



CITY OF BRANSON
BOARD OF ALDERMEN
NOVEMBER 14, 2023

Staff and Consultant's Presentation
Branson Mill / Heartland Center
Incentives Request



General Application Information	
Name of Developments	Disney Immersive Experience Mammoth Fieldhouse
Proposed Developer	Philcrest Properties - Branson Mill, LLC (Disney) and Heartland Center, LLC (Mammoth)
Number of Redevelopment Projects	2
Redevelopment Area	3300 Gretna Road and 3299 Gretna Road
Gross Total Project Cost	Disney Immersive Experience \$5.8 million (infill) Mammoth Fieldhouse \$40.8 million \$46.6 million total investment in Branson
Total Square Footage	Disney Immersive Experience: 29,500 SF Mammoth Fieldhouse: 42,000 SF
Projected Sales and Tourism Tax Impact	Projects projected to produce \$34 million in new sales tax and tourism tax revenues over 16 years Net benefit to the City: \$23.7 million over 16 years
Applicant Incentives Request	\$10.3 million total <ul style="list-style-type: none">• Disney Immersive Experience: \$2 million• Mammoth Fieldhouse: \$8.3 million
Approximate Completion Date	Disney Immersive Experience: May 2024 Mammoth Fieldhouse: June 2026



DISNEY IMMERSIVE EXPERIENCE



MAMMOTH FIELDHOUSE



Proposed Financing

Financing Method	<ul style="list-style-type: none">• Pay-As-You-Go (Developer At Risk)<ul style="list-style-type: none">• Private Equity• Private Debt
Public Incentives Components	<ul style="list-style-type: none">• City Sales and Tourism Tax Reimbursement (only if the project performs)



Agreement Highlights

Developer Obligations	<ul style="list-style-type: none">• Build and Operate Development Projects as proposed• Report taxes remitted to the Missouri Department of Revenue• Provide to City number of visitors and distance travelled to City
City Obligations	<ul style="list-style-type: none">• Administer Sales Tax and Tourism Tax Revenues received from Missouri Department of Revenue• Reimburse Developer up to \$10.3M or for up to 16 years• Feature Development Projects in tourism and marketing materials