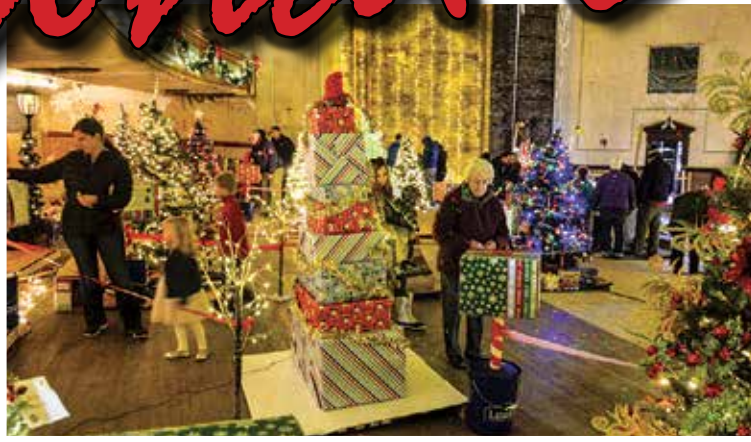


What's Up



DOWN TOWN



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 13, 2019



Lights shine bright all around Maine's downtowns

SUBMITTED BY
MAINE DEVELOPMENT FOUNDATION
Special to What's Up Downtown

“We invite everyone in Maine to celebrate the holidays and feel the winter season by visiting their local downtown. Historic buildings and Main Streets are beautifully decorated at this time of year and numerous festive events are planned statewide and throughout the winter,” said Anne Ball, program director of the Maine Downtown Center.

For many people, Maine Downtowns provide wonderful childhood memories and nostalgia during the holidays. Rockland’s Festival of Lights and its famous Lobster Trap Tree will be larger than ever this year.

If you haven’t been to downtown Augusta in a while, it’s worth the trip to Water Street. Traffic is now two-way and the whole area is in the middle of a transformation. Augusta’s tree lighting will take place on Nov. 30.

For more than a quarter century Skowhegan has been having a holiday stroll, and this year they are having a Whosville Stroll theme on Dec. 6 and 7 and connecting the event to more of the downtown trails. For the brave, they will be having a polar dip in the Kennebec River on Dec. 7.

Downtown Biddeford will host Winterfest Jan. 31 to Feb. 2, 2020. What a great way to play outside when it’s cold- sledding in downtown – you bet!

All 10 designated Main Street communities and the 17 towns and cities designated as Downtown Affiliate 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 numerous ways.

Visit www.mainstreetmaine.org to see what is happening in those nationally designated Main Streets!

Main Street Maine communities:

Augusta, Bath, Belfast, Biddeford, Brunswick, Gardiner, Rockland, Saco, Skowhegan and Westbrook.

Maine Downtown Affiliate communities:

Bar Harbor, Bucksport, Calais, Caribou, Dover-Foxcroft, Gorham, Hallowell, Houlton, Kingfield, Lisbon, Machias, Madawaska, Norway, Presque Isle, Rumford, Stonington, Woodfords Corner Neighborhood in Portland

Map of Nationally designated Main Street Maine and Affiliate Communities



Our Work, by the Numbers:

- Nearly **2,000** new jobs
- 444** new businesses
- 1,030** building rehabilitations
- 438** new housing units
- \$272m** total reinvestment
- Return on investment = **\$20.18 for every \$1**

*Source: cumulative data collected 2002-2017 by MDC



Skowhegan's Small Business Saturday offers savings, prizes

Main Street Skowhegan is planning its fifth annual Passport to Savings program for Small Business Saturday, Nov. 30. This year's program is sponsored by Russakoff Jewelers, the Bankery & Skowhegan Fleuriste and Northern Mattress & Furniture.

The Passport to Savings program encourages shoppers to visit any or all of the 40-plus participating businesses in the Skowhegan area on Small Business Saturday.

Each business will offer a promotion—including, for example, 10% off at 1890 Primitives and \$1 any size coffee at the Bankery. With each purchase at a participating shop, the shopper's name is entered into a drawing for one of two prizes—a \$75 gift card and a \$50 gift card to a locally-owned business of the winner's choosing.

"We're excited to promote our local businesses and encourage shoppers to buy local," said Kristina Cannon, executive director of Main Street Skowhegan. "Shopping locally keeps money in our community and helps us all thrive."

Last year's program yielded more than 800 purchases at 43 participating businesses.

