

The BUSINESS BUGLER



FALL 2018

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS



Photo Courtesy Meghan Moyer Photography

GET READY FOR PA BACON FEST

Plans for PA Bacon Fest are well underway and organizers are expecting record numbers of people. PA Bacon Fest will be held 10 a.m. - 6 p.m. Saturday and Sunday, Nov. 3-4. Some business owners have already signed up to vend on the street in front of their shops. For any that wish to do so and have not signed up, please reach out to Jo Moranville (jo@eastonpartnership.org) for information. Remember that the city requires 3 feet of walking space between your store and the curb.

The footprint of PA Bacon Fest will be the same this year as it was in 2017 — stretching from Northampton and Fourth streets to the Free Bridge, from Spring Garden and North Third streets to Ferry and South Third streets, and from Ferry and South Third to South Second and back to Northampton Street.

Set up will begin at 5 a.m. Saturday, Nov. 3 and the street must be cleared of all vehicles by then. All

vendor vehicles will have to be off festival grounds by 9 a.m. and the streets will remain closed until 6 p.m. Sunday, Nov. 4.

Organizers are anticipating 80,000+ people to come to Easton for this event. Be prepared for the festival to make the most of this opportunity. Make yourself visible, be outside (on the street is by far the most effective) and be vocal. Talk to as many people as you can and invite them into your shop. It is a street festival so you need to go out of your door to get them into your store.

The special events and promotions team is putting together a compelling event that shows off Easton at its best. Capturing first-time visitors to Easton and making them return visitors is the name of the game.

PA Bacon Fest is an important fundraiser for the Greater Easton Development Partnership and helps to fund the amazing Easton Ambassadors, the planters that beautify the city, Easton Main

Street Initiative programs, and GEDP events including; Easton Out Loud, free concerts, Peace Candle Lighting/Small Business Saturday, and the Market District which draws thousands of visitors throughout the year.

Have a question about PA Bacon Fest? Reach out to us:

Vendor/festival information:

Jo Moranville
jo@eastonpartnership.org, 610-250-2063
or Marcy McKinney
marcy@eastonpartnership.org, 610-250-6533

Volunteering:

Kim Kmetz
kim@eastonpartnership.org, 610-330-9940

DOWNTOWN EASTON BUSINESS WATCH

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

Easton House of Jerky, 13 S. Second St., jerky shop

FoodWorkz, 154 Northampton St., restaurant and incubator space with a changing menu

Hilltop Herbals, 524 Northampton St., services offered by a clinical herbalist

Federated Insurance, 400 Northampton St., Suite 400, insurance services

Dance Unlimited, 45 N. Sitgreaves St., dance instruction and studio

Nature & Company, 108 S. Third St., natural, organic skin care products

smARTivities Showcase, 60 Centre Square, a creative center for arts including studio space, demonstrations, classes, gallery showings, workshops and an available party room (plus retail art supplies and handcrafted gifts)

The Journey Home, 12 S. Sitgreaves St., art therapy services and studio

The Valley Group, 62 N. Third St., small business support - accounting, marketing and social media management

The following businesses recently moved or closed in Downtown Easton.

Vape Meister, at 441 Northampton St., and *El Chasqui*, at 444 Northampton St., have recently closed their downtown operations. We are sad to see them go, but wish them all the best with future endeavors.

Skinterest, at 11 N. Third St. has moved to the Silk Mill at 13th Street. along Bushkill Drive. Please visit Cat, Chelsea and their team at their new location.



EBA SCHEDULE OF EVENTS

Don't miss the Easton Business Association's upcoming networking events:

5:30-7 p.m., Wednesday, Oct. 17

The Game Gallery, 315 Northampton St.

November

No Networking Event - Happy Thanksgiving!

5:30-7 p.m., Wednesday, Dec. 19

Third Street Alliance, 41 N. Third St.

CHECK OUT THIS SEASON'S EASTON OUT LOUD THEMES!



