



What's Up! DOWNTOWN



www.EastonMainStreet.org

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Snow Day Comes to Downtown Easton

In January, Easton Main Street Initiative mounted a community-wide campaign to cut 10,000 paper snowflakes and paint the town white. The goal was to fill all the windows of Northampton and Third Streets (both occupied and vacant) with these symbols of community spirit. We not only met our snowflake goal, but we blew it away with a grand total of 27,126 snowflakes contributed. That's more than enough snowflakes for every city resident to have one!

Hand cut snowflakes of all shapes and sizes were showcased in the downtown district's wonderful businesses while highlighting the available properties awaiting potential businesses.

The best part about the program is that the entire community got involved and worked together to make snowflakes; from schools and community groups, to families and city residents. Mayor Panto instructed the City Public Services department to keep the holiday snowflake lights in place through January. He even declared Friday, January 22 a "Snow Day in Easton" at a special press conference attended by more than 70 local residents, volunteers and supporters.



Do You Tweet? We do!

Want to stay updated on all of the great things going on in downtown Easton? Ever wanted to know what's happening this coming weekend or when the next event takes place? Then get connected with us on Twitter, Facebook and LinkedIn.

We're using our accounts with these social media outlets to get connected with people just like you who have their finger on the pulse of what's going on in downtown Easton.

We've even started a blog called "What's Up in Downtown Easton" which is a spin-off of this printed newsletter. Daily blog posts tell you about upcoming events, downtown merchants and businesses, special promotions and ways you can get involved in your community.

Here's where you can find us online:

Twitter – follow us at www.twitter.com/eastonmainst

Facebook – become a fan of the *Easton Main Street* fan page

LinkedIn – join the *Easton Main Street* group

Blog – read our posts at <http://whatsupindowntownneaston.blogspot.com/>

Benefit District Feasibility Study Gets Under Way

Like the improvements taking place in downtown Easton? Enjoy the city's many events? Want to see the continued growth of businesses? Then help us by supporting our efforts to start a Community Benefit District.

A Community Benefit District (CBD) 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, control litter and graffiti, and increase customer traffic and sales, and retain, expand and recruit viable businesses, among other activities.

Our parent organization, the Greater Easton Development Partnership, has hired New Communities East to help us with a feasibility study. We started by meeting one-on-one with 11 downtown business owners to explain the benefits of a CBD and obtain their feedback.

A group meeting with downtown business and property owners was also

held back in November during which a presentation by New Communities East was made to the 40 attendees. They learned about what a CBD is, who participates and how, how the process works, why to do it now, trends and success stories of other CBDs. An overview of the Main Street and Ambassador programs which will be supported with the CBD assessment monies was also presented.

So far, 16 stakeholders have signed on to be part of a Steering Committee that will work on the remainder of the feasibility study. The next step will be for the committee to determine the boundaries we want to consider for the District. They will also send out a survey to determine whether there is conceptual support for a CBD. Finally, they will analyze the surveys to see if there is enough support to move forward with the actual formation of the CBD.

Stay tuned for more information on our progress with establishing a CBD in downtown Easton later this year.

Easton on List of Best College Towns

In the 2009-2010 edition of the Pennsylvania Pursuits Insiders Guide, the official tourism guide of Pennsylvania, Easton was noted as one of the Top 10 college towns in the Commonwealth. In fact, we were ranked #4 behind University Park (Penn State), Lewisburg (Bucknell), and Haverford (Haverford College).

Items of note were the Crayola Factory and National Canal Museum, our many dining options including Valenca and Pearly Baker's, our fun art galleries like Connexions, and unique retail offerings such as Baby Gift Clouds.

Join us for Main Street's Annual Meeting

Please join us on Monday, March 15 at The State Theatre's Gallery Room 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 2010. The evening begins at 5:30 p.m. with a cocktail reception followed by the formal program at 6 p.m. Paul Levy, CEO of the Center City District, a central Philadelphia BID, will be our keynote speaker.

Call to Artists for Next Round of Bike Racks

Our first Public Art Initiative last year was such a success, we've decided to it again!

The Easton Main Street Initiative, the Easton Environmental Advisory Council and the City of Easton are calling on artists to design functional, artistically innovative bicycle racks to be installed in downtown Easton's central business district as part of the 2010 Public Art Initiative. This initiative will build upon the successful 2009 Public Art Installation of four bicycle racks by the Main Street Design Committee.

