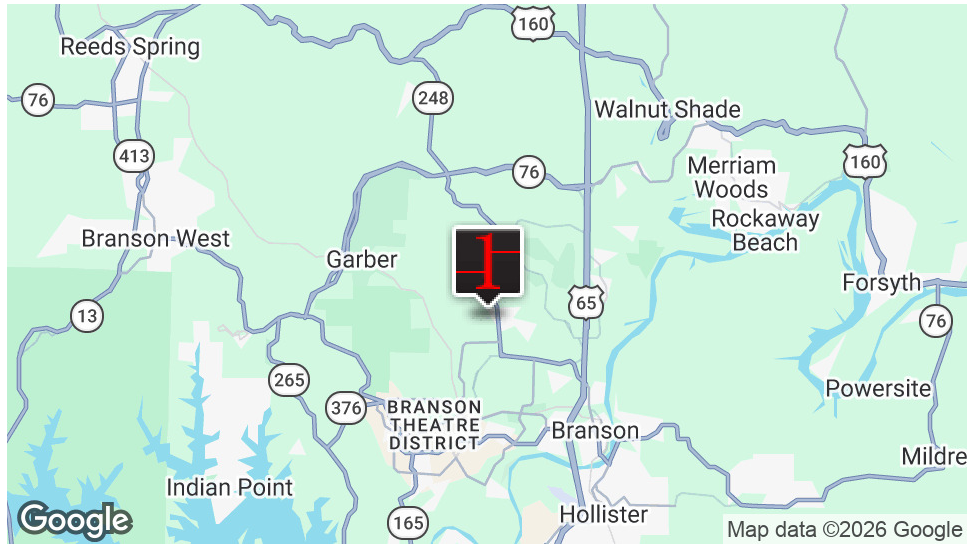


The Magic Branson Theater | 2527 State Highway 248, Branson, MO 65616



VIDEO

PROPERTY HIGHLIGHTS

- State-of-the-art performing theater
- Limited amount of deferred maintenance
- The building can accommodate other associated uses and possible income generation
- Priced well below replacement costs

OFFERING SUMMARY

Sale Price:	\$5,750,000
Lot Size:	23.86 Acres
Building Size:	113,188 SF

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PROPERTY DESCRIPTION

The Magic Branson Theater offers a thoughtfully designed, high-capacity interior, divided into four primary zones: the Grand Lobby, the state-of-the-art Auditorium, a professional Backstage complex, and an unfinished basement that will accommodate a variety of other uses. The entrance features 10 pairs of commercial glass doors leading into a spacious 35-foot-wide lobby designed for seamless crowd flow. Key amenities include: A central hub featuring seven ticket windows, dedicated group sales, and a large gift shop. Centrally located between auditorium entrances, the dual-sided rectangular concession stand is optimized for high-volume service. Restroom facilities are located on both the north and south wings, featuring comprehensive ADA-accessible stations.

The Auditorium is designed for a premium viewing experience. The 21,174 sq. ft. auditorium provides an intimate feel for up to 2,672 guests. Features include:

Optimal Sightlines: A strategic layout of ramps and walkways ensures excellent visibility from every seat to the stage. The center rear houses a dedicated sound-and-lighting booth and a private production office. The building is fully accessible for wheelchairs and walkers, and the space also includes a "cry room" at the rear for families to enjoy the show in a sonically isolated environment. Beyond the public spaces, the facility includes professional backstage dressing rooms and a 5,704 sq. ft. tunnel system for efficient staff movement. Every aspect of the property—from the sidewalks to the theater aisles—is engineered for maximum accessibility and comfort. The western wing is dedicated to performers and production staff, providing excellent access to all essential areas: **Performer Facilities:** Nearly 4,000 sq. ft. of professional dressing rooms, restrooms, and specialized make-up rooms. **Artist Residence:** A premium 4,000 sq. ft. apartment featuring three bedrooms, 2.5 baths, and a full kitchen—finished with "excellent" rated materials for headlining talent. **Administrative & Support Levels Upper Level:** A professional business suite containing ten offices, a reception area, and employee break facilities. **Lower Level & Infrastructure:** An extensive support system, including an 8-foot wide hallway leading to 8,007 sq. ft. of storage/mechanical space and a 5,704 sq. ft. tunnel system, provides easy access and loading. **Future Potential:** Includes a massive 16,320 sq. ft. unfinished space, originally envisioned as a world-class recording studio and other production facilities.

