economic impact each year. To learn more, please visit SportsFacilities.com and theSFnetwork.com.