Funding for the 2010 program has been made available through the Easton Environmental Advisory Council and the City of Easton. Artists are asked to submit a line drawing that is graphically strong and feasible for development into a functional bicycle rack. Up to three design proposals per artist may be submitted, each accompanied by a cost analysis. Commissioned artists will receive a stipend of \$2000, intended to provide recognition and financial support to purchase materials necessary to successfully complete the project. Artist may partner with an engineer, welder or builder to facilitate construction of the bicycle rack.

Based on the designs submitted, three artists will be chosen by jury to construct the bicycle racks. The goal is to produce three bicycle racks for installation in spring 2010. For more information call 610-330-9942. The complete bike rack design guidelines and 2010 Call to Artists can be downloaded at www.EastonMainStreet.org



Shad Fest Returns to Downtown Easton, this time with a Shindig

The 2010 Forks of the Delaware Shad Fishing Tournament and Festival will take place Saturday, April 24 through Saturday, May 1. Fishermen are encouraged to try their luck at catching the biggest shad during the festival for a registration fee of \$35. The popular "Taste of Shad" cookout will take place

in Scott Park from 11 a.m. to 4 p.m. on Sunday, May 2.

And be sure not to miss the colorful Shad Doo-Dah Parade, also on Sunday May 2. Community groups, school groups, scout troops and residents are invited to come celebrate the "Superb American Shad." This unique parade includes silly clowns, one-of-a-kind floats, boats, fishy hair doos and other zany costumes. Everyone is welcome even if you don't know how to fish or couldn't recognize a Shad if you marched next to one. Start working on your parade float now!

New this year is the first "Shad Shindig" on Saturday, March 6 at the Third St. Alliance. It's a great big party to celebrate the Shad and spring. There will be incredible food catered by Elizabeth Mulrine, music, drinks and lots of people and imagination gone wild! Guests can get dressed up or dressed down. Think of it as a mix between Halloween, Mardi Gras and the wedding of the Little Mermaid and Sponge Bob. Revenue from this event will help underwrite the Festival and Tournament.

Please mark the date and plan to join the fisherman, artists and Easton's many supporters for merry-making of all kinds. Come out, welcome spring, and help preserve one of the city's most unique traditions.

For more information go to www.shadtournament.com or call 610.597.SHAD.

Welcome New Businesses

• **Terra Café** - 321 Northampton St. This café combines great coffee, breakfast and lunch items along with delicious bakery items and unique art.

• **Philosophie Hair Studio**
312A Spring Garden St. A premier New York-style salon featuring dry cuts and a "color bar."

• **JC Penney Catalog Location**
now open inside Partyology located at 230 Northampton St. Great convenience for JC Penney customers in Easton and surrounding suburbs. Place and pick up orders and catalogs.

• **Christine's Secret Garden**
249 Northampton St. This clever little shop features teas, coffees, fudge and other gourmet food items. Also candles, soaps, textiles and decorative items.

• **King's Farmers Market**
132 S. Third St., features fresh produce and grocery items.

• **Intrinsic Foods** - 34 N. Second St. Retail shop featuring teas, granola, breads, baked goods, spices, oils that are all made with fresh, stone ground ingredients. Healthy foods that taste great!

• **Phoenicia** - 154 Northampton St. Easton's newest fine restaurant featuring Lebanese cuisine and bakery and also belly dancers and gift baskets.

Check Out Our New Digs!

Visit us in our new office at 35 S. Third Street on the first floor of the Easton Parking Garage, next to the bus terminal.



Calendar of Events

MARCH

- March 15 *Easton Main Street Initiative Annual Meeting* at State Theatre*
- March 19 "*Dancing on the Thirds*" at Third Street Alliance*

APRIL

- April 16 "*Dancing on the Thirds*" at Third Street Alliance*
- April 20 *Downtown Business Owners' Roundtable**
- April 24 - May 2 *Forks of the Delaware Shad Tournament*
- April 24 *Downtown Clean-Up Day & Main Street Spring Planting in Centre Square* (volunteers welcome!)
- April 30 *5th Friday Salsa Dance Night* at Third Street Alliance*

MAY

- May 1 *Easton Farmers' Market* Opens for the Season
- *Easton Historic House Tour*
- May 2 *Shad Doo-Dah Parade*
- May 15 *Kids' Farm Day* at Easton Farmers' Market
- May 21 *Dancing on the Thirds* at Third Street Alliance*
- May 22 *Composting Day and Bike Day* at Easton Farmers' Market
- May 28 "*Live in the Square*" Summer Concert Series*
- May 31 *Easton Memorial Day Parade*

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

* indicates an event presented by Easton Main Street Initiative.