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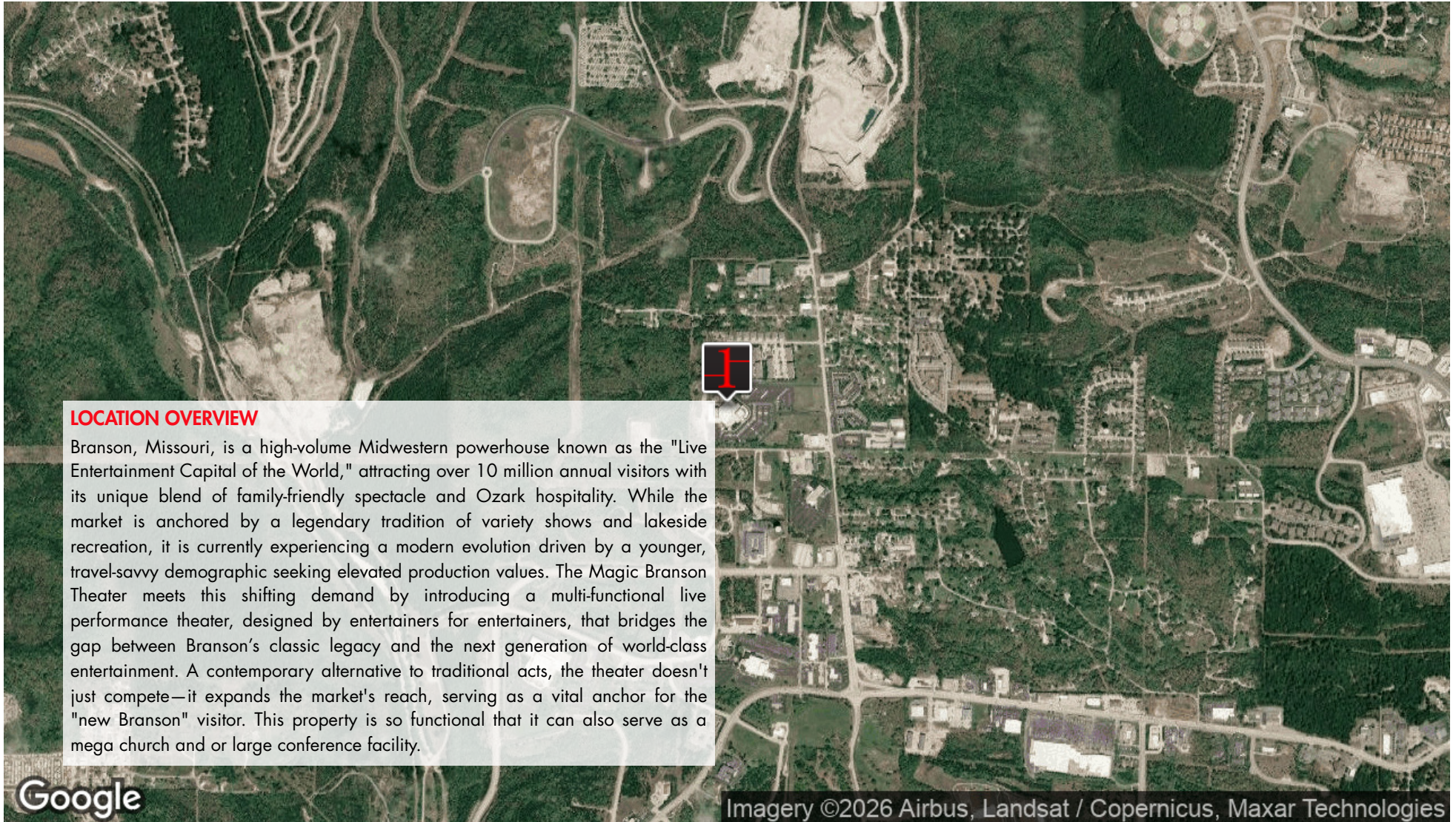
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LOCATION OVERVIEW

Branson, Missouri, is a high-volume Midwestern powerhouse known as the "Live Entertainment Capital of the World," attracting over 10 million annual visitors with its unique blend of family-friendly spectacle and Ozark hospitality. While the market is anchored by a legendary tradition of variety shows and lakeside recreation, it is currently experiencing a modern evolution driven by a younger, travel-savvy demographic seeking elevated production values. The Magic Branson Theater meets this shifting demand by introducing a multi-functional live performance theater, designed by entertainers for entertainers, that bridges the gap between Branson's classic legacy and the next generation of world-class entertainment. A contemporary alternative to traditional acts, the theater doesn't just compete—it expands the market's reach, serving as a vital anchor for the "new Branson" visitor. This property is so functional that it can also serve as a mega church and or large conference facility.

