



What's Up! DOWNTOWN



www.EastonMainStreet.org

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Al Fresco Dining in Downtown Easton

Downtown Easton is liberally laced with restaurants serving delectable cuisine outdoors on summery afternoons and evenings. So take an instant vacation and enjoy an awesome variety of international and down-home fare. Whether your table's under an awning, umbrella, or the blue (or starry) Easton sky, you'll just love the lively scene. Your only challenge? Choosing your favorite!

Dine internationally at...**Valencia** now features creative American Fusion cuisine. 64 Centre Square. (610) 829-0360. Head to South America at the newly remodeled **El Chasqui** for home-cooked Peruvian and Colombian specialties. BYOB. 9 North Third Street. **Mesa Modern Mexican** offers a fresh new take on Mexican favorites. Great tequila and margarita menu, too. 42 South Third Street. (610) 829-2101. You're in sunny Tuscany at **Sette Luna**, where you'll enjoy wood-oven pizza and traditional trattoria offerings. 219 Ferry Street. (610) 253-8888. Vive la France! at **Maxim's 22 Bistro and Brasserie**. Dig into classical French dishes and sip from an extensive wine list or a signature cocktail. 322 Northampton Street. (610) 252-2622. For sparkling fresh sushi and traditional Japanese fare, head to **Sogo**. 237 Northampton Street. (610) 250-0198

Easton's gastropubs: Try Pearly Baker's Alehouse for burgers, gourmet entrees, and craft beers, wines and cocktails. 11 Centre Square. (610) 253-9949. And **Two Rivers Brewing Company** offers its own beers brewed on site plus an innovative pub menu. 542 Northampton Street. (610) 829-1131.

Need a great family-friendly meal for two—or a crowd? **Cheeburger**



Cheeburger prides itself on amazing burgers, fries, shakes served in a fun-filled setting. 336 Northampton Street. (610) 438-1311. And **Colonial Pizza** is famed for its special pizza and secret sauce plus Italian standards. 136-138 Spring Garden Street. (610) 252-3033.

Go seaside at...**3rd and Ferry Fish Market**, featuring exquisitely fresh fish and seafood. You'll feel like lingering over platters of oysters, clams, lobster and other briny treats—or one of the bartender's signature cocktails. 56 S Third St. (610) 829-1404. **Ocean's** romantic outdoor setting is ideal for cocktails, dinner or late night dining. Thrill to innovative seafood entrees, pasta dishes and more. Don't miss the amazing martini menu! 235 Ferry St. (610) 559-7211

For breakfast, lunch or an afternoon nibble, try the literary **Quadrant Café and Bookshop**, for coffeehouse beverages and breakfast/brunch delights. 20 North Third Street (610) 252-1188. **Blue Sky at the State** offers a truly imaginative breakfast/brunch

menu, just a half block from the State Theater. 14-16 South Fifth Street. (610) 829-0188. **Angelo's**, proudly serving Eastonians since 1979, offers hearty breakfast, brunch and lunch fare with Greek flair—and outdoor seating for six. 14 North Fourth Street. (610) 252-6956. **Stiltskins Coffee House** is a warm, cozy café with an extensive coffee menu, delectable baked goods, soups and sandwiches. 117 North Third Street. (610) 515-1818. **Terra Café** serves up great coffee, tea and light fare for breakfast, lunch and afternoon snacks. 321 Northampton Street, (610) 330-6900.

Late night drinks and pub grub, anyone? These joints are jumping till 2:00 AM. At **Drinky's**, enjoy your libations with snacks and burgers. 5 Centre Square. (610) 252-3800. Try the wings at **Mother's Bar & Grill**, 3 Lehn's Court. (610) 559-1700. There's often live music or a sporting event at **Rival's**, along with a huge wing and burger menu. 5 Lehn's Court. (610) 559-1700.

Volunteer Spotlight: Walter Burkat

Dedicated volunteers who work tirelessly behind the scenes are responsible for much of what makes Easton so wonderful. Take Walter Burkat, 21, for example, a rising senior at Lafayette College, who's a volunteer intern for EMSI. Just a few of his many duties: creating and updating the volunteer handbook, updating the calendar of events, helping collect photos of downtown properties to track current usage and vacancy rates,

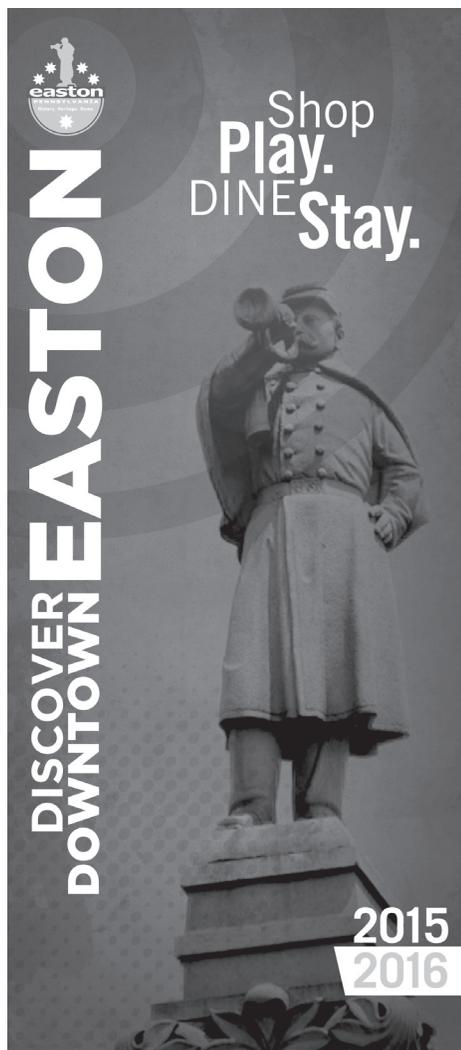


and meeting with community leaders to work on various committees.

