



What's Up! DOWNTOWN

GREATER EASTON
Development Partnership

www.eastonmainstreet.org

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The Year Ahead for Downtown Easton

Downtown Easton's ongoing renaissance will continue in 2009 thanks in large part to the efforts of the staff and volunteers at Easton Main Street. Several projects started in 2008 will come to fruition in the new year. The city will also see new additions including a visitor center and a new wing to the State Theatre.

Highlights include:

- **Strategic Merchandising Plan (SMP)** - Easton Main Street, through its parent organization, Greater Easton Development Partnership, hired Retail Market Answers, LLC, a leading firm in developing business recruitment and business retention strategies to develop a strategic merchandising plan for the downtown.

The SMP is a space-by-space assessment of the downtown commercial district and will serve as a roadmap for future business development. It incorporates consumer preferences, market economics and the existing merchandise mix as part of its business recruitment and business retention recommendations and growth strategies for the downtown. The SMP will be a tool for Main Street and volunteer personnel, property and business owners, and all related stakeholders as they collectively target business prospects. It is expected to be completed in the first quarter of 2009.

- **Public Art Program** - Combining the growing interest in alternative

transportation with Easton's love affair with the arts, Main Street's Design Committee will bring seven new bike racks to the downtown in 2009. Led by sculptor and teacher Sandy Levisay, the committee will ask for submissions from local artists to create unique functional bike racks, which will also be works of art.

Sandy brought the program idea to the committee after seeing it firsthand in Louisville, KY. Applications have been made to secure funding through local grants. The committee will partner with the City of Easton, the Arts Community of Easton, and local artists on this new project.

- **Easton Visitor Center** - Downtown Easton will also be welcoming a new Visitor Center during the first quarter of 2009. Operated by Lehigh Valley

Convention and Visitors Bureau, the facility will be located on the first floor of Two Rivers Landing. The staffed visitor center will be open six days a week and will offer travelers to the city information on things to do there as well as in the Lehigh Valley as a region.

- **State Theatre addition** - Easton's crown jewel will add a new wing in 2009 through its \$3 million BRAVO! Capital Project. The theatre will expand into the closed Easton Camera Shop building next door to build a new Patron Annex housing expanded restrooms. The building's façade will also be refurbished and new windows will be installed in the Acopian Ballroom along with other upgrades including a new HVAC system for the theatre. The project is slated to be completed by midyear.



Warm Up On a Cold Winter's Night at The 3rd Annual Chocolate Lovers' Soiree

The scent of chocolate will waft through downtown Easton once again when the Chocolate Lovers' Soiree returns for its third year on Saturday, January 31.

Held at the Bank Street Annex on Northampton Street from 7 - 10 p.m., the event highlights decadent chocolate desserts, handmade truffles, ice creams and other chocolate creations made by local restaurants, bakeries, and chocolatiers. New features for this year's event include a raffle, tricky tray, and take-out boxes.

Tickets are \$25 per person. Attendees can receive a \$5 discount off the \$25 ticket price (limit one receipt

per person) by dining at a downtown Easton restaurant before coming to the fundraiser. Event attendees must show a lunch or dinner receipt dated 1/31/09 at the door in order to receive the discount.

The annual event is a fundraiser for the Easton Main Street Initiative whose mission is to bring economic stability and vitality back to downtown Easton. Proceeds from the event will allow the initiative to continue to put forth its successful programs and initiatives.

Tickets can be purchased in advance at:

- **Cosmic Cup**, 520 March St., Easton
- **Green Harvest**, 140-B Northampton St., Easton
- **Lynn's Florist & Gift Shop**, 30 S. Main St., Nazareth
- **Something Different**, Giant Shopping Center, Forks Township
- **Wired Café & Gallery**, 520 Main St., Bethlehem

Or get more details online at www.eastonmainstreet.org.



Win-the-Window Holiday Retail Promotion Equals a Very Happy Holiday For One Lucky Winner

Easton Main Street introduced a new retail promotion this past holiday season called "Winter Wonderland Win-the-Window" contest.

Volunteers decorated the window at the former Lipkins Furniture Store next to Mex-Tex Trio at the corner of 3rd and Ferry Streets. The window was adorned with items available at downtown businesses and was awarded to Deb Vannatta of Catasauqua who completed a game card by listing the correct retail amount of at least 20 out of 32 items in the window.

