

The BUSINESS BUGLER

WINTER 2023

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS

CELEBRATING ANOTHER YEAR OF BACON

Despite the Centre Square construction, we were able to celebrate another successful year of PA Bacon Fest. This success is due to many factors, one of which is you! Your support for not just PA Bacon Fest but with all our events is very much appreciated. Coming together and showcasing all that Easton has to offer is one of the many reasons we love this community.

WEST WARD MARKET SET TO RETURN

The West Ward Market will return to 12th & Northampton streets on Wednesdays beginning May 3. Vendor applications for this neighborhood market are now being accepted. The market will run through September. For more information email megan@eastonpartnership.org

START 2023 RIGHT WITH OUR FIRST BREAKFAST MIXER

Please join us for the first Main Street Business Owner Breakfast Mixer of the New Year on Tuesday, January 24, 8 a.m. at Nu House, 19 S. Bank St. This informal gathering of downtown business owners provides a valuable opportunity to get to know each other, discuss concerns, test new ideas, share the joys and obstacles of owning a business as well as work collaboratively to solve common issues. Please RSVP to kim@eastonpartnership.org.

SECURE KIOSK AD SPACE

Interested in advertising your business in the kiosk in the newly renovated Centre Square's southwest corner by the Crayola Experience? Reach out to katie@eastonpartnership.org for this year's availability.



PLAN FOR UPCOMING EVENTS

A Night of Bourbon: Saturday, February 4, 5 - 8 p.m. at The Pomfret Club. Tickets are \$100 each. Sample 15 different bourbons and enjoy food and live music. Ticket also includes one raffle entry. ("Everything But The Bourbon" tickets are \$50.) support.eastonpartnership.org/nightofbourbon

Spring Into Easton: Saturday April 15, 12 - 3 p.m., Downtown. Enjoy food and wine as you shop around town for the afternoon. Advanced tasting cards are \$10, day-of is \$15.

The Princess Tea: Sunday, April 16 at Bank Street Annex. \$40 per person (everyone must have a ticket to enter the event including parents/grandparents & caregivers); children under 2 are free and must sit on a lap. \$85 per-child VIP Experience (10:30 a.m. - 11:30 a.m.); only 25 tickets available; VIP guests are invited to attend 60 minutes prior to meet and greet each princess. Details: shopdowntowneaston.com/princess-tea

Easton Out Loud: We are looking at several options for restructuring our Fourth Friday event intended to drive retail traffic to Downtown Easton. We will contact you in January to let you know about the enhancements we have scheduled for 2023.

Live at the Falls: Summer concert series every Thursday from June to September. Live music, games, food and libations. If you are interested in being a vendor, please contact Ali Pany at ali@eastonpartnership.org

Calendar of Events

- February 4: Night of Bourbon - GEDP Fundraiser
- April 15: Spring Into Easton
- April 16: The Princess Tea
- April 28: Easton Out Loud

DOWNTOWN GROWTH CONTINUES

Updates from City Hall on development and improvement projects.

- The new parking garage on North 4th Street is expected to open in the first quarter of 2023. Its opening will precede the start of demolition of the Pine Street Parking Garage, also planned to begin the first quarter of 2023.
- The Marquis, the Confluence and the One Centre Square Hotel are all expected to be under construction in the spring/summer.

- The first phase of the Watermark on Larry Holmes Drive is expected to be completed by year-end.
- City Hall is not certain about the impact of construction projects on roads at this time. We intend to seek a right-of-way impact plan from each developer prior to construction permitting so we can better understand how these projects will affect traffic and pedestrian access throughout the city. More to come.



EASTON WINTER VILLAGE ADDS CHEER TO DOWNTOWN

Our third annual and biggest-ever Easton Winter Village is a wrap!

With fierce competition for holiday shoppers among regional destinations and e-commerce sites, Easton again offered a unique, authentic and memorable experience with the Easton Winter Village and throughout the downtown area. It's all part of building the image of Easton as a year-round destination for shopping, food, entertainment, recreation and cultural enrichment.

