

What's Up



DOWNTOWN



Quarterly

A quarterly publication featuring local Downtown Alliances, Main Street Programs and other Downtown Organizations within our communities

Special Advertising Supplement to the Kennebec Journal and Morning Sentinel | Wednesday, November 14, 2018



MAINE DOWNTOWN CENTER

*Maine Development Foundation
Special to Downtown Quarterly*

Towns across Maine are opening their shops and holiday splendor to visitors far and wide.

"We invite everyone in Maine to celebrate the holidays and feel the spirit of the season by visiting their local downtown. Historic build-

Take ME Downtown for the Holidays!

Towns statewide participate

ings and Main Streets are beautifully decorated and festive holiday events are planned statewide," said Anne Ball, program director of the Maine Downtown Center.

Downtown Biddeford will be lit from Elm Street to the Saco River, Rockland's famous Lobster Trap Tree is sight to see, and the quarter-century old Holiday Stroll in Skowhegan includes a very popular Elf Scavenger Hunt.

Holiday sales, carriage rides, music, hot chocolate and treats, personalized customer service, free gift wrapping, connecting with friends and family and, of course, Santa, are all traditions found in downtowns across Maine. For many people, Maine Downtowns

provide wonderful childhood memories and nostalgia during the holidays.

All 10 designated Main Street communities and the 17 towns and cities designated as Downtown Network communities provide a traditional historic setting to celebrate the season. Unique, locally-owned businesses and restaurants help complete a memorable holiday experience and provide an authentic alternative to the bustle of shopping. Supporting local businesses strengthens the local economy and entire communities in many ways. Visit one of the Main Street websites and see what is happening in a downtown near you!



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Welcome to Downtown Waterville

With so many terrific events a Waterville winter can be wonderful

BY WC! MEDIA

Special to the Sentinel and KJ

Can you smell the holidays approaching? The pumpkins have all but disappeared from the neighborhood doorsteps, the Farmers Market is preparing to over-winter at the Alford Youth Center, tickets are eady for the Colby College Service of Carols and Lights at Lorimer Chapel, and Quarry Road Trails is selling season ski passes. These are the surefire signs of winter's approach here in Waterville, Maine. As much as we love summer, the holiday season will always have a special place in the hearts of Waterville residents because we have a rich tradition of celebrating together as a community that continues to this day.

The Mid Maine Chamber of Commerce has picked an excellent time of year to hold the book launch of "Water Ville," the story of Waterville, written by local author Earl H. Smith. Join your fellow Watervillians at the Waterville Opera House on Thursday, Nov. 15 from 5:30 p.m. to 7 p.m. for the official book launch event where Smith will do a brief reading from the book as he shares some pictures and stories about the town we all love. He will also be available to sign a copy of your book – the perfect holiday gift for anyone on your list with ties to Waterville. This free event is open to the public; light refreshments and appetizers will be served.

Keeping Waterville entertained with live theatre, concerts and dancing for over 116 years, the Waterville Opera House continues the tradition this holiday with its delightful fall musical, "Hello, Dolly!" on stage through Sunday, Nov. 18. It's a musical masterpiece that is not to be missed! Following "Hello, Dolly!" is the return of the Bossov Ballet Theatre's hugely popular holiday hit – "The Nutcracker," opening on Friday, Dec. 14. For a full schedule of theatrical events, concerts and more or to purchase a gift certificate for anyone on your holiday list, visit OperaHouse.org.

While Election Day has come and gone – how we miss those commercials! – Waterville citizens are urged to exercise their civic duty once again and vote for Waterville Rocks! to get a \$25,000 matching grant to grow the 2019 summer concert series from four to ten free concerts this coming summer. Last year Waterville Rocks! made it to the finals but ultimately was not selected to receive a grant – this year organizers plan to move the concert series next to the River-



walk at Head of Falls where there is more room for more music aficionados and need your support to make it happen. You have until Nov. 20 to cast your vote for Waterville Rocks at grant.levittamp.org and bring more free music to Waterville next summer!

