

No. 6

MAIN

A GA EXCEPTIONAL MAIN STREET

STREET

MISCELLANY

JULY/AUGUST 2022

VOL. 16

KIDS
NIGHT\$5 Ticket For Kids
12 & Under Event
6:00–8:00 p.m.FRI 7
29SAT 7
30DATE
NIGHT\$15 Tickets At The Gate
7:00–9:30 p.m.

We're Back—With End Of Summer Fun In Madison's Town Park!

For the thirteenth year in a row, Main Street Vet is supporting Madison Main Street as the Firefly Festival's Presenting Sponsor. **Main Street Vet's continued commitment to creating great traditions in the town where they live and work is greatly appreciated—thank you Dr. James and Dr. Mark!**

Join us for the **KIDS NIGHT** at Firefly on July 29 from 6:00–8:00 p.m. Kids will enjoy carnival games, fun music, a petting zoo, amazing face painting, and a silly stilt walker. Take a turn making music, relax and watch a puppet show or craft a memorable masterpiece! Kids Night is a ticketed event—kids pay \$5 to enjoy activities within the park. Accompanying parents or guardians



come in for free. *Feed the kids before you come to the park and we'll provide a special icy treat from Kona Ice.*

Join us on Sat., July 30 from 7:00–9:30 p.m. as we host a **DATE NIGHT** in the park with **The Sensational Sounds of Motown Band**. Tickets are \$15 on Saturday, kids 13-and-under come in for free when accompanied by a parent or guardian. Come early and claim your favorite picnic spot on the lawn. Blankets, chairs, and coolers are all welcome for Saturday's event. Any alcohol must be decanted into cups or covered with a coozie. Grab food

to-go from your favorite downtown eatery—ask about Firefly Date Night picnic specials. Gazebo Terrace tables are all reserved for Saturday, but a limited number of tent spaces are still available to be reserved for \$25 each through Main Street at (706) 342-1251 ext.1208.

Special thanks go out to our great sponsors. In addition to our presenting sponsor, Main Street Vet, we want to thank the Morgan County Citizen, FERST Readers, DOCK 103.9, United Bank, Rhonda Smith Team Keller Williams (KW), Team Hendrix KW, Copeland McLeod KW of Greater Athens, and Kona Ice, for supporting the festival and linking your brands to this celebrated community event!

Town Park FAQs:

- Friday night we'll have animals in Town Park, so we won't turn away dogs on leashes (note: this is a hot, high energy event);
- Leave pets at home on Saturday unless it's a service animal;
- Sit around the fountain and enjoy the sprinkles—entering the fountain is prohibited;
- Keep well hydrated—there are drinking fountains at each end of the promenade;
- Enjoy the landscape in Town Park without actually entering it or picking the flowers;
- No coolers or picnics on Friday at Kids' Night;
- Bring a picnic and cooler on Saturday—no food vendors on site—please be responsible for all of your waste materials;
- All beverages should be decanted into plastic cups;
- Sit and enjoy the festival under the arbors—for your own safety though, please keep swinging to a minimum, and;
- Find restrooms in the Town Park Cottage at the Thomason St. end of Town Park
- Find a parking map for Firefly at www.MadisonGA.com/Firefly

FROM: THE DIRECTOR'S DESK



JULY IS INDEPENDENT

RETAILER MONTH! Local businesses are superior generators of wealth for our community. Each dollar you spend at independent businesses returns three times more money to your local economy than one spent at a chain (almost 50 times more than buying from an online mega-retailer) – a benefit we all can bank on. Studies show that all the making, buying and selling you keep in the community is far more economically productive for the community than anything that simply flows through the community.

The economic benefit of shopping with local, independent businesses is not the only reason we should keep it “top of mind.” Communities are defined by their character, friendliness, and a feeling that people have of belonging and wanting to support what is important to them. By shopping local, you are supporting your neighbors, dealing directly with the business owners, and receiving personalized customer service not normally found in big-box or online stores. Successful communities thrive when locals (as well as visitors) “think Downtown first, and shop with independent businesses, whenever possible”.

I encourage you to support and shop independent retail year-round and use July as a time to celebrate the independent retailers in Downtown Madison. Your support of these businesses is important and is what keeps our community strong and vibrant. Follow us on Facebook, Main Street Madison Georgia, and Instagram, MainStreetMadisonGA, for special retail and dining promotions and exciting deals throughout the month of July to celebrate National Independent Retailer Month and support your local economy!

See you Downtown!

Karen Robertson
Main Street Director

LOOKING TO MARKET YOUR BUSINESS?

