



What's Up! ↑

DOWNTOWN

GREATER EASTON
Development Partnership

www.EastonMainStreet.org

Vol. 5, Issue 2, Spring/Summer 2010

From Broom to Bloom: A Volunteer Grows in Downtown Easton

Stevie Ritter has a propensity for artistic endeavors and brings her talents to Easton Main Street as a valuable member of the Design Committee.

As an Easton resident for over 15 years, Stevie is no stranger to volunteerism and is happy to contribute her time to help build community connectedness in Downtown Easton. The Golden Bloom Award is one of the many ways she has helped to launch this initiative.

Did you know, 79% of a potential customer's decision to enter a business is based on the appeal of the storefront?

The Golden Bloom Award, coordinated by Stevie and the Design Committee, recognizes Downtown Easton business owners who make a positive impact on the streetscape by beautifying their storefronts with live flower plantings, greenery and trees. The Easton Main Street Initiative's Design Committee selects the Golden Bloom Award winner each month, May through November, with the first winner being announced in early May. Mayor Sal Panto Jr. will present the award in a short ceremony to be held at the site of the winning business. The award is a way for the community to say thank-you to those businesses that



participate in this beautification effort.

Many thanks to Bloomie's Flower Shop, located at 21 North 2nd Street, for their sponsorship of this program, and much gratitude to Stevie for all of her hard work and kind efforts to make this awards program successful. Stevie is happy to be a part of Easton Main Street and enjoys the feeling of community that comes from volunteering. In her

own words, "Through volunteering, I have learned so much about the history of Easton and feel very connected to the community."

To nominate a store front for the Golden Bloom Award or for more information about how you can volunteer, please call Kim at (610) 330-9940 or visit www.EastonMainStreet.org.

4th Annual Pet Parade at Riverside Park

Join Easton Main Street and our many four-legged friends for our 4th Annual Pet Parade on Saturday, June 5th, 11am-2pm at Riverside Park located along N. Riverside Drive.

The Riverside Pet Parade is a family-friendly event located in Downtown Easton featuring not only a Pet Parade but also a Pet Fair showcasing Pet Vendors, Pet Rescue Groups, Pet Activities and more!

Who attends?

The parade attracts pet-lovers from throughout the Lehigh Valley and New Jersey. Attendees range in age from young children to seniors.

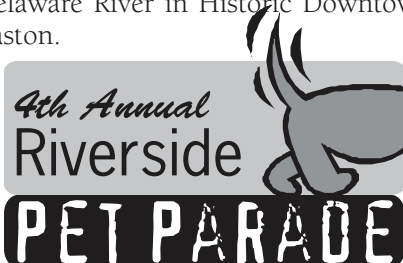
The most popular event of the day is the Pet Parade, complete with local mascots and prizes for best pet costume. Other activities include: dog weddings, children's activities, pet photo contest, pet trick contest, live music and "Yappy

Hour" from 2-4pm at downtown restaurants with outdoor seating.

Stick around for the drawing for our feature raffle item, the event's signature art piece "Orange Dog Trio", created by Preston Hindmarch. Preston is one of Easton's own artists who generously donated his time and artistic flair in creating a wonderful piece. Raffle tickets will be sold throughout the month of May at Easton Main Street's office as well as during the event on June 5th.

To register your pet for the parade, visit the registration table on June 5th from 11am - 1pm.

Bring your BFF (best four-legged friend) and join us for a great day of pet-themed activities along the idyllic Delaware River in Historic Downtown Easton.



Soap Box Derby

Father's Day Fun for the whole family! Join Easton's Soap Box Derby Association and Easton Main Street Initiative for a day full of derby racing and family activities.

Date: Sunday, June 20th

Location: 5th and Northampton Streets (with activities held in Centre Square)

Time: 11am to 3pm



Activities will include live music, all-day derby races, all-terrain tricycle races, car show, an art car to be painted by a local artist, family entertainment, food and more.

Dancing on the Thirds

Come celebrate the 3rd anniversary of Dancing on the Thirds, Easton Main Street's monthly dance class held on the third (and fifth) Friday of every month, 8 - 11 pm at Third Street Alliance, 41 N. Third Street in downtown Easton.

Each month features a different style of dance including: the hustle, country two-step, cha-cha, salsa and tango. For those dancers whose feet just won't stop tappin', dance nights have also been scheduled during the months with a fifth Friday. The evening starts at 8 p.m. with one hour of instruction in the featured dance style. Then from 9 - 11 pm it becomes an open dance with a DJ.