It's accurate to say that it takes a village to make the Village. We're thankful for all the energy and enthusiasm that went into this year's event. Here's a recap.

Together, we made Easton festive

The Greater Easton Development Partnership volunteers are at the heart of the Easton Winter Village, as are the Easton Ambassadors. We had 70 volunteers – including eight first timers – who put in nearly 600 hours of effort in total. Thank you!

These groups made bows, delivered wreaths, hung garland all around the city center and then completely decorated and arranged the Santa Zone, painted wood trees, promoted the Village from the Information Hut, and assisted in the complete operation of Easton Winter Village. None of this would have been possible without the help of the City of Easton Public Works Department arranging huts, hanging lights, and working the village on the weekends.

And Friends of Easton continues to help light up Easton by bringing lights to Centre Square and elsewhere in Easton.

Thank you, all!

Thousands of guests

Easton Winter Village welcomed over 43,000 visitors in 2022. While overall attendance was down compared to 2021, attendance was typically level or higher on good-weather days versus last year. We had over 8,000 visitors at the Peace Candle event on Nov. 26 – a one-day record. Attendance peaked at 6 p.m. on Saturdays and visitors stayed an average of nearly an hour and a half.

Widespread promotion

GEDP and the City worked together to get the word out about holiday visits to Easton and the Winter Village. Initiatives included:

- U.S. 22 billboard at 25th St. exit - November & December
- Digital billboards for four weeks on U.S. 22 through Adams Outdoor
- Radio spots (100+) for three weeks on WLEV (holiday radio station), plus spots on wlev.com
- Digital ads for 2.5 weeks on lehighvalleylive.com - 200,000 impressions
- Print ads in the Express-Times "Local Life" section for 6 weeks - 72,000 copies per week
- Email marketing ads, website ads, and social media promotion through the region's tourism bureau, Discover Lehigh Valley
- Coverage in all major regional news outlets
- Three weeks of exposure to 40,000 Service Electric Cable TV subscribers with 250+ 30-second spots on TV
- Print advertising in Bucks County publications
- A revamped EWV website by GEDP that logged 12,000 visitors in the first four weeks
- Social media promotion through the City of Easton and GEDP channels totaling over 30,000 followers
- Ads (boosted posts) on Facebook and Instagram generating 23,600+ reach and 40,000+ impressions
- Over 12,000 Google Search Ad impressions and 1,400+ clickthroughs to our website.

NUMBERS TO KNOW

Here are the best contact numbers for our city's police officers:

Patrolman Jeff Crosson
484-634-0449

Lt. Dan Bonham
office: 610-250-6752
cell 610-597-4527
dbonham@easton-pa.gov

Non-emergency number
610-759-2200

CONTACTS

Have a question about GEDP or one of its programs or events? Reach out to a staff member for more details.

Jared Mast, Executive Director
jared@eastonpartnership.org

Kim Kmetz, Manager - EMSI
kim@eastonpartnership.org

Megan McBride, Easton Market District Director
megan@eastonpartnership.org

Marcy McKinney, Manager - Special Events & Promotions
marcy@eastonpartnership.org

Miranda Wilcha, Community Gardens & Compost Coordinator
miranda@eastonpartnership.org

Sandra Zajacek, Operations Manager - Easton Ambassadors
sandra@eastonpartnership.org

BECOME A SPONSOR!

Want to increase visibility to the visitors and neighbors attending GEDP events and festivals in the coming year? Contact natalee@eastonpartnership.org to learn about how to get involved with festivals like Heritage Day, PA Bacon Fest and the Easton Winter Village. Natalee can also answer questions about sponsoring recurring events such as Live At the Falls, Easton Out Loud and Easton Farmers' Market. Sponsors get a number of benefits and can customize packages, but some events have a limited number of sponsors per price level. Reach out to Natalee for opportunities and more information.