By: Jo Moranville

Looking ahead to Easton Out Loud for the fall and into the holidays, here are the monthly themes to help you get your creative juices flowing ahead of time and create some fun and fantastic promotions.

Sept. 28: Movies Around Town: We will be promoting movie trivia. Get involved by offering movie trivia in your shop, let winners enter in a drawing at your shop, give a discount to anyone dressed like a character from a movie. Remember Movies at the Mill is the next day at the Simon Silk Mill, so Easton will be in movie mode.

Oct. 26: Trick-or-Treat downtown: We are encouraging folks to come in costume and go from shop to shop for trick-or-treat. Last year we had an amazing turn out for this and we are expecting even more this year!

Nov. 23: Selfies with Elflies: Create opportunities in your shop for folks to take selfies and post them on our FB and Instagram pages and yours as well. You can hide an elf, sell elf merchandise or give discounts to folks wearing elf gear. Have fun with it and come up with your own elf promotion. We

will be making ornaments in Centre Square for people to carry down to Scott Park to put on the Christmas Tree. The mayor will lead the parade to the tree and carols will be sung. You could offer ornament making and encourage your customers to join us at the park to decorate the tree.

Dec. 28: Happy New Year!: Just days before New Year's Eve we will be celebrating out with the old and in with the new. Give your customers a glimpse of what you will have "in store" for them in 2019. Be festive and fun and celebratory.

Remember, Easton Out Loud is at its best when we, as business owners, host fun, interesting and engaging events ... and promote them to our customers. Partnering with your neighbors is a great way to amplify your impact! GEDP and EBA are working to coordinate promotions, create appropriate special activities around town, and advertise the event. There are billboards, social media promotions, radio ads, and more on the way. As you know, however, downtown business owners are the stars of this show. So start talking to your neighbors and let's see what we can dream up!

PROMOTE YOUR BUSINESS AT THE EASTON PUBLIC MARKET

FA LA LA LA FRESH!



The Easton Farmers' Market will be open for holiday shopping in Centre Square on the following Saturdays: Dec. 1, 8, and 15. Regular hours of 9 a.m. to 1 p.m. will be in effect. Crafters and artists wanted! Call Megan McBride at 610-330-9942 or email megan@eastonpartnership.org for more information.

HOLIDAY POP-UPS!

The Easton Public Market is offering pop-up holiday vending space for Downtown Easton gift retailers. This is a great opportunity to get in front of a new audience and take advantage of the 5,000 people who shop the market each week. Space

is limited. Food product is not permitted. Call Megan McBride at 610-330-9942 or email megan@eastonpartnership.org for more information.

ADVERTISING ON DIGITAL DISPLAY BOARDS

The Easton Public Market draws thousands of visitors per week from a 50+ mile radius. Digital advertising in the market is a great way to reach new customers who are not familiar with all that Downtown Easton has to offer. There is a digital sign located within the market that displays ads on a continual basis Wednesday through Sunday. The monthly advertising price is \$100. Ads will run for 5 seconds and appear a minimum of five times per hour. Minimum ad purchase is three months. Call Megan McBride at 610-330-9942 or email megan@eastonpartnership.org for more information.

GEARING UP FOR THIS YEAR'S PEACE CANDLE LIGHTING AND SMALL BUSINESS SATURDAY

By: Sara Altshul

Though we're still slogging through the tail end of a wet, stormy and hot summer, it's time to set our sights on Downtown Easton's most beloved holiday tradition: the lighting of the Peace Candle in Centre Square. This year, the festivities are set for Friday and Saturday, Nov. 23 & 24.

The lighting of the historic 60-plus year-old Peace Candle in Centre Square is the crowning jewel of an all-day event that includes Small Business Saturday. Now a tradition for several years, Small Business Saturday continues to bring people together to enjoy our Main Street retailers' and restaurants' many special holiday offerings. A day devoted to family-pleasing activities, it's sure to jump-start everyone's holiday spirit.

