

August 5, 2022

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Lebanon Missouri Main Street, Inc. Awarded the Outstanding Community Empowerment Grant Community Award.

Missouri Main Street Connection Inc. (MMSC) presented downtown revitalization awards recognizing revitalization excellence during Missouri's Premier Downtown Revitalization Conference in Kansas City on August 5, 2022. The event was hosted at the Kansas City Marriott Downtown.

Missouri Main Street Connection is the leading statewide nonprofit organization devoted to preservation-based economic development. Through the Main Street America™ movement and our partners, we empower community revitalization by celebrating, supporting, and sustaining Missouri historic commercial districts in both rural and urban settings.

MMSC is proud to announce that we have been celebrating one billion dollars in public and private investment in Missouri Main Street districts. This milestone was reached at the end of 2021. In addition, Missouri Main Street communities have created 5,069 net new jobs and 1,068 net new businesses from 2006-2021.

The ceremony Friday night honored communities, individuals, businesses, and organizations from across the state that have completed exemplary work in downtown revitalization. Competitive nominations were submitted for projects, activities, and individuals in 16 different categories that covered aspects of design, economic vitality, organization, promotion, and other efforts in downtown revitalization.

Outstanding Community Empowerment Grant Community Awarded to Lebanon Missouri Main Street, Inc.

In 2020, the City of Lebanon and business district board applied for and was awarded the Community Empowerment Grant from Missouri Main Street Connection to help them establish a Main Street program for downtown Lebanon. The principles of Main Street were taught and the Four Point committees were established. Action plans were

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developed based upon the identified transformation strategies using input from the community and demographic and market information.

Successes are taking place with new or reinvigorated events, colorful painted crosswalks, a new pocket park, completed business inventory, and official designation of Lebanon Missouri Main Street as a stand-alone 501(c)3 nonprofit with the mission of historic preservation and economic revitalization of downtown Lebanon. The opportunities presented as a Community Empowerment Grantee set the stage for future years' success.

Senator Sandy Crawford, District 28, stated, "Lebanon's successful efforts to revitalize their downtown has been a clear example of strong leadership, dedicated event promotion, innovative design, and valuable public and private collaboration. This driven focus in their downtown area has benefitted not only the citizens of Lebanon but has ensured a tremendous return on investment in the region and furthered the state's standing as a tourism hub."

For more information on this award contact Lebanon Missouri Main Street, Inc.'s Executive Director Cynthia Coffman at 417-991-2313 or ccoffman@lebanonmo.org.