



What's Up! DOWNTOWN



www.EastonMainStreet.org

Vol. 4, Issue 3, Summer 2009

The Future of Easton Main Street Initiative

Dear Easton Supporter:

As the Easton Main Street Initiative ends its 5th year as the non-profit organization charged with maintaining downtown Easton's ongoing revitalization, we are proud to share with you just a few of the many things our small, volunteer-dependent organization has been able to accomplish:

- * Development of the "Discover Downtown Easton" brochure, which is updated yearly

- * Creation of numerous special events including Chocolate Lovers' Soiree, Riverside Pet Parade, Dancing on the Thirds, Jazz in the Square, Lafayette Day in the Square, and the Holiday Open House with horse-drawn carriage rides.

- * New programs including OPEN flags for businesses and an anti-litter campaign with installation of cigarette butt receptacles.

- * Beautification program through

planting of flowers three times a year and improvements to Centre Square landscaping.

- * Establishment of an information kiosk in Centre Square targeting visitors of Two Rivers Landing

- * Improved town-gown relationship with city and Lafayette College students and staff

But despite these efforts and their continued benefit to the city's downtown, the state's Main Street Program (and its sister Elm Street Program) is in jeopardy of having its funding through the Department of Community and Economic Development cut out completely for the 2009-2010 fiscal year.

We rely on this funding to provide us with 20 percent of our total annual budget, some of which is used to cover the Initiative's administrative costs as well as to fund our successful façade improvement program.

If our state funding is cut, Easton

risks losing its primary marketing and promotion organization for the downtown. All of the programs, events and improvements listed previously, as well as numerous others, will cease to exist without Easton Main Street. While we have also attempted to obtain corporate sponsorships in the past year, the present economic climate has made such funds difficult to come by.

Your continued patronization of the city's downtown merchants, restaurants, events and attractions is invaluable in helping us maintain the progress that's been achieved these last five years. We hope you will join us in supporting the Easton Main Street Initiative and all that we and our volunteers do for the downtown.

Sincerely,

Kim Kmetz, Main Street Manager
Easton Main Street Initiative

Businesses Are Blooming Downtown

Each month the Easton Main Street Initiative presents the Golden Bloom Award to a downtown business owner who makes a positive impact on the streetscape by beautifying their storefront with live flower plantings, greenery, and trees.

The Easton Main Street Initiative's Design Committee selects the monthly winner. The general public can nominate a business for the Golden Bloom Award by calling 610-330-9942.

The first award, presented in May, went to Phenom at 159 Northampton Street. The June Award went to Antonio's Pizzeria at 114 South Third Street. Congratulations to both recipients! Keep up the good work.

Welcome New Businesses

The following businesses opened during the second quarter of 2009. We'd like to take this opportunity to welcome them to downtown Easton and wish them much success.

- **Cyber Medics** N 19S. Second Street. PC repair, gaming books and accessories

- **Delicate-to-Touch** 76 N. Fourth Street. Soaps, lotions and other pampering products
- **The Grand Gift Shop** 140 Northampton Street. Gifts, sundries, cards and books
- **Tranquility** 124 N. Third Street professional massage therapy for every body & soul
- **Soulicious** 77 N. Fourth Street Easton's newest eatery featuring chicken & fish and other soul food specialties

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



Steve Flowers, owner of Suddenly Samantha, with son, Caiden and dog, Lily, await the start of Main Street's 3rd Annual Riverside Pet Parade.



Micki Weschler and dog, Royston Jeffrey, were winners of best pet and companion costume at the event.



Easton Main Street would like to extend a big thank you to our team of volunteers led by the Design Committee who donated their time to re-cut and landscape the beds in Centre Square and to plant the 60 containers around the downtown. A special thank you to Sam's Club for their \$500 grant that allowed us to purchase the plants and flowers.

Update on Easton's Strategic Merchandising Plan

Last year, Easton Main Street, through its parent organization, The 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.

