Since our start on Water Street in Augusta almost 150 years ago, to our current place on the main streets of Winthrop, Waterville, Farmingdale, and now Freeport, we’ve been proud to support the people and organizations that make up all of our local downtowns.

Andrew Silsby, President & CEO

Kennebec Savings Bank

(207) 622-5801 • www.KennebecSavings.Bank
150 State Street, Augusta • 84 Main Street, Winthrop • 226 Main Street, Waterville
1 Northern Avenue, Farmingdale • 181 Lower Main Street, Freeport
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 buildings 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 and include special retail pop-ups this year, Rockland’s famous Lobster Trap Tree is larger than ever, 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 the entire communities in many ways.

Visit one of the Main Street websites and see what is happening in a downtown near you!

Main Street Maine communities
Augusta, Bath, Belfast, Biddeford, Brunswick, Gardiner, Rockland, Saco, Skowhegan and Westbrook.

Maine Downtown Network communities
Bar Harbor, Bucksport, Calais, Camden, Damariscotta, Dover-Foxcroft, Gorham, Houlton, Kennebunk, Kingfield, Lisbon, Machias, Madawaska, Norway, Presque Isle, Rumford, Stonington.

### Participating Downtown Communities

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Welcome to Downtown Augusta

Nightlife blossoms in the city
Sets the scene for the holidays

BY MICHAEL G. HALL
Executive Director, Augusta Downtown Alliance

Downtown Augusta has made waves in recent years for the stylish market rate apartments that have popped up along the upper floors of its historic buildings. Now, its nightlife is starting to get some attention as well.

Within the last three months, not one, but three new restaurants and bars have opened their doors on Water Street, with one existing bar even expanding its size.

With this sudden resurgence in popularity, it appears that Downtown Augusta has finally hit its stride.

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Wine bar opens

Having opened its doors this past August, Circa 1885 is quickly becoming one of Downtown Augusta’s favorite meet up spots. Located at 228 Water St., this rustic wine bar features a variety of wines on tap, producing a cleaner, crispier taste than what might normally come from the bottle.

Open six days a week, Monday through Saturday, Circa 1885 serves up tapas and a variety of weekly specials in an upscale bohemian atmosphere.

New deck added to Black & Tan

On Friday, Oct. 13, the Black and Tan, an Irish pub located at 18 Bridge St., celebrated the opening of a new outdoor deck. The deck, part of a general expansion for the downtown hotspot, features a covered roof and outdoor seating.

Patio/deck heaters will help extend the outdoor seating all season long.

New brew pub draws big crowds

After nearly a year in planning, Cushnoc Brewing Co. has finally thrown open its doors to the public. Located at 243 Water St. in Downtown Augusta, Cushnoc is Augusta’s first ever microbrewery. The brainchild of partners Tobias Parkhurst, James Bass, Chris Geerlings and Casey Hynes, Cushnoc provides a one-of-a-kind, modern ambiance in the heart of the city.

Named for the original Pilgrim trading post where Old Fort Western now stands, Cushnoc serves up a variety of beer styles and wood-fired pizzas with a contemporary vibe. With names such as Olde Federal Grisette and Sand Hill Classic, Cushnoc takes its local flavor to a whole new level. The brew pub is open seven days a week.

Dining establishment serves up ambiance

Opening in November, Otto’s on the River, located in the old Farrell’s building at 283 Water St., is a distinctive restaurant and bar in Downtown Augusta. With one of the most unique settings in all of central Maine, this casual fine dining establishment is serving up delicacies such as steak tartare and escargot, while keeping a more relaxed menu for lunch. Its mismatched décor and fun, frivolous style gives its venue a decidedly Art Deco feel.

Downtown Diner

Great home-cooked food and desserts!