Once again Waterville Creates! will turn the Common Street Arts gallery into a holiday shop featuring an astounding array of handmade and artisan gift items from local artists. Open Nov. 14 through Dec. 23, the sixth Annual Holiday Bazaar offers jewelry, ceramics, holiday cards, tree ornaments, carved wood objects, personal care products and much more. Visit the Holiday Bazaar at the Hathaway Creative Center Monday through Saturday; for hours visit WatervilleCreates.org.

The reason Waterville loves the holiday season so much? Without a doubt, it's Kringleville – a Waterville tradition for more than forty years. Practically everyone who grew up in Waterville went to Kringleville each November and December, whether it was for the free candy cane or the one-on-one time with the Jolly Old Elf himself. Recently the Children's Discovery Museum has operated this fantastic holiday tradition and has brought the excitement back to Castonguay Square. This year they plan to have the best ever Parade of Lights on Friday, Nov. 23 followed by the start of Kringleville on Saturday, Nov. 24. For the full schedule of events and Santa's schedule visit Kringleville.org.

A new but quickly-growing holiday tradition in Waterville is the second annual Joy to the Ville community celebration being held throughout Waterville on Saturday, Dec. 8. This free city-wide event offers anyone the opportunity to enjoy the holiday season with others, providing free movies, theatre, art and storytelling events all day long. Local busi-

nesses are getting in the spirit too, offering free goodies and special sales throughout the day. This year Joy to the Ville includes a free screening of the hit holiday movie "Home Alone" at Railroad Square Cinema, a free broadcast of the musical "The King and I" at the Waterville Opera House, holiday art and card creating at the Waterville Public Library, the Colby College Chase Community Forum at the Alford Main Street Commons, and Common Street Arts. For a full schedule of events and special deals taking place during Joy to the Ville, visit WatervilleCreates.org.

It would not be the holiday season in Waterville without the annual Service of Carols and Lights at Colby College's Lorimer Chapel. This year's theme is "This Little Light" with musical selections from the Colby Chorale, Collegium Musicum Ensemble, African drummers, and the Pineland Suzuki School. The service will be held Friday, Dec. 7 and Saturday, Dec. 8. Free tickets for the public are available at the information desk in Pulver Pavilion, Cotter Union, starting Nov. 12, while supplies last. For more information, visit Colby.edu.

Once the snow starts flying, head to Quarry Road Trails in Waterville to get the most out of your winter in central Maine. With miles and miles of trails you'll have plenty of new terrain to explore, whether by ski, snowshoe or fat bike. The Friends of Quarry Road will offer free skiing and learn-to-ski clinics on Saturday, Dec. 15. And because they make their own snow, it's always a white Christmas at Quarry Road! To see a list of their winter events including ski free days visit QuarryRoad.org.

This is just a taste of the amazing holiday events happening this season in Waterville. There's so much to see, do and experience all over town from the Colby Museum of Art to the RiverWalk at Head of Falls. For a complete list of community happenings and events, or to list your own event for free, visit WatervilleCreates.org.



A new but quickly-growing holiday tradition in Waterville is the second annual Joy to the Ville community celebration being held throughout Waterville on Saturday, Dec. 8. This free city-wide event offers anyone the opportunity to enjoy the holiday season with others, providing free movies, theatre, art and storytelling events all day long. Local businesses are getting in the spirit, too, offering free goodies and special sales throughout the day.

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Welcome to Downtown Gardiner

Days of Light festivities bring holiday excitement to Gardiner

BY GARDINER MAIN STREET
Special to the Sentinel and KJ

Gardiner Main Street's *Days of Light* is a celebration of community that shows the ongoing efforts of the non-profit organization to revitalize downtown Gardiner. Days of Light kicks off on Saturday, Nov. 24, with Small Business Saturday and continues the following weekend with the Parade of Lights and Annual Tree Lighting on Saturday, Dec. 1 and a Chanukah Celebration at Two Gramps Brewing on Dec. 2.