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

Visit Whoville at Skowhegan's Holiday Stroll

This holiday season you can visit Whoville at Main Street Skowhegan's Holiday Stroll—and maybe even help the Grinch's heart grow a few sizes.

The 27th Annual Holiday Stroll will take place Dec. 6 and 7, kicking off with a parade on Friday at 7 p.m. and the popular Breakfast with Santa on Saturday from 8 to 10 a.m. at Tewksbury Hall behind the Federated Church.

Whoville will be open Saturday from 10 a.m. to 2 p.m. From downtown, find it by crossing the walking bridge behind M. Thai and heading left to the Debe Park River Walk. The Who village will offer marshmallow roasting, hula hooping, hot cocoa, a petting zoo and more.

Find more activities downtown, including the elf on a shelf scavenger hunt and children's activity stations at a number of downtown businesses. Carriage rides will pick up at the Skowhegan Regional Chamber of Commerce on Commercial Street.

At 2:30 p.m. on Saturday, head to the Kennebec Banks Boat Landing on U.S. Route 2 for the Kennebec Dip. Brave, generous souls will plunge into the Kennebec River to raise money for community revitalization projects in Skowhegan.

For more information about the Holiday Stroll, visit mainstreetskowhegan.org/holiday-stroll.



Photo by Jonathan Wheaton

Skowhegan Holiday Stroll parade will take place Friday, Dec. 6 at 7 p.m.

Save the Date for Somerset SnowFest



Skijor photo by Maine Mountain Media

Enjoy Skijor Skowhegan at the historic Skowhegan Fairgrounds.

Main Street Skowhegan and Lake George Regional Park are teaming up again to build on the success of last year's inaugural Somerset SnowFest. A celebration of all things winter, this year's festival will take place Feb. 28 through March 1 in Skowhegan, Canaan and Madison.

SnowFest will feature a number of activities, including an ice-fishing derby at Lake George, dog sled rides at Coburn Park, a winter brunch walk at Lakewood Golf Course, and Skijor Skowhegan at the historic Skowhegan Fairgrounds. The Northeast's only equestrian skijoring event, Skijor Skowhegan is a team time-trial race featuring horses with riders pulling alpine skiers and snowboarders down a 1,000-foot course of jumps and gates.

More details will be available soon at sometersnowfest.org.

More SKOWHEGAN, **PAGE 4**



Main Street Skowhegan photo

Check out the dog sled rides at Coburn Park.

THE BANKERY

SKOWHEGAN FLEURISTE and Formalwear

Wedding Cakes - Groom's Cakes
Fresh Flowers - Tuxedos - Invitations

STATEWIDE DELIVERY

87-93 Water Street - Skowhegan
207-474-2253 SF 207-474-6256

WWW.THEBANKERY.COM

Russakoff Jewelers
3rd Generation
Established 1907
Skowhegan, Maine

Quality You Can Depend On For A Lifetime

100 WATER STREET - DOWNTOWN SKOWHEGAN

474-9010

www.russgems.com

Like Us On

Historic building funds are available in Skowhegan

Thanks to Main Street Skowhegan's affiliation with National Main Street and the Maine Downtown Center, Skowhegan has access to two funding opportunities for historic buildings.

The Historic Commercial District Revolving Fund offers no-interest loans of \$4,000 to \$10,000 for commercial properties located in the Skowhegan Downtown TIF District.

Loan funds can be used for exterior façade improvements, including new signage, awnings, window and doorway repair, roof, or landscaping if they are part of a bigger façade improvement project. A 1:1 match is required.

The Historic Revitalization Subgrant Program offers \$50,000 to \$100,000 grants for pre-construction or brick-and-mortar projects on buildings in the Skowhegan Historic District or on the National Historic Register. Building owners can find out if their building is eligible by calling the Maine Historic Preservation Commission at 207-287-2132.

For both funding opportunities, projects must follow historic preservation standards. Application information will be available in December. Visit mainstreetskowhegan.org/funding for more details.



Main Street Skowhegan photo

Historic downtown Skowhegan.

Our Most Important Member is You!



1-800-339-3228 1-877-952-5800

Farmington Kingfield Skowhegan
Madison Stratton



www.f-sfcu.com



Join us at the Colonial Theater for the 4th annual River of Trees!