Organizer JoAnn Durante share's an early peek at what's in store.

"Each year we try to add new things," Durante says. "That could be new entertainment or other attractions to welcome more people to Easton."

FRIDAY, NOV. 23

Festivities kick off on Friday, Nov. 23, with Easton Out Loud. Though plans are still taking shape, we can share that one event will be a fun holiday ornament-making session for kids. Following that, kids will gather at Centre Square and join Mayor Sal Panto Jr., who'll lead them in a Parade of Lights. And (shhh, don't give it away!) parade-goers can also expect a surprise visit from Santa. The beloved Bachmann Players will also be on hand to entertain the crowd.

It's rumored that an Evening Out with Santa at Stoke is being organized. Participants in this adults-only event will toast the festivities with adult beverages.

SATURDAY, NOV. 24

The events team at EMSI is hard at work finalizing Saturday's schedule, but here are some offerings. Check eastonmainstreet.org for more details closer to the event.

Breakfast with Santa. 9 a.m., The Pomfret Club:

Kids enjoy a delectable breakfast, a singalong, fun crafts and treats. Photos with Santa will be available. Two seatings. Tickets will be available at eastonmainstreet.org/breakfast. Reserve early — tickets go fast.

Easton's Official Town Crier, David Rose, will open the festivities in Centre Square at 10 a.m.

Musical performances begin at 10 a.m. and run all day, including: Acoustic Kitty, Easton Middle School Band, Easton Municipal Band, Little Brass Band, School of Rock, Burning Hearts and SwingTime Dolls.

Santa Arrives at Centre Square. 1 p.m.: Be sure to stop by and let him know if you've been naughty or nice. Then, follow Santa to Third Street Alliance (see below).

Photo with Santa. All Day. Third Street Alliance: Hear the Lehigh Valley Youth Chorus, enjoy special performances, the amazing holiday decorations and the fantastic display of gingerbread houses! Then get professional photos taken with Santa himself.

Last year we introduced our **Peace Candle Pocket Lady**. She'll be out and about all day spreading holiday cheer and giving treats to children.

We will continue to have **strolling performers** all day and into the evening: musicians, singers, Charles Dickens characters, Balloons the Clown, and Grins & Grins.

From Centre Square to Fourth Street, children will enjoy the return of our petting zoo, moon bounce, face painting and trackless train rides.

Carriage Rides will occur throughout the day. Don't miss Cinderella's Carriage!

Peace Candle Lighting. 7 p.m. Centre Square. The inspiring and awesome lighting and its message of peace is the day's memorable finale. EMSI will sell battery-operated candles to hold aloft during the lighting and sing "Let There Be Peace on Earth."

Food: In addition to our restaurants' special Peace Candle Day items, food trucks stationed around town will also offer yummy sustenance.

Sponsorship Opportunities: Last year, more than 6,000 people took part in Peace Candle Lighting Festivities, and the crowds swell every year. Exciting sponsorship opportunities at three different levels exist that allow you and your business to support this historic, 60-year old tradition. Contact Natalee Hercik to find out how you can get involved- natalee@eastonpartnership.org, 610-248-5567.

Volunteer Opportunities: It takes a village to produce the city-wide events surrounding Easton's Peace Candle Lighting. Scores of hands are needed to help run the many events of this all-volunteer festival. If you'd like to volunteer for a shift or two, contact Kim Kmetz at kim@eastonpartnership.org



EASTON GARLIC FEST

EAT*DRINK*STINK! Easton Garlic Fest will be held 10 a.m.- 6 p.m. Oct. 6-7 (Saturday and Sunday), rain or shine. The festival will occur between Bushkill and Ferry streets and from Second to Fourth streets.

