

No. 3

MAIN

A GA EXCEPTIONAL MAIN STREET

STREET

MISCELLANY

November/December 2024

Vol. 19

SATURDAY DEC. 14 2024

1.

HOLIDAY PARADE

4:00 - 5:00

THEME:
12 DAYS OF
CHRISTMAS
PARADE ENTRY
AVAILABLE ONLINE:
MADISONGA.COM/HOLIDAY

2.

5:00 - 7:00

SANTA

THE
MISSLE
TOES!
IN CONCERT



Here Comes Santa Claus...

and he'll be parading to Town Park on Saturday, December 14, at 4 p.m. Line the East Ave./Hancock St./Jefferson St. route to view floats decorated for this year's

theme Twelve Days Of Christmas. Or show your community spirit and join the fun by entering your business or organization in the parade. It's free to participate, and entry forms are available online at MadisonGA.com/Holiday, or pick up a hard copy at the new Main Street Office located at 118 N. Main St. (the old Chamber of Commerce office). Parade Announcer Rob Hanselman will provide commentary and insight into the participants from the courthouse corner. Three float prizes will be awarded: Best in Show, Most Creative, and Best Use of Theme. A \$100 Downtown Dollar Prize will go to the winner of each category.

Follow the parade to Town Park for Caroling by Candlelight. Bring the kids to visit the FREE Santa's tent, or bring your chairs and enjoy the FREE hot cocoa, roasted marshmallows, and rockin' holiday concert featuring The Missle Toes.

As the sun goes down and candles are distributed, musicians and friends will lead the assembled crowd in favorite Christmas Carols.



Save The Dates!

Nov. 16 & 23

SHOP & SIP STROLL DOWNTOWN



Go to MadisonGA.com/ShopSip for a full list of event fun!

Stores Open At 10:00 a.m.

Entertainment From 1:00-5:00 p.m.

It's the most wonderful time of the year! Come prepared to peruse the many boutiques, spas, and restaurants as they showcase a new season of fashion, jewelry, home decor, art, and more! Enjoy special offers, complimentary refreshments, and yummy treats. Feast your eyes on the holiday decor and immerse yourself in the festive music to get you in the holiday spirit. There's no better time than now to support local Downtown businesses while shopping, sipping, and strolling into the Holidays!



Tues. Nov. 12
2024

Mayor Perriman's

Christmas Tree Lighting Ceremony

Join us in Town Park on Tuesday, November 12, for the 3rd Annual Mayor's Christmas Tree Lighting at 6:30 p.m. A joyful community event, enjoy Mayor Fred Perriman's holiday message, seasonal music, and special appearances by jolly friends.

BOARD



The Greenspace Conservation Commission replaces up to four trees downtown per year. We love our beautiful, shaded streetscape, but trees (like everything else) do have a lifecycle. The yearly replacement process lets us limit inconvenience and impact while allowing for the continuation of the downtown canopy. It also lets us pace the expense of installation of tree grates, which allow the tree to grow healthier and last longer. Typically, when trees are removed, the stumps are ground as the vendor has time and are replaced the following year when the planting site is more viable. This waiting period is especially necessary when a larger tree is removed as the root structure needs to decompose to allow space for new roots to take hold. Please, give us your patience as we continue to provide beauty and shade to Downtown Madison.

MONTHLY MEETING SCHEDULE
Downtown Development Authority (DDA)
 (Economic Development) 3rd Thurs., 8:30 a.m.
Historic Preservation Commission
 (Design)..... 2nd Tues., 5:30 p.m.
Main Street Promotions Committee
 4th Wed. 8:15 a.m.

Boards are currently meeting in the Meeting Hall, Suite 400 of the Public Safety Building, located at 160 N. Main St., High St. Entrance

DOWNTOWN DOLLARS

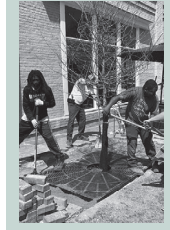
The Perfect Gift To The Whole Downtown

The Downtown Dollar Program is sponsored by Madison Main Street and encourages the public to spend their dollars in restaurant, professional, and retail businesses in Downtown Madison.

Available for purchase at the Main Street Office at 118 N. Main St. or by calling (706) 752-7997.




LET'S TALK TREES



SHOP LOCAL FIRST

A MERRY, MERRY, GIFT TO THE WHOLE DOWNTOWN!



Purchase Downtown Dollars at the Main Street Office at 118 N. Main St. or by calling (706) 752-7997

BUSINESS HIGHLIGHTS WELCOME!

