



# What's Up! DOWNTOWN



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

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## 2013 a Year of Marketing Innovation for EMSI

Easton Main Street Initiative staff and Marketing Committee volunteers tackled a slew of huge marketing projects in 2013. Here's what they accomplished to spread the word about Downtown Easton in 2013:

**Downtown Easton App** – Launched a smartphone app for visitors and residents, making Easton the envy of other small cities throughout the region.

**Map and Guide** – It was a record breaking year for the Downtown Easton Map and Guide, with 84 business included.

**Open Sundays brochure** – To address the problem of potential visitors assuming Downtown Easton businesses were closed, the Marketing Committee released this who's who of Sunday hours.

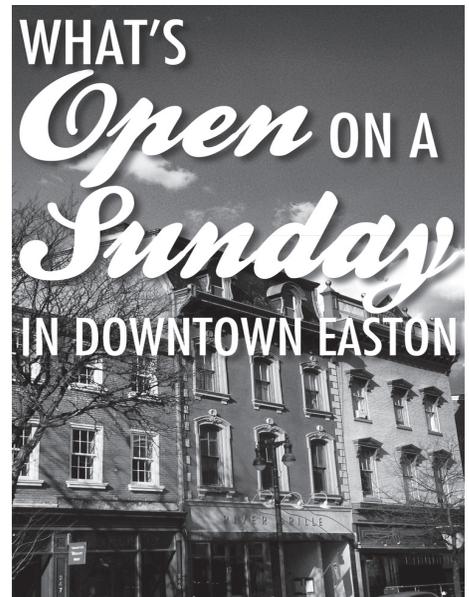
**New EMSI website** – Thanks to

summer intern Erik Ritter, EMSI got a clean, functional new website.

**New signage** – Marketing Committee volunteers worked closely with the City to design and install four new slant-top directional signs to help visitors find their way around Downtown Easton.

**Billboards** – Partnering with Garlic Fest, Riverside Festival of the Arts and Bacon Fest organizers, marketing volunteers launched a billboard ad campaign for Downtown Easton this fall. A follow-up holiday retail campaign partnered nearly 40 retailers.

**Posters** – A low-tech but highly visible way to spread the word about events. Volunteers coordinated the addition of poster display boards in the three parking garage elevators, outside the parking garage on Pine Street and in Scott Park.



## Introducing the Ready. Set. Easton Guide

Starting a business anywhere is a complex task, requiring entrepreneurs to follow a long list of steps, learn new zoning rules and fill out multiple applications. That's why a partnership of local organizations, including the City of Easton, the Greater Easton Development Partnership (GEDP) and various neighborhood and business associations, has developed the **Ready. Set. Easton Business Guide**.

This publication provides business owners with a comprehensive overview of what is needed to start a business in Easton.

"It's a very nicely written, bright and positive publication," says Curt Ehly,



Easton Main Street Initiative (EMSI) volunteer and the political liaison chair of the Easton Business Association. "It serves a number of purposes. If someone was coming to Easton with the idea of starting a business but didn't know what Easton was about, this talks about demographics and why Easton is a good place to start a business."

The guide also covers essential information such as: how to register a business name, basic zoning considerations, how to select a location and City of Easton contacts.

Several years in the making, the guide began as a project of the EMSI Economic Restructuring committee in response to frequent inquiries from potential business owners looking for guidance.

"We would become frustrated because it is a difficult process with a number of steps. There didn't seem to be one publication with the process detailed," Ehly explains.

Ultimately, Becky Bradley, formerly with the City of Easton, Kim Kmetz of EMSI, Gretchen Longenbach of GEDP and Alison Miers from the Greater Lehigh Valley Chamber of Commerce (GLVCC) took the lead on the guide. It was developed and published through a partnership between the City of Easton, GEDP, EMSI, GLVCC, EBA, West Ward Neighborhood Partnership, College Hill Neighborhood Association and the South Side Civic Association.

"This is just a starting point for community support available for business owners in Easton," says Ehly, emphasizing that assistance is available

from all the organizations involved in developing the guide.

