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City of Branson Board of Aldermen Move \$400 Million TIF Project Forward

(BRANSON, MO, August 28, 2025) A bold new chapter in Branson’s history is officially underway. On August 26, 2025, the Branson Board of Aldermen approved on first reading the Gretna Road and Town & Country Drive Tax Increment Financing (TIF) Development Plan, advancing what is regarded as the most significant economic development package to come to Branson since the Branson Landing.

The Gretna Road and Town & Country Drive Redevelopment Plan is a multi-phase project designed to transform a key corridor of the community with an estimated \$400 million investment in housing, retail, tourism, and sports. The plan covers approximately 136 acres across three project areas. Developer-led phases will introduce more than 300 new residential units, a sports entertainment facility, historical tourist attraction, 200-room hotel, restaurants, convenience store, sporting goods store, and additional retail. In tandem with this private investment, the City of Branson will move forward with the development of a state-of-the-art indoor/outdoor sports facility aimed at establishing Branson as a premier destination for national sports tourism.

“This is a transformational moment for Branson,” said City Administrator Cathy Stepp. “With the approval of this plan, we are addressing critical housing needs, creating opportunities for year-round economic stability, and expanding the attractions that make Branson such a special place to live and visit.”

The TIF Plan utilizes a fiscally responsible “Pay-as-You-Go” model, meaning reimbursement of eligible costs occurs only after development generates new tax revenue. This approach ensures that neither the City nor any other taxing jurisdiction bears financial risk for the private development.

This first approval by the Board of Aldermen marks a major turning point, moving the project from vision to reality. Developer-led projects are anticipated to begin first, with the City’s sports facility to follow. Together, these projects will breathe new life into one of Branson’s most visible corridors, elevate quality of life for residents, and drive tourism and economic vitality for decades to come.

“This is the largest and most impactful development package Branson has seen since the Branson Landing,” added Mayor Larry Milton. “Our Board’s action tonight reflects our commitment to bold, forward-thinking investments that honor Branson’s heritage while securing its future.”

The ordinance is scheduled for a second reading and final approval at a September Board of Aldermen meeting.