

# The Ozarks Discovery IMAX® Theater

Branson, Missouri



This attraction in the burgeoning tourist market of Branson, Missouri includes an IMAX® theater with numerous shops, kiosks and restaurants. Mark Peterson was engaged by ITEC Attractions, a publicly held company, to work with the architects on design of the theater portion of this \$6 million facility and to oversee its construction and equipment installation. Mr. Peterson also wrote the staffing and operating plans as well as show design and media coordination programs for the project. The facility opened in October 1993 and has proved to be very popular, especially with bus tour groups.