In the past thirteen years, Madison Main Street has worked to develop and grow events in Town Park. Our mission is to generate excitement, local pride, and commerce in our historic downtown. Annual events are designed to attract visitors and locals to showcase the park and our beautiful downtown, its businesses, people, and rich historic fabric. Our goal is for visitors to leave impressed and eager to return to



Madison—to shop, to dine, or to attend another event.

With a regular regional audience, a newsletter to 3,000 local households, and 7,000 cars passing Town Park daily, sponsorships present a great opportunity for your business to reach your market!

Call the Main Street Office today to learn more about the levels of sponsorship that best meet your business marketing goals.

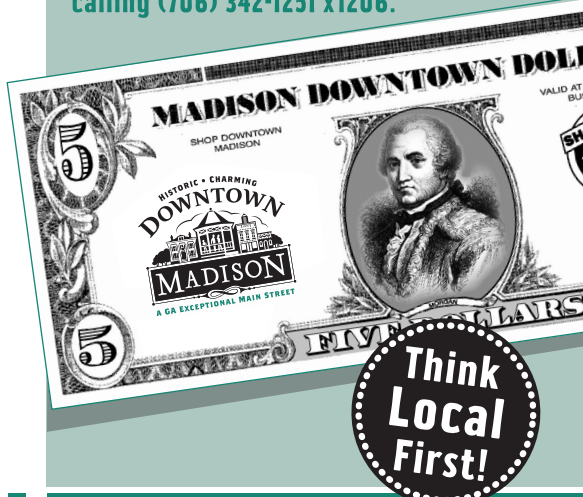


DOWNTOWN DOLLARS

Perfect For Back To School Gifting

Redeemable dollar-for-dollar at our local, independently owned businesses.

Available for purchase at the Main Street office at 162 N. Main St. or by calling (706) 342-1251 x1206.



PEDESTRIAN FLAGS FOR SAFETY AROUND DOWNTOWN

Using The Flags:

- The flags are kept on a post located on each side of the crosswalk
- Remove one flag from the holder—only one flag per group is necessary
- Hold the flag to make the flag visible to drivers on your left
- When traffic on your left has stopped, proceed with caution in the crosswalk
- As you approach the center of the road, make the flag visible to drivers on your right
- Make sure all lanes of traffic have stopped before completing the crossing
- After crossing the street, place the flag in the holder for others to use

In the summer of 2017, the City of Madison rolled out a tool to help people safely navigate crosswalks in high-traffic areas. Five years later, guests to Downtown can still safely cross streets by utilizing the brightly colored flags which are held in pedestrian crosswalk flag holders which are located at identified crosswalks.

These pedestrian crosswalk flags are intended to serve as a safety

enhancement for crossing pedestrians by gaining the visibility of motorists. Pedestrians may carry the flags across the road but should still always activate the crossing signals where available and follow the



PEDESTRIAN SIGN PROGRAM

Madison Main Street offers the Wayfinder Corner Directional Signs program to assist in promotion of an attractive and coordinated image for Downtown Madison. It also enhances pedestrian circulation within a dense Downtown environment. Please Note: These corner signs provide directional information to the pedestrian (not intended for the driving public) and are sized accordingly.

Metal freestanding posts with two arms are situated on the corners of main intersections. Individual panels hang from a cast iron bracket. All panels use the standard design, having the same material, coloring and size lettering. Only eight panels are installed per pole per direction.

Madison Main Street owns all signs and panels, offering individual panels for long-term lease for a one-time service fee to businesses located in the Downtown Special Tax District. Panels may have two lines of copy. Each panel is dual-sided and features the same copy on both sides. A directional arrow indicates the quickest route to the business location.

For more information on the Wayfinder Corner Directional Signs Program, call the Main Street office at (706) 342-1251 ext. 1206 or email kr Robertson@madisongas.com.



MONTHLY MEETING SCHEDULE

Downtown Development Authority (Economic Development)3rd Thursday, 8:00 a.m.

Historic Preservation Commission (Design)2nd Tues. 5:30 p.m.

Main Street Promotions Committee4th Wed. 8:15 a.m.

All boards are currently meeting in the Meeting Hall, Suite 400 of the Public Safety Building, located at 160 N. Main St., High St. Entrance—High St. is presently closed to traffic. Alternate parking is available on Hancock St., or behind the Meeting Hall.

To access meetings with a virtual option, use Madison's virtual portal: MadisonGA.com/virtualmeetings

existing safety measures for crossing—observe traffic, initiate lights and signals to cross, make eye contact with drivers, and proceed with caution.

