

The BUSINESS BUGLER



FALL 2019

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS

SMALL BUSINESS SATURDAY

Now a tradition for several years in Downtown Easton, Small Business Saturday (SBS) will take place on Saturday, Nov. 30 alongside the Peace Candle Lighting celebration. SBS continues to bring people together to enjoy and engage with our Main Street retailers, restaurants, salons, service businesses and galleries, and show support for our locally-owned businesses during the holiday shopping season.

The Main Street volunteers and staff will be connecting with American Express, the sponsor of this national event, to secure branded SBS swag, which will be delivered to participating business along with SBS balloons to bring attention to businesses offering specials and treats that day.

Please start thinking about what kinds of creative and enticing holiday promotions your business could offer to shoppers who are choosing to spend this SBS in Downtown Easton. Please reach out to Katie Farnan (Katie@eastonpartnership.org) to confirm your participation and share what promotions you will be offering by Friday, Nov. 1.

FREE HOLIDAY PARKING

A special thank you to the City of Easton for providing FREE metered on-street and surface lot parking (not including parking decks) during the holiday shopping season! Share this promotion with your customers on Friday, November 29, Saturday, November 30, and Sunday, November 31, as well as Saturdays and Sundays from Dec. 1-25.

SAVE THE DATE

Our next Business Owners' Roundtable will be held at 8 a.m. Wednesday, Oct. 9, at Easton Area Public Library, 515 Church St. These meetings are a great way to learn about city issues and upcoming events, holiday events and promotions, and meet your fellow business owners. Light refreshments will be provided. We hope you can join us!



RING IN THE HOLIDAYS AT THE PEACE CANDLE LIGHTING!

It may be hot and steamy outside but we are gearing up for holiday events, specifically, Peace Candle Lighting!

Friday, Nov. 29

A long time tradition for Easton, this event fully embraces all the magic this holiday season has to offer! **It all kicks off 5-9 p.m. Friday, Nov. 29, with Easton Out Loud. We have moved this fourth Friday event to the fifth Friday to be the official start of the holiday weekend.**

There will be ornament making and letter writing to Santa at various stores and stay tuned for a special announcement on where you can drop off your Santa letters! At 6 p.m., join us in Centre Square with Mayor Panto, the Bachmann Players and of course, Santa! The Big Easy Easton Brass Band will lead us all in a parade to light the Christmas tree on Larry Holmes Drive and then parade back up Northampton

Street with Santa to The Bayou. Battery operated candles will be available for purchase in the Square at the EOL Info Tent. Stay tuned for other surprises during the evening!

Saturday, Nov. 30

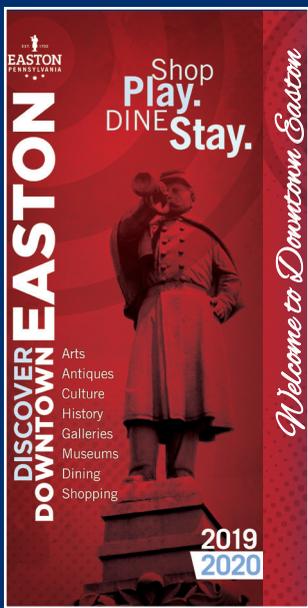
Festivities kick off early at The Pomfret Club for Breakfast with Santa at 8:30 and 10:30 a.m. Enjoy a delicious breakfast, live music, treats and photos with Santa. Tickets will be available soon at eastonmainstreet.org/breakfast. Be sure to reserve your tickets early.

David Rose, Easton's official Town Crier, will kick things off for Peace Candle Lighting at 10 a.m. Visitors can enjoy live performances all day, strolling performers, Charles Dickens characters, Balloons the Clown and Grins and Grins stilt walkers. Be on the lookout for our Peace Candle Pocket Lady who will be out and about with special treats for the children. Santa will

be arriving in Centre Square by parade at 1 p.m. Stay tuned for more exciting details. Third Street Alliance will be hosting special performances and an amazing display of gingerbread houses. And don't forget to dress in your holiday best for professional photos with Santa.

Children will enjoy the petting zoo, moon bounce and trackless train rides on the 300 block of Northampton Street. Carriage rides will be available all day long, including Cinderella's magical carriage. Ticket info and road closure/parking details will be forthcoming at eastonmainstreet.org/peacecandlelighting.

The big finale happens at 7 p.m. in Centre Square, with the closing ceremony and the official lighting of the Peace Candle as The Swing Time Dolls lead us all in a rendition of "Let There Be Peace on Earth."



NEED A MAP & GUIDE?