Easton Main Street Initiative's Economic Restructuring Committee is working in conjunction with Retail Market Answers, LLC to create a cohesive "shopping, dining, browsing" experience in the central business district.

The issue of vacant storefronts is also being addressed via the Main Street Design Committee with the assistance of Main Street Summer Intern Jen Kaulius. Jen is working toward creating a vacant storefront design standard that will help diminish the impact of vacant storefronts and better promote them as potential business opportunities to prospective renters.

Bike Racks as Public Art?

The plain shiny metal of a bike rack doesn't make most people think about public art, but the Easton Main Street's Main Design Committee will bring four new bike racks to the downtown this year. Led by project leader Sandy Levisay, the committee asked for submissions from local artists to create unique yet functional bike racks which would also be works of art.

Three Easton artists have been commissioned to create the bicycle racks. They are Eric Cuper, Karel Mikolas and Jason Farnsworth. The custom-designed bike racks will be placed at Centre Square; South Third Street in front of the city parking garage; at the Fowler Literacy Center on Ferry Street; and adjacent to the Grand Eastonian Suites Hotel on Northampton Street.

Funding for the bike racks was provided by Crayola, Inc., the Greater Lehigh Valley Chamber of

Commerce, and the Mayor's Cultural Arts Committee via the Pennsylvania Council on the Arts.

The racks are scheduled to be installed in September with an official unveiling ceremony on Saturday, Sept. 26. Please plan to join us, and bring your bike!

Genesis Roundtown Downtown Bike Ride



Every Sunday take a comfortable, one-hour ride throughout historic downtown Easton. Riders will enjoy a stop at a downtown restaurant, shop or gallery where they'll be treated to refreshments and samples. Ride departs from Genesis Bicycles, 126 Bushkill Street at noon. For more ride information, call Genesis Bicycles at 610-253-1140 or check out their complete summer ride schedule including the Purple Cow Ice Cream ride at www.GenesisBicycles.com

Easton Ambassadors One Year Stats

It's been more than a year since the Easton Ambassadors began greeting residents and visitors in the downtown. In that time, they've accomplished a remarkable amount as illustrated in the following statistics chart:

MAY 2008 - JUNE 2009	
Pedestrian Assistance	66,027
Motorist Assistance	8,607
Trash Removed (lbs.)	154,865
Graffiti Removed	1,404
Power Washing (gals.)	19,840



Enjoy warm nights and cool jazz the last Friday of each month this summer from 7:30 -9:30 p.m. in Centre Square. (Rain location is in the parlor of First United Church of Christ located one-half block north of Centre Square at 27 N. Third St.) This free summer concert series is presented by Easton Main Street Initiative. Make plans to dine al fresco at one of Easton's sumptuous restaurants before the show.

* July 31- **Bill Noren Group**

Straight Ahead and Bebop Jazz

* August 28- **Vocal Artist Michele**

Bautier - Jazz favorites with

Patrick Poladian on keyboard

* September 25- **Peter Fluck-John**

Sproat Quartet - Easton's Jazz

legends

For more information, visit

www.EastonMainStreet.org.

Calendar of Events

AUGUST

- 1-2 **Lebanese Heritage Days**
- 8 **Sweet Corn Festival** - Easton Farmers' Market
- 22 **Tomato Fest** - Easton Farmers' Market
- 21 **"Dancing on the Thirds"** - West Coast Swing
- 28 **"Jazz in the Square"**

SEPTEMBER

- 12 **Lafayette Day in the Square**
- 18 **"Dancing on the Thirds"** - East Coast Swing
- 19-20 **Riverside Festival of the Arts**
- 25 **"Jazz in the Square"**

OCTOBER

- 3 **Easton Garlic Fest**
- 10 **Apple Fest** - Easton Farmers' Market
- 17 **Lehigh Valley BrewFest**
- 25-26 **Haunted Walking Tours**
- 31 **Scarecrow Fest** - Easton Farmers' Market

For more information on these events, visit www.EastonMainStreet.org.

