MADISON
GEORGIA
MORGAN COUNTY



Small Town Charm Awaits

A magical southern city just an hour east of Atlanta, Madison is one of the South's most beloved small towns. In Madison, the pace is a bit slower and the tea tastes just a little sweeter. Majestic, historic homes look over oak-lined streets, couples picnic by trickling fountains and manicured gardens burst with radiant color and fragrant perfume. It's a scene that won't ever go out of style.

Its National Register Historic District is one of the state's largest collection of 19th century architecture, earning it a place on Budget Travel's list of the "World's 16 Most Beautiful Towns" and Southern Living magazine's list of the "South's Best Small Towns."

Madison is a small-town retreat rich in history, culture, culinary delights and rejuvenating outdoor adventures. Slip into a Southern state of mind and let us be the first to welcome you to our charming town. Come for the day or stay for a lifetime, in a place where you may enter as a stranger but you leave as a friend.

Rich in History

Madison is the quintessential authentic small town that overflows with Southern Charm. As a history buff's delight full of museums and authentic, immaculately preserved historic sites, discover the evolution of Madison by touring this welcoming small town.


Episcopal Church of the Advent, c. 1844

The free, self-guided Madison Walking Tour offers visitors the opportunity to take in some of the most notable and ornate houses, churches and museums in the Madison Historic District.

Explore the streets of Madison and you'll take a picturesque trip back in time. Pristine lawns, traditional Southern landscapes and towering columns frame stately homes. The Madison Historic District, boasting one of the state's largest collections of eclectic 19th century architectural styles, contains three house museums available for tours - Heritage Hall, Rogers House and Rose Cottage.

From the story of Adeline Rose, a determined single mother born into slavery, to the story of Joshua Hill, the Civil War-era senator credited with saving Madison from Sherman's devastating 1864 March to the Sea — Madison is home to endless fascinating stories that today are best told by the historic homes in which they happened.


Rogers House, c. 1809

Dive even deeper into the region's history at the Madison-Morgan Cultural Center, housed in Madison's 125-year old schoolhouse. Here visitors can learn more about the land, the people who settled it, and how they lived prior to 1900.

"Our small towns are hidden gems, populated by friendly faces and plenty of reasons to stay longer than a quick pit stop. In Madison, Georgia, you can witness the power of tireless historic preservation efforts and take in the glory of old Southern architecture — from Greek Revival to Victorian, this town showcases all the great architectural styles."

– Southern Living magazine

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Madison Morgan County Convention & Visitors Bureau
115 East Jefferson Street • Madison, GA 30650
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Outdoors Worth Exploring

Hard Labor Creek State Park

Georgia's second largest state park offers ample room to hike, bike, paddle, swim, boat, fish, camp and reconnect with nature. Newly-renovated cabins will become your home away from home as you explore more than 5,800 acres of Georgia's natural wonders. The Creek Golf Course at Hard Labor, named one of the best golf deals in the US, is known for its challenging layout in a pristine, natural setting. Hard Labor Creek State Park is a must-visit for families, adventurers and golfers alike.

Georgia Safari Conservation Park

Georgia Safari Conservation Park is a thrilling 530-acre savanna that offers up-close encounters with exotic wildlife in a vibrant landscape. Perfect for families and animal lovers, the park creates one-of-a-kind experience to enjoy through guided tours and educational activities. For overnight adventure, visitors can relax in luxurious lodges and safari tents that oversee a private savanna, enhancing the thrill of natural-friendly getaway with a cozy retreat.

Burnt Pine Plantation

Burnt Pine Plantation offers guided hunts of quail, whitetail deer, dove, pheasants, turkey and fishing on more than 4,500 acres of meticulously-managed land. This sprawling estate is home to a 28-bed lodge and conference center, an ideal location for getaways and leaving the hustle and bustle behind.

Southern Cross Guest Ranch

Southern Cross has been called by Travel+Leisure one of “America’s Best Dude Ranches.” Day visitors and guests are invited to join horseback rides on the picturesque trails through forest and pasture. Back at the ranch's 16-room inn, guests enjoy swimming, fishing, cycling or simply relaxing on the farm. The ranch’s highly trained chef and kitchen staff also serve a variety of meals including international cuisines and local favorites for lunch, dinner and special events.

Georgia's Lake Country

Just minutes from Madison, Buckhead is Morgan County's gateway to Lake Oconee. Buckhead is home to two full-service marinas: Sugar Creek Marina and Blue Springs Marina. Georgia's Lake Country is comprised of two lakes, Lake Oconee and Lake Sinclair, and four communities ready to welcome you to the water. Boat rentals, kayaking, fishing, history and great restaurants await you at the lake.


Georgia Safari Conservation Park


Hard Labor Creek State Park


Southern Cross Guest Ranch

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Much Needed Relaxation

Farmview Market

Farmview Market is a 10,000 square foot market featuring a specialty grocery store, butcher shop, grist mill and farm-to-table café to nourish the body with fresh, local fare. Farmview Market takes pride in supporting Georgia Grown farms and businesses by carefully curating the best in locally-sourced products. For even more options, visit its seasonal outdoor farmers market held Saturdays in the spring, summer, and fall.