- Banners on Southside and College Hill fences, and over S.Third St.
- Event posters distributed to area businesses
- Professional graphic design services for key marketing materials

SHOPPING IS JUST THE START

Parading to the first Christmas tree and lighting our beloved Peace Candle, a tradition for 72 years, starting in 1951, continued to be at the heart of the Easton Winter Village. There, children were delighted with gifts from Easton's own Pocket Lady and surprised by The Grinch.

This year, the community had the opportunity to have Photos with Santa every weekend, kicking off with Black Friday at the Santa Zone. Santa visited with Donner and Dasher at Centre Square. Breakfast with Santa was held at the Bank Street Annex. Children and parents enjoyed a fantastic breakfast buffet, an opportunity to meet with Mrs. Claus, enjoy a sing-a long, and spend individual time with Santa.

Santa Mailboxes were everywhere, an easy drop-off of letters to the Claus. Children and parents could also receive a personalized letter from Santa, sponsored through GEDP.

New this year was The Polar Express Experience. Our Conductor enchanted children with the story of Christmas and the reason for the season. Children

enjoyed hot cocoa, the story, the Polar Express Train layout, and a visit from Santa. Believe!

Also new this year was the Festival of Trees, hosted by GEDP at Nurture Nature Center. Decorative displays included a wreath, tabletop trees, tablescapes or large trees. Each display was designed by a local non-profit, individual or business.

Nurture Nature Center partnered with GEDP to provide Winter Wonders, a student art show displaying the work Easton Area School District students. The artwork was a display of wintertime in Pennsylvania's outdoors.

Cops 'n Kids graciously donated books to our Santa Zone, and in return local businesses collected books. Also, partnering with our efforts were the Grand Eastonian, displaying ACE Crafters, and First United Church of Christ, showcasing organist Richard Spotts. Sweet Girlz, Easton Outdoor, Company Smartivities, and the Easton Public Market were collection sites for Cops 'n Kids books.



CELEBRATING THE SEASON

Despite a variety of weather -- from balmy days to freezing wind, rain, and some sleet -- entertainers delighted shoppers with the sounds of the season. The bandshell became home to many local performers including school children from Pohatcong Elementary School, Nazareth Area High School, and the Easton Middle School. The following performers graced our stage:

- The Lehigh Valley Italian American Band
- Sing for America
- Mums the Word
- Antebellum Band
- Ben Tyler, soloist
- Easton High School Herald Trumpets
- Lisa Dellarosa, soloist
- Patrick Poladian, Pianist
- Tuba Christmas
- Lilly Hercik, Pianist
- The Big Easy Brass Band
- Jillian Rossi, Soloist
- Swing Time Dolls
- Brad Rocconova & the Big Band
- The Easton Municipal Band
- Corinne Mammana (trio)
- Charlie Hopta & Rob Bell
- Singing Santa
- Lafayette College Cadence
- Lafayette College Souflege
- Nrutyagarima Academy of Performing Arts
- The Bethlehem Bach Choir; also performed in the bandshell performing carols that everyone could sing along to and some German carols, and Bach's Christmas tunes.
- Grins & Grins, The SuperHeros and the Frozen Skit.

The Easton Public Market hosted our Easton Area High School Chamber Strings and Cookies with the Claus. Ice carvers, chainsaw wood carvers, Cinderella carriage rides and glass-blowing events were held weekends on the Centre Square.

The Career Institute of Technology's Construction and Wood Shops, under the direction of their teachers Donald Kerbaugh and Charles DeBellis, designed and created the wood trees around Centre Square and the Santa Zone.

At the heart of all this activity was the skating rink offering free skating to residents from the 18042 zip code with just a \$5 skate rental.



NEW BUSINESSES

The following businesses have recently opened or are in the process of opening in the Main Street district. We'd like to welcome them to the Downtown Easton business community and wish them much success!