Small Business Saturday encourages people to escape the hustle and bustle of crowded shopping centers for an experience that elicits the warm fuzzy feeling of the holiday season. Our eclectic mix of stores offer an all-inclusive shopping experience that provides a high level of customer service and a more personal experience than online shopping. Shoppers are welcomed to Gardiner with a Downtown Open House where businesses show off their hospitality with special treats that add to the shopping experience. Gardiner Main Street is organizing Shop Small BINGO: make purchases at different stores and complete tasks to earn entries to win prizes from local businesses.

Johnson Hall's Festival of Trees begins at noon on Thursday, Nov. 29 and concludes at 8 p.m. on Saturday, Dec. 1. New this year, trees will be displayed on all three floors of the historic opera house. There will be live

entertainment throughout the festival. It is free to view the trees, raffle tickets can be purchased for the chance to win a tree!

Dec. 1 is full of holiday activities all over town: church and craft fairs, Zardus Art of Massage and Wellness Spa's Annual Open House, ornament making, and more. Finish off the day with friends and neighbors downtown with the Parade of Lights and Annual Tree Lighting.

These events have grown significantly in the last few years, becoming traditions among families in the surrounding area. Santa will meet with kids inside Johnson Hall at the conclusion of the tree lighting. Return on Sunday, December 2 for the Annual Latke Party and Chanukah Celebration hosted by Two Gramps Brewing. Embrace the first night of Chanukah by competing in "Major League Dreidel," a dreidel-spinning competition and craft a creative Menorah at home to be part of the Chanukah Contest. Menorah lighting will take place at 4 p.m.

The December ArtWalk will take place on Friday, Dec. 7 from 5:30-8 p.m.

Downtown locations will be filled with local artists displaying their work. Enjoy a night out with family and friends, get dinner and cross a few names off your shopping list. See something you like? Fill out a wish list provided at businesses to share with your loved ones.

Discover Gardiner this holiday season. For a full list of events and information visit our website gardinermainstreet.org. Days of Light is sponsored by Kennebec Savings Bank.



MAJOR LEAGUE DREIDEL

On Sunday, Dec. 2, the Annual Latke Party and Chanukah Celebration will be hosted by Two Gramps Brewing. Embrace the first night of Chanukah by competing in "Major League Dreidel," a dreidel-spinning competition, and craft a creative Menorah at home to be part of the Chanukah Contest. Menorah lighting will take place at 4 p.m.

SCHEDULE OF EVENTS

Saturday, Nov. 24

10 a.m.-6 p.m. Small Business Saturday, Downtown Gardiner
9 a.m.-2 p.m. Christmas on the Farm, Butting Heads Farm, 281 Costello Road

Thursday, Nov. 29

Noon -8 p.m. Johnson Hall Festival of Trees

Friday, Nov. 30

9 a.m.-8 p.m. Johnson Hall Festival of Trees

Saturday, December 1

8 a.m.-2 p.m. Christ Church Episcopal Christmas Fair, 2 Dresden Avenue
9 a.m.-2 p.m. Holiday Craft Fair, Laura E. Richards Elementary School
9 a.m.-8 p.m. Johnson Hall Festival of Trees
10 a.m.-noon. Holiday Ornament Making, Cattywampus Studio, denae.spencer@gmail.com

8 a.m.-2 p.m. 19th Annual Lion's Holiday Fair, 25 Lions Ave.
10 a.m.-3 p.m. Zardus Art of Massage and Wellness Spa Open House, 1 Lincoln Ave.