623-9656

Accessible | Approachable | Accountable

TWO ENTRANCES: 204 Water Street and 107 Commercial Street, Augusta
Monday-Friday 5 a.m.-2 p.m. • Saturday 6 a.m.-2 p.m.
Sunday (Breakfast Only) 7 a.m.-1 p.m.
Welcome to Downtown Gardiner

Countdown to Christmas:
Tree lighting, Parade of Lights and Santa
Downtown in full swing for holiday celebration

BY DIANA TWOMBLY
Gardiner Main Street

Gardiner is a unique place. It shines in the pride of residents; it is highlighted in the vibrant small businesses that line Water Street and the enthusiasm generated from public events. This welcoming community is a hub for surrounding towns who see Gardiner’s downtown as the place to go for shopping and the opportunity to connect with others. It’s built on the contributions of individuals who invest their time into making it a place where people want to live, work, and play, says its leaders.

As the end of the year quickly approaches, Gardiner moves into holiday mode. The Days of Light Celebration organized by Gardiner Main Street is a celebration of community, the beating heart that makes Gardiner special.

Water Street becomes a destination where friends and neighbors gather to celebrate the joy of the holiday season. Folks from all over come to complete their holiday shopping. The eclectic mix of shops offers an all-inclusive shopping experience that provides a high level of customer service and an opportunity to escape the stress and long lines of national retailers, and a more personal experience than online shopping.

Small Business Saturday

There are many opportunities to visit our downtown and find great gift items. If a person is looking for a truly local shopping experience, visit Gardiner on Saturday, Nov. 25 for its Small Business Saturday (also known as Shop Small Saturday) and support favorite businesses during this special shopping day.

Many stores will have activities and promotions for the day, such as a craft fair hosted by the Ampersand Academy of Dance. The studio will have a craft fair style event hosting Scentsy, LulaRoe, plus local artists to raise funds for its dance team.

A customer will never know what he or she will find inside of 1 Brunswick Trading. This store is filled with high quality and curated selection of antiques, rare maps, photographs, glassware and more. Or give the gift of premium cigars — 1 Brunswick Trading carries specialty Tatuaje Cigars. For Small Business Saturday, they will offer complimentary tea and biscuits from 3 to 5 p.m. as customers shop and a raffle entry (to be drawn at 4:30 p.m.). The shop will offer 50 percent off Select Antiques and Vintage from 7 to 7:30 a.m., 20 percent off Antiques and Vintage 7:30 to 9 a.m.; plus All Day Long in-store specials. At 1 p.m., the shop will offer an exhibit on how different light affects the color of glass. In-store Tatuaje specials will be available for the special cigar aficionado on the shopping list.

Music lovers will find solace inside Niche, Inc. with its huge selection of vinyl records and music-related items. Know someone ready to take that step and learn the guitar? Get them a gift certificate from Niche for music lessons.

For Small Business Saturday, don’t forget about nonprofits. SpinOff Studios, a nonprofit art center for adults with developmental disabilities, is filled with lots of fine art and budget-friendly luxuries. For this gift giving season, share the warmth of a hand-woven scarf, a crocheted quilt or shop from a large variety of unique handmade gifts.

Make it a relaxing day exploring the many businesses and restaurants downtown

Canton Village will have Free (small sized) Crab Rangoon with purchase of $30 or more, or Free (small sized) Chicken Fingers or Pork Lo Mein and 2-liter soda with purchase of $45 or more.

The new brewery in town — Two Gramps Brewing — have a lunch and dinner menu, plus merchandise, gift cards and Growlers for the beer-lover on the list. For Small Business Saturday, the shop will have its holiday beer on tap, just ask for the “Crooked White Pine.” Buy a $25 gift card purchase that Saturday and get a Free Two Gramps Pint Glass (beer not included).

Warm up with cappuccinos and lattes at the Gardiner Food Co-op and browse the locally-sourced foods section, including: coffee roasted in Maine, organic, fair-trade and sustainable wine, and local produce. The Gardiner Food Co-op has locally-made soaps, jewelry and much more.

For those holiday dinners and family visits, Emery’s Meat & Produce will have specials on Small Business Saturday. The shop will have free-range, all natural boneless chicken breasts for $1.99 a pound and free range whole chickens all natural for $.49 a pound while supplies last.