Google

Imagery ©2026 Airbus, Landsat / Copernicus, Maxar Technologies

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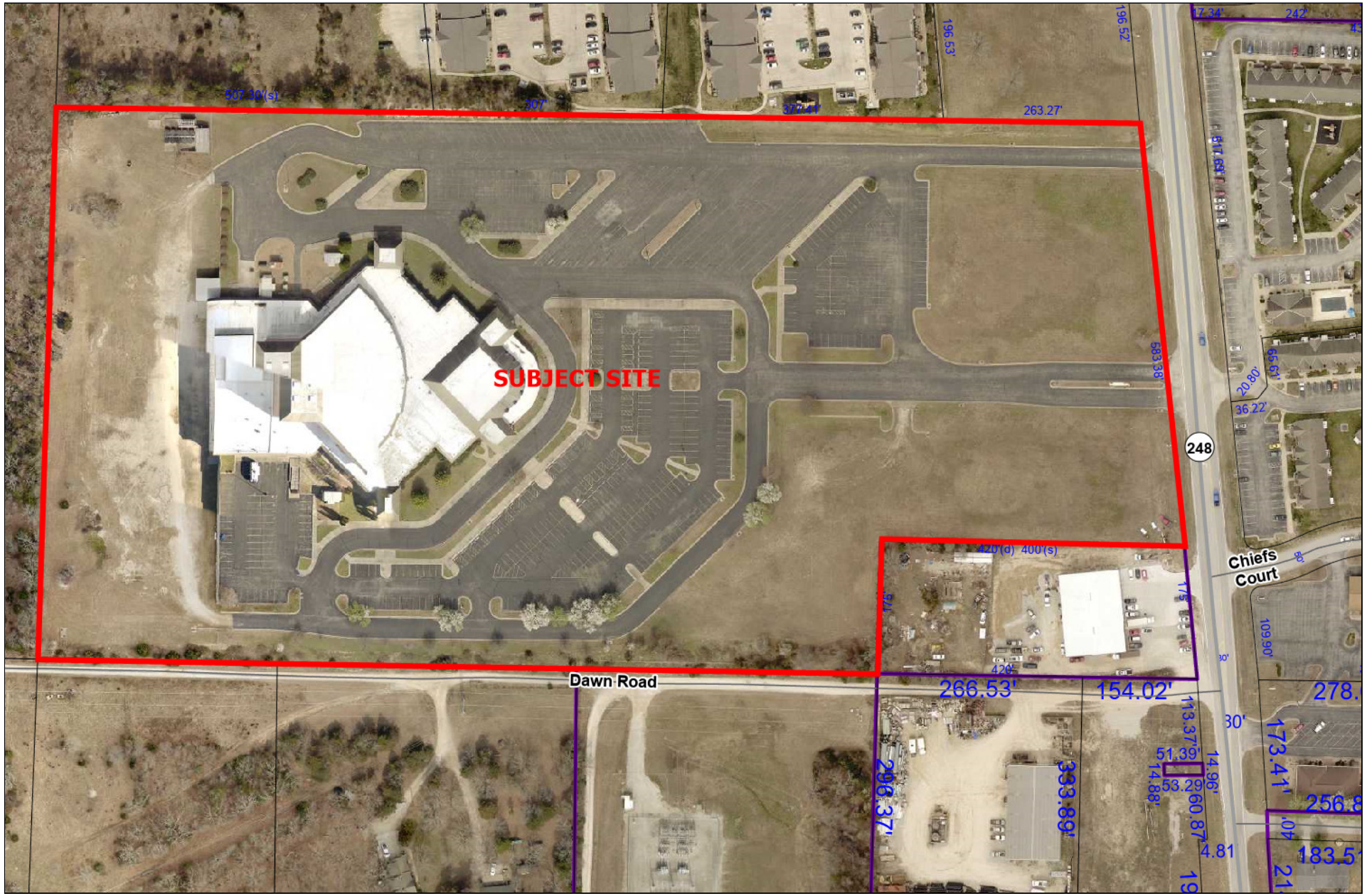
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SITE PLAN



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White Paper: 2026 Branson Commercial Market Forecast

Source: Commercial One Brokers, Edition 21

Topic: An analysis of growth, development, and investment opportunities in the Branson commercial real estate market.

Executive Summary

The Branson market is on the cusp of a significant expansion phase, building on a period of steady growth and post-pandemic recovery. Data from 2025 indicate the city has achieved record-breaking revenue and is attracting substantial capital investment, positioning it to reshape the local economy.

The market's health is best demonstrated by its tax data. In 2025, total tourism tax revenue reached a historic \$19.67 million, a 10.1% increase from 2024 and the first-time collections have surpassed \$19 million. This growth is largely fueled by a 20% year-over-year surge in theater and entertainment tax receipts, signaling a powerful return to Branson's roots as an entertainment hub.