If you ever need more 2019/2020 Map & Guides, just let us know. We're happy to deliver. Contact: Katie@eastonpartnership.org.

HOLIDAY IDEAS YOUR EMPLOYEES WILL LOVE

The Highmark Farmstand at Easton Public Market offers a full array of fresh and seasonal produce to fill a table! Stop by the Farmstand for your staff party needs — from fruits and veggies, to sparkling ciders and house-made, vegetarian sides. You can even customize your own gift baskets for colleagues and clients.

Choose the locally-produced goods they'll love — and we'll provide the basket and decorations. We'll even assemble, wrap and tie it with a bow. Gift baskets start at \$35 (which includes assembly, wrap and decorations). Price varies by what is included with the basket. The Farmstand also sells Cape May Peanut Butter party boxes for \$25. Contact Wolf@eastonpartnership.org for more details or to pre-order gift baskets.

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



HOW TO: CREATE AN EYE-CATCHING WINDOW DISPLAY

Downtown Decorating Plan

Just a reminder, orders for holiday greenery are due Sept. 30. Thank you to all of our businesses who have opted to participate! We will be in contact regarding delivery and installation. It is an important piece, so we encourage you to add border lighting inside your windows where you have access to an outlet.

As the holiday season approaches, now is the perfect time to plan your window display. According to AdWeek, the holiday season can account for 25 percent of a retailer's annual sales, and a good window display can drive foot traffic and bring even more shoppers to your store. Now's the time to plan your holiday display. We reached out to a few community members for their tips and techniques:

Megan McBride, director of the Easton Market District and former owner of Imagine Cards 'n Gifts:

You want your window display to look good from a drive-by perspective (especially at the holidays) and be of interest to pedestrians and shoppers.

To achieve this:

- Use large props (furniture pieces, equipment related to your business, antiques, folding screens, trees etc.). This creates the bigger impact for those driving by and sets the stage.
- Once you have your large pieces in place you can intersperse smaller items — for your window shoppers to view up close.
- Lighting is KEY! If your window is not well lit, all your efforts will

be for nothing. The window itself should be lit with recessed or spot lighting but then it's important to add ambient lighting with lamps and/or string lights. This will add warmth and dimension and enhance the drive-by impact. Be sure to have your lights on a timer so your window stays lit well into the evening, and on days when your shop is closed. Your window should be your best advertisement! As you're creating your display be sure to go outside and see how it looks from across the street.

Other suggestions:

- Swap items with local merchants: The antique and furniture stores are a great place to find your larger props and most are happy to lend them out as long as you put a price tag or small sign on them.
- Stick with a single/double color scheme: It's much more effective than using a mishmash of colors as it helps the eye to focus more quickly. (It can be a fun experience to go through your shop and pull out all the 'purple' merchandise and also look for purple holiday decor, lights etc.)
- Vary heights: Don't make the mistake of displaying a variety of items across the floor of the window with everything at one height. This leaves you with the upper window space empty and it lacks interest. Use crates and boxes as risers and hang things from the ceiling.
- Use the vertical space: Although the eye scans horizontally, visual attention is drawn vertically when people are walking by. Take

advantage of vertical space and arrange things top to bottom.

- Signage: Don't be afraid to label your window items with signs and prices. Some folks are hesitant to stop in and ask for a price or ask a question.
- Make sure your window truly conveys the feeling and emotion of your store! It should make coming in your door irresistible!

Ron Morris, owner of Mercantile Home and Mercantile Outpost

When approaching windows, I always find the ones with the most impact are dynamic in some way. Telling a story (our squirrels have done some crazy things to show off products in our windows), striking color choices (super bright, super neutral or the perfect ratio of both), and using different visual levels in the window are all great ways to accomplish this. Of course, combinations of all three can really create a home run!

✓ TO DO:

Holiday shopping season is fast approaching! Want to learn more about window dressing and visual merchandising? Easton Main Street Initiative is planning a hands-on Visual Merchandising Workshop presented by a few highly skilled Main Street business owners at 8 a.m. Tuesday, Oct. 15 at Easton Outdoor Company. Reserve your spot for this educational workshop by emailing Terri@eastonpartnership.org.



EASTON OUT LOUD FALL SEASON

We hope you'll join us and participate in our upcoming Easton Out Loud nights. Easton Out Loud is held from 5-9 p.m. the fourth Friday of every month. **Please note: In November, Easton Out Loud shifts to the fifth Friday (Nov. 29) to coincide with Peace Candle weekend!**

Below is a list of our themes for the remainder of the year along with some ideas to get businesses involved.

