



OFFICE OF THE MAYOR
ECONOMICS | ENVIRONMENT | EXCELLENCE

Dear Branson Community,

As we all know, this is the most wonderful time of the year, and living in the Ozarks and the City of Branson makes it even more special. Branson is known as America's Christmas Tree City, part of the Ozark Mountain Christmas, and is a magical place to live and visit during the Christmas season.

Earlier this week it was made even more magical by the snow we received. Thank you to our Public Works Department for pre-treating our roads, clearing the snow, and keeping us safe. When ice and snow are in the forecast, our street team goes to work 24-hours a day, on rotating 12-hour shifts to keep the City's 250 lane-miles of roadway safe. You can read more about how the City's street crew prepares, clears, and trains for winter weather on the [City's website](#).

For those from out of town who may wonder 'what happened to Christmas?' they need not wonder after a trip to Branson. Year after year we celebrate the meaning of Christmas, the birth of Jesus Christ. We take time to stop and reflect on this spiritual and inspirational time of the year. We also take time to have a little fun! What better place to have fun than the Branson Region with live shows, music, attractions, rides, outdoor adventures, and all our other exciting venues and activities.

Recently, I had the pleasure of attending the lighting of the new 63-foot tall animated Christmas Tree at Branson Landing. It was an awesome presentation. I so appreciated seeing Tom Trtan with KOLR 10, whom I have had the pleasure of talking to about Branson over the last four decades. Branson Landing Marketing Director, Nikki Sivils did a great job organizing the event with a dazzling lineup of events. I want to congratulate Bank of Missouri President, Tim Scott and HCW CEO, Rick Huffman for sponsoring the event and making it possible.

As I watched, I couldn't help but remember myself as a young boy at that exact same location some 70 plus years ago, watching the lighting of the very first Adoration scene. While the area looks a bit different now, the Christmas focus and spirit of giving and sharing has remained the same throughout all these years. That is something I am extremely proud of.

Just like Branson Landing's new state-of-the-art Christmas tree, I have seen how hard all our businesses, attractions, and shows have worked and all they have gone through this year to help keep Branson open. Thank you Branson community for being creative and willing to innovate during adversity. That young boy from all those years ago feels so blessed to be your Mayor.

Whatever your plans are for this Christmas, Karen, my bride of over 46 years, and I hope you stay safe, enjoy time (virtual or physical) with family and friends, and take some time to reflect on this special time of the year.

Have a Very Merry Christmas!

Mayor Edd Akers