



www.cityofbranson.org

CITY OF BRANSON

110 W. Maddux
Branson, MO 65616
417-334-3345
Public Information Department
jadams@cityofbranson.org

NEWS RELEASE

December 11, 2007

Contact: Jerry Adams, public information director, 417-337-8526

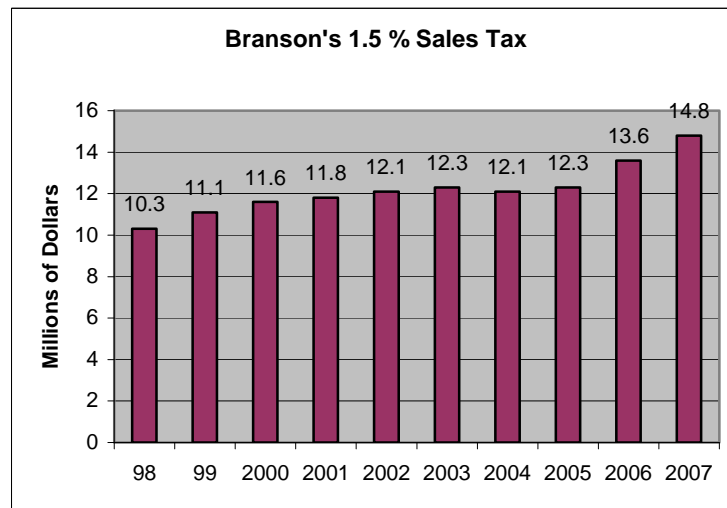
Tax revenues set new records for 2007

New construction tops \$100 million for third straight year

The city of Branson set new records in the collection of sales and tourism taxes in fiscal year 2007 that ended September 30. In addition, the value of new projects in the city during 2007 has eclipsed \$100 million.

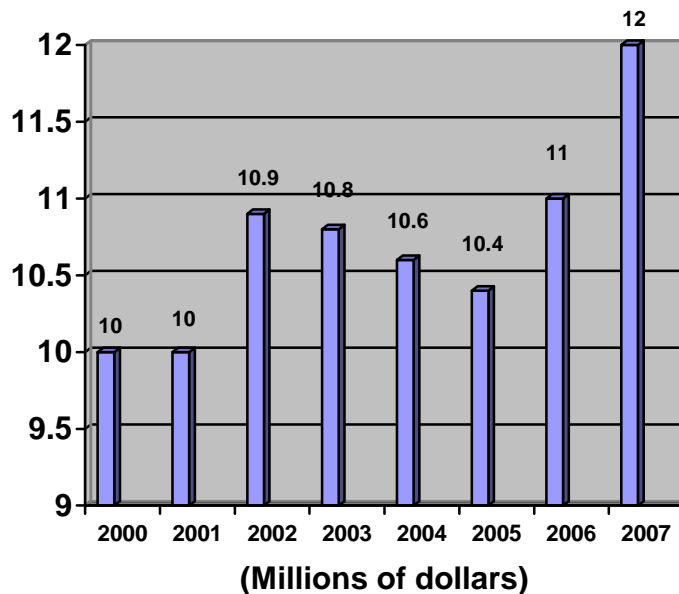
City sales taxes totaled \$14.8 million, up 12.8 percent from 2006, and the tourism tax increased to \$12 million, up 9.5 percent from \$11 million in 2006

The city sales taxes include a one percent tax that goes into general revenue to fund all departments that service the city like fire, police, public works, and parks and recreation. The one-half percent sales tax funds strictly transportation projects like building new roads and improving existing roads in the city.



The tourism tax is only on tourist related businesses like hotels, ticketed attractions such as theaters, and restaurants. The actual tax is 4 percent on hotels and ticketed attractions and one-half percent on food establishments. Twenty-five percent of the tourism tax goes to the Branson Lakes Area Chamber of Commerce and CVB to market and promote Branson under a marketing contract with the city. The other 75 percent of the tourism tax revenues are used to fund infrastructure like sewer, water and roads.

Tourism Tax History



For the third consecutive year, new construction in the city has climbed above the \$100 million mark. Through November of this calendar year, the value of new projects totals \$115.3 million.

Three building permits were issued in November for new stores in the Wal-Mart Supercenter complex on Branson Hills Parkway. They include Petco, MC Sports, and the Inline Shopping Center that will eventually house three different tenants.

Other large projects permitted in November were an upscale 30-unit condominium complex at River Bend Place on Riverstone Drive and Gages Marina at Branson Landing.

According to Branson Planning and Development Director Don Stephens, November's construction total of \$16.7 million was the most of any November during the past three years.

"We've had a remarkable year so far in new construction, and I see it staying strong in the future," said Stephens. "Even with the big boom of the Branson Landing and convention

center projects completed, we're still seeing the domino effect as developers build and expand in other areas of the city, wanting to cash in on the increased visitors now coming to Branson."

