



# Mammoth Fieldhouse & Immersive Disney Experience – Branson, MO



# Our Vision

Millennials have become the largest buying segment, and they are truly seeking out and consuming experiences. Eatertainment establishments allow for experiential quality time, offering a myriad of options from high-tech artificial reality video games to a classic game of darts. Gen X preference is the same.

About 60 percent of all consumers are interested in visiting an eatertainment venue, and 30 percent say they have already visited one. Additionally, 40 percent of consumers are interested in visiting an arcade bar, bowling restaurant, or social emporium, while 26 percent of consumers are interested in visiting a golf entertainment venue.

It is estimated that Topgolf makes up 85% of the off-course play, an enormous number in the high-growth golf-entertainment space. Yet, Topgolf only touches 20% of the United States population within a 25-minute drive of a Topgolf venue.

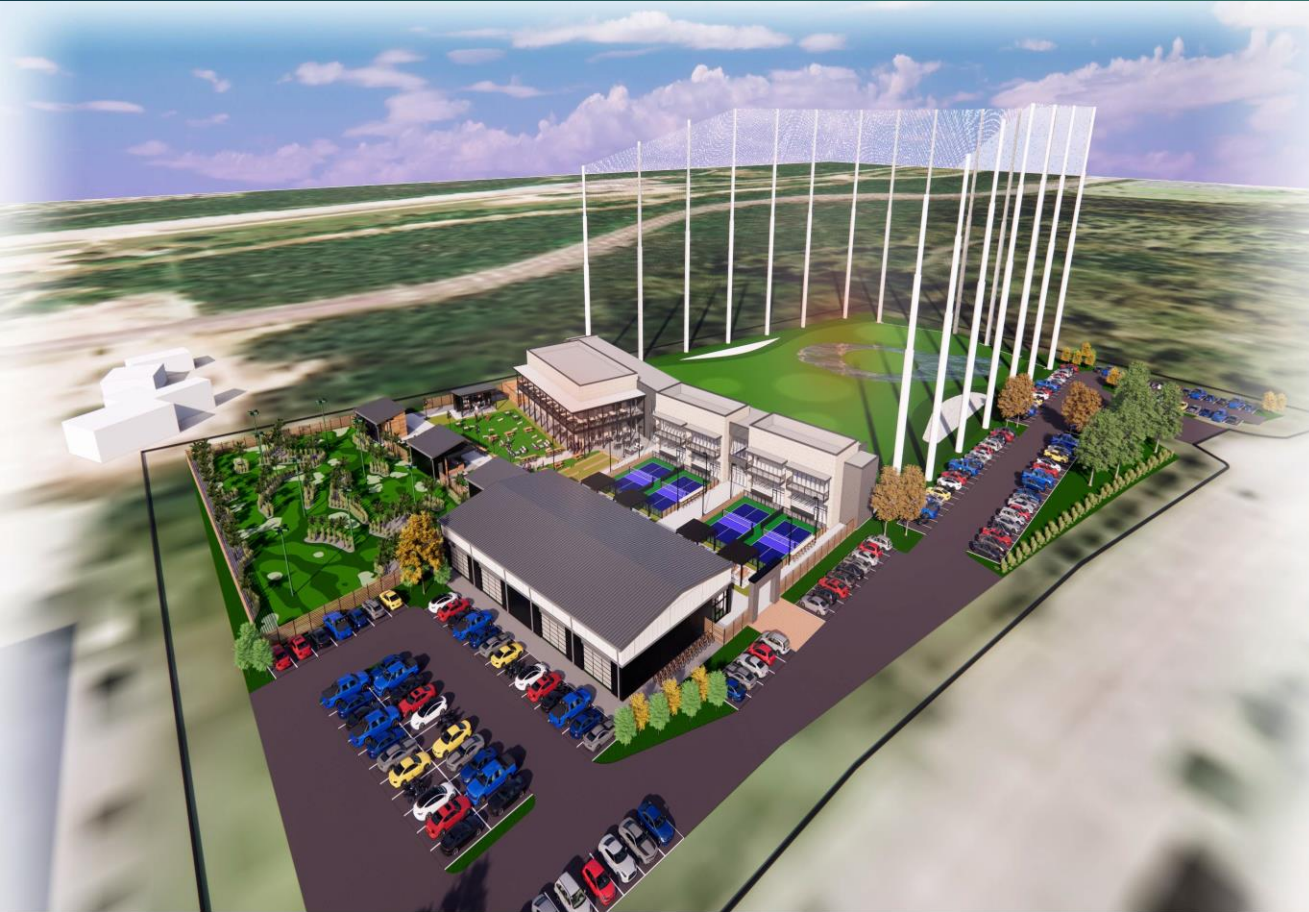






# Mammoth Fieldhouse

## Site Renderings – Branson Meadows



# Mammoth Fieldhouse

## Executive Summary

- ▶ Mammoth Fieldhouse is a 42,000 square foot entertainment complex of golf/pickleball/F&B that is designed to disrupt the current golf model by introducing fun in an effort to change traditional limited sport into a social sport
- ▶ Mammoth Fieldhouse, a \$41 million development is anticipated to bring in over \$13.5 million in sales and tourism tax over the proposed 16-year incentive agreement period.
- ▶ Mammoth Fieldhouse will be located in Branson Meadows, on a 9.00 acre site across from Branson Mill, along Gretna Road. It is our anticipation that a development of this magnitude will spur more significant development in Branson Meadows, an area ripe for development given current, in-place infrastructure.



# Immersive Disney Experience

Branson, MO



**Disney**  
ANIMATION

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IMMERSIVE EXPERIENCE

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# Immersive Disney Experience

## Executive Summary

- ▶ **Overall, immersive experiences offer a unique form of entertainment that allows participants to fully engage with their surroundings and become part of the story.**
- ▶ Immersive Disney Experience is a 29,446 square foot immersive exhibit at Branson Mill which is strategically designed to take you inside the greatest films of Walt Disney Animation Studios from their very earliest, groundbreaking features to the beloved hit movies of today.  