WILLIAM KELLY: ALLSTATE
 55 N. Main Street, Suite A

Bringing experience in insurance and customer care to Downtown, Owner William Kelly held a grand opening on Friday, November 8. Kelly started his career with Allstate in 1999 in Atlanta and has been in the insurance business for 24 years and has a strong focus on the customer's experience.

Kelly and his family have been coming to the lake area since 2016 and moved to Greensboro a year ago. "We love coming to Madison and are so happy that we now have a business here," Kelly said. "All of our staff are fully licensed and experienced insurance professionals. We have four agents on staff to help with our customers' needs."

William Kelly: Allstate is open M-F 9 a.m.-6 p.m. and Sat. by appointment with additional 24/7 service via their customer care center and online.

THE CENTRAL HUB
 202 W. Washington Street

Downtown's newest business will offer notary and loan signing services, gift wrapping, wedding officiant services, print-to-go, iPostal virtual mail services, and pack and ship via USPS, FedEx, UPS DHL, and Amazon. There will also be free WiFi, a book nook, specialty coffee and loose-leaf teas, stationery, and souvenirs.


Owner Jennifer Cantrell has owned a mobile signing business since 2018 and plans to continue offering mobile notary services if needed.

Eventually planning to be open seven days a week, Cantrell is currently working M-F 7a.m.-7 p.m., Sat. 9a.m.-5 p.m., and Sun. 1-5 p.m. She stated, "There have always been so many different convenience services and specialty products of small things that I love that I have wanted to offer my community and surrounding areas, and the opportunity has finally presented itself here in beautiful, historic Downtown Madison."

••AROUND DOWNTOWN••AROUND DOWNTOWN ••AROUND DOWNTOWN••AROUND DOWNTOWN••AROUND DOWNTOWN••AROUND DOWNTOWN••

FROM: THE DIRECTOR'S DESK

HISTORIC • CHARMING
DOWNTOWN
MADISON
 A GA EXCEPTIONAL MAIN STREET



IT'S THE HOLIDAY season, and this is your very own reminder of why it is great to shop local and support small business!

I do encourage you to think about our downtown businesses as you buy gifts for family, friends, or yourself. Keeping dollars local supports our independent merchants who are passionate about their work and helps create jobs. Plus, you won't have to hours in the car, which is both a convenient time saver and an environmental bonus. Shopping small is truly the gift that keeps on giving.

More of a numbers person? According to Capital One's research, "local retailers retain 289 percent more revenue for the local economy than chain stores" as they tend to reinvest locally. Additionally, independent retailers were found to make up to 136 percent more charitable donations than companies with more than 500 employees!

We are working hard to make this a fun holiday season for you with events like Shop, Sip & Stroll and our new Candlelight Shopping dates in December. As an extra bonus for this year's Small Business Saturday, you may enter a raffle for a chance to win \$200 in Downtown Dollars when you spend \$30 or more on November 30 at participating independent businesses.

Really, what's not to love about shopping small? With over 50 businesses downtown, there are so many great options to choose from. AND our newest business--The Central Hub--offers gift wrapping and pack and ship options. So, you can find all your gifts and wrap and ship them in our Downtown!

Please, think of our local merchants this holiday season.

See you Downtown!

Sarah Wibell
 Main Street Director

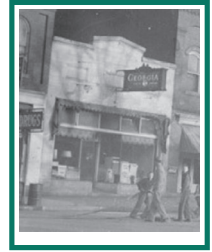
129 South Main St.
The HIGH STORE

In November of 1928, Madisonians voted to sell the City's power plant and distribution infrastructure to Georgia Power. The town became part of Georgia Power's grid. And this had an impact on one of downtown's buildings. In the towns that they served, Georgia Power opened stores to sell "a stock of up-to-date labor-saving electrical devices." The aim was not only to profit from the sales, but also to increase consumption of electricity. The company rented the High store (129 S. Main) in 1929 and began renovations.

The engineer/architect for the project, H.H. Terhune, not only transformed the interior of the building, but also completely redesigned the façade. Inside, the space was divided into a sales and show room in the front and a store room in the rear. The front was changed from a tall, brick parapet to what we see today, a stepped parapet stuccoed and scored to mimic stone. A formal opening was slated for

August. One of the company's advertising planes flew over town distributing coupons "that were eagerly sought by those wanting a chance at the drawings" to be held at the opening.

The Grand Opening was a great success with over 1000 people visiting during its seven hours. "The large crowd was cordially received by those in charge - Mr. H.A. Price as Superintendent, Mr. Emerson George as sales manager, and Miss Jessie Clark as cashier." Company representatives from Atlanta, Athens, and Conyers were also present.