Originally, the dances attracted a core group of 40 to 50 people when first offered in May 2007; today the events regularly draw more than 80 dancers.

Come as you are! Dress is casual and the evening is open to all. Admission is \$10 per person (\$5 with student ID). Singles, couples, students and seniors welcome! Our next dance night is May 21st. For more information, visit www.EastonMainStreet.org.

It's Hip to be Square: Live in the Square Summer Concert Series

It's the same old summer concert series with a twist! The 2010 Live in the Square Summer Concert Series will feature a variety of bands and musicians ranging in musical style. Summers past have showcased Jazz music floating through downtown's streets. This year, we will continue to offer great Jazz music, in addition to a few new acts that will be sure to entertain.

Easton Main Street Initiative kicks off this summer's series with the following line-up:

- **May 28th: Doug Hawk Proposition**
Hip, soulful, funk, jazz and R&B
- **June 25th: Turning Tides**
Traditional songs of America, Ireland & Scotland
- **July 30th: Trouble City All Stars**
The Lehigh Valley's premier roots rock reggae band
- **August 27th: Burnt Toast**
Pop rock covers from the last four decades
- **September 24th: Tom Goering Quartet**
Progressive Jazz classics and originals

Join us for warm nights and great music – bring a chair, relax and enjoy the show! All concerts are FREE of charge and are held on the last Friday of the month, May through September. Concerts are outdoors in Centre Square, Downtown Easton from 7:30-9:30pm.

Enjoy dinner at one of Downtown Easton's many fine-dining restaurants before or after the show!

Many thanks to this year's bands and to our generous sponsors, Merchants Bank, Porters Pub and Restaurant, Seidel Cohen Hof & Reid, Jack 'n' Jill Studio, Easton Business Association and Chauncey Howell for making summer music in Downtown Easton possible.

Meals for Main Street

Hungry? Looking for the perfect date night AND a way to support Historic Downtown Easton? Look no further! Dine in downtown Easton at either of the following locations and satisfy your foodie craving and help support Easton Main Street!

Dine at:

Colonial Pizza on MONDAYS in MAY, 136 Spring Garden Street

Ocean on WEDNESDAYS in JUNE, 235 Ferry Street



And 10% of your bill will be donated to Easton Main Street Initiative. Enjoy fabulous food while supporting downtown revitalization! Visit www.EastonMainStreet.org for more restaurants in the months to come.

Welcome New Businesses

- **A Vintage Home**
401 Northampton St.; Fine antiques and home décor.
- **Tasola Beauty and Beyond**
353 Northampton St.; Wigs, hair products, women's accessories.
- **Island Taste** - 444 Northampton St.; West Indies cuisine; take out and catering only. Bakery on premises.
- **Hedy's Jewelry Outlet**
200 Northampton St.; gold and silver jewelry, purses and accessories.
- **Bella's Boutique Inspired Accessories**, 124 N. Third St.; ladies jewelry, purses and scarves and more.

- **Phyllis** - 12 S. Sitgreaves St.; vintage jewelry, clothing, purses, accessories.
- **The Cut Barbershop**
115-119 Northampton St.; Men's hair care and grooming services.

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

Calendar of Events

MAY

- May 15th **Kids' Farm Day - Easton Farmers' Market**
- May 21st **"Dancing on the Thirds" at Third Street Alliance***
- May 22nd **Bike Day - Easton Farmers' Market**
- May 28th **"Live in the Square" Doug Hawk Proposition***
- May 31st **Memorial Day Parade**

JUNE

- June 5th **Riverside Pet Parade (Riverside Park)**
- June 12th **Strawberry Festival - Easton Farmers' Market**
- June 18th **"Dancing on the Thirds" at Third Street Alliance***
- June 19th **Composting Day - Easton Farmers' Market**
- June 19th-20th **Almost Secret Gardens of Easton Garden Tour**
- June 20th **Easton Soap Box Derby**
- June 25th **"Live in the Square" Turning Tides***
- June 26th **June Bug Jamboree - Easton Farmers' Market**

JULY

- July 10th **258th Birthday Celebration- Easton Farmers' Market**
- July 10th-11th **Easton Heritage Day**
- July 16th **"Dancing on the Thirds" at Third Street Alliance***
- July 24th **Zucchini 500 - Easton Farmers' Market**
- July 30th **"Live in the Square" Trouble City All-Stars***
- July 30th **5th Friday Dance at Third Street Alliance***

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

* indicates an event presented by Easton Main Street Initiative.

