



**Press Contact:**

Mariya Serykh, Comms Manager  
417.559.3177  
[mserykh@bransonmo.gov](mailto:mserykh@bransonmo.gov)

## **Board of Aldermen Approves Gretna Road and Town & Country TIF Plan**

(BRANSON, MO, September 10, 2025) The City of Branson Board of Aldermen unanimously approved the second and final reading of the Gretna Road and Town & Country Drive Tax Increment Financing (TIF) Development Plan, paving the way for one of the most significant economic development projects in the City's modern history.

The multi-phase development represents an estimated \$400 million investment that will transform a key corridor of the community with a dynamic blend of tourism, sports, residential, and retail development. Spanning 136 acres, the plan includes mixed use development including 260 new residential units, a sports entertainment complex, a historical tourist attraction, a sporting goods store, a 200-room hotel, tourist cabins, restaurants, and retail space. Alongside these private investments, the City of Branson will advance design and construction of an indoor sports facility, designed to drive increased visitation, strengthen our 12-month economy, and make Branson a premier destination for national sports tourism.

“This development is a major win for the Branson community,” said Mayor Larry Milton. “At its core, this project is about strengthening Branson for the people who call it home. By adding housing, creating family-friendly attractions, and building spaces that bring our community together, the Gretna Road and Town & Country development ensures that the benefits of growth are felt by residents first while also welcoming new visitors to experience what makes Branson so special.”

“This project represents more than just a development plan, it's a commitment to accelerating Branson's future growth and development,” said City Administrator Cathy Stepp. “This development project is reflective of the opportunity of what Branson has to offer and our continued positive vision for future success and growth in bringing new housing options, enhancing quality of life for residents, creating year-round economic stability, and elevating Branson as a must-visit destination for families, athletes, and visitors alike.”

The TIF Plan utilizes a fiscally responsible “pay-as-you-go” model, allowing for a capped reimbursement total of eligible costs only occur after the development is built and generates tax revenue. This structure ensures no financial risk to the City or taxpayers, all while incentivizing successful private investment and economic development in a sustainable and responsible manner.