



# 2023

MADISON MAIN STREET PROGRAM

## ANNUAL REPORT

**M**adison Main Street Program is a 501(c) 3 non-profit organization designated by Indiana Main Street and accredited by the National Main Street Center. Madison is one of more than 1,200 Main Street communities across the country with the common goal of preserving America's historic downtowns as economically vital centers of the community.

We can't wait to see you downtown!  
Visit us at: [madisonmainstreet.com](http://madisonmainstreet.com)



Click here to see our year in review

## NOTE FROM THE EXECUTIVE DIRECTOR



**AUSTIN SIMS**  
EXECUTIVE DIRECTOR

As I enter my fifth year leading the Madison Main Street Program (MMSP), I'm proud of our growth and success this past year, a testament to collaboration among MMSP's leadership, partners, businesses, committees, and staff. We're honored to be named a semi-finalist for the Great American Main Street Award, recognizing our impact and dedication.

Our Organization Committee's donor campaign secured vital support, while the Annual Gala celebrated our achievements and honored exceptional contributors. The Design Committee launched initiatives like the Downtown Business Signage Grant, enriching our downtown district and preserving our heritage through projects like the Loft Tour.

The Promotions Committee hosted engaging events like Girls Weekend and the Holiday Open House, attracting visitors and supporting local businesses. Our free summer concert series, Music in the Park, further showcased Madison's charm.

Economic Vitality initiatives, including the biennial Loft Tour and PlacerAI data application, engaged businesses and showcased downtown opportunities. The Farmers Market Committee sustained the year-round market, fostering community connections and supporting local producers.

With 25 new businesses in downtown Madison in 2023, our volunteers, board members, staff, and partners are driving our progress. Thank you for your support — we look forward to seeing you downtown!

## MISSION STATEMENT

The mission of the Madison Main Street Program is to ensure the preservation-based economic and social vitality of Madison's historic downtown commercial district.

## VISION STATEMENT

The Madison Main Street Program is committed to fostering an inclusive and prosperous community. We champion the vision of shared prosperity, equal opportunities, and inclusive engagement at the heart of preservation-based economic vitality. We invite diverse businesses to join Madison's downtown commercial district, promoting collaboration, healthy competition, and professionalism. A supportive and collegial atmosphere is the key to success for our 200+ businesses. Each unique business contributes to making Madison the best it can be for residents and visitors.

## DIVERSITY STATEMENT

We believe that Main Streets are for everyone. At the core of our approach to revitalization is a commitment to creating places of shared prosperity, equal access to opportunity, and inclusive engagement. The National Main Street Center and the Madison Main Street Program model and champion this vision through our actions and programs.



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## COMMENTS FROM 2023 PRESIDENT



**HILARY BEALL**  
2023 BOARD PRESIDENT

Sustainability is the word that comes to mind when I reflect on the Madison Main Street Program (“MMSP”) in 2023. The program has existed for 40+ years and in 2023 its board of directors brought energy and focus to several projects to ensure a successful and sustainable future.

They may not be sexy, but these are our sustainability accomplishments: a focused fundraising program, including establishment of an **endowment for MMSP at the Community Foundation of Madison** and **Jefferson County** thanks to a generous, anonymous donor; an energized recruitment effort for committee

members, volunteers and board members; a **substantial update to the program’s Personnel Policy and its Policies & Procedures Handbook**. (Not sexy, but so important.); and supporting Executive Director Austin Sims as she completed the rigorous **Main Street America Revitalization Professional credential**.

These are just a few of the projects happening behind the scenes as MMSP continued to deliver results for our downtown. I am so proud of the organization, its board, the staff and the committee members and volunteers that foster preservation based economic vitality in our beautiful town. Thank you!



### 2023 BOARD MEMBERS:

**Dan Baughman**      **Margo Olson**  
**Hilary Beall**        **Justin Preece**  
**Jeff Brautigam**    **Ed Ray**  
**Matt Chandler**    **Nicole Schell**  
**Valecia Crisafulli** **Kendall Withered**  
**Laura Hodges**

### 2023 EXECUTIVE OFFICERS:

**Hilary Beall:** 2023 Board President  
**Jeff Brautigam:** 2023 Vice President  
**Nicole Schell:** 2023 Treasurer  
**Laura Hodges:** 2023 Secretary

### 2024 EXECUTIVE OFFICERS:

**Jeff Brautigam:** Board President  
**Dan Baughman:** Treasurer  
**Laura Hodges:** Secretary

### COMMITTEES:

**Economic Vitality:** Matt Chandler, 2024 Chairperson  
**Farmers Market:** Jared Bates, 2024 Chairperson  
**Promotions:** Colleen Sutton, 2024 Chairperson  
**Design:** Ed Ray, 2024 Chairperson  
**Organization:** Hilary Beall, 2024 Chairperson

### STAFF:

**Austin Sims,** Executive Director  
**Brittany Demaree,** Farmers Market Manager - new hire January 2024  
**Lindsay Holley,** Program Manager - new hire January 2024



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# THANK YOU TO OUR PARTNERS AND SPONSORS!

