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July 29, 2025

### **Missouri Main Street Connection Awarded the Main Street Business Recruitment Associate Tier Award to Danny and April True for The 229 Project.**

Branson, MO. – Missouri Main Street Connection (MMSC) awarded the Main Street Business Recruitment Associate Tier Award to Danny and April True for The 229 Project during Missouri's Premier Downtown Revitalization Conference's Evening of Excellence Awards Ceremony and Dinner at the St. Charles Convention Center. They were one of the 23 community, individual, business, and organization award recipients that were recognized Thursday night.

Danny and April True, two local entrepreneurs and community leaders, received this award for fostering economic vitality through innovation, partnership, and people-first development. They created the 229 Project, in partnership with Lebanon Missouri Main Street, as a business incubator and life-changing package that provides a physical space, tools, mentorship, and momentum to one selected entrepreneur.

The 229 Project revealed that Downtown Lebanon is full of entrepreneurial potential with 67 applications from business owners.

The project team selected Carmen's, a locally owned deli and bakery, following their submitted business plans and pitch presentations. The entrepreneur behind Carmen's received six months of free rent, six additional months of reduced rent, and a three-year lease in The 229 Project, a renovated 2,500-square-foot storefront. Carmen's also received a fifteen-thousand-dollar remodel budget and mentorship from a hand-selected team of local professionals.

The runner up, Snickelfritz Boutique, a scrapbook and craft store, decided to also open a storefront in Downtown Lebanon after being inspired by the experience. This means that The 229 Project successfully recruited two new small businesses to the district.

The 229 Project is an outstanding accomplishment and an example of how partnerships and vision bring transformational business recruitment to life with community-wide impact.

### **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 Downtown Lebanon Main Street's Executive Director Sarah Angst at [director@downtownlebanonmo.com](mailto: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 2006, Missouri Main Street districts have seen \$1.4 billion in public and private investment and MMSC has worked in over 150 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.

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