Looking ahead, nearly \$1 billion in new developments are currently being tracked. These projects are strategically designed to evolve Branson from a seasonal attraction into a true year-round economic destination. This document provides a detailed forecast of key performance indicators, project timelines, and sector-specific analyses for the Branson commercial market through 2026.

Market at a Glance: 2025/2026 Performance

Metric	Performance	Status
Tourism Tax Revenue	\$19.67 Million	Record High
Theater Tax Growth	+20%	Strong Recovery
Avg. Daily Spend	\$119.75	Stable
New Investment	\$1 Billion	In Progress

2.0 Key Market Drivers

2.1 Tourism, Visitation, and Revenue

Branson's economic engine remains its robust tourism sector. The city continues to be a premier "drive-to" destination, with 33% of the U.S. population located within a single day's drive. Key visitation trends include:

- Expanding Reach: Nearly 35% of visitors now travel from more than 300 miles away, indicating the market's growing national appeal.
- Spending Power: The average visitor spends approximately \$120 per day, with shopping and sightseeing being top priorities.
- The Rental Boom: Short-term rentals (STRs) are thriving, with revenues growing 10.7% and average daily rates (ADRs) around \$236.

2.2 A Tourism-Driven Workforce

The local economy is deeply specialized and supported by tourism, with over one in three private-sector jobs in Stone and Taney counties directly tied to the industry. The Food & Beverage sector is the dominant employer, accounting for 75% of the tourism workforce, followed by lodging at 9%.

3.0 The Next Wave: Major Developments (2026-2028+)

Approximately \$1 billion in new projects are planned to hit the market over the next few years. This investment is central to the strategy of shifting Branson toward a year-round economy.

Major Project Timelines: 2026–2028

Project	Key Components	Expected Opening
Silver Dollar City Resort	262 rooms, 6 stories, family suites, pools	Late 2026
Mammoth Fieldhouse	\$38.5M sports & dining attraction (40,000 sq. ft.)	Late 2026 / Early 2027
Bible Encounter	\$41M religious-themed attraction (85,000 sq. ft.)	Spring 2027
Branson Meadows Hotel	~200-room hotel (O'Reilly Hospitality Management)	2027 (Phase I)
City Indoor Sports Complex	\$100M facility for youth sports and local use	2028+ (Phase III)

Anchor Project Highlights

- Silver Dollar City Resort: This \$120 million "anchor" project by Herschend Family Entertainment will be the first theme park resort in the Heartland. It is designed for year-round operation to help stabilize lodging taxes during the winter off-season.
- Branson Meadows / Gretna Road: A \$400 million TIF plan will support this multi-phase project, which includes the Bible Encounter attraction, the Mammoth Fieldhouse, and over 300 new residential units aimed at addressing the workforce housing shortage.
- The City's "Mega-Facility": A planned 170,000-square-foot indoor sports complex designed to host large-scale national tournaments. The facility is projected to generate a \$50 million annual economic boost by its fifth year.
- Mammoth Fieldhouse: A \$40 million private project bridging traditional sports with entertainment. It will feature high-tech gaming bays (similar to Topgolf), a full-service restaurant, and a bar, targeting the "shoulder season" months of January through March.

4.0 Sector-Specific Market Analysis

4.1 Lodging Market: Hotels & Short-Term Rentals (STRs)

The lodging market shows a clear divergence between traditional hotels and the rapidly expanding STR sector. While hotels maintain higher average occupancy through group and convention business, STRs are capturing a larger share of the family and luxury markets at significantly higher nightly rates.

In the last three years (2023–2025), the Branson lodging market has demonstrated significant resilience and growth, culminating in a record-breaking year for tourism tax revenue in 2025. While short-term rentals (STRs) and traditional hotels operate at different price points and occupancy levels, both segments have shown a steady increase in Average Daily Rate (ADR).

Market Summary (2023–2025)

The following data summarizes the performance of the Branson lodging market based on recent tourism reports and short-term rental data:

Metric	2023	2024	2025 (Projected/Reported)
Occupancy Rate (Hotel/General)	55% – 60%	53% – 58%	60% (Stable)
Occupancy Rate (STR/Airbnb)	47% – 56%	43% – 53%	48% – 50%
Average Daily Rate (ADR)	\$123 – \$162	\$125 – \$197	\$162 – \$248
Visitor Volume	10.29 Million (Record)	10.4 Million	Record Growth

2024: Stability and Pricing Power

The market remained stable with a slight shift toward higher ADR as operators maintained "rate integrity." While some segments saw a marginal dip in occupancy (down ~1-2%), revenue continued to grow due to increased nightly rates. Short-term rental demand remained "moderate" with an average occupancy of **47%** and an ADR of **\$248.90** for active listings.