4 -8 p.m. Cookie Walk, SpinOff Studio, 252 Water St.
4:30 p.m. Parade of Lights, Summer Street to Waterfront Park

6 p.m. Annual Tree Lighting, Johnson Hall Park. Visit with Santa on the first floor of Johnson Hall after the tree lighting

Sunday, December 2

Noon-6 p.m. Annual Latke Party and Chanukah Celebration, Two Gramps Brewing

Friday, December 7

2-8 p.m. Gardiner Rotary Tree Sale, Hannaford Parking Lot, Maine Avenue
5:30-8 p.m. December ArtWalk, downtown Gardiner

6 p.m. Polar Express Movie Experience, Johnson Hall, call the box office to register 582-7144

Saturday, December 8

8 a.m.-6 p.m. Gardiner Rotary Tree Sale, Hannaford Parking Lot, Maine Avenue
2 p.m. Polar Express Movie Experience, Johnson Hall, call the box office to register 582-7144
6 p.m. Polar Express Movie Experience, Johnson Hall, call the box office to register 582-7144

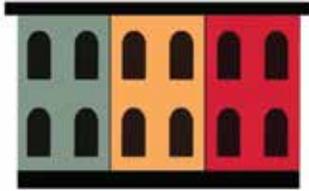
Sunday, December 9

9 a.m.-2 p.m. Gardiner Rotary Tree Sale, Hannaford Parking Lot, Maine Avenue

Sunday, December 15

Noon. Wreaths Across America, Oak Grove and St. Joseph's Cemetery, contact Jim Keenan 582-6530.

meet me


DOWNTOWN
Augusta
**RIVER OF TREES TO SHOWCASE
THE COLONIAL THEATER**

More than 30 local vendors are donating trees decorated with gifts and prizes worth \$500 to \$1000 for the Augusta Downtown Alliance's third annual River of Trees.

This will be the first for the Christmas Tree auction to be inside the historic Colonial Theater. "Having it inside the Colonial is a very special thing for us," said Michael Hall, Executive Director for the Augusta Downtown Alliance. "It gets people inside the space and shows them all the possibilities of what the theater will someday become."

River of Trees runs Friday, Nov. 23 through Sunday Nov. 25, from 11 a.m. to 8 p.m., directly coinciding with the City of Augusta's Christmas Tree Lighting events. Tickets are \$2 for admission and there will be 50-cent raffle tickets. For more details, visit augustadowntown.com/riveroftrees or follow the Augusta Downtown Alliance on Facebook.



Welcome to Downtown Augusta

**RIVERFRONT HOLIDAY
EVENTS 2018**
SATURDAY, NOVEMBER 24
SANTA ARRIVES DOWNTOWN 1 P.M.
SANTA'S WORKSHOP OPENS
 1:15-4:30 p.m. 190 Water Street

**SCAVENGER HUNT WITH
DOWNTOWN BUSINESSES**
 Pickup entry forms at 190 Water Street

HAY WAGON RIDES
 1-4:30 p.m. Key Plaza

LIVE REINDEER
 1-4 p.m. Market Square

WRITE A LETTER TO SANTA
 1-4:45 p.m. 190 Water Street

HOLIDAY CRAFTS FOR KIDS
 1-4:45 p.m. 190 Water Street

LOCAL ENTERTAINMENT
 3-5 p.m. Market Square

DANCE UNLIMITED
 4 p.m. Market Square

CHRISTMAS AT THE FORT
 1-4 p.m. Old Fort Western

HOLIDAY TREE LIGHTING
 5 p.m. Market Square

FIREWORKS
 5:15 pm Waterfront

Augusta Recreation will be selling cotton candy, popcorn and fun drinks!

An enthusiastic crowd of 3,000-plus enjoyed Trick-or-Treat on Water St.



BY AUGUSTA DOWNTOWN ALLIANCE
Special to the Sentinel and KJ

More than three thousand costumed revelers turned out for Downtown Augusta's first annual Trick or Treat on Water Street Halloween night, smashing attendance records for public events in the downtown.

Along with their main partner, Central Church, the Augusta Downtown Alliance was able to gather more than 43 vendors, from both within and outside the downtown, as adults and children were treated to live music, bounce houses, a basketball dunk team, horror films, choreographed Thriller dance routines, games, haunted tours, and of course, plenty of candy.

Maps were distributed early in the night delineating each stop.