The Farm House Inn at Hundred Acre Farm

The Farm House Inn at Hundred Acre Farm is a 12-bedroom retreat offering peace and tranquility on a quintessential Georgia farm. Whether you choose to stay in the main Inn or the quaint Hillside Cottage framed by stately trees and abundant azaleas, the Farm House Inn is sure to feel like home. Green pastures and a host of farm animals will welcome you to your escape from the hustle and bustle. Mornings on the trails, afternoons rocking on the expansive front porch and evenings by the fire pit will make this a stay to remember. Hundred Acre Farm also hosts scenic weddings and events for up to 150 guests.

Madison-Morgan Meander

These popular country routes take cyclists through the scenic countryside on self-guided, cycle-friendly tours past farms, historic schoolhouses, favorite film sites and other great finds. Bucolic stops along the way visit historic sites and area farms that continue Georgia's agricultural traditions producing fresh, healthy products like at Rock House Farm and Creamery.

Indulge and Unwind

Indulge in a specialty treatment, massage or facial at a local spa. Downtown Madison features several popular options for pampering at Pure Bliss Spa & Shop, Just Breathe Day Spa and more . Community Roots Market offers organic produce, fish, and meats from local farms and fisheries - a perfect pairing with homemade goods also available. Madison Square Nutrition offers specialty beauty drinks loaded with vitamins, collagen and more to help give your body a beauty boost from the inside out.



Farmview Market


The Farmhouse Inn at Hundred Acre Farm


Just Breathe Day Spa

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Experience Arts and Culture

With Atlanta and Athens as nearby neighbors, there's a vibrancy on a cultural level that is especially noteworthy in Madison. Joy for the arts is not only experienced in the galleries and museums here but thrives freely in the renowned historic district filled with diverse architectural masterpieces, pristine gardens and an irresistibly charming downtown.

Madison-Morgan Cultural Center

The Madison-Morgan Cultural Center, built in 1895 as one of the first public graded schools in the Southeast, has been transformed into a vibrant mecca of history, culture and arts. Discover the history of the region in the Piedmont History exhibit and enjoy permanent and special exhibits showcasing visual arts, local architecture, Arts and Crafts furniture, and much more.

Morgan County African-American Musuem

The Morgan County African-American Museum is dedicated to research, collect, educate, and preserve the history of the local African American culture. Here you will find the artistic works, collections, tools and tales of some of Madison's most influential citizens.

Madison Artists Guild & MAGallery

Madison Artists Guild & MAGallery offers visitors the chance to take a piece of local art home. This funky artisan-run cooperative gallery just off Main Street offers unique pieces in a myriad of artistic styles. Chat with the local artists and collectors and feel truly a part of Madison's cultural scene.

Steffen Thomas Museum of Art

The Steffen Thomas Museum of Art, one of less than 20 "single artist" museums in the nation, proudly displays the works of one of Atlanta's most esteemed artists whose skills cover an array of artistic disciplines. With a permanent collection of over 800 pieces and access to thousands more of his diverse works, it is always a fresh new experience when you visit.


Madison-Morgan Cultural Center


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Fast Facts & Statistics

Location & Size

Morgan County is 361 square miles and is located just one hour east of Atlanta via I-20.

Population

Madison - 4,447
Morgan County - 18,893

Historic Homes

The Madison Historic District is one of the largest National Register Historic Districts in the state, with more than 350 historic structures designated as contributing properties. Many were constructed in the early 19th century. Three historic house museums are open for tours.

Film

Morgan County is a popular filming location and can be seen on the big screen in many popular films and tv shows. My Cousin Vinny, Goosebumps, Vampire Diaries, Guardians of the Galaxy Vol. II, Selma, Friday the 13th and many more have filmed here.

Namesake

Madison is named for James Madison, Founding Father and fourth President of the United States. Morgan County is named for Daniel Morgan, pioneer and hero of the American Revolution.

Founding

Morgan County - December 10, 1807
Madison - May 11, 1809

Shopping

Find 27 unique shops, 18 local restaurants, multiple spas and hundreds of antique vendors in Madison and nearby Rutledge. There's always a new treasure to be found!

Georgia's Lake Country

The original Buckhead, not to be confused with the Atlanta district, is an idyllic former boom town with a population of 192. It is home to two full-service marinas and is the county's gateway to nearly 800 miles of shoreline along Lake Oconee and Lake Sinclair.

Local Impact

Visitor spending contributed $60.3 million to Morgan County, per Tourism Economics 2022 Spending & Economic Impact study.



Rutledge

Rutledge is home to Hard Labor Creek State Park, the second largest state park in Georgia. It is a premier destination for recreation. Rutledge's historic downtown is the site of popular events like the Rutledge Country Fair and Summer Concerts.

Accomodations

Madison is home to unique inns, farm and safari stays, cabins and top hotel brand options near downtown and out in the scenic rural areas. Travelers will find almost 600 guest rooms across Morgan County to meet their lodging needs.

Weddings & Events

Madison is a popular destination for weddings and events of all sizes. From intimate dinners to 300+ person weddings, Madison has the charming and historic venues brides adore.

Annual Events

SPRING

Madison Fest

Spring Tour of Homes

Memorial Day Ceremony & Ride for America

NAACP Parade and Festival

SUMMER

Firefly Festival

Summer Nights in Madison Town Park

Independence Day Concert & Fireworks

Rutledge Summer Concert Series

FALL

Bostwick Cotton Gin Festival

Downtown Chili Cook Off & Fall Festival

Hard Labor Creek State Park Fall Festival

Rutledge Spooky Fall Festival

WINTER

Holiday Tour of Homes

Madison Holiday Parade & Caroling by Candlelight

Choose and Cut Christmas Trees at Jack's Creek Farm

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