Remember the flag is a communication tool and does not ensure safe passage outright. Always use caution and good judgment to cross the street safely.

Summer Nights! In Town Park

Have you been to Town Park this summer to enjoy a performance with your friends and neighbors?

Bring your blankets, chairs, and coolers to Town Park in Madison to enjoy a free Summer Nights! performance under the stars. Eight weeks of performances began on June 2 and continuing through July 21—and they're all free!



7/07 Movie Night, Mama Mia!
8:45–10:30 P.M. (2008, Rated PG) Mama Mia! the story of a bride-to-be trying to find her real father—told in musical style! Join us as we sing along to the music of popular 1970s band ABBA(!) Starring Meryl Streep, Pierce Brosnan, and Colin Firth.

7/14 Chris, Jon & Scott Band
In Concert, 7:30–9:00 P.M. Chris, Jon and Scott will captivate you with their incredible sound and musicianship—a cover band that is entertaining, versatile, and awesome. They bring a unique style and personality to every show.

7/21 Grassland String Band
In Concert, 7:30–9:00 P.M. Grassland String Band creates music that crosses generations, crosses genres, and will cross your soul. GSB has become the main purveyors of Amerigrass; a soulful mix of Americana, Bluegrass, Folk, Jazz, Pop, Love, Spirit, and.....Gumbo!



Thanks To These
Great Summer
Nights! Sponsors



Save The Date 9-17-22

Town Park
7–9:30 p.m.
MadisonGA.com/
Saturday

Saturday In The Park

Dance Party In Town Park

SAVE THE DATE

July '22

Thru July 16, Earth Bound, The Monumental work of David Drake and Contemporary Artist Zipporah Camille Thompson Madison Morgan Cultural Center (MMCC), Tues. thru Sat., 10 a.m.–5 p.m. Info. at (706) 342-4743, or online at www.mmcc-arts.org/events

2 We Are One Music Fest, Town Park, 3:00–10:00 p.m. For information, call (404) 969-2331. Tickets available for purchase at Barkin' Dogs, R+B Cafe, and Wing Nights @ Benny Pauls.

3 Independence Day Concert & Picnic, MMCC Lawn, 7:00–9:00 p.m. For information, call (706) 342-4743.

3 Free! City of Madison Independence Day Fireworks set off at Bill Wood Park at dusk (around 9:00 p.m.). Call the Morgan County Parks and Rec. Department at (706) 342-0588 for information on pre-firework activities at Bill Wood Park.

7 Free Summer Nights! Series, Town Park Movie Night, Mama Mia! (2008, Rated PG), 8:45–10:30 p.m. Full schedule of performances at www.MadisonGA.com/Summer

8 (and 8/12/22) Tour the EarthCraft Gold Certified Seedhouse, Madison-Morgan Conservancy, 6 p.m.–8 p.m. (706) 818-8046 or www.mmc-georgia.org

14 Free Summer Nights! Series, Town Park Concert, Chris, Jon & Scott Band, 7:30–9:00 p.m.

21 Free Summer Nights! Series, Town Park Concert, Grassland String Band, 7:30–9:00 p.m.

29 Firefly Kids Night, Town Park, 6–8:00 p.m., www.MadisonGA.com/Firefly (see cover)

30 Firefly Super Sprint Triathlon, for information go to www.runsignup.com

30 Firefly Date Night, Town Park, 7–10:00 p.m., www.MadisonGA.com/Firefly (see cover)

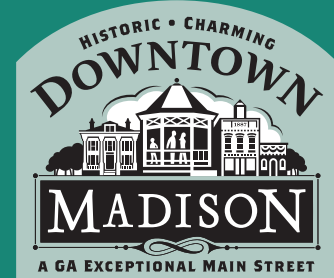
DOWNTOWN NEWS

Looking for Space? Buy or Rent

Contact: Lisa Longo (678) 414-6493
235 N. Second Street
3,000 sq. ft.; For Purchase \$575,000

Contact: Ashley Goodroe
(706) 816-1112
255 N. Main Street Suite D
2180 sq. ft.

Contact: (706) 342-0693
228 N. Main Street
Professional Office Space for Sale



How did we do? Thoughts on this newsletter may be directed to Karen Robertson, Main Street Director:

By mail: Madison Main Street
132 N. Main St.
Madison, GA 30650

Email: kr Robertson@madisonga.com
Phone: (706) 342-1251 x1206
Drop in: 162 N. Main St.