Johnson Hall has several shows and performances for the holidays: On Dec. 2, learn Gardiner’s rich and interesting history with the “Open Book Players – A Random Meander Through Gardiner’s Past” (also showing on Dec. 3). Take the children and make it a family night at Johnson Hall with a showing of a Christmas favorite, “Polar Express,” on Dec. 8 from 7 to 9 p.m. and Dec. 9 from 1 to 3 p.m. To view event show times, visit www.johnsonhall.org.

There is much more to see, visit and do during the coming holiday season in Gardiner. For the full list of events and to see the full holiday gift guide, as well as the full list of special promotions and activities for Small Business Saturday, visit www.gardiner-mainstreet.org. Or call 582-3100.
Shop Gardiner for your gift giving

Mainiac Brewing & Supply Co. LLC has everything needed for the perfect home brew. For someone just starting out, the K3 Homebrew Equipment Kit is all the equipment necessary for a person’s first 5 gallon batch of beer for $79.95, say the owners.

Whether a homebrew kit is for a novice or for that beer enthusiast, Rick at Mainiac Brewing can tell them anything they need to know about getting started on brewing. His educational chats are casual, fun and really informative. If you’ve been putting off learning how to brew your own beer, treat yourself and make a visit to Mainiac Brewing & Supply.

The holidays are the perfect time to celebrate the people you love the most. If a person has decided to spend the rest of his or her life with someone, what better time to propose than when surrounded by family? The Village Jeweler offers an incredible selection of both traditional and untraditional engagement rings. Barry will take the time to find the perfect ring that suits his customer’s style and budget. The Village Jeweler has a lovely selection of Maine tourmaline, and Wade, the in-house goldsmith, has created one-of-a-kind pieces that he said can only be found at The Village Jeweler.

If you’re looking for unique gifts, with a better reason than to give handmade gifts. They’re one of a kind and crafted with care. At Monkitree many of the selection of handmade pottery, fine art, ornaments and more are crafted by local Maine artisans. Monkitree has a range of gifts, including gifts under $50 and gifts under $20; budge friendly shoppers can get a unique ornament or hand-printed tea towel for an affordable price. Get to know the artisans and crafters behind these unique gifts, stop by and chat with Clare at Monkitree.

We love our pets and Penny’s does too at Penny’s Pet Grooming. Give the gift of Christmas Cookies, all natural treats for those furry loved ones. Penny’s also has Odor Eliminating sprays and candles. Fifty percent off Gift Certificates for Complete Grooming are given as gifts.

GARDINER DAYS OF LIGHT CELEBRATION - CALENDAR OF EVENTS

Saturday, November 25:
Small Business Saturday, promotional activities, raffles and more for shoppers during Small Business Saturday. Visit the Gardiner Main Street table located inside the Gardiner Food Co-op & Café.

Friday, December 1:
Festival of Trees, Johnson Hall, 280 Water St. 12-8 p.m.
Gardiner Rotary Christmas Tree Sale, Hannaford Parking Lot, 1-8 p.m.
Cookie Walk by SpinOff Studio, Water Street, time TBA
Downtown Tree Lighting, Johnson Park, 5-6 p.m.
Gardiner Artwalk, Water Street Downtown Gardiner, 5:30-8:30 p.m.

Saturday, December 2:
Gardiner Rotary Christmas Tree Sale, Hannaford Parking Lot, 8 a.m. - 8 p.m.
Festival of Trees, Johnson Hall, 280 Water St. 9am-6pm
Spa Holiday Open House, Zardus Spa, 1 Lincoln Ave, 10 a.m. - 3 p.m.
Gardiner Rotary Christmas Tree Sales, Gardiner Hannaford Parking Lot, time TBA
Cookie Walk by SpinOff Studio, Water Street, time TBA
Parade of Lights, Water Street Downtown Gardiner, starts at 4:30 p.m.
Visits with Santa & Mrs. Claus, Johnson Hall, 280 Water Street, shortly after the parade
Gardiner Rotary Christmas Tree Sale, Hannaford Parking Lot, 8 a.m. - 8 p.m.