**New this year: event will be held over two weekends:
Friday, Nov. 29 through Sunday Dec. 1
Friday, Dec. 6 through Sunday, Dec. 8**

Local Businesses throughout the community will be donating artificial trees with \$500 to \$1,000 in retail gifts. The trees will be themed for children, families and even adults and will be available for the winning raffle ticket purchaser. All proceeds benefit the Augusta Downtown Alliance, The Colonial Theater and the Kennebec Valley Humane Society.

\$5 admission includes 10 raffle tickets. Children younger than 10 are free! Additional raffle tickets will be available to purchase. For times and other details, follow the Augusta Downtown Alliance on Facebook at www.facebook.com/AugustaDowntown.



STONE MILLED • LOCALLY SOURCED • ORGANIC

MAINE GRAINS.

USDA ORGANIC NON-GMO

Maine Grains gristmill serves freshly milled, organic, and heritage grains to bakers, brewers, and chefs throughout the Northeast. Our traditional stone-milling process gives you the highest quality products and exceptional flavor.

42 Court St, Skowhegan • 207-474-8001 • www.maine grains.com

Results that transform

wipfli.com/maine

Audit | Tax | Consulting | Private Wealth

WIPFLI



SCHEDULE OF UPCOMING GARDINER EVENTS

Friday, Nov. 22

5 to 8 p.m.

ArtWalk Gardiner, various locations downtown

Saturday, Nov. 30

10 a.m. to 6 p.m.

Small Business Saturday -
Downtown Gardiner
5 p.m.

Annual Tree Lighting,
Johnson Hall Park

Friday, Dec. 6

10 a.m. to 8 p.m.

Johnson Hall Festival of Trees
2 to 8 p.m.

Gardiner Rotary Tree Sale,
Hannaford Parking Lot, Maine Avenue

Saturday, Dec. 7

8 a.m. to 6 p.m.

Gardiner Rotary Tree Sale,
Hannaford Parking Lot, Maine Avenue
8 a.m. to 2 p.m.

Christ Church Episcopal Christmas Fair,
2 Dresden Avenue
9 a.m. to 2 p.m.

Holiday Craft Fair,
Laura E. Richards Elementary School
10 a.m. to 8 p.m.

Johnson Hall Festival of Trees
8 a.m. to 2 p.m.

19th Annual Lion's
Holiday Fair, 25 Lions Avenue
4:30 p.m.

Parade of Lights,
Summer Street to Waterfront Park

Sunday, Dec. 8

9 a.m. to 2 p.m.

Gardiner Rotary Tree Sale,
Hannaford Parking Lot, Maine Avenue
10 a.m. to 4 p.m.

Johnson Hall Festival of Trees

Friday, Dec. 13

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

Saturday, Dec. 14

2 & 6 p.m. Polar Express Movie Experience,
Johnson Hall, call to register 582-7144

Gardiner lights up its downtown for the holidays

BY MELISSA LINDLEY

*Executive Director Gardiner Main Street
Special to What's Up Downtown*

Gardiner Main Street's Days of Light is a celebration of community that shows the ongoing efforts of the nonprofit organization to bring vitality to downtown Gardiner.

Days of Light kicks off on Saturday, Nov. 30, with Small Business Saturday and Annual Tree Lighting and continues the following weekend with the Parade of Lights on

Saturday, Dec. 7. These events have grown significantly in the last few years, becoming traditions among families in the surrounding area.

Small Business Saturday, Nov. 30, 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.

Destination Downtown

Shoppers are welcome to Destination Downtown Gardiner, 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.

Enjoy a day out with family and friends,

grab a bite at local eateries and cross a few names off your shopping list. See something you like for yourself? Fill out a wish list provided at businesses to share with loved ones.

Finish off the day with friends and neighbors downtown with the Annual Tree Lighting in the park next to Johnson Hall with caroling, hot chocolate and a visit from Santa!

Festival of Trees

Johnson Hall's Festival of Trees begins Friday, Dec. 6, and concludes at 4 p.m. Sunday, Dec. 8. Trees full of great gifts and goodies will be displayed on all three floors of the historic opera house. Enjoy live entertainment throughout the festival. It is free to view the trees, and raffle tickets can be purchased for the chance to win a tree!

Dec. 7 is full of holiday activities all over town: church and craft fairs and the annual Rotary Christmas tree sale, followed by the evening Parade of Lights starting at 4:30 p.m. along Water Street. See community groups illuminating the street as they march through downtown and compete for the best float in the parade.

Return on Sunday, Dec. 22 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 to be part of the Chanukah Contest. Menorah lighting will take place at 4 p.m.