- Monthly occupancy for hotels held steady in the **60% range** through the latter half of the year, with ADR and RevPAR (Revenue Per Available Room) posting consistent year-over-year gains.

Market Insights

- **Seasonality:** Occupancy remains highly seasonal, peaking in **July** (often exceeding 70-80%) and reaching its lowest point in **February** (dipping to 20-30%).
- **Segment Strength:** The "Economy" and "Upscale" segments have experienced the most dramatic growth, with some ADRs climbing by more than 25% relative to pre-pandemic baselines.
- **STR Dominance:** Branson’s short-term rental market is robust, with a high concentration of 2- to 3-bedroom units catering to primary travelers. This segment is gaining market share from the Upscale segment due to a lack of new or updated Hotel properties.

Bryan properties opened a 123- room Element brand by Westin Hotel in late 2025 near Ballparks of America and White Water. This property is the first new property built since late 2007.

4.2 Office Market

The Branson Office Market is characterized by robust health and very low vacancies (5-7%), appearing largely insulated from national work-from-home trends. Landlords have remained cautious about raising base rents, and no new office developments are currently planned.

Office Market Fundamentals

Branson Office Market Fundamentals

This table summarizes key metrics for multi-tenant office properties based on property class.

Class	Properties	Total Leasable Space (SF)	Occupancy Rate	Average Annual Rents (\$/SF NN)
A	3	107,202	94%	\$12.00 - \$13.00
B	5	119,174	94%	\$10.47
C	9	123,655	95%	\$9.88
Total	17	350,031	94%	-

4.3 Retail Market

Driven by tourism, the retail market demonstrates exceptional strength with an overall occupancy rate of approximately 97%. The high-visibility corridors in Historic Downtown

and ON 76/OFF 76 boast rates of 97-98%. This sustained demand, supported by over 10 million annual visitors, is expected to continue.

Retail Market Fundamentals

Branson Retail Market Fundamentals

This table details the performance of the retail market across Branson's key districts.

District	Properties	Total Leasable Space (SF)	Occupancy Rate
ON 76	14	464,010	97%
OFF 76	15	1,194,206	97%
Landing District	2	493,600	95%
Historic Downtown	58	451,098	98%
Total	89	2,602,914	97%

Retail vs. Office Market Comparison (2025-2026)

This table offers a side-by-side comparison of the retail and office market landscapes.

Metric	Retail Market	Office Market
Overall Occupancy	97%	94-95%
Average Rent	\$20.00/SF	\$10.00 - \$13.00/SF
Rent Growth Trend	Relatively flat	Increasing (5-7% annually)
New Construction	One new project	None expected

4.4 Warehouse and Industrial Market

Reflecting regional commercial resilience, the Branson industrial and warehouse market is defined by steady demand and tight supply. Occupancy rates remain consistently above 90%. This sector, driven by e-commerce, regional distribution needs, and population growth, has become a vital component of Branson's economy.

Industrial Market Fundamentals (2025-2026 Outlook)

This chart provides an overview of key metrics for the industrial and warehouse sector.

Metric	Current Estimate / Trend
Occupancy Rate	90% - 95%+
Average Rent (Gross)	\$8.00/SF (up from \$6.50 - \$7.00 in 2024)
Rent Growth	Upward pressure lessened after recent jumps of 15-20%
New Supply	Limited; mostly build-to-suit or recent completions

5.0 Investor Outlook & Conclusion

For investors, 2026 serves as the "setup" year, with 2027 positioned as the "launch" year for new capacity. The introduction of nearly 500 new hotel/resort rooms over a 12-month period is expected to cause a temporary surge, followed by a likely increase in overall Average Daily Rate (ADR) as these premium properties come online.

Branson's strategy is to compete with regional heavyweights by creating a "one-stop-shop" model centered on indoor sports and entertainment. This approach allows Branson to capture market share during months when outdoor-focused competitors experience a lull.

As interest rates soften and construction costs stabilize, we expect new retail and lodging properties to be announced this year, which will increase base rents across many commercial property categories. We anticipate that the most active real estate sector in 2026 will be the multifamily and residential market segments.

In conclusion, the Branson commercial market is built on robust fundamentals and is poised for significant growth. The wave of new development offers substantial opportunities for investors, particularly those whose strategies align

with the city's focus on expanding its tourism appeal into a year-round economic powerhouse.

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