



## Missouri House of Representatives

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### **Missouri House Passes HB 2320 Designating Branson as "Live Entertainment Capital" of Missouri**

**JEFFERSON CITY, Mo.** – The Missouri House of Representatives is recognizing Branson, Mo., as the "Live Entertainment Capital" of the Show-Me State. HB 2320, championed by State Representative Brian Seitz, garnered widespread bipartisan support as legislators recognized the significant cultural and economic contributions of Branson to the state.

Branson, nestled in the picturesque Ozark Mountains, has long been hailed as a premier tourism destination, drawing visitors from across the nation with its vibrant entertainment scene and diverse attractions. With its rich history of live performances, including music shows, comedy acts, and theatrical productions, Branson has earned its reputation as a hub for entertainment enthusiasts of all ages.

Recognizing Branson as the "Live Entertainment Capital" of Missouri will not only honor the city's storied heritage but also serve as a catalyst for economic growth, benefiting both Branson and the entire state. The designation is expected to attract even more visitors, bolstering tourism revenue and creating new opportunities for local businesses and performers.

"Branson has long been synonymous with world-class entertainment, drawing millions of visitors each year to experience its unique charm and hospitality," remarked Rep. Brian Seitz, the sponsor of HB 2320. "By officially designating Branson as the 'Live Entertainment Capital' of Missouri, we are not only celebrating its cultural significance but also laying the foundation for sustained economic prosperity for our state."

House Speaker Dean Plocher echoed these sentiments, emphasizing the importance of recognizing Branson's pivotal role in Missouri's tourism industry. "Branson is a gem in our state's crown, offering unparalleled entertainment experiences that showcase the best of Missouri hospitality and creativity," Speaker Plocher stated. "With the passage of HB 2320, we affirm Branson's status as a premier destination for live entertainment, further solidifying its position as a key driver of economic growth for our state."

Branson boasts many attractions, from iconic theaters hosting legendary performers to family-friendly theme parks and outdoor adventures. Visitors can immerse themselves in the vibrant music scene, explore the natural beauty of the Ozarks, or indulge in the city's renowned culinary delights.

With the passage of HB 2320, Branson's reputation as the "Live Entertainment Capital" of Missouri would be enshrined in state law, marking a historic milestone for the city and its residents.

The bill now heads to the Missouri Senate for further consideration.

*Representative Brian Seitz, a Republican, represents Taney County (District 156) in the Missouri House of Representatives. He was elected to his first two-year term in November 2020. For more information, please contact Rep. Seitz's office at 573-751-1309 or via email at [Brian.Seitz@House.Mo.Gov](mailto:Brian.Seitz@House.Mo.Gov).*

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