



**EASTON**  
PENNSYLVANIA



*Independent at Heart.*



# Welcome to Easton!

Whether you're just starting out, expanding your business or relocating, Easton's the place to be. Our thriving downtown is built on a supportive business culture, philanthropic spirit and an events calendar filled with festivals and markets.

Visitors know the Greater Easton Development Partnership as a driving force behind many of Easton's festivals and events. From Easton Out Loud every Fourth Friday, to free summer concerts; from our weekly Easton Farmers' Market (May-November), to annual festivals like PA Bacon Fest that draw in 85,000 tourists - our aim is to show visitors all that we love about Easton.

At Easton Main Street Initiative (EMSI), we'll help you find the perfect spot in Downtown to open or grow. We'll also connect you to the organizations and people to help your business thrive! Contact us today to learn about the free resources we can offer to your growing business.



**Kim Kmetz**

**Easton Main Street Initiative Manager**

Greater Easton Development Partnership  
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# 8 REASONS TO OPEN A BUSINESS IN DOWNTOWN EASTON

1.

## Loans & Grants

- EMSI can facilitate facade improvement grants for your business
- Matching grants up to \$5,000 for facades; up to \$1,500 for signs
- GEDP offers low-interest business improvement loans up to \$30,000 for businesses relocating to or located in Downtown Easton

2.

## Family-Friendly Attractions

- Easton Farmers' Market and Easton Public Market cater to young foodies
- State Theatre Center for the Arts and Crayola Experience nurture their creative side
- Sigal Museum and Nurture Nature Center encourage them to explore and discover

3.

## Supportive Business Culture

- EMSI sends out weekly e-updates to 7,000+ subscribers
- EMSI offers free business listings on [eastonmainstreet.org](http://eastonmainstreet.org) and [shopdowntowneaston.com](http://shopdowntowneaston.com)
- Easton Business Association offers free networking, ribbon cuttings, and educational opportunities

4.

## Business Owner Resources

- Quarterly meetings bring together city officials, police and business owners to discuss festivals, collaboration and city updates
- Quarterly Business Bugler newsletter covers business news and marketing opportunities
- Opportunities to participate in free marketing and low-cost business improvement workshops

5.

## Low-Cost Marketing Tools

- Free ads/event listings in our e-updates sent to 7,000+ subscribers
- Nominal fee for Discover Downtown Easton Map & Guide listing and slant top directional sign
- Advertising opportunity to be featured on the Centre Square kiosk

6.

## Downtown Easton Gift Card

- Low-cost enrollment includes promotion of business in all gift card marketing
- Accepted at 50+ businesses
- Self-serve kiosk at Easton Public Market or sold via [eastonmainstreet.org](http://eastonmainstreet.org)

7.

## Clean, Green & Safe

- Central business district supported by Easton Ambassadors staff
- Ambassadors keep Easton clean and support the Easton Police Department
- Ambassadors welcome visitors and maintain more than 100 planters

8.

## Full Events Calendar

- Heritage Day, Peace Candle Lighting and Clam Jam draw crowds
- Food Truck Fest, PA Bacon Fest, Garlic Fest, EFM special days and EPM events attract tourists and locals alike
- Weekly and monthly happenings keep locals connected to the city