Sunday, December 3:
Gardiner Rotary Christmas Tree Sales, Hannaford Parking Lot, 8 a.m. to sellout

Wednesday, December 6:
Facetime – monthly social networking event, holiday special celebration hosted by SpinOff Studios, 5-7 p.m., 252 Water St.

Friday, December 8:
Polar Express Movie, Johnson Hall, 280 Water Street, 7-9 p.m.

Saturday, December 9:
Polar Express Movie, Johnson Hall, 280 Water Street, 1-3 p.m.

Saturday, December 16:
Wreaths Across America, get involved in Gardiner. You are invited to join us on Dec. 16 to help the placing of remembrance wreaths at the Oak Grove and St. Joseph’s Cemeteries. A brief program, starting at 10:30 a.m. will be held at the center of the cemetery with the placing of wreaths to commence shortly after.

Sunday, December 17:
Annual Latke Party, hosted by Two Gramps Brewing, 266 Water St. details TBA

Sunday, December 24:
Christmas Eve Shopping Extravaganza, many Downtown shops will be open on Sunday for your last minute gift needs!
18 participants vie for more than $23,000 in Skowhegan’s Entrepreneur Challenge

BY MARIA LANDRY
Main Street Skowhegan

Eighteen participants are competing for a benefits package worth more than $23,000 in Skowhegan’s second Entrepreneur Challenge. Main Street Skowhegan and Skowhegan Savings Bank launched the challenge in September.

Open to anyone looking to start or expand a business in Skowhegan, the Entrepreneur Challenge features a series of seminars designed to provide participants with in-depth information about starting a business.

During the Oct. 11 and 25 seminars, participants heard from small business owners about their experiences and from business professionals about insurance needs, financing and credit options, setting up and structuring a new business, and more.

Rose Creps from Maine Small Business Development Center will lead the final three seminars, providing detailed instructions for crafting a business plan from start to finish. The seminar series will conclude in December, and participants will submit completed business plans by Jan. 18, 2018.

In February four finalists will present their ideas to a panel of judges — a group of economic development specialists and community leaders — and a winner will be named. The business is expected to be open in Skowhegan by the end of June 2018.

The benefits package includes the following:
• $10,000 forgivable loan from partner and leading sponsor Skowhegan Savings Bank
• Consulting from Kyes-Carpenter Insurance
• Three months of payroll services from Total Payroll Solutions, Inc.
• Consulting services from H&R Block
• Carpentry services from Dionne & Son Builders
• One-year membership to the Skowhegan Area Chamber of Commerce
• Computer supplies and business backup software from Computer Improvements
• Legal consulting from Mills, Shay, Lextier & Talbot
• Three months of internet access and up to two phone lines from Bee Line Cable
• Photography services from Brandie Burrill Photography
• Promotional video produced by Somerset Community Television
• Reduced rent from participating property owners
• Storefront signage design and development from York Signs
• Website design, marketing consultation and promotional services from Main Street Skowhegan

Developed by Main Street Skowhegan’s Business Enhancement Committee in 2015, the Entrepreneur Challenge is designed to strengthen Skowhegan’s economy and spur business development in the region. Learn more at MainStreetSkowhegan.org/Entrepreneur-Challenge.
Skowhegan Visitors’ Guide, Langlais Art Trail brochures are available

This summer, Main Street Skowhegan collaborated with the Skowhegan Area Chamber of Commerce to create a 44-page, magazine-size visitors’ guide for the region. Robust and visually appealing, this guide showcases all the Skowhegan area has to offer, including restaurants, brewerries, lodging, historical sites, recreation, arts and culture, agricultural experiences, family activities and events.

The guide is available at rest stops around the state; at Main Street Skowhegan and the Skowhegan Area Chamber of Commerce; at a variety of businesses in southern Somerset County and as a PDF on MainStreetSkowhegan.org and VisitSkowhegan.com.

