



What's Up! ↑ DOWNTOWN



www.EastonMainStreet.org

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Easton Main Street Initiative Named Best in State

The Easton Main Street Initiative was recently honored as 2015's **Top Performing Main Street Program** by the Pennsylvania Downtown Center (PDC). The PDC is a statewide non-profit focusing on the revitalization of communities across Pennsylvania. The organization recognizes programs that generate new jobs, new businesses, public and private investment, and volunteer hours. And all of those key elements were certainly factors in EMSI's award, says Main Street Manager Kim Kmetz. However, part of EMSI's success is also due to a strong sense of community and its hundreds of volunteers, Kmetz explained to The Morning Call.

EMSI bested 49 eligible community organizations to achieve the award. To be considered, programs must meet 10 performance standards. Training requirements, planning methods and community involvement are among the standards PDC considers for awards.

In addition to its business-generating activities, EMSI is also responsible for producing beloved downtown events,



From left, Larry Newman; Board Chair, Pennsylvania Downtown Center and Executive Director, Diamond City Partnership; Kim Kmetz, Easton Main Street Manager; Amy Boccadoro, Assistant Easton Main Street Manager and Marketing Director

including the Peace Candle Lighting and free summer concerts in Center Square and Riverside Ampitheater. The beautiful, seasonal planters that grace Center Square and other downtown locations are also under the EMSI umbrella.

EMSI has just two full-time employees, Kmetz and Assistant Main Street Manager/Marketing Director Amy Boccadoro. Some 50 volunteers, who log more than 4,000 volunteer hours each year, support the organization's efforts.

Save the Date & Volunteer for PA Bacon Fest!

Interested in trading your time for a festival experience you'll never forget? Volunteer at Bacon Fest! The gig comes with terrific perks: In exchange for becoming a Bacon Crew Volunteer, you'll receive an event wristband, a t-shirt, amazing opportunities and an unforgettable time! And when you're not working, you will be free to experience the festival. Mmmmm.

As a volunteer, you'll help support the festival staff, fans, sponsors, and artists to ensure that everyone has an exciting, fun, and safe time. Volunteer slots will include setup, takedown, transportation, hospitality, merchandise sales, and other tasks.

Contact Kim Kmetz, kim@eastonpartnership.org, to volunteer. Find information about this year's Bacon Fest on November 5 and 6 at <http://pabaconfest.com/volunteer/>

We look forward to working with you!



Cheering a Move for the Chiming Tree Bike Rack

You've probably noticed the eye-catching sculptural bike rack down by Riverside Park near the Governor Wolfe Building. One of many fabulous bike rack sculptures dotting downtown Easton and making our city so cyclist-friendly, this rack looks like a big tree, and has chimes made from old fire extinguishers. You can't miss it.

In a few weeks, the rack will move to the 500 block of Northampton Street, across from places like Easton Yoga, Greenmouth Café and Two Rivers Brewing. What's exceptionally appropriate about the move is that the rack (and its fire extinguisher chimes) will sit adjacent to the Fire House.

The move was planned because the amazing bike rack wasn't getting the use or visibility it deserved in its current location, noted Sandy Zajack, an Easton Ambassador, energetic bike rack proponent and member of EMSI's Design Committee.

The firefighters and Greg Schyler, of Schy-Rhys Redevelopment Inc., who owns the lot where the bike rack will be installed, are all delighted to welcome their new neighbor.



Artist Paul Deery and former Design Committee Chair, Liz Rosen at the unveiling of the sculpture in August 2012.

Meet EMSI Intern Sierra Ann Sparrow



Sierra Ann Sparrow, 21, from Wind Gap, is a geography and urban studies major who graduates from Temple University next spring. For the last three months, she's been learning on the job as an intern for EMSI.

"My experience here is constantly rewarding because of the great community spirit that EMSI promotes," says Sparrow. "Working alongside Kim Kmetz and Amy Boccadoro, I've seen how EMSI helps revitalize and grow Easton's downtown area by making it an attractive area for businesses and residents to thrive," she adds.