"The massive turnout for a first-year event blew away our wildest expectations," said Michael Hall, Executive Director for the Augusta Downtown Alliance. "Our goal was to give the people a signature event, and I think we now have a new downtown tradition on our hands!"

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Welcome to Downtown Skowhegan

Skowhegan's Small Business Saturday kicks off a winter not to be missed

BY MAIN STREET SKOWHEGAN
Special to the Sentinel and KJ

Main Street Skowhegan is planning its fourth annual Passport to Savings program for Small Business Saturday, Nov. 24. This year's program is sponsored by Russakoff Jewelers.

Passport to Savings encourages shoppers to visit any or all of the approximately 40 participating businesses in the Skowhegan area on Small Business Saturday. Each business will offer an incentive – including, for example, 20 percent off at Hilltop Antiques and buy-one-get-one-half-off at Dog Not Gone. With each purchase at a participating shop, the shopper's name is entered into a drawing for one of two prizes – a \$100 gift card and a \$50 gift card donated by Bangor Savings Bank. Gift cards can be used at a locally-owned business of the winner's choosing.

"Recently one of our local store owners told me how slow business used to be on Black Friday and Small Business Saturday until we started promoting the 'shop small' movement," said Kristina Cannon, executive director of Main Street Skowhegan. "We're glad we were able to bring attention to Small

Business Saturday and the value of shopping local with our Passport to Savings program."

Last year's program yielded nearly 800 purchases at 44 participating businesses.

To learn more about Main Street's Small Business Saturday Passport to Savings program, visit MainStreetSkowhegan.org/Small-Business-Saturday.



Lots to do at the Holiday Stroll

Main Street Skowhegan will host the 26th annual Holiday Stroll on Friday, Nov. 30 and Saturday, Dec. 1 in downtown Skowhegan.

The event kicks off with a parade on Friday Nov. 30 at 7 p.m. Parade floats will feature local businesses, community members, organizations, and Santa riding on a fire truck.

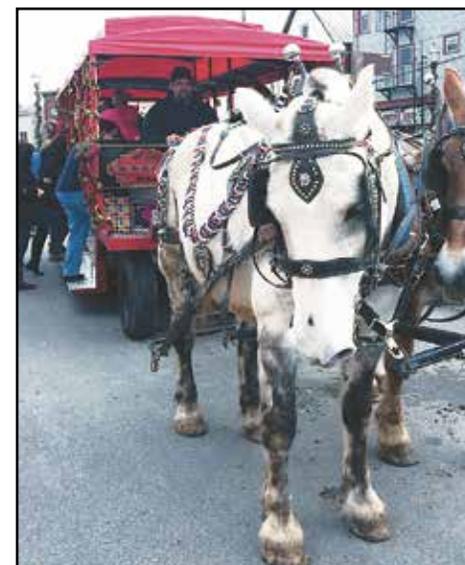
"We're always excited for this festive annual event – it really gets residents and visitors in the holiday spirit," said Mary Haley, project coordinator for Main Street Skowhegan. "We have great local businesses supporting the event, and a lot of them take part and host some of the Saturday activities."

A few downtown shops will stay open late the night of the parade, offering treats and deals including free hot cocoa at the Bakery and free hot cocoa and hot cider at the Miller's Table.

The festivities continue on Saturday, Dec. 1, kicking off with breakfast with Santa from 8 to 10 a.m. at Tewksbury Hall behind the Skowhegan Federated Church.

Santa's Village will begin at 9:30 a.m., with many downtown businesses offering children's activities and crafts from yo-yo making to cookie decorating. The popular elf-on-a-shelf scavenger hunt will send kids and families searching for elves hidden in downtown businesses and organizations.

Other events will include horse-drawn wagon rides, marshmallow roasting, a pet-



ting zoo, the Festival of Trees at Redington Memorial Home, and more.

Performer PhoebeFlows will return this year to demonstrate fire hula hooping in the municipal parking lot from 11 a.m. to noon, and she'll have regular hoops for kids to play with from noon to 1 p.m.