Georgia Power would occupy this space for thirty years until they constructed a new building two blocks away in 1959. In 2022, Patisserie on Main restored the storefront.

CHILI '24 Final Results!

- | | |
|--|--|
| 1st Place OPEN
House Of Horrors (Marietta) | 1st Place C.A.S.I.
The Grill Deal (Cobb) |
| 2nd Place OPEN
Chili Bros. (Madison) | 2nd Place C.A.S.I.
House of Horrors (Marietta) |
| 3rd Place OPEN
The Scoville Units
(Peachtree Corners) | 3rd Place C.A.S.I.
Schoolhouse Chili
(Pensacola FL) |
- People's Choice**
FIRST PLACE,
Kiwanis Club
(Madison)

Showmanship
Award
Cha-Ching!
(Madison)



Thank You To Our Downtown Holiday Boosters

What a great first year! Your support has helped us to repaint the red metal bows and order 24 new garlands with lights. We appreciate your generosity!

The Bradley & Jackson Families
The Carter Family
Complete Fire Investigation
Complete Storage Solutions
The Fenouil Family
Gigi's Salon

Randall & Connie Hinton
Jim Boyd & Associates, Inc.
Babs & Hiram Johnston
Nancy & George Launius
Madison Ladies Garden Club
Melissa Lentine,
Truist Mortgage

Lanier Massey, Realtor
Morgan County's Henry Walton Chapter of the Daughters of the America Revolution
The Future Mr. & Mrs. Rawlins
Jane Royal
Mike & Diane Smith

Tim, Lorri, Carson & Riley Smith
Daniel, Paige, Blaine & Trevor Smith
The WheelHouse
Karen & Peter Wibell
Sarah Wibell

Interested in adopting a lamp post? Reach out to swibell@madisonga.com

SAVE THE DATE

November '24

12 Mayor's Christmas Tree Lighting, Town Park, 6:30-7:30 p.m. Free event. For more information, visit Main Street Madison GA on Facebook or Instagram.

16 Shop, Sip & Stroll, Downtown Madison, 10 a.m.-5 p.m. For more information, visit mainstreetmadison-ga.com/shopsip

22 MAGallery Artist Show Works by MAGallery artists with the theme 'red.' For more information, visit themadisonartistsguild.org

23 Shop, Sip & Stroll, Downtown Madison holiday shopping, 10 a.m.-5 p.m. For more information, visit Madison-GA.com/shopsip

30 Open Late Downtown Fifth Friday, Downtown, 5:00-7:00 p.m. visit Madison-ga.com/Open-Late for information.

30 Small Business Saturday, Downtown Madison, 10 a.m.-5 p.m. See info at right, visit Main Street Madison GA on Facebook or Instagram.

December '24

6-7 Christmas Tour of Homes, Historic District, Madison. Daylight tours 10 a.m.-4 p.m. Candlelight tours 5:00-9:00 p.m. Ticketed event. For more information, visit mmcc-arts.org

14 43rd Annual Christmas Rush Classic 5K, Road closures: Historic District, 7:00 a.m.-12:00 p.m.

14 Holiday Parade & Caroling by Candlelight, See article on front page. For more information, visit Madison-ga.com/Holiday

5, 12, & 19 Candlelight Shopping Downtown, 5:00-7:00 p.m. For more information, visit Madison-ga.com/Open-Late

15 MMCC Community Holiday Concert, MMCC Auditorium, 3:00-4:30 p.m. For more information, visit mmcc-arts.org/event-list

MadisonGA.com/ShopSmall

SPEND \$30 DOWNTOWN NOV. 30 & WIN BIG!

Join us to celebrate Small Business Saturday in Downtown Madison on November 30, 2024. Show your support for the independent businesses that make up our great Downtown. When you spend \$30 with one of our merchants—stores, salons, spas, and restaurants are all included—*your name will be entered* in a drawing to win one of two prizes of \$200 Downtown Dollars.* Winners will be posted on our Facebook & Instagram pages by Wed., Dec. 4, 2024.

Learn more about the Downtown Dollars program, visit Madison-GA.com/downtown-dollars.

**One entry per customer, per store.*

DOWNTOWN NEWS

Looking for Space? Buy or Rent
311 N. Main St. – 1540 sq. ft. RENT ONLY
Contact: Dianne Yost (706) 318-7966



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

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

Email: swibell@madisonga.com

Phone: (706) 752-7997

Drop in: 118 N. Main St.