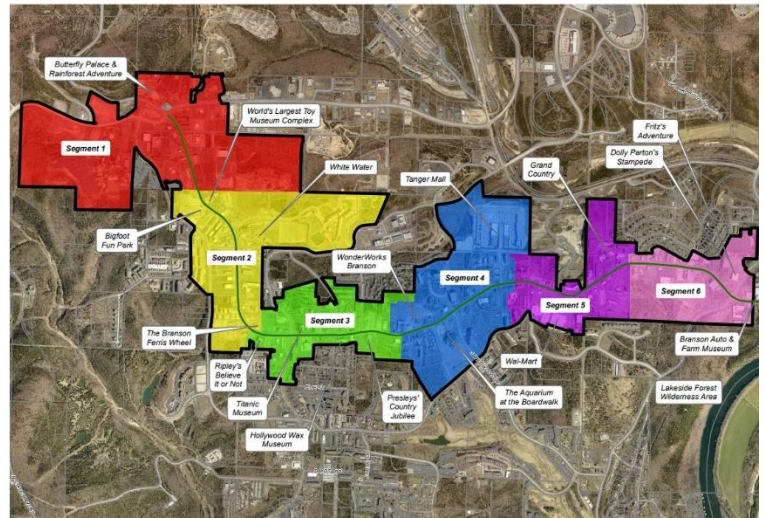


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GRAPHIC PROVIDED BY 76 ENTERTAINMENT COMMUNITY IMPROVEMENT DISTRICT
The CID is adding five new segments with Branson aldermen approval.

Branson board approves 76 CID expansion



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The Branson Board of Aldermen yesterday voted to significantly expand the 76 Entertainment Community Improvement District, aka the 76ECID.

The expansion adds five segments to the 76ECID, bringing the total to six segments, according to a news release. The CID [first approved by voters in 2016](#) places a 1% sales tax on items sold at businesses within the district, with funding earmarked for infrastructure improvements to the city's Highway 76 strip. 76ECID Board of Directors Chair Gail Myer told aldermen at their [June 9 meeting](#) that the expansion would result in \$70 million in investments to the corridor over time.

The CID now spans from Shepherd of the Hills Expressway along West 76 Country Boulevard east to the Branson Auto & Farm Museum. The expansion brings the CID to 973 acres from 68, said Ann McDowell, a spokesperson for the 76ECID. She said 176 properties owners are being added to the original 35 as part of the expansion. Added businesses include The Aquarium at The Boardwalk and White Water.

Reached this morning, Myer said improvements brought on by the CID expansion would start west of the Branson Ferris Wheel. After that, work would be conducted east of Presleys' Country Jubilee.

"This project will be the largest project that the city and the CID have taken on together for enhancing the area," Myer said. "West Highway 76 is basically the main artery to the heartbeat of Branson.

"It has the potential to make significant improvements in the guest experience, sales tax revenues, safety, and this would not have happened without the advocacy of a whole bunch of businesses along West Highway 76."

<https://sbj.net/stories/branson-board-approves-76-cid-expansion,69534>