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Branson TIF Commission Recommends Approval of Gretna Road and Town & Country Drive Development Plan

(BRANSON, MO, July 16, 2025) A bold new chapter of economic development for Branson is on the horizon after the Branson Tax Increment Financing (TIF) Commission voted 8-3 to recommend approval of the Gretna Road and Town & Country Drive TIF Plan during its meeting on Tuesday, July 15. The decision marks a major step forward for a transformative new development in the Branson Meadows area.

The proposed multi-phase project aims to revitalize a key corridor of Branson with a dynamic blend of tourism, sports, residential, and retail development. The TIF Plan, reviewed by the Commission, proposed approximately \$300 million in project costs for private development, as well as development of a City indoor sports facility with a cost of up to \$100 million. The proposed project spanning across 136 acres encompasses three main project areas. The first phased project area will include approximately 150 residential units, a sports entertainment facility, a historical tourist attraction, and an approximately 200 room hotel. The second phased project area will include approximately 150 residential units, approximately 31 tourist cabins, two restaurants, a convenience store, a sporting goods store, and a strip retail development. The third phased project area includes a City indoor sports facility designed to bolster sports tourism. The City is currently engaged with a third-party consultant to explore public-private financing options, overall programming needs, proforma development, and prospective private partners for the development of the indoor sports facility. In total, this multi-phase development is designed to breathe new life into a key corridor while boosting economic growth year-round.

“This is a game-changer for Branson’s future,” **said City Administrator Cathy Stepp.** “This development aligns with our community’s long-standing priorities, including increasing housing units to address local needs; strengthening our 12-month economy to ensure year-round stability; and driving increased visitation to enhance tourism and economic vitality. Most importantly, we’re accomplishing these goals while doing so in a fiscally responsible way that protects city resources. We’re thrilled to see it move forward.”

The project utilizes a “Pay-as-You-Go” incentive model, where tax revenue-based incentives are contingent on the project’s successful development and only to reimburse certified reimbursable project costs. The City is not at financial risk for the private development project, nor is any other taxing jurisdiction.

A development agreement between the City and the developer will be finalized and presented in full transparency at subsequent Board of Aldermen meetings. For information on the TIF Plan, please visit our website under the “[Agendas & Minutes](#)” section.