For those businesses in the festival footprint, please let Jo Moranville (jogarlic@gmail.com) know if you are interested in having a tent in front of your shop those days so festival organizers can leave a 10' space for your business. Otherwise, organizers will make sure that there is a space between tents so that the doorway to your shop is visible to people as they stroll by.

Any merchants not in the festival footprint should reach out to Jo if they wish to have a space to vend within the festival.

Approximately 65,000 visitors are anticipated. To get your business or products in front of the crowd, contact Jo Moranville at jogarlic@gmail.com, or 484-903-3078.



LIGHT-A-NIGHT FUNDRAISER

A long beloved Easton tradition continues as we celebrate the annual Peace Candle Lighting this year on Saturday, Nov. 24, in Centre Square. To ensure Easton's ability to maintain this historic annual event, EMSI will once again offer "Light A Night" which allows individuals, businesses and organizations to sponsor a night of the Peace Candle's glow for a \$30 donation. Your support allows you to memorialize a loved one, send a holiday greeting, promote your business or even wish someone a happy birthday or anniversary. Greetings are published online, on signage in Centre Square and in the Peace Candle Program of Events. Please choose dates between November 24, 2018, and January 15, 2019.

Donations are gratefully accepted at Greater Easton Development Partnership, c/o Peace Candle, 325 Northampton St., Easton, PA 18042. Please make your tax-deductible donations payable to GEDP.

BUSINESS OWNER ROUNDTABLE UPDATES

Missed our Business Owner Roundtable in July? Here are some quick updates. Mark your calendars now for our fall roundtable:

8 a.m. Wednesday, Oct. 10 at FoodWorkz, 154 Northampton St.

- EBA is looking for block captains to improve communications among business owners, and especially ahead of festivals. Contact Mark Nutting for more info: mark@jivafitness.com
- Da Vinci Science City Update: Lin Erickson, CEO of Da Vinci Science Center, said that survey results have come back from respondents within 90 miles of Easton, and have shown high percentages for appeal of the project and intent to visit. Respondents were most interested in the proposed walk-through-body exhibit, the Nature Dome and the Forest at Night feature. Organizers hope to finalize business plan by end of summer/early fall, at which point the City will have public meetings, and city council will vote on a development agreement. It's proposed that 2019 would be tied to design work, 2020-2021 would focus on construction and 2021-2022 would be on getting exhibits up and running. The current goal is to open the center at the end of 2022.
- Northampton Community College has added an SAT Prep Course at its Easton location, and is in the process of adding a Cops N' Kids Reading Room. The Easton location is offering technical training courses, professional development classes, and lots more. Find out which courses are being offered by visiting: <https://tinyurl.com/yd5jet3x>.



GRAB A GIFT CARD

Just a reminder: Know someone looking to purchase a Downtown Easton gift card or Easton Public Market gift card? Send them to the Easton Public Market. Both cards can be purchased from the market's kiosk near Mister Lee's. The kiosk accepts credit and debit cards, and is available any time the Easton Public Market is open.

EPM gift cards can also be ordered online and shipped to a recipient. Visit eastonpublicmarket.com/gift-cards/ for more information.

Downtown Easton gift cards can also be ordered online at eastonmainstreet.org/give-the-downtown-easton-gift-card/. For bulk orders, or cash purchases, please email amy@eastonpartnership.org.

PARTNER SPOTLIGHT: CURTAIN'S UP ON STATE THEATRE'S 92ND SEASON



The State Theatre kicked off its 92nd season in September with a full lineup of music, comedy, Broadway shows and even a football star.

The 2018-2019 season features a number of returning favorites, such as David Caserta's "Haunted Illusions" magic show on Oct. 20, The Wizards of Winter on Dec. 23, and Moscow Ballet's Great Russian Nutcracker on Dec. 9 — which has become a tradition for many local families.

New this season is an improved ticket system that allows guests to print tickets at home and to redeem gift cards online.

