



# What's Up!

# DOWNTOWN

GREATER EASTON  
Development Partnership

[www.EastonMainStreet.org](http://www.EastonMainStreet.org)

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## Artistic Bike Racks Arrive in Downtown!

Riding a bike into downtown Easton just got easier thanks to the efforts of Easton Main Street's Design Committee. Four artistic bike racks were recently unveiled as part of a project undertaken earlier this year by the group. 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.

Easton-area artists Eric Cuper, Karel Mikolas and Jason Farnsworth were commissioned to create the custom-designed bicycle racks which will be placed at Centre Square; South Third Street near the 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., Sam's Club, the Greater Lehigh Valley Chamber of Commerce, and the Mayor's Cultural Arts Committee via the Pennsylvania Council on the Arts.

The Design Committee is in the early stages of developing three more bike racks with the Environmental Advisory Council's Transportation Affinity Circle and hopes to unveil them by mid-2010.



## Annual Peace Candle Lighting Center of City's Holiday Celebration

Mark your calendars now to be part of Easton's biggest holiday celebration. On Friday, Nov. 27 the Annual Peace Candle Lighting event will take place in Centre Square from 5 - 9 p.m.

The event will feature:

- Horse-drawn carriage rides (see article below for details)
- Live musical entertainment by the Uptown String Band and the EAHS Brass Ensemble
- Crayola Family Fun night with the Gingerbread Man at The Crayola Factory in Two Rivers Landing
- A downtown merchant open house
- A visit from Santa and some of his live reindeer
- Festive caroling

Plan to join us as we usher in the holiday season with our downtown friends and merchants. It's just the thing to get you in the holiday spirit!

## Carriage Rides Bring Holiday Charm Back to Downtown

Horse-drawn carriage rides return to the city's downtown district for the holiday season. Back by popular demand, the carriage rides take place every Friday evening between Thanksgiving and Christmas. That means four chances for you to take the family or your special someone on a scenic ride through the city's historic downtown district.

Rides are 15 minutes long and cost \$10 per person. Or get the entire carriage to yourself for \$40. Carriages hold 4-6 people depending on age and size. Carriages depart from Centre Square in front of Valenca restaurant from 5 - 9 p.m. on Nov. 27 and Dec. 4, 11 and 18.

Tickets can be purchased at Partyology, 230 Northampton Street. To ensure a ride this season, buy your tickets early.

Carolers will also help set a festive mood so come downtown and experience Easton during the holiday season. It'll be like a page right out of a Charles Dickens story!

## Take a Moment to Share Your Thoughts With Us

Earlier this year, Easton Main Street's Economic Restructuring Committee began a customer intercept survey project to ascertain the opinions of folks visiting the downtown. The goal of the surveys is to aid in business recruitment and the formation of a more complete shopping/dining district in downtown Easton.

Ten downtown retailers and restaurants are currently participating in the project as are the Easton Farmer's Market and the Easton Ambassadors. Survey questions focus on customer shopping habits, parking preferences and what types new of businesses people would like to see in downtown Easton.

While the customer intercept surveys will continue for the next several months, early feedback included the following:

- The majority of customers attending the Easton Farmers' Market parked on-street, had little difficulty finding available parking spaces, and visited one or more downtown shops or restaurants while in town.
- In-store customer surveys showed an overwhelming desire for a women's apparel store in downtown Easton.
- Requests for a grocery store and diner came in at a close second.
- Some of the other types of businesses on the "Wish List" included: jewelry & accessories, shoes, yarn/knitting, new books, bakery, cheese shop, specialty wine, art supplies, sporting goods, music, used cds, movie theatre, comedy club and drycleaners.

Look for survey forms and signs reading "Main Street Wants to Know" at downtown businesses and tell us what you would like to see enhance our beautiful downtown shopping district. You may also be approached by one the Easton Ambassadors who are interviewing visitors as they walk the streets of downtown.



## Easton Main Street is Movin' On Up!

At the end of October the office for the Easton Main Street Initiative will be relocating from its current location on Northampton Street to 35 S. Third Street.

Located on the first floor of the parking deck next to the bus terminal, the new office location brings the Initiative closer to the action in Centre Square and gives the staff and its many volunteers more space in which to meet and work.

Watch for an announcement of our open house in mid-November. Or stop by and say hello after the move.

## Businesses Continue to Bloom 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 third quarter 2009 winners were:

- July - **Purple Cow Creamery**, 15 S. Bank St.
- August - **Angelo's Restaurant**, 14 N. Fourth St.
- September - **Sanctuary Hair Salon & Day Spa**, 252 Spring Garden St.

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



## Welcome New Businesses

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

- **Joe Canto Fine Art Gallery**, 60 N. Second St. - featuring original art for every budget
- **Mi Ohn Style**, 11 N. Third St. Easton's newest salon specializing in natural hair and styles
- **Jah's Five Star Jamaican Restaurant**, 506 Northampton St. Eat-in, take-out and catering
- **Beautiful Angels Salon and Spa**, 200 Northampton St. - Salon for girls, specializing in themed spa parties
- **Orowitz & Hutson Podiatry P.C.**, 42 N. Third St. - Medicine & surgery for the foot & ankle

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

## We Want YOU!

Love downtown Easton? Proud of its continued redevelopment and ongoing renaissance? Then join the dozens of volunteers who feel the same way you do by donating your time and talents to the non-profit Easton Main Street Initiative.

- Enjoy the many downtown events that Main Street puts on? Then join the Events Committee to help us organize the Holiday Open House, horse-drawn carriage rides and 4th Annual Chocolate Lovers' Soiree coming up in January.
- Familiar with sponsorships? Like to help with fundraisers? Then join the Organization Committee and donate your time to help us secure corporate sponsorships for events, organize the Meals for Main Street fundraiser, as well as the Holiday Volunteer Party.
- Know about business and/or economic development? Then we need your help on the Economic Restructuring Committee with our retail recruitment program, spring business fair, and customer intercept survey work.

To volunteer on a committee, or to become an episodic volunteer who helps with specific events or initiatives, contact Kim Kmetz at 610-330-9940 or [Kim@eastonpartnership.org](mailto:Kim@eastonpartnership.org).

## Main Street Volunteers Paint the Town Blue

Have you seen the new blue t-shirts being worn around town by our many volunteers? Starting in September, Easton Main Street staff and volunteers began wearing the blue t-shirts with white logo while donating their time and talents to organize and run our many events, programs and other initiatives.

Are you a Main Street volunteer and didn't order your t-shirt yet? There is a limited quantity of t-shirts remaining. Stop by our office and get one for just \$10.



## Calendar of Events

### OCTOBER

- October 23-24 **Haunted Walking Tour** Start at Centre Square
- October 31 **Easton Farmers' Market Scarecrow Festival** in Centre Square

### NOVEMBER

- November 1 **Easton-Phillipsburg Halloween Parade**
- November 20 **"Dancing on the Thirds"** at Third Street Alliance
- November 20 **"Jim Weider in Concert"** at Larry Holmes Rinside Restaurant. Presented by Easton Main Street Initiative and EBA
- November 27 **Peace Candle Lighting @ Centre Square & Holiday Open House** Downtown

### DECEMBER

- December 4, 11, 18 **Holiday Horse & Carriage Rides and Strolling Carolers** - 5-9 p.m.
- December 18 **"Dancing on the Thirds"** at Third Street Alliance

For more information on these events, visit [www.EastonMainStreet.org](http://www.EastonMainStreet.org).