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City of Branson Officially Receives Missouri Blue Shield Designation

(BRANSON, MO, April 10, 2025) Today, the City of Branson officially received Missouri Blue Shield designation from the Missouri Department of Public Safety, becoming one of the first communities in the state to receive this prestigious honor. This designation recognizes Missouri communities that demonstrate a steadfast commitment to enhancing public safety and supporting law enforcement. The Missouri Blue Shield Program, created by Governor Kehoe in January 2025 through Executive Order 25-03, recognizes local governments that make significant efforts to reduce crime, foster law enforcement collaboration, and build strong community partnerships for public safety.

“Public safety is the foundation of a thriving community and state. It affects everything from families feeling secure to businesses having the confidence to invest and grow,” said Governor Kehoe. “We designed the Missouri Blue Shield Program to recognize communities that go above and beyond in creating a place where people want to live, work, and build their futures. A Missouri Blue Shield designation is a testament to the hard work and dedication of local governments across Missouri who are leading the way in making public safety a priority.”

“The Department of Public Safety is proud to work alongside communities like the City of Branson that have shown exceptional dedication to enhancing public safety,” said Mark James, Director of the Missouri Department of Public Safety (DPS). “This program is about fostering collaboration between local law enforcement agencies and the communities they serve. Our goal is to support these efforts, providing resources and guidance to help communities build sustainable, long-term solutions for crime reduction and public safety.”

“This recognition reflects the dedication of our officers, the proactive leadership of our city, and the incredible support we receive from the Branson community,” said Branson Police Chief Eric Schmitt. “What makes this designation even more meaningful is that we began working toward these goals nearly two years ago—long before the Missouri Blues Shield Program existed. By the time it was announced, we had already met nearly every requirement. That’s the testament to our team’s commitment to doing things the right way. I’m proud Branson is among the first to receive this honor, and even prouder of the people who made it possible.”

Eligibility and Program Details

Communities are eligible for a Missouri Blue Shield designation based on their dedication to reducing crime, making substantial investments in public safety, and developing strong collaboration with law enforcement agencies and community stakeholders. Each participating community's commitment will be reviewed annually to ensure continued alignment with the program's goals.

Participation Incentives

Communities that earn a Missouri Blue Shield designation will receive grant funding for law enforcement training and equipment as part of Governor Kehoe's Recommended Budget for the State Fiscal Year 2026. Communities will also be featured on Governor Kehoe's social media pages as well as the DPS website to highlight their participation in the program.

About the City of Branson

The City of Branson earned a Missouri Blue Shield designation due to its exceptional commitment to public safety. Through active community policing efforts, officer recruitment and retention programs, partnerships with community stakeholders, and support of local leadership and residents, the community has demonstrated a strong and ongoing commitment to protecting its residents. This designation affirms City of Branson's effort to create a safer, more secure environment for all who live and work here.