"Coolest part of the gig, so far? "I was a guest and volunteer at the Pennsylvania Downtown Center's annual conference. I got to interact with people from across the state and I learned more about revitalization programs. It's also where EMSI was awarded #1 Main Street Program in the state--so exciting!," Sparrow says.

"I absolutely encourage others to volunteer with the EMSI—it's a terrific organization that works hard to keep Easton a wonderful place. The emphasis is on the people and everyone at EMSI has a lovely 'what can we do to help you?' attitude," says Sparrow.

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!

- **BUZZ by Full of Crepe**, 21 S. Second St., coffee with savory and sweet treats
- **Omni Health Services**, 328 Northampton St., mental health care support
- **Midnight Studios**, 158 S. Third St., music production/ recording studios
- **Dr. Matt Conroy**, 229 Spring Garden St., chiropractor
- **Twin Rivers Dance**, 45 N. Sitgreaves St., welcome new ownership, Allison Schaeffer.
- **Nature's Way**, 143 Northampton St., welcome new owners, Shalom and Karen Neuman

Easton Events Guide

Finally...all of Easton's unique events, activities, attractions and festivals will be listed in one dynamic, user-friendly guide.

A project of the Greater Easton Development Partnership, the 26-page booklet is funded in part by Northampton County Department of Economic Development. Lafayette College sponsored the printing.

The booklet will feature a monthly listing of events through April 2017, and essential information for Easton's visitors and residents, including:

- Easton tourism information
- Parking and hospitality information
- Ads for local attractions, lodging and events
- Handy event Index

The Events Guide will be available at Lehigh Valley hotels, attractions and businesses.



Calendar of Events

AUGUST

- 5 **School of Rock LIVE** in Centre Square
- 6 **Peach Day** at Easton Farmers' Market
- 6-7 **39th Annual Lebanese Heritage Day Festival**
- 12 **Live at Riverside**: Large Flowerheads
- 13 **Easton Laughs Comedy Night**
- 20 **Tomato Day** at Easton Farmers' Market
- 20 **Cruise Night**
- 21 **2nd Annual Riverside Park Jazz Festival**

- 26 **Live in the Square**: Chris Cummings Trio
- 28 **Easton Fire Co. Coats 4 Kids Motorcycle Run**
- 28 **Clam Jam**

SEPTEMBER

- 9 **Live at Riverside**: Uncle Rocco
- 11 **LVHN Marathon for Via**
- 17 **Hot Pepper Eating Contest** at Easton Farmers' Market
- 17 **Cruise Night**
- 17-18 **Riverside Festival of the Arts**
- 18 **Bike to Brunch**
- 24 **Fallen Heroes Motorcycle Run**
- 24 **Movies at the Mill**
- 30 **Live in the Square**: The Ultra Kings

OCTOBER

- 1 **PAWS for a Cause**
- 1 **ZOMpocalypse**
- 1-2 **Garlic Fest**
- 8 **Tim Lambert 5k & 10k**
- 8 **Apple Jam** at Easton Farmers' Market
- 9 **Pennsy Food Truck Wars**
- 15 **Zombie Pub Crawl**
- 21-22 **Haunted Walking Tour**
- 21-22, 28-29 **Haunted Hugh Moore Park**
- 30 **Easton-P'burg Halloween Parade**

NOVEMBER

- 5-6 **PA Bacon Fest**

#EastonMain StreetDidIt

Have you ever wondered how the giant pumpkins on Third Street got there or tapped your feet to the beat during one of the free concerts in Centre Square?

We'll tell you all about it. This August, we're doing a round-up of many of the great programs Easton Main Street has worked to bring to you. Follow us on Facebook, Twitter, and Instagram @EastonMainStreet and look for the hashtag #EastonmainStreetDidIt every day.

Take a peek behind-the-scenes at what helps make Easton a great place to be. We've chosen some of our favorites, but we'd like to hear from you! LIKE and SHARE to spread the word and impress your friends.

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



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