The Nail Lab Salon

108 S.Third St. | nail salon

Kabinet Wine Bar

125 Northampton St. | wine bar & restaurant

Punch Out Games

161 Northampton St. | board game cafe

Seth & Co. Special Brew

13 S. Bank St. | coffeeshop

The Modern Bakery

128 N.Third St. | bakery

Blooming Lotus Intimate Skin Care

228 Northampton St., 2nd Floor

BUSINESS MOVING

Isasuma has moved from 228 Northampton St. to 441 Northampton St.

UNDER NEW OWNERSHIP

Nancy Esposito from Salvage Goods recently sold her business to Heidi Markow, Rick Higgins, Carl Paolina and Nicki Farino.

BUSINESS CLOSINGS

The businesses listed below have recently closed their downtown operations. We're sad to see them go, but wish them all the best in their future endeavors.

Belle Âme Eco-Boutique

34 S. Second St.

LC Boutique

16 N. Fourth St.

BUSINESS ANNIVERSARIES

5 years

Rose Wealth Advisors
Casa DeFranco Pizzeria
Taylor Made Polish
Access Networks

10 years

Rivals Sports Bar & Restaurant
Mesa Modern Mexican
Two Rivers Brewing Company
Maxim's 22

25 years

Bank Street Creamery

40 years

Josie's New York Deli

45 years

Lou Reda Productions

ARTWORK TO BEAUTIFY WINDOWS THIS WINTER

GEDP and Easton's Design Committee are excited for the return of the collaborative program targeting the windows of vacant commercial spaces in the Main Street district.

The Vacancy Treatment Program is spearheaded by Design Committee Members Rosalie Mancino and Committee Chair Erin Grins. EMSI manager Kim Kmetz and the GEDP Design Team have lent their skills to bring this program back to the downtown this winter. The owners of the featured properties have also been instrumental in allowing this program to continue.

This art installation is a collaborative effort with the Easton Area School District. With EASD Art Coordinator

Susan Joseph's assistance, students submitted winter-themed artwork that was turned into window clings and installed by local printer, Cliff Ross. GEDP hosted a "Meet the Artists" event on December 17 to celebrate the students behind the artwork and bring attention to this program.

The program will help create an even more inviting downtown atmosphere, make empty commercial real estate more enticing to potential buyers and tenants, and send the message that Easton is thriving. Watch for additional installations with varying themes in 2023!

STOREFRONT DECOR AND HUT WINNERS ANNOUNCED

This year, we left the most festive storefront contest up to the people! The EMSI Design Committee took a festive winter walk to choose their top 20 storefronts. We then polled the public to vote on who exhibited the most holiday cheer this year.

Our 2022 winner was Easton Candle Company and J. Morgan Salon was the runner up! Congratulations to both, and kudos to all of our businesses for really stepping up their window decor this season!

Our Easton Winter Village huts were also looking festive this year! The Peoples' Choice winner was Duchess Cookies, and our EMSI Events Committee's choice was Skeggy's Axe House! Thanks to all who made their huts attractive.



EASTON GIFT CARD SALES STEADY IN 2022

In total for 2022, 1,853 cards were sold totaling \$100,558.

Sales in November & December accounted for 1,037 cards and \$55,900 of that total.

If your business has opened since August 2022, we will contact you soon about enrolling in the Downtown Easton gift card program. Watch for more information!

STAY CURRENT: SIGN UP FOR TEXT ALERTS

We get it – some people like texts more than e-mail. We can send GEDP alerts directly to your phone. Use one or all of the codes below to be added to our lists and get timely updates.

- Text 'downtownbiz' to 484-845-7080 for reminders specific to business owners. Think gift card deadlines, Map & Guide reminders, facade grant applications. We only send messages to this list that are pertinent to business owners.
- Text 'eastonevents' to 484-845-7080 to get info on our upcoming festivals and events.
- Text 'baconfest' to 484-845-7080 for alerts that only go out surrounding the festival.





EFM WINTER MARKET KEEPIN' IT LOCAL

Bundle up and grab your shopping bags! A record 18 vendors will be selling their fresh produce, meat, eggs, honey, baked goods, prepared foods and spirits at the Easton Farmers' Market Winter Market this year. The market will operate every Saturday from 10 a.m. - noon on Northampton Street outside the Easton Public Market (January 14 - April 29).