Make Gardiner your Destination Downtown and discover all that our many local businesses have to offer this holiday season and all year long. For a full list of events and information visit the website www.gardinermainstreet.org. Days of Light is proudly supported by Kennebec Savings Bank.

Gardiner Main Street announces new director



The Gardiner Main Street Board of Directors announced Melissa Lindley as its new executive director in August this year. She had previously worked with the organiza-

tion as the Program Coordinator from 2013 to 2016. She then spent two years living in San Diego, but is now happy to be back in Gardiner, with its small town feel and amazing community pride. She lives in Gardiner with her husband Max and daughters Ella and Adaline. She has "hit the ground running" with GMS and is eager to talk to business owners and community members about how the organization can further strengthen and support our downtown. She can be reached via phone at 582-3100 or email at melissa@gardinermainstreet.org.



Be a Local Hero Shop Locally

You've got the power!

Visit your downtown businesses. You'll be amazed by the unique treasures you'll find, and the great shop owners & community members you'll meet.
Supporting local businesses makes you a local hero!

For your banking needs,
you can count on your local
Credit Union.

207-582-2676
gardinerfcu.org
420 Brunswick Ave., Gardiner

**GARDINER
FEDERAL
CREDIT UNION**
Where Your Money Has a voice



Holiday spirit spills over into Waterville's theater, art centers and streets

“Newsies,” Kringleville and parade of lights are part of the action

BY NATHAN TOWNE

Marketing director, Waterville Creates!
Special to What's Up Downtown

Extra! Extra! Read all about it—the Waterville Opera House production of “Disney’s Newsies the Musical” is a hit! Set in turn-of-the-century New York City, “Newsies” is the rousing tale of Jack Kelly, a charismatic newsboy and leader of a band of teenaged “newsies.”

When titans of publishing raise distribution prices at the newsboys’ expense, Jack rallies newsies from across the city to strike against the unfair conditions and fight for what’s right! Running through Sunday, Nov. 17, this fast-paced, high-energy musical has lots and lots of dancing, including tap dancing, and catchy songs people won’t be able to stop singing long after the performance is finished!

Disney’s “Newsies the Musical” is based on the 1992 motion picture and inspired by a true story, and features a Tony Award-winning score by Alan Menken (“Little Shop of Horrors, Sister Act”) and Jack Feldman. “Newsies” is packed with non-stop thrills and a timeless message, perfect for the whole family and every audience. Tickets are available at www.operahouse.org or by calling the Waterville Opera House Box Office at 207-873-7000.

Thanksgiving on the horizon

As Thanksgiving nears, many of us start the holiday hunt for the perfect token of appreciation for friends and loved ones. If you’re in the market for a unique gift, downtown Waterville has many shopping options, including the 7th annual Holiday Bazaar at the Hathaway Creative Center. From Nov. 21 through Dec. 23, the Common Street Arts gallery will transform into a stunning holiday marketplace featuring over 60 talented artisans and their exclusively handcrafted works. Items include, but are not limited to, apparel, jewelry, glass, ceramics, metalwork, wooden kitchenware, ornaments, fine arts, leather handbags, winter accessories, and so much more!

With such a large variety of quality items, the Holiday Bazaar is the perfect place



to find gifts for everyone on your list. The opening reception for the 7th annual Holiday Bazaar is from 5 p.m. to 7 p.m. Thursday, Nov. 21. Come shop local and support Maine makers! For more information about the Holiday Bazaar and participating artists, visit www.watervillecreates.org/event/7th-annual-holiday-bazaar.

Parade of Lights

After Thanksgiving, downtown Waterville will once again come alive with the magic of the season and many, many lights as the Parade of Lights returns at 6 p.m. Friday, Nov. 29, bringing Santa to town for the start of Kringleville! Presented by the Children’s Discovery Museum, Kringleville brings thousands of families from the central Maine region to downtown Waterville. A Waterville tradition for decades, community volunteers create a fun family holiday experience that lasts from Thanksgiving to Christmas, harkening back to our Franco-American and Lebanese families who have had a strong heritage in our area. This year, the Children’s Discovery Museum, soon to be relocating to Waterville, continues the tradition. First time visiting? Here’s what you can expect!