New this year is a holiday concert by the Kennebec Valley Chordsmen at the Skowhegan Federated Church at 2 p.m. Saturday.

For more information about the Holiday Stroll, visit MainStreetSkowhegan.org/Holiday-Stroll.

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MAIN STREET SKOWHEGAN 2018 HIGHLIGHTS

It's been an eventful year for Main Street Skowhegan, with numerous projects and events successfully completed and more underway. Here's just some of what we've been up to:

Main Street Skowhegan Savings Entrepreneur Challenge selected Amanda Leigh Clark, LCSW, as the winner of the \$23,000+ incentive package. Amanda opened River Trail Counseling & Wellness Center in Skowhegan last summer.

#ShopSkowhegan kicked off a new, year-round shop local program that is free and open to any Skowhegan business. Main Street provides all supplies. For every purchase at a local business, patrons can sign up to win a \$25 gift card. Be sure to join the #ShopSkowhegan Facebook group!

Business Profiles wrote monthly profiles of businesses and organizations in Skowhegan. Find them at mainstreetskowhegan.org/business-profiles.

MainStreetSkowhegan provides brand/marketing expertise for local businesses and organizations including web development, design and marketing services.

Business Seminars are also offered periodically including two seminars to help retailers gear up for the holiday shopping season:

- Tuesday, Nov. 13 (7:45-9 a.m.): Storefronts that Sell
- Tuesday, Nov. 20 (7:45-9 a.m.): Five Things You Can Do to Increase Sales

Run of River Whitewater Recreation Area is on track. The Run of River Committee, raised \$90,000 for the proposed whitewater park and \$10,000 for downtown trail development, with other grants pending.

Outdoor Sports Institute (OSI) Community Partnership on behalf of Skowhegan, successfully applied for the town to be an OSI Community Partner; leading development and implementation of an action plan for engaging residents in outdoor activities ranging from walking to whitewater paddling.

Kennebec on Fire in collaboration with the Wesserunsett Arts Council, submitted a grant application for the project to create sculptures with fire braziers in the river which will be lit during festivals and events. Our intention is

BUSY 2018 ROLLS INTO 2019

Skowhegan's busy and record-breaking year continues into 2019. One memorable 2018 event was the moose festival which drew record-breaking attendance compared to past moose lottery drawing events. As a result of media outreach, *Smithsonian Magazine* named Skowhegan one of the 20 Best Small Towns to Visit in 2018.

to give preference to local artists to craft the sculptures.

Other events coordinated by Main Street Skowhegan included annual regular events such as *Maple Fest*, *Skowhegan Craft Brew Fest*, *Small Business Saturday* and *Holiday Stroll* plus new events, *Dinner in the Park*, and the three-day *Skowhegan Moose Festival*.

With an estimated 6,000 people from all over the Northeast, the moose festival drew record-breaking attendance compared to past moose lottery drawing events. We believe we set the Guinness World Record for the most people moose calling simultaneously (waiting on official word from Guinness). As a result of media outreach from our moose festival PR firm, *Smithsonian Magazine* named Skowhegan one of the 20 Best Small Towns to Visit in 2018.

Skowhegan-Themed Merchandise will be on sale this holiday season including Skowhegan-themed postcards, note cards, holiday cards, playing cards, and cribbage boards (limited supply). You will be able to find these on our website (mainstreetskowhegan.org) or at the Skowhegan Fleuriste (93 Water St.). All proceeds go toward Skowhegan revitalization projects.



WINTER CARNIVAL LIVENS UP FEBRUARY

Nonprofits Main Street Skowhegan and Lake George Regional Park are collaborating on a winter carnival to take place Feb. 8-10 in Skowhegan.

The carnival will feature a number of activities including an ice-fishing derby, a box-sled derby, and Skijor Skowhegan, a competitive equestrian skijoring event in which horses with riders will pull alpine skiers down a 600-foot course of jumps and gates. Eaton Mountain is a partner for the skijoring event and will host it.

More details will be available soon at SkijorSkowhegan.org.