Main Street Skowhegan also recently created a brochure mapping the 22 artworks along Skowhegan’s portion of the Langlais Art Trail.

Both a student and a teacher at the Skowhegan School of Painting & Sculpture during his lifetime, Bernard “Blackie” Langlais (1921-1977) was a prolific artist known for his impressionistic folk-art style and oversized sculptures made from scrap wood and found objects.

Langlais’ iconic 62-foot Skowhegan Indian sculpture and 21 smaller pieces provide an opportunity to experience a critical mass of Langlais artworks in one area. Residents and visitors are welcome to visit the various sculptures located in both indoor and outdoor public settings throughout town.

The brochure can be found at Main Street Skowhegan, the Skowhegan Municipal Building, the Skowhegan Area Chamber of Commerce and the Skowhegan Free Public Library. It is also available as a PDF at MainStreetSkowhegan.org/Langlais-Art-Trail.

Data from the Maine Office of Tourism shows that tourists seek out brochures and travel guides during their trips. The visitors’ guide and Langlais brochure were both designed to entice tourists to visit and stay awhile in the Skowhegan area.

For more information about all there is to see and do in Skowhegan, go to VisitSkowhegan.com.

Skowhegan’s Holiday Stroll to celebrate 25 years

Main Street Skowhegan will host the 25th annual Holiday Stroll on Friday, Dec. 1, and Saturday, Dec. 2, in downtown Skowhegan.

The event kicks off with a parade at 7 p.m. on Friday, Dec. 1. Parade floats will feature local businesses, community members, and organizations, plus Santa riding on a fire truck.

“The Stroll is by far our biggest family event—it brings hundreds of people to Skowhegan to celebrate the season,” said Kristina Cannon, Main Street Skowhegan’s executive director. “Businesses love hosting activities and participating in the Elf-on-a-Shelf Scavenger Hunt, and the parade grows bigger and more festive each year.”

A few downtown shops will stay open late the night of the parade, offering treats and deals including free gift wrapping at Country Crow Primitives and free hot cocoa at the Bankery.

The festivities continue Saturday, Dec. 2, with breakfast with Santa from 8 to 10 a.m. at Tewksbury Hall, behind the Skowhegan Federated Church. During breakfast, Brandie Burrill Photography will offer professional photos with Santa for a small fee. All proceeds will help with ongoing revitalization efforts in Skowhegan.

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 children and families searching for elves hidden in downtown businesses and organizations.

Other events will include horse-drawn wagon rides, marshmallow roasting, a petting zoo, the Festival of Trees at Redington Memorial Home, holiday message recording with HooSkow Radio, and more. New this year, performer Phoebe-Flows (find her on Instagram @phoebe-flows) will 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.

For more information about the Holiday Stroll, visit MainStreetSkowhegan.org/Holiday-Stroll.
Welcome to Downtown Waterville

Holidays bring magic to Main Street

The holiday season is a magical time in downtown Waterville, and has been since I was a young lad growing up on Johnson Heights. Each year the tinsel-festooned holiday lights and bells would go across Main Street at Post Office Square, and lighted snowflakes, bells and other holiday sparkle dripping with red, green and gold would go up on the street lights lining the street.

Castonguay Square would come alive as Santa’s Village seemed to spring up overnight. While the candy canes handed out by Santa were a much-anticipated delight, it was the sparkle in Santa’s eye and the thrill of waiting out in the chilly December air that truly ushered in the Christmas season in my world. I lived for the holiday season in Waterville. am quite happy to report I still do.

Downtown Waterville looks gorgeous in the snow, living history always does. The architecture pops against the softly falling flakes of white—the Two Cent Bridge sometimes looks like it leads to the depths of Narnia, covered in mist, snow and ice.

The windows of the downtown shops never look better than they do at this time of year, when everyone brings out the biggest and brightest glitz and glamour. Pumpkins in November make way for the greens, reds, blues, silvers and flashy golds of the holiday spectrum.