The State Theatre expects about 90,000 visitors this season, and there's a way local businesses can take advantage of that crowd. The State Theatre encourages downtown restaurants to offer dining specials for State Theatre guests. A Restaurant Partners list on its website highlights where State Theatre visitors can get information, discounts and promotions from participating local restaurants. A list of the featured restaurants is also printed and mailed with all tickets (approximately 50,000), as well as promoted on the theater's print-at-home tickets. Cost to participate is \$500 per year, which includes the web listing and two printings per year. Restaurants can join at any time throughout the year, and will be guaranteed two printings.

The State Theatre will also hold its fourth annual Wedding Expo from 1-4 p.m. on Sunday, Jan. 13. Contact 484-767-5850 or email jenn.exquisitebride@gmail.com if you're interested in becoming a vendor.

NEW ORNAMENT

The next piece in the limited edition Easton ornaments series will feature the historic State Theatre. The cost will be \$20 (cash only) for the ornament (or \$75 for a four-piece set featuring the State Theatre, Easton Farmers' Market, Bugler and Candle). Free Bridge ornaments will also be sold, but there are very few left. The new ornaments will be in by Garlic Fest and will be sold at the State Theatre box office, online at eastonmainstreet.org/ornaments and at a few outlet locations within Downtown Easton. Proceeds from the sales of the ornaments offset the costs of Peace Candle Lighting and Holiday Open House.

UPCOMING SHOWS

A full list of the season is available at statetheatre.org.

Oct. 5: STAGE ON STAGE: EARLY ELTON

Oct. 13: THE HIT MEN

Oct. 14: DIANA KRALL

Oct. 19: GREATEST LOVE OF ALL: THE WHITNEY HOUSTON SHOW

Oct. 20: HAUNTED ILLUSIONS – MAGIC OF DAVID CASERTA

Oct. 26: JIM WITTER'S PIANO MEN

Oct. 27: THE MAKING COMEDY GREAT AGAIN TOUR

Oct. 28: RAFFI

Nov. 1: "SOMETHING ROTTEN!"

Nov. 2: THE NAKED MAGICIANS

Nov. 9: CRAIG THATCHER BAND: ERIC CLAPTON RETROSPECTIVE

Nov. 15: CAT COUNTRY 96 JINGLE JAM

Nov. 16: THE DOO WOP PROJECT

Nov. 17: 3 REDNECK TENORS

Nov. 20: MARTIN GUITAR SUPER EXPERIENCE

Nov. 28 & 29: "MONTY PYTHON'S SPAMALOT"

Nov. 30: THE PRIESTS

Dec. 1: CHRISTMAS WONDERLAND HOLIDAY SPECTACULAR

Dec. 6: KENNY G

Dec. 8: STRAIGHT NO CHASER

Dec. 9: MOSCOW BALLET'S GREAT RUSSIAN NUTCRACKER

Dec. 21: A MAGICAL CIRQUE CHRISTMAS

Dec. 23: THE WIZARDS OF WINTER



Photo Courtesy foodworkzatcs.com

BUSINESS BRIEFS: FOODWORKZ AT COMMON SPACE

The team behind Easton's new restaurant pop-up has hit the ground running. FoodWorkz launched with a menu featuring progressive Indian cuisine, then transitioned to Mediterranean fare, and later soul food. Plans for Caribbean, American Gourmet, Mexican and Vegetarian are in the works. Check out the current chef and menus at foodworkzatcs.com. The FoodWorkz team also has a number of special events planned for the holiday season:

Oct. 31: Harry Potter Halloween Dinner
FoodWorkz at Common Space is hosting a ticketed Halloween event featuring seven courses of food, games and garb from the beloved Harry Potter series. Each course is paired with complimentary wine. \$85*/ticket with 45 tickets available.

Nov. 20-21: Thanksgiving Dinner Pick Up
Let the FoodWorkz chefs cook your Thanksgiving meal. Menu will feature roast turkey, stuffing, scratch-made gravy, pumpkin pie made with local pumpkins, potatoes, cranberries, mashed sweet potatoes and more. Deadline for orders is Wednesday, Nov. 14.