The annual Parade of Lights kicks off the season in downtown Waterville with brightly lit, festive floats created by community members and organizations. Once Santa and Mrs. Claus arrive at Castonguay Square, the festivities begin! Visit with the Kringles at their holiday home in Castonguay Square each weekend in December, when they delight families at no charge. Photographs by Central Maine Photography are available for purchase. Each child who visits Santa Claus at Kringleville will receive one free storybook, courtesy of the Mid-Maine Chamber

The magic of the season continues with the third annual Joy to the Ville community holiday celebration in downtown Waterville on Saturday, Dec. 7.



December 7 / 10am-4pm / Downtown Waterville / Free Community Event

Insuring Maine Families and Business Owners Since 1901



Knowing what really matters to Mainers is the key to our longevity. That’s why people trust us for all their personal, business, life and health insurance needs. We firmly believe that partnerships are powerful. Let’s all work together to keep Maine neighborhoods safe – for today and for the next generation.



51 MAIN STREET | WATERVILLE ME 04901 • (207) 873-5101
info@ghmagency.com • www.ghmagency.com



21 COLLEGE AVE., DOWNTOWN WATERVILLE



**CORPORATE GATHERINGS • CONCERTS/COMEDY
WEDDING RECEPTIONS • BIRTHDAYS & ANNIVERSARIES
NON-PROFIT FUNCTIONS • HOLIDAY PARTIES & MORE!**

Catering & Bar Available! - Capacity of 650 People!

207-616-6881 • info@TheElmMe.com • www.TheElmME.com

More WATERVILLE, PAGE 7

Waterville

CONTINUED FROM PAGE 6

of Commerce. For more information on Kringleville and Santa's schedule for the season, visit www.kringleville.org.

Let's stroll

A new event coming to downtown Waterville on Friday, Dec. 6 is the Hathaway Holiday Stroll from 5 p.m. to 8 p.m. at the Hathaway Creative Center. The Hathaway Antiques Mall, Common Street Arts Holiday Bazaar and The Robin's Nest florist will all be open late that evening with special deals and featured products for shoppers to peruse. Waterville Brewing Company also will be open, making it the perfect evening to do a little shopping, order your holiday centerpiece, enjoy a festive holiday environment and have a nice refreshing beverage too!

Joy to the Ville

The magic of the season continues with the third annual Joy to the Ville community holiday celebration in downtown

Waterville on Saturday, Dec. 7. This day of free, family-friendly seasonal fun kicks off at Railroad Square Cinema with a free movie at 10 a.m., followed by a 3D Printed holiday ornament-making activity from 11 a.m. to 3 p.m. at Common Street Arts in the Hathaway Creative Center.

The Colby Museum of Art also will be hosting free activities at the Chase Community Forum at the Alford Commons during Joy to the Ville, the very popular free "Green Screen Family Holiday Photo Booth" will be back, and the Waterville Public Library will be hosting special story times and holiday card making for retirement home residents during the day for families looking to get in the spirit—and also show their kids how much fun it is to give to others during the holiday season.

Joy to the Ville activities will be scheduled through 4 p.m. on Dec. 7, allowing families plenty of time to experience all of the holiday fun! More events are likely to be added as the day nears, so to stay in the know about Joy to the Ville and these amazing seasonal happenings in downtown Waterville, visit www.WatervilleCreates.org and be sure to subscribe to our free weekly newsletter, The Arts Spotlight. Happy holidays!



Waterville Creates photo

Members of the cast of Disney's "Newsies the Musical" at the Waterville Opera House are ready to fight for what's right! From left to right: Jacob Sutherland, Laney Reardon, Cade Parker, Tabyr Briggs, Isaac Tardy, Tony Gerow, Jarred Schmidt, Corrina Franzose.

We're not just a bank. We're part of your team.

We have fast and easy ways to arrange all the financial tools you need to grow your business.

Visit us and experience the difference.



www.KennebecSavings.Bank



The Cushnoc Brewing Co. Team
KSB customers since 2017





DISNEY'S NEWSIES THE MUSICAL

Waterville Opera House
November 8, 9, 15 at 7:30pm
November 10, 16, 17 at 2:00pm



7th ANNUAL HOLIDAY BAZAAR

Common Street Arts
November 21 - December 23
Opening reception: Thursday, November 21, 5-7pm



JOY TO THE VILLE

Downtown Waterville
December 7
Celebrate the magic of the holiday season on the Kennebec River



23rd MAINE INTERNATIONAL FILM FESTIVAL

July 12 - 21, 2020
10 days, 100 films, 50 filmmakers

WATERVILLECREATES.ORG/CALENDAR