More than 32 downtown businesses supplied products and services ranging from a giant teddy bear to dinner for four at Colonial Pizza. The retail value of the featured items was more than \$2,000. Thank you to all of the downtown merchants and restaurants who participated in our holiday promotion!



Downtown Merchants Help Raise Funds For Easton Main Street

During the holiday season, three downtown Easton merchants held fundraisers that benefitted Easton Main Street. They were:

- **Just Around the Corner** - A raffle was held for an original painting of the Peace Candle by local artist Primo.

- **Ken Jones Jr. Fine Art** - "Art for Change" was a show and sale of original, 5 x 7 inch artworks on paper by established and emerging artists. Priced at \$35, each piece was exhibited anonymously, and the identity of the artist was revealed only after the work was purchased.

- **Partyology** - Beautiful, full-color, vintage style brass ornaments of the Easton Peace Candle were sold. The ornaments were \$20, and \$5 from the sale of each ornament benefitted the Easton Main Street Initiative!

More than \$1,200 was raised for Easton Main Street from these three fundraisers. A big THANK YOU to these valued retailers for their support and to all who purchased these items from them!

Love of Downtown Turns Resident Into Easton Main Street Volunteer

Involved with Easton Main Street for the last year and a half, Suzanne Walsh-Rheiner turned her love of the city's downtown district and pride in its ongoing revitalization into a hands-on, active role as a volunteer.

She initially got involved because she and her husband Rich, another Main Street volunteer, love the downtown restaurants. She also frequents the Easton Yoga Studio.

"Rich and I were always talking about how great it is that Easton is becoming a place people like to go," said Suzanne. "I started thinking that since I felt that way I should get involved, and there you have it."

Her volunteerism began as a husband-and-wife tag team effort to redesign the quarterly Easton Main Street newsletter you're reading right now. She also started donating her time for everything from planting flowers and decorating for the holidays, to serving sweets at last year's Chocolate Lovers' Soiree and helping with the Doo-Dah Parade float.

Now the chair of the Organization Committee, Suzanne isn't slowing down but is jumping in headfirst instead. Her involvement continues to grow and now includes a few days a week at the Main Street office doing whatever Main Street Manager Kim Kmetz and Assistant Manager Megan McBride need her to do - scrapbooking, deliveries, phone calls; she does it all.

"I like getting to know the merchants in town and strolling around to them dropping off newsletters or fliers and just being a part of the revitalization of my adopted home town," Suzanne said.

The Organization Committee is looking for more passionate volunteers like Suzanne. Contact Kim Kmetz at 610-330-9940 and ask how you can get involved.



Join Us for Main Street's Annual Meeting

Please plan to join us on Thursday, March 12 at The State Theatre's Acopian Ballroom for The State of Main Street annual meeting. This is when our committee chairs get to share with you our accomplishments from the past year and our upcoming projects for 2009. The evening begins at 6:00 p.m. with a cocktail reception followed by the formal program with keynote speaker at 6:30 p.m.

Welcome New Businesses

- **Wedding Daze**
140D Northampton Street - Bridal consulting and wedding planning services
- **Bloomies Flower Shop**
21 N. Second Street - Fresh flowers, arrangements, and bouquets
- **Kut & Dry**
353 Ferry Street - Haircuts for men, women and children
- **Noble Art Pianos**
226 Bushkill Street - Piano sales showroom, performance venue and other piano-related services
- **The Portrait Gallery**
400 Northampton Street, Suite 304 - Photography studio
- **Poladian's Palladium**
207 Church Street, Studio #5 - Music lessons, performances and more
- **TranquiliTea House**
106 North 4th Street - Ready, Set, Relax at the TranquiliTea House where you will unwind to global loose teas, books, art, spoken word and live music.

Please support our community by patronizing locally-owned stores, restaurants, art galleries, antique shops, salons and more!

First Quarter 2009 Calendar of Events

JANUARY

- January 16 "Dancing on the Thirds" (Cha Cha Cha)
- January 31 **Chocolate Lovers' Soiree**

FEBRUARY

- February 1 **14th Annual Pearly Bakers Chili Cook-off**
- February 7-8 **First Weekend**
- February 20 "Dancing on the Thirds" (Hustle)

MARCH

- March 7-8 **First Weekend**
- March 20 "Dancing on the Thirds" (Country 2-Step)