Dec. 8: Ugly Sweater Dinner Party
Wear your worst holiday sweater and enjoy a seven course meal, with each plate paired with wine. \$75*/ticket with 45 tickets available.

December: Host your business's Secret Santa, White Elephant or staff party at FoodWorkz. Receive 10 percent off a party of five or more people if booked before Dec. 8.

Dec. 22:** **FoodWorkz Cookie Exchange**
Local bakeries and pastry chefs will fill the room with mouth-watering cookies for you to enjoy. For \$25, fill a bag of fresh cookies for a holiday party or cookie exchange.

***Tax and gratuity included.** Cancellations will incur a \$2 processing fee. Due to chef's selection of only the freshest ingredients, we are unable to offer refunds within a week of the event.

**** Date subject to change.**

Contact 484-903-8792 or kaycie@foodworkzatcs.com for more information or to purchase tickets.

More: FoodWorkz, 154 Northampton St., foodworkzatcs.com.

HALLOWEEN IN EASTON

HALLOWEASTON

The Easton Tourism Partnership — a committee of the city's museums and attractions is launching its first collaboration. The group will be collecting info on Easton's Halloween events and making bookmarks or postcards to distribute to local businesses. The hope is that the printed piece can be stuck in with a bill, or be left in a pile on the counter for neighbors and visitors to pick up. The piece will also be tied to a Facebook page where multiple Halloween events will be promoted.

Have an event you want featured? Want your logo displayed on the piece as a sponsor? Want the printed piece to hand out in your business? Contact Carey Birgel at 610-253-1222, ext. 11 or c.birgel@northamptoncymuseum.org.

Easton's attractions and businesses have a number of events planned for Halloween. Check out the details and contact the organizers if you're interested in getting involved.

7th Annual Zombie Pub Crawl

Enjoy drink and food specials from participating Downtown Easton bars and restaurants during this annual pub crawl. Proceeds from the event benefit nonprofit organizations in Easton.

6-11 p.m. Saturday, Oct. 13

\$20 in advance, \$25 day of

More: eastonpubcrawl.com;
<https://www.facebook.com/EastonPubCrawl/>

Haunted Hugh Moore Park

Enjoy an evening of spooky fun in the park: a special Halloween ride on the Josiah White II, a ghost walk to the historic locktender's house, ghost stories, hayride, and lots of fun activities and snacks.

Friday, Oct. 19 / Saturday, Oct. 20

Friday, Oct. 26 / Saturday, Oct. 27

6 p.m. check-in; 6:15 boarding time for a 6:30 p.m. departure; 7-9 p.m. activities

\$20 for adults, \$15 for kids 3-15; free for 2 and under

Note: Reservations required. No strollers on the boat.

Questions? Contact Loretta Susen at loretta@delawareandlehigh.org or 610-923-3548 x221

Halloween Easton Out Loud

Downtown Easton will welcome families in costume to trick or treat at participating businesses. Enjoy a market-wide trick or treat and pumpkin painting at Easton Public Market.

5-9 p.m. Friday, Oct. 26

eastonoutloud.com

Halloween Parade

Families can wear their favorite costumes for the annual Halloween Parade.

3 p.m. Sunday, Oct. 28

Parade starts on Howard Street in Phillipsburg and ends in Centre Square, Easton.





Photo Courtesy Lafayette College

AM I CHARGING THE RIGHT PRICE? DO THE MATH!



