



What's Up! DOWNTOWN



www.EastonMainStreet.org

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Jazz In The Square Returns For Summer

Enjoy warm nights and cool jazz the last Friday of each month this summer from 7:30 - 9:30 p.m. in Centre Square. This free summer concert series is presented by Easton Main Street Initiative

This year's schedule features:

- May 29
Easton Area High School Jazz Ensemble
- June 26
The New Groove

- July 31
Bill Norrin Group
- August 28
Michele Bautier & Patrick Poladian
- September 25
Peter Fluck - John Sproat Quartet

Make plans to dine out at one of downtown Easton's trendy restaurants before the concert.

For more information, visit www.EastonMainStreet.org.



Downtown Easton's Restaurant Scene Continues to Grow!

Easton's restaurant scene received exciting news in early March with the announcement that Victory Square Brewery - a partnership between the Victory Brewing Co. of Downingtown and the owners of the Farmhouse restaurant in Emmaus - will find its home in the space formerly occupied by the Weller Center at 325 Northampton Street.

The \$3.5 million, 300-seat, 16,300 square foot restaurant and brewery will also feature a video arcade, pool tables, game rooms and shuffleboard. The restaurant's owners are planning on a fall opening. Based in nearby Downingtown, Pa., Victory Square is best known for its Hop Devil Ale and Golden Monkey brews.

And there's still time to sign up for the WLVT PBS 39 Easton Restaurant Walking Tour on Sunday, May 17 from 1 - 5 p.m. Participants will follow a guided tour around the downtown sampling tasting-sized portions of each restaurant's signature dishes. Participating restaurants include Sette Luna, Colonial Pizza Spaghetti House, Green Harvest Food Emporium, Valenca and Purple Cow Creamery, among many others.

Tickets are \$25 per person and can be purchased at www.wlvt.org or by calling Sandy McKinney at 610-984-8254. The restaurant walking tour is a fundraiser for the non-profit public broadcasting station which produces local news programs, documentaries and shows for the Lehigh Valley.



Pet Parade Finds New Home at Riverside Park for 2009



This year's Annual Pet Parade event, scheduled for Saturday, June 6, is moving just down the street from Centre Square to Riverside Park. This new scenic venue will offer participants views of the Delaware River as well as a park atmosphere and shade from the hot summer sun under the canopy of trees.

From 11 a.m. - 3 p.m., owners and their pets can once again experience the Parade of Paws along Larry Holmes Drive, pet vendors, photographers, rescue groups and a photo contest. And don't forget to get a front row seat for the doggie wedding at 2 p.m.

New features include:

- A dog agility course
- Dog Frisbee® contests

- Pet trick contest
 - Food vendors
 - Children's activities
 - "Yappy Hour" at participating downtown restaurants with outdoor seating (from 3 - 5 p.m.)
- Visit www.EastonMainStreet.org for more details and to register your pet for the parade (\$5 fee per pet).

Façade Grant Program for '09 to Focus on Signage

Earlier this year, Easton Main Street Initiative announced a new grant program to improve the facades of businesses in the downtown district. The 2009 façade program will focus solely on signage. First priority will be given to first-floor retail and restaurant store fronts. The goal of this year's grant program is to better showcase businesses to both drivers and pedestrians while continuing to improve the downtown's image as a shopping and dining destination.

The grant program will match 50 percent of the cost of the sign, up to \$1,500, with the business or property owner providing the remaining half of the cost. Corner properties may receive up to \$3,000 in grant money if two signs are warranted.

Business owners interested in applying for the grant should contact Kim at 610-330-9940 or stop by the Easton Main Street office at 158-B Northampton Street to pick up an application and a set of program guidelines.



3rd Annual Chocolate Lovers' Soiree a Sweet Success!

Once again the sweet aroma of chocolate wafted through downtown Easton as the 3rd Annual Chocolate Lovers' Soiree returned to the Bank Street Annex on Northampton Street. The event highlighted 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 included a raffle, tricky tray, take-out boxes and an art show and sale.

A fundraiser for the Easton Main Street Initiative, this year's event had 256 attendees, 18 vendors and raised \$3,060! Thanks to everyone who attended and to all the volunteers to organized and ran the event.



"State of Main Street" Keynote Speaker Discusses BID Program

The staff and volunteers of the Easton Main Street Initiative held the non-profit organization's annual meeting on March 12 at The State Theatre. "The State of Main Street" included a joint presentation on the organization's accomplishments for 2008 by Manager Kim Kmetz and highlights of goals for 2009 by Assistant Manager Megan McBride.

The highlight of the evening was a keynote presentation by Malcolm Johnstone, Executive Director of the West Chester, Pa. Business Improvement District. Johnstone's presentation focused on how West Chester successfully transitioned from a Main Street Program to a successful BID.

A BID is a public-private partnership in which property owners in a designated area pay an assessment (a fee for service), the funds from which will allow us to continue programs that market the area, increase customer traffic and sales, and retain, expand and recruit viable businesses (among other activities). One is currently being considered for downtown Easton.

Happy First Anniversary to the Easton Ambassadors!

With a motto of "Easton Ambassadors - Clean and Safe," the eight member crew that makes up the Easton Ambassadors has spent the last year doing everything from cleaning up litter, planting flowers and pulling weeds, to power washing sidewalks and providing assistance to visitors. They patrol the city's downtown district, visiting regularly with retailers, providing escorts at night, and an extra pair of eyes for city police.

Their efforts to beautify the downtown and enhance its quality of life has become a vital part of the success of our community. We salute them on their first anniversary and wish them continued success in their second year!



Welcome New Businesses

- **The Paul Green School of Rock**
15 S. Bank Street - The nation's premier performance-based rock music instructional program.
- **Liberty Tax Service**
22 N. Third Street - Tax service solutions to suit all your tax preparation needs.
- **Tattoo University**
119 Northampton Street
Easton's newest tattoo salon.

Second Quarter 2009 Calendar of Events

APRIL

- April 25 **Easton City Wide Clean-Up**
- April 25 -May 2 **Forks of the Delaware-Shad Fishing Tournament & Festival**



MAY

- May 2 **Grand Opening of Easton Farmers' Market**
- May 2 **Easton House Tour**
- May 15 **"Dancing on the Thirds" (Night Club 2-Step)**
- May 25 **Memorial Day Parade**
- May 29 **"Jazz in the Square" Easton High School Jazz Ensemble**



JUNE

- June 6 **Riverside Pet Parade (Riverside Park)**
- June 19 **"Dancing on the Thirds" (Rumba)**
- June 21 **Easton Soap Box Derby**
Call Kent Finkbeiner at 610-253-6032 for racing information!
- June 26 **"Jazz in the Square" The New Groove**

For more information on any of these events visit: www.EastonMainStreet.org

Easton Soap Box Derby