Vendor line-up:

- AquaSprout Farms
- Apple Ridge Farm
- Breakaway Farms
- Cabbage Throw Farm
- Easton Salsa Co.
- Flour Shop Bakery
- Funny Farms Apiaries

- Jersey Pickles
- Mattie's Strudel Haus
- Mia & Maddie's Bakery
- Portch Tea
- Primordia Mushrooms
- Roastwell Coffee Roasters
- River Valley Community Grains
- Salvaterra's Gardens
- Scholl Orchards
- Silverback Distillery
- Zekraft

ADVERTISE IN THE 2023 HISTORIC EASTON HOUSE TOUR BOOKLET

After a three-year pandemic hiatus, the Historic Easton House Tour is scheduled to return on May 6, marking the 40th anniversary of the beloved community event. The tour creates a fantastic opportunity to promote your business to the more than 600 patrons who celebrate the historic and beautifully appointed homes of Easton's neighborhoods and several unique public spaces.

Tour Book ads are offered at the following reasonable rates: Full Page - \$125, Half Page - \$85, Third Page - \$50

If you have advertised with this group in previous years, your ad will be on file and they will gladly run it again. Please contact House Tour volunteer Linda Arra at advertising@eastonhousetour.com to note your interest.

As always, the Historic Easton House Tour committee is grateful for your continued support of our city's proud past and its ever-expanding future. Proceeds from the house tour benefit historic preservation efforts in the City of Easton as well as the Easton Main Street Initiative facade grant program.

BE SEEN WITH THE 2023-2024 DOWNTOWN EASTON MAP & GUIDE

If you need more copies of the 2022-2023 Explore Easton Map & Guide after a busy holiday season, please contact katie@eastonpartnership.org. We're happy to deliver more!

This marketing tool brought to you by EMSI has grown tremendously since its inception, both in overall size and business listings. Applications for the 2023-24 guide will be mailed in late January to retailers, restaurants and

attractions with a deadline in mid-February to account for the time needed to put the piece together, have it printed and distributed.

Participating businesses will again be listed on over 35,000 printed map & guides, five slant-top directional signs (construction-dependent) and on the Centre Square kiosk poster. The 2023-24 guides and information will be ready for distribution in mid-May of 2023.



MEET THE EMSI DESIGN COMMITTEE

Who we are:

- The Design Committee is part of the Easton Main Street Initiative (EMSI). EMSI has helped (and continues to help) Downtown Easton become a vibrant neighborhood destination with a thriving economy! For more about EMSI (and what they can do for you) check out eastonmainstreet.org.
- As part of EMSI, the Design Committee focuses on enhancing the physical and visual aspects of the Downtown area. We look around the area and identify eyesores, safety issues and more and work on ways to improve them.

What we do:

Some of our past and present projects include:

- Administer the distribution of the Façade Grant Program
- Installed the information kiosk in the Crayola Quadrant
- Implemented the artist designed bike rack program
- Added and maintained planters
- Installed wall poems and Little Free Libraries around the City
- Installed string lighting in alleyways

- Implemented holiday greens program for Downtown businesses
- Developed planter sponsorship program
- Organize annual Earth Day clean up days
- Implemented Vacant Business Window installations
- Developed vacancy treatment program featuring art installations

How we can help your business:

- Does the front of your building need a little TLC? Our Façade Grant Program can help with the costs of upgrading and maintaining your business façade and signage.
- Need holiday decorating help? Our Holiday Greens program offers free and low-cost holiday greens and bows to spruce up your store during the holidays.
- We can also arrange a Window Design Workshop with a design professional to help make your storefront more attractive to the visitors coming to Easton during the holidays.
- Have an idea about the Downtown area that you would like to share? Let us know and we might be able to make it happen! Contact Committee Chair Erin Grins at erin@grinsandgrins.com