HEADS UP: LAFAYETTE COLLEGE TO SEND STUDENTS AND FAMILIES DOWNTOWN FOR FAMILY WEEKEND

Expect some extra foot traffic from Sept. 28-30 when Lafayette College welcomes students and their families for a weekend of activities. The college advertises the many Downtown Easton attractions and experiences. Those who arrive on Friday night are encouraged to head Downtown for dinner. On Saturday, Sept. 29, the college offers a free shuttle from campus to downtown from 11 a.m. to 4 p.m., prior to a tailgate at the college before the 6 p.m. game. Families can also take part in a Historic Easton and State Theatre Tour that Saturday, guided by David Rose. Last year 2,400 attended Family Weekend, so plan ahead for the extra visitors and use the weekend as a time to introduce your shop to the Lafayette community.

NUMBERS TO KNOW

Here are the best contact numbers for our City's police officers:

Patrolman Vince Bruneo: cell 484-634-0449 or vbruneo@easton-pa.gov

Lt. Bob Weber: cell: 484-239-7649, office: 610-250-6660 or rweber@easton-pa.gov

Non-emergency number - 610-759-2200

Join Nixle for emergency and event notifications via text. Text easton alerts to 888777 to sign-up.

Remember, if you see something, say something.

NEW MAP & GUIDES

Map & Guides have been distributed throughout the city. Need a new batch? Contact Amy Boccadoro, amy@eastonpartnership.org.

By: Louis Allegra, Volunteer Mentor - Lehigh Valley SCORE

Retail pricing is easy, right? It's a question I get asked all the time.

Here's a brief rundown: Let's say we pay a wholesaler \$10 for an item; we sell it for \$15 and make \$5 on the sale for a 50 percent profit. Well, the math is correct but that's the wrong way to look at it.

Note in the chart that the \$5 we made on the sale is gross profit, which equates to a gross margin of just 33 percent. That is to say, of the \$15 our customer paid us, just 33 percent is "profit." But we're not done yet. Let's say that there is another dollar in other expenses associated with running the business, i.e. wages, utilities, rent, etc. When we take those expenses into account we're left with \$4 in net profit or a profit margin of 27 percent. So, when looking at our bottom line, a 50 percent markup nets just a 27 percent benefit in this case.

Let's say sales are a little sluggish so we drop our price (discount) to \$12, reducing our markup to \$2 or 20 percent of cost. That 20 percent markup leaves us with just an 8 percent profit margin, a dangerously low figure for most businesses. Even though sales may increase we are making considerably less profit on each sale.

Let's say that sales are okay, so we try increasing our price to \$17. Now 35 percent of that sales revenue drops to the bottom line. Even if we don't sell as many items as we did at \$12, it's still possible to earn the same or greater profit than we did at \$12.

For a more complete treatise on pricing strategy view the free SCORE Webinar at <https://www.score.org/event/power-pricing>. To work with a volunteer mentor, contact Lehigh Valley SCORE at 610-266-3000. In any case...do the math!

	BASE	DISCOUNT	PREMIUM
ITEM PRICE	15	12	17
ITEM COST	10	10	10
GROSS PROFIT	5	2	7
GROSS MARGIN	33%	17%	41%
EXPENSES	1	1	1
NET PROFIT	4	1	6
PROFIT MARGIN	27%	8%	35%

CALENDAR OF EVENTS

SEPTEMBER

- 28 Easton Out Loud
- 28-30 Lafayette College's Family Weekend
- 29 Movies at the Mill

OCTOBER

- 6-7 Garlic Fest
- 13 Zombie Pub Crawl
- 13 FAM (Familiarity) Tour
- 20 Apple Jam at EFM
- 21 Food Truck Festival
- 26 Easton Out Loud
- 28 Halloween Parade

NOVEMBER

- 3-4 PA Bacon Fest
- 4 Racin' Bacon 5K
- 23 Easton Out Loud
- 24 Peace Candle Lighting and Small Business Saturday

DECEMBER

- 1 Easton Farmers' Market Holiday Market in Centre Square
- 8 Easton Farmers' Market Holiday Market in Centre Square
- 15 Easton Farmers' Market Holiday Market in Centre Square
- 28 Easton Out Loud