The **Ready. Set. Easton** guide is readily available in the offices of the EMSI, West Ward Neighborhood Partnership, EBA, GLVCC and the City's Code Enforcement and Economic Development Department.

## Fundraising Underway for Sitgreaves Mural

The past few years have brought several public art projects to Downtown Easton, from colorful bike racks to a jazz mural on 4th Street. But these projects are just the beginning. The Easton Main Street Initiative Design Committee and local artist Tom D'Angelo are hoping a new mural planned for Sitgreaves Street will not only beautify the alley but also serve as a springboard for future public art projects.

D'Angelo developed a concept for a potential mural on a whim, but it caught the eye of EMSI staff and volunteers.

"Part of EMSI's objective is incorporating public art into the downtown," says Michael Brett, chair of the Design Committee. "Past projects have been the jazz mural on N. 4th Street, artist designed bike racks and Little Free Library Boxes. A large scale mural was always on the top of our minds but availability of funds was always an issue because of the high cost."

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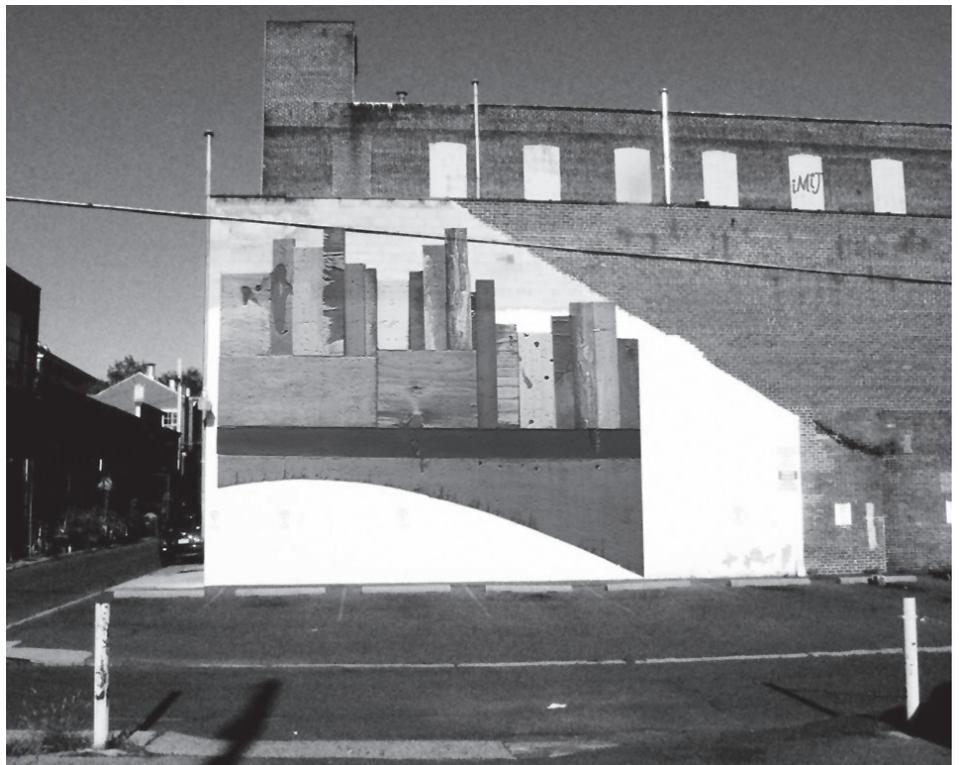
Past attempts at mural projects have been stymied by a lack of grants sufficient to cover the significant expense of materials and time. But the Design Committee was driven to see this project succeed, so they decided to look beyond grants at other fundraising options.

During the 2013 winter holiday season, EMSI managed to raise \$1,600 towards the Sitgreaves mural over three nights at Rivals Sports Bar. Brett, D'Angelo and other EMSI volunteers and staff served as guest bar tenders, and tips went to the project.

"Initially I was only expecting to raise about \$1,000 between the three nights guest bar tending, but the community support was so strong we were able to well exceed our expectations," says Brett.

