

MADISON TROLLEY LINE

— CONNECTING YOU TO UNFORGETTABLE EXPERIENCES —

FOR IMMEDIATE RELEASE

Visit Madison Welcomes Second Trolley to Enhance Transportation and Tourism

Madison, Indiana {September 4, 2025} – Visit Madison is proud to announce the arrival of its second trolley, expanding transportation options for both residents and visitors. On Tuesday, August 19, Madison welcomed its new Villager model trolley, manufactured by Hometown Trolley in Crandon, Wisconsin. The delivery was made possible with the support of Mason & Mefford Inc., the local trucking company that also transported Madison's first trolley last fall. The purchase of both trolleys was funded through generous grants from the Jefferson County Board of Tourism, T-Mobile, as well as Hanover College and the Jefferson Together Lilly Endowment. The new trolley began regular service for public guided tours on September 1.

Visit Madison proudly shares the City's goal of better connecting Hanover College & community with both the hilltop and the downtown district. With the arrival of the newest Madison trolley, as well as the Madison-Hanover Connector Trail, this dream is one step closer to reality.

"We are extremely grateful for Hanover College's generosity in supporting this effort," said Lyndsey Ritchie, Marketing and Trolley Coordinator at Visit Madison. "Together, we're hoping to connect Hanover's college and community with both the hilltop and our historic downtown district. This partnership not only strengthens ties between campus and community, but also helps showcase everything that makes Madison such a special place to live, learn, explore, and, hopefully, inspires students to bring friends and family to visit or even settle here themselves after graduation."

Ritchie, a 2015 graduate of Hanover herself, said the connection feels especially meaningful as she's already worked closely with the college on special events & routes. During Hanover's recent August Experience orientation, students had several opportunities to hop on board and experience Madison firsthand. The Madison Trolley Line is also working with the college for a dedicated route from campus to the Chautauqua Festival of Arts in downtown Madison, as students will be volunteering with the festival.

The new addition joins the white trolley that arrived in fall 2024. The latest trolley is painted in striking red and black and is fully ADA-accessible, featuring a wheelchair lift and two wheelchair seating areas. This important addition ensures that Madison's trolleys can provide accessible and inclusive transportation and attractions to residents and visitors alike.

The new trolley will play a central role in upcoming programming and events, including Haunted Rides on the Trolley Line in October as well as the Santa Express and the Holly Jolly Trolley holiday events in December. Visitors can also look forward to special events such as quarterly Clifty Days and regular outings to Stream Cliff Restaurant and Winery. More seasonal

and signature events will continue to be announced as Visit Madison builds toward expanded 2026 programming, including progressive dinners, a Galentine's event, and the annual Taste of Ireland Trolley Crawl. Both trolleys are also available for private rentals, offering unique transportation for weddings, reunions, and other special occasions. Guided public tours will continue four days a week - Mondays, Tuesdays, Fridays, and Saturdays at 11:00 a.m. and 1:00 p.m. - throughout the fall and winter. Thanks to the all-season trolleys, which feature full climate control, guests can enjoy comfortable tours year-round. Tickets to all trolley events can be purchased through MadTix, Visit Madison's exclusive ticketing partner.

The trolleys also play a vital role as Madison welcomes regular visits from American Cruise Lines, thanks to its partnership with both the City of Madison & Visit Madison. This summer, the city hosted fourteen cruise ship dockings, with a similar number planned for next summer as well. Each visit includes guided tours and public transit service for passengers, adding both convenience and charm to the overall visitor experience. The trolleys are also frequently used to provide shuttle service for conference attendees and often serves as a special incentive to attract conferences to town. Madison continues to grow as a conference destination, having hosted major gatherings such as the Indiana Realtors Conference and the Volunteer Firefighters Conference earlier this year.

"We are ecstatic to add a second trolley to our fleet," said Andrew Forrester, Executive Director of Visit Madison. "This investment allows us to enhance accessibility, expand programming, and strengthen partnerships across Jefferson County. We look forward to welcoming riders aboard and creating unforgettable experiences."

For more information and to stay updated, visit VisitMadison.org/MadisonTrolleyLine, and follow our new social media pages @MadisonTrolleyLine on [Facebook](#) and [Instagram](#). To inquire about renting the trolley or other trolley-related questions, email trolley@visitmadison.org.



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Visit Madison's mission is to develop and promote authentic visitor experiences that enhance sustainable economic growth and quality of place for the City of Madison and Jefferson County.