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Osage Beach Outlet Mall Redevelopment Moves Forward with Bass Pro Shops Announcement

The City of Osage Beach celebrates a major step in revitalizing the former shopping center into a destination retail and tourism hub

Osage Beach, Mo. – The City of Osage Beach is proud to announce that Bass Pro Shops will establish a 75,000-square-foot retail destination at the former Osage Beach Outlet Marketplace. This marks a pivotal milestone in the property’s comprehensive redevelopment.

The outlet mall, once a major regional retail center, is being transformed following its 2024 acquisition by Sky Real Estate. The redevelopment plan envisions a reimagined destination featuring dining, family attractions, and national retailers, with Bass Pro Shops as the centerpiece.

Scheduled to open in spring 2027, the Osage Beach location will be the ninth in Missouri and is contingent on final approvals by City officials.

Johnny Morris, legendary angler and founder of Bass Pro Shops, said, “We are all very excited about this expansion in our home state, and to continue to serve the passionate sportsmen and women of Missouri with everything they need for their outdoor adventures. We have enjoyed serving outdoor enthusiasts for the last 50-plus years, and to help sportsmen and women get everything they need for their trips here in the Ozarks is an absolute honor.”

Bass Pro Shops regional developers Christopher Foster and Dave Mashburn also commented, “We’re thrilled to be part of a project anchored by a nationally recognized brand like Bass Pro Shops. Since committing to the redevelopment of the Osage Beach Outlet Marketplace, we’ve been in discussions with Bass Pro Shops, and it’s incredibly rewarding to see this vision coming to life. We look forward to the positive impact this will have on the community.”

The new store will bring over 125 jobs to the area and feature displays and designs that reflect the Ozarks and the region’s outdoor traditions.

Mayor Michael Harmison said, “This major anchor store will draw in new businesses and tourists from around the world, creating opportunities for our community.”

The City of Osage Beach sees this as a major step forward in revitalizing the area and looks forward to welcoming visitors and residents alike to enjoy what’s ahead.