## OUR FUNDING PARTNERS:

*"MMSP sees the critical link between food and downtown Madison. People expect a vibrant town like Madison to have a thriving farmer's market and with MMSP at the helm we're on our way. Our farm has grown and matured with this market over the last ten years, and we're excited for what's next with MMSP as a part of this work."*

**Liz Brownlee, owner of Nightfall Farm**

- › City of Madison
- › Community Foundation of Madison and Jefferson County
- › Jefferson County Board of Commissioners and County Council



## SPONSORS FOR 2023 PROGRAMS AND EVENTS:

- › Arvin Sango Foundation
- › Betty Jeffries
- › Brenda Eversole
- › Centra Credit Union
- › Century 21, River Valley Real Estate
- › Coldwell Banker Harrell & Associates
- › Denton Floyd Real Estate Group
- › Farmers Bank of Milton
- › First Financial Bank
- › Friendship State Bank
- › Gardner Insurance Agency
- › German American Bank
- › Kentuckiana Mortgage Group
- › Norton King's Daughters' Health
- › Olde Tyme Marketplace
- › Psi Iota Xi
- › Red Restaurants
- › Richwood on the River
- › Steinhardt Heating & Air Conditioning
- › Super ATV
- › Teton Corporation
- › The Pearl Plate
- › Tony Greco Memorial Fund for the Arts

**65** individuals and businesses donated to support the work of the Madison Main Street Program in 2023



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# LET'S TAKE A LOOK AT THE NUMBERS

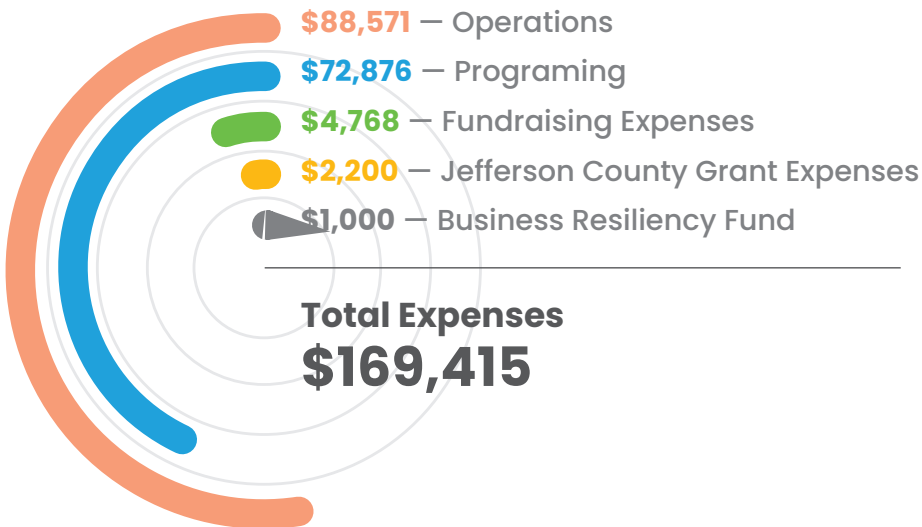
## INCOME:



*"From the moment I decided to take on this new venture, Madison Main Street Program welcomed me with open arms and connected me with a number of local resources that were so vital in getting me jumpstarted. Even as a committee member, I still go to them when I need help and they're the first resource I refer new business owners to."*

**Tyler Mingione, owner The Pearl Plate and member of the Promotions Committee.**

## EXPENSES:



**125** people volunteered

**1,514** hours during 2023



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# 2023 HIGHLIGHTS



Madison was selected as **one of eight semi-finalists** for the **national 2024 Great American Main Street Award**

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Partnered with the City's **Department of Economic Development** for first **"Restaurant Roundtable"**

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Celebrated the **expansion, grand opening, and new ownership of 12 businesses**

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Partnered with **German American Bank** to offer **2 free educational programs** for downtown business owners

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Offered **free training** session on **"Researching Your Building's History"**

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Welcomed **300+ individuals** to **biennial Loft Tour** designed to inspire renovation and restoration of vacant downtown spaces

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Received **grant funding** to launch a cost-sharing program for **new or improved signage for downtown businesses in 2024**



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# 2023 HIGHLIGHTS

Granted **national accreditation by Main Street America for the 10th+ year**

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**Updated our Policy and Personnel Manuals**

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Helped **connect powerful Placer AI data** from Madison's Office of Economic Development with **existing and prospective downtown businesses for enhanced decision making**

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Board Members and staff completed **more than 100 hours of training and education to bring insights and information back to Madison to benefit the community**

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Madison Farmers Market welcomed **9 new first time vendors**. It also averaged **300+ shoppers** each Saturday during the summer

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**Other Events and Programs** throughout the year – Madison Farmers Market, Girls Weekend, Music in the Park, Barbie Themed Sidewalk Sale, Fall Decorating Contest, Holiday Open House, Small Business Saturday, Annual Business Awards



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# MADISON MAIN STREET PROGRAM 2023 ANNUAL REPORT



For more than 200 years, Madison has been a place where people can live close to their jobs – sometimes in the same 19th Century building. A place where people prefer to shop local and buy their produce from the farmer who raised it. A place where people walk because they will probably see someone they know. A place where live music spills out onto the sidewalk most evenings. A place where young people find encouragement, where entrepreneurial dreams are nurtured. A place where buildings are cherished for their good bones and all people are respected.

Madison is not just a city, it is a home. Madison Main Street Program exists to assure our home remains economically strong, so that we all can thrive here.

## MADISON MAIN STREET PROGRAM

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**We can't wait to see you downtown!**

Designed by: Jeff Durocher | [j.durocher.com](http://j.durocher.com)

