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NEWS RELEASE

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New “Welcome to Branson” signs greet visitors



“Welcome to Branson” signs like this one on northbound US 65 now greet visitors entering Branson.

For the first time anybody in town can remember, Branson now has welcome signs along north and south US Highway 65 to greet the millions of visitors driving into the city.

The signs were installed late Monday by the city’s public works department on MoDOT right-of-way. The southbound welcome sign is between the Ozark Mountain Highroad and the Bee Creek interchanges. The northbound sign is just north of the US 65 Lake Taneycomo Bridge.

Both welcome signs were goals of the Community Pride Committee created last year by the Board of Aldermen and composed of area citizens interested in beautifying Branson.

While the committee looked at putting the signs on private property along US 65, committee members got a boost from MoDOT when the state changed its policy regarding welcome to signs on state right-of-ways. MoDOT said these types of signs could be installed by cities if the sign size and height criteria were met. Also, MoDOT required cities to pay for the signs and be responsible for installation.

The Pride Committee designed the signs that include the Branson Lakes Area Chamber of Commerce /CVB logo. Both chamber officials and the Branson Board of Aldermen approved the design. The public works department then contracted with an outside firm to produce the signs.

Both signs measure 5’ x 8’ and contain reflective material for visibility at night.