The Design Committee needs to raise another \$3,400 through other sources, but the donations have given them a significant head start. "By taking the initiative on our own to raise money it reduces the amount needed from grants and shows that the community truly wants projects like this to occur," says Brett.

Of his design, D'Angelo says, "I want to mimic a cityscape but have a little abstraction to it." The mural is planned for the side of building facing Sitgreaves Street between Northampton and Spring Garden Streets. The planned start date for



installation is summer or fall 2014.

"Tom D'Angelo has a personal mission to see this project happen. Having an artist as invested in the project as Tom adds a momentum of personal passion that is not always present in a commissioned piece. This will definitely help ensure we all meet our goals," says Brett.

The Design Committee has identified other potential locations suitable for mural installation, which

they will explore further once the Sitgreaves project is complete. D'Angelo is committed to making sure this mural is one of many publicly funded art projects throughout Easton. "What's important is that we keep raising money to keep doing other projects like this mural," he says.

To donate to the Sitgreaves Mural project, visit the Easton Main Street Initiative office at 35 S. 3rd Street or visit [www.EastonMainStreet.org](http://www.EastonMainStreet.org).

## Volunteer Spotlight: Merchants of Northampton Street

With more events than ever, 2014 was a busy year for Downtown Easton and the Easton Main Street Initiative. None of the events would be possible without support from downtown businesses owners and EMSI volunteers.

This year, four merchants from the 200 block of Northampton Street have done double duty, growing their businesses and lending their time to the EMSI Events Committee: Jennifer Crayton of Crayton's Creations, Adam Fairchild of Easton Outdoor Company and Jamie Leisy and Dawn Keagy of Forgotten Treasure Chest.

"They all joined the Events Committee around the same time and have really stepped up to the plate and brought much needed new energy to the committee," says Kim Kmetz, Main Street Manager.

At the behest of several Eastonians, Jennifer moved her business from Phillipsburg to Easton in 2011 and was overwhelmed with the support provided by EMSI and the Easton Business Association. She began volunteering with EMSI in 2013 and has worked on administrative tasks,

the Chocolate Soiree and the Peace Candle Lighting.

"At the Peace Candle Lighting, it was nice to see the outpouring of the community spirit, in spite of the economy," says Jennifer. "We sold out of Light a Night sponsorships for the Peace Candle; people were doubling up days."

Adam chose to open his outdoor shop in Easton to be a part of the downtown's revitalization, and hopes to help bolster the retail community through his involvement with EMSI.

"I'm really excited about a potential new event that's in the works," says Adam. "It's a retail/restaurant specific event that will hopefully expose people within and outside our community to new places to shop and eat."

Jamie and Dawn, too, were drawn to Downtown Easton for its retail potential, and have supported other retailers by organizing Boutique Easton, the Downtown Easton Sidewalk Sale and a billboard campaign. "We are invested in the growth of downtown Easton," says Dawn.

They have more big ideas for downtown events. "I'd love to see a spring event, something like Battle of the Bands, to draw people from outside of Easton into the city itself to see all the new shops and all the new restaurants," says Jamie.

All four emphasize that more volunteers are always needed to help out with events. There are many ways to participate, from taking the lead

on planning to helping out day-of. For more on volunteer opportunities, contact Kim Kmetz at [kim@eastonpartnership.org](mailto:kim@eastonpartnership.org).

## Calendar of Events

### FEBRUARY

- February 2nd: **Pearly Baker's Annual Chili Cook Off**

### APRIL

- April 12th: **Spring Into Easton Retail Event**
- April 12th: **Music for the Market**
- April 26th & 27th: **ACE Annual Studio Tour**
- April 26th: **7th Annual Easton Pub Crawl**
- April 26th: **City Wide Clean-Up Day**

## Easton Welcomes New Businesses

The following businesses recently opened in the Main Street district. We'd like to take this opportunity to welcome them to downtown Easton and wish them much success!

- **T's Green Boutique**, consignment shop featuring trendy women's apparel and accessories; 456 Northampton St.
- **3rd and Ferry Fish Market**, long awaited casual seafood restaurant & bar; 56 S. Third St.