<https://replay.dropbox.com/share/mFNUg7jiw2XVuHCv>
- ▶ Immersive Disney Experience is a \$6 Million infill of Big Air Branson and is anticipated to bring in over \$17.5 million in sales and tourism tax over the projected 16-year incentive agreement period.
- ▶ Immersive Disney Experience will be located at Branson Mill in the current Big Air Trampoline Park. It is our anticipation that this development will continue create leasing momentum and development projects along the Gretna/Shepherd of the Hills corridor.
  - ▶ Master Plan Conceptual in design phase, currently.







# Immersive Disney Experience

## The Operator – Lighthouse Immersive

- ▶ Lighthouse Immersive creates, produces, and distributes innovative digital immersive entertainment experiences through its 16 multiplex galleries across North America [lighthouse immersive sizzle 0522 on Vimeo](#)
- ▶ With one in 90 Americans having purchased a ticket to Immersive Van Gogh, Lighthouse Immersive has captured the imagination of ticket buyers by creating an entirely new way to discover, experience, and enjoy art.
- ▶ Building on the blockbuster success of Immersive Van Gogh, which has sold over 5 million tickets across North America, Lighthouse is proud to present Immersive Disney Experience.
- ▶ Immersive Disney Experience will spread magic, touch hearts and dazzle audiences in Branson!



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# Immersive Disney Experience

## Site Renderings – Branson Mill



# Branson, MO New Developments

- Mammoth Fieldhouse/Immersive Disney Experience
  - ▶ Developer (Philcrest Properties) has twenty-year history of owning/developing commercial real estate in Branson, MO (Branson Mill and Branson Meadows)
    - ▶ Developer is aligned with Branson in realizing the goals of the community and improving Branson as a great place to live, work and visit.
    - ▶ Developer is seeking \$10.3 million in economic incentives via Sales Tax and Tourism Tax Reimbursement Incentives.
    - ▶ Based on 16-year financial projections, which coincides with the Sales Tax and Tourism Tax Reimbursement Period, City of Branson is projected to receive over \$31 million in sales and tourism tax dollars. This projection does not include an increase over the current property tax base.
    - ▶ **Combined, these projects are anticipated to generate over \$337 million for the City of Branson over the 16-Year Sales and Tourism Tax Reimbursement Period through net-new direct spending and sales/tourism tax.**