

August 5, 2024

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Comprehensive Placemaking Effort Awarded to Lebanon Missouri Main Street

Branson, MO. – Missouri Main Street Connection Inc. (MMSA) presented the Comprehensive Placemaking Effort award to Lebanon Missouri Main Street for its Downtown Arches during Missouri’s Premier Downtown Revitalization Conference’s Evening of Excellence Awards Ceremony and Dinner at The Bauer. They were one of 14 communities, individuals, businesses, and organizations from across the state that have completed exemplary work in downtown revitalization recognized on Thursday night.

In 2023, Lebanon Missouri Main Street added arches on Jefferson Avenue to make the entrances to their historic business district on East and West Commercial Street stand out. Since its completion, visitors and residents have been guided onto Commercial Street by the vibrant, visual landmark that Sarah Angst, Executive Director of Lebanon Missouri Main Street, describes as, “capturing the essence of Lebanon’s community spirit and economic revitalization and proclaim, ‘something happening is down this way’”.

These arches welcome people of all ages and have become a popular backdrop for photos. Through its architectural detail, this new motif adds to Lebanon’s aesthetic and identity. Despite its novelty and distinctness, it perfectly complements Lebanon’s downtown and is a point of community pride, frequently cited in local publications and visitor guides as a must-see destination.

The installation of the arches was funded through city allocations, generous donations, and local business contributions, ensuring a cost-effective yet high-impact implementation that has resulted in more visitor stopovers and local commerce in the heart of Lebanon’s downtown business district. Additionally, this project was a collaborative effort spearheaded by the City of Lebanon and Lebanon Missouri Main Street with vital contributions from Dozier Masonry.

This project showcases comprehensive placemaking through its aesthetics and integration into the community, which attracts visitors and residents to the downtown district and fosters a sense of community and pride.



EMPOWERING
Community Revitalization

About Lebanon Missouri Main Street

Lebanon Missouri Main Street creates and promotes a vibrant hub for Lebanon. The stakeholders behind Lebanon Missouri Main Street strive towards their dream of having Downtown Lebanon be the heart of their community by supporting historic revitalization, economic growth, and a thriving community.

For more information on this award contact Sarah Angst the Executive Director of Downtown Lebanon Main Street at director@downtownlebanonmo.com or 417-533-2522.

About Missouri Main Street Connection

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. Since 2005, Missouri Main Street communities have seen \$1 billion in public and private investment and MMSC has worked in over 180 communities. These Missouri Main Street communities and districts are thriving and vibrant by engaging the community members in revitalization strategies to create experiences that preserve their history and culture. Follow Missouri Main Street Connection on Facebook @MissouriMainStreetConnection and Instagram @Momainstreet.

For additional information, contact State Director Gayla Roten at 417-334-3014.

Mailing address for inquiries: PO Box 1066, Branson, MO 65615.