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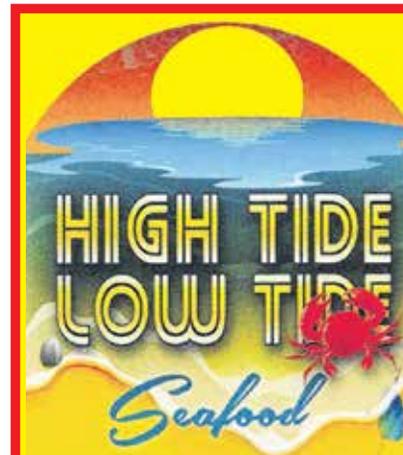
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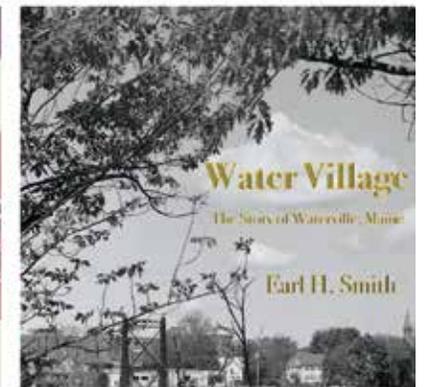
Experience the Arts in Waterville

November 14–January 12

Date	Event	Location
Nov. 14–Dec. 23	Holiday Bazaar Pop-Up Shop	Common Street Arts
November 14	Castonguay Square Community Redesign - Workshop 2	Bill & Joan Alford Commons
November 15	<i>Boom for Real / White Walls Say Nothing</i>	Railroad Square Cinema
November 15	<i>Water Village</i> Earl Smith Book Signing	Waterville Opera House
November 16–17	2nd Annual Central Maine Converge & Create Weekend	Thomas College
November 17	Comedian Krazy Jake	Snow Pond
November 17	Barbara Sullivan Wreaths Pop-Up	Common Street Arts
November 17	Winter Birds in Maine	L.C. Bates Museum–Hinckley
November 20	Celebrity Life Drawing	Common Street Arts
November 23	Winter Insects	L.C. Bates Museum–Hinckley
November 23	Parade of Lights	Downtown Waterville
November 23	Hot Tuna	Waterville Opera House
Nov. 24–Dec. 23	Kringleville	Castonguay Square
November 24	Native American Baskets	L.C. Bates Museum–Hinckley
November 24	Red: Broadcast from London	Waterville Opera House
November 25	The Bolshoi Ballet: La Sylphide	Waterville Opera House
December 1	Light Up Holiday Ornament Making	Colby Museum of Art
December 1	Amphitrite Studio Pop Up	Common Street Arts
December 5	<i>The Great Dictator</i>	Railroad Square Cinema
December 7–8	49th Annual Service of Carols and Lights	Lorimer Chapel
December 8	Joy to the Ville	Waterville
	FREE Screening of <i>Home Alone</i>	Railroad Square Cinema
	Holiday Card Making for Nursing Home Residents	Waterville Public Library
	Holiday Storybook Making	Alford Commons Chase Forum
	FREE Screening of "The King and I"	Waterville Opera House
	Holiday Ornament Making	Common Street Arts
December 15	Maggie Creative Pop-Up	Common Street Arts
December 15	Free Ski Day & Learn-to-Ski Clinics	Quarry Road Trails
December 22	Hennessey Jewelry Pop-Up	Common Street Arts
December 29	The Ghost of Paul Revere in Concert	Waterville Opera House
January 6	NTL: Antony and Cleopatra	Waterville Opera House
January 12	Community Ski Free Day	Quarry Road Trails



Joy to the Ville



Waterville Creates! promotes, supports and grows our community's arts and cultural assets in order to strengthen Waterville as a vibrant creative center, increase access to creative opportunities for residents and visitors, and advance community and economic development goals. Learn more about these events or list your own event at watervillecreates.org

Waterville
CREATES!



10 Water Street, Suite 106 Waterville | 207-616-0292 | watervillecreates.org