Nothing heralds the start of the holiday season in Waterville quite like the Sukeforth Family Festival of Trees at the Hathaway Creative Center from Nov. 17-26. This incredible fundraiser, which raised more than $200,000 for local nonprofits last year, is a must-attend event for our Central Maine community, bringing thousands of spectators to Waterville to see the trees and all the amazing gifts available to win. This year’s third annual Festival of Trees promises to be the best yet—don’t miss it! For details visit the Festival Facebook Page.

While everything seems so very new at 150 Main Street as work on the new Colby College mixed-use residential facility continues at a speed matched only by our favorite red-nosed reindeer, history is blessing us with a welcome blast from the past—Children’s Discovery Museum brings back Santa’s Village to Castonguay Square at Kringleville this holiday season, thanks to the generous sponsorship of Central Maine Motors Auto Group and MaineGeneral. Unlike in recent years, the line to visit Santa will wind through the festively-decorated square, so parents and children visiting Santa should dress warmly, as if they’re visiting him at the North Pole itself. (Luckily Santa is kind enough to come to us!)

As in days gone by, there will be elves, candy canes and Santa’s sleigh too! In addition, this year children will delight over a giant gingerbread house they can play in and life-sized arctic animals to gaze upon with wonder! For a full schedule, including the Parade of Lights on Friday, Nov. 24, visit www.kringleville.org.

A new, free community event has been created this year at the suggestion of a clever Waterville resident who thought it would be wonderful if the Maine Film Center and the Waterville Opera House could work together to bring free holiday movies to town this December.

What started as a simple suggestion in a Waterville City Council meeting has grown into a day-wide community celebration: Joy to the Ville, on Dec. 2. One of the most exciting events during the day will be the free screening of the movie “Elf” at 12:30 p.m. Dec. 2 at the Waterville Opera House.

Just before the movie begins, the audience will be treated to a special performance of the song “Tomorrow” from ‘Annie the Musical”—performed by Annie herself!

Other free events during the day will include free holiday card making at the Waterville Public Library, story time by the Children’s Book Cellar at Kringleville, free sugar cookie decorating at Holy Cannoli, free Italian hot chocolate at Itali-ah Market and Restaurant and much more. For more information on the event, including all the free activities and shopping specials, visit the Joy to the Ville Facebook Event or go to the Waterville Creates! event calendar at www.WatervilleCreates.org.

The holiday fun continues through December at the Waterville Opera House with performances of “Annie the Musical,” running through Dec. 10, followed by the always-popular performances of “The Nutcracker” by the Bossov Ballet the weekend of Dec. 15.

As in past years, the Waterville Opera House will host a Holiday Gift Tree full of ‘ornaments’ representing gifts desired by children at the Maine Children’s Home for Little Wanderers. Stop by the Waterville Opera House and pick up an ornament, buy the gift mentioned on the ornament, and then return both to the Waterville Opera House. Camden National Bank on Main Street also will be a gift-drop location for Toys for Tots this year, so there are plenty of opportunities for people to flex their generosity muscles this holiday.

Even after the December magic has passed, there is still much to look forward to in January. Main Street will come alive on New Year’s Eve with many a celebration at our local bars and restaurants. After the new year has arrived, so will PechaKucha Waterville Volume 26, scheduled for Friday, Jan. 19 at Thomas College. Proposals from personal passions and creativity are welcome for the event, as are those related to the 2018 Camden Conference theme of new world order and America’s future. PK proposals are due on Dec. 21 — check the PK WTVL page on Facebook for more details.

No matter what your holiday plans are this year, don’t miss out on all the fun happening in downtown Waterville this season. Have a safe and happy holiday season — we’ll see you on Main Street!
Saturday, November 25, 2017
is Small Business Saturday®

– a day to celebrate and support small businesses and all they do for their communities.
## Experience the Arts in Waterville
### November 15–January 15

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<td>Waterville Opera House</td>
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<tr>
<td>January 19</td>
<td>PechaKucha Night Waterville</td>
<td>Thomas College</td>
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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
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