"Volunteering is rewarding because it allows you to give back to your community, and at the same time, helps you better yourself through your service," says Walter. "It doesn't always have to be on a grand scale—it can be the smallest thing, and anyone can make a difference. Whether you're helping an elderly neighbor with her groceries or advocating for human rights on the international stage, everyone can contribute." Wise words indeed, Walter.

If you'd like to volunteer a little (or a lot) of your time, talents and passions to EMSI, please contact Kim Kmetz at kim@eastonpartnership.org.

Updated Signs Direct Easton's Visitors to Businesses and Attractions



Just in time for Easton's summer visitors, our slant-top signs, directories and the handy Discover Downtown Easton Map & Guides have all been updated and will help point the way to the city's many places of interest.

Find the slant-top signs, whose purchase was funded thanks to a 2013 grant from the Lehigh Valley Chamber of Commerce, here:

- South Third Street alongside the parking garage
- North Third Street by the surface lot across from PNC Bank
- Northampton Street outside the Grand Eastonian Hotel
- Northampton Street outside the Sigal Museum and Discover Lehigh Valley Visitors Center

The Centre Square kiosk (outside the Crayola Experience) has also been updated, as has the Discover

Downtown Easton Map & Guide. This year's Map & Guide features a new cover by EMSI volunteer, Jim Nicnick, updated imagery, and contains current Downtown business listings. 3rd & Ferry Fish Market, Cheeburger Cheeburger, and Merchants Bank have generously sponsored all three elements of these visitors' guides.

Easton's Marketing Efforts Vastly Expand City's Reach

Easton Main Street's Initiative has forged three exciting strategic partnerships as part of an energetic outreach program, designed to attract visitors and businesses alike to the city.

One new venture is a partnership with ArtsQuest, the non-profit organization that provides access to art, culture and educational programs to Lehigh Valley residents and visitors. EMSI will advertise in these key ArtsQuest publications:

- InQ pocket guide (a quarterly publication)
- InQ event booklet (also a quarterly)
- Levitt Pavilion SteelStacks Program (advertising our summer concerts)
- Musikfest Program
- Oktoberfest Program
- Christmas City Guide
- Christkindlemarkt Program

In another new program, EMSI has reached out to Brooklyn, whose hip, arty, foodie vibe is so compatible with Downtown Easton. Online ads have been placed in several well-trafficked websites targeting the Brooklyn Flea (the popular flea market held weekly in downtown Brooklyn) as well as Brooklyn's food and art audiences.

And it's year two for EMSI's successful partnership with the IronPigs (in conjunction with the Easton Farmers' Market). At two Community Nights, EMSI volunteers greeted fans and distributed Easton event calendars and other information. There's also full-page ads in the Pigs' monthly Pork Illustrated program, distributed free at the stadium.

The ArtsQuest publications and Pork Illustrated feature EMSI's ShopDowntownEaston.com website, where readers can sign up for weekly community e-Updates and enter to win a \$50 Downtown Easton gift card.

Calendar of Events

JULY

- 31st: **Live in the Square - High Street House Band**

AUGUST

- 1 – **Hispanic Cultural Fest**
- 1-2 – **Lebanese Heritage Days Festival**
- 8 – **Peach Day** – Easton Farmers' Market
- 8 – **Easton Laughs** – Comedy Night at Riverside Amphitheatre
- 8-9 – **Sigal Museum Birthday Celebration**
- 14 – **Live at Riverside - Jimmy Pritchard Band**
- 15 – **Cruise Night**
- 15 – **Easton Municipal Band** at Riverside Amphitheatre
- 22 – **Tomato Day** – Easton Farmers' Market
- 22 – **Outdoor Concerts** at Valenca
- 28 – **Live in the Square - Blue Heart's Revelry**
- 30 – **Clam Jam**

SEPTEMBER

- 5 – **Cruise Night**
- 11 **Live at Riverside - Sunshine Symphony**
- 12 – **Easton Municipal Band** at Riverside Amphitheatre
- 13 – **LVHN Marathon** for Via
- 19 – **Hot Pepper Eating Contest** – Easton Farmers' Market
- 19-20 – **Riverside Festival of the Arts**
- 25 – **Live in the Square - Steve Brosky & Jimmy Meyer**
- 26 – **Fallen Heroes Motorcycle Run**
- 26 – **Movies at the Mill**

OCTOBER

- 3-4 – **Easton Garlic Fest**

Easton Welcomes New Businesses

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

- **Homebase 610**, modern and vintage men's apparel and footwear, 432 Northampton St.
- **Twice Upon A Time Collectables**, vintage, thrift and consignment shop, 466 Northampton St.
- **Polliwogs and Petunias**, children's clothing, 15 S. 2nd St.
- **Express-Times/lehighvalleylive.com**, NEW LOCATION, local newspaper and online source for news; 18 Centre Square
- **Easton Antique Co-op**, antiques, 60 Centre Square

There is so much going on in downtown Easton! Check out eastonmainstreet.org and download the Easton app today!



Got a gift card? Use it!

51 PLACES TO USE THEM!

GREAT PLACES TO SHOP
GREAT PLACES TO DINE
GREAT THINGS TO DO
FIND A BUSINESS AT
www.EastonMainStreet.org/giftcard

*Remember, Downtown Easton Gift Cards start to access a \$3.00/mo. fee if they go unused for more than 12 months.