October 25: Halloween

Crafts/activities: Trick-or-treating, pumpkin decorating, bobbing for apples, mummy wrapping

Cocktails: Blood Orange Blackberry Rum Punch, The Grave Digger Cocktail, Monster Mash Margaritas, Tart Cherry Eyeball Punch, Hard Cider Pumpkin Float, Beetlejuice Cocktail

Food: Deviled eggs, roasted pumpkin seeds, candy corn, pumpkin dip, candy apples

Decorating: Fake cobwebs, creepy music, jack-o-lanterns, fog machines

November 29: Kick off to Peace Candle Weekend

Activities/Crafts: Letter writing to Santa, ornament making, paper snowflakes, gingerbread house decorating

Cocktails: Eggnog, christmosas, santa clausmopolitans, drunk jack frosties

Food: Christmas goat cheese toast bites, Christmas nacho cups, Cranberry & white chocolate mini cheesecakes, Caprese Salad Skewers

Decorating: Christmas lights, trees,

paper snowflakes, white snow window paint

December 27: Enchanted Village

Activities/crafts: Hot chocolate bar, paper snowflakes, snowflake handprints, snowman in a Mason jar

Cocktails: Peppermintinis, peppermint bark mimosas, mistletoe margaritas

Food: Snowman pancakes, winter comfort food, Christmas cookies

Decorating: Christmas lights, paper snowflakes, window paint

✓ TO DO:

Be sure to email julia@eastonpartnership.org to ensure your business and activity is listed on the passport each month.



Photo: Lafayette College

LAFAYETTE FAMILY WEEKEND: OCT. 25-27

Lafayette College's Family Weekend typically brings well over 1,000 family members to campus to spend time with their Lafayette student or sibling, and get a taste of life on campus, College Hill, and in the Easton community.

On Friday, Oct. 25, families attend classes during the day and enjoy a Student Showcase that evening featuring multiple student performance groups.

On Saturday, Oct. 26, a student-led committee plans a full day of campus tours, a talk by President Byerly, information panels by a wide variety of campus partners, and Faculty Pard Talks presented in the TED Talk format. They can then gather for a

Tailgate on the Quad, and cheer on the football team at Fisher Field. Family Weekend also features multiple chances for families to explore the Easton community, including historic tours, shopping, dining and this year an opportunity to spend time in the Easton Public Market. Afterward, they will return to campus for an interactive Saturday night trivia competition! This is a "packed house" restaurant night in Downtown Easton!

For those folks who remain on campus on Oct. 27, there are a few remaining tours, as well as the chance to take students off campus for needed supplies, to grab a meal, or explore more of Easton before they head home.

The EMSI staff will be gathering menus, coupons and other promotional materials from our Main Street businesses and delivering them to campus prior to Family Weekend. Lafayette staff will make these items readily available to students and their families.

✓ TO DO:

The deadline for providing these materials will be Friday, Oct. 11. Please provide a minimum of 200 pieces in the drop box at the EPM, across from More Than Q from Sept. 28 - Oct. 11. Info: Kim@eastonpartnership.org, Katie@eastonpartnership.org

DOWNTOWN EASTON BUSINESS WATCH

The following businesses have recently opened or are in the process of opening in the Main Street District. We'd like to welcome them to the Downtown Easton business community and wish them much success!

Aman's Artisan Indian Cuisine, 336 Northampton St., family-run Indian restaurant

St. Luke's Family Medicine, 352 Northampton St., family practice

Precision Laser Tattoo Removal, 42A S.Third St. (Second floor), laser tattoo removal services

Iconic Barbershop, 418 Northampton St., barbershop

Kelly Berkey Studio, 34 N. Second St., art and jewelry studio & gallery

Ever After Studio, 42. S.Third St. (second floor), videography & photography studio

Greek Meat Guy, 154 Northampton St., Greek restaurant

NEW DIGS!

Khanisa's "The Pudding Bar" has moved from 74 N. Fourth St. to 118 Northampton St.

Book & Puppet Co. has opened their third location at 22 Centre Square

MK Photography has moved from 228 Northampton St. (second floor) to the Karl Stirner Arts Building at 230 Ferry St.

The Journey Home has moved from 12 S. Sitgreaves St. to smARTivities Showcase at 60 Centre Square

The business listed below has recently closed their Downtown Easton operations. We are sad to see them go, but wish them all the best in their future endeavors.

Christina's Bridal, 137 Northampton St. (Find them at Silk Bridal Easton at the Silk Mill.)

NETWORKING EVENT

EBA's networking events are held 5:30-7 p.m. on the third Wednesday of each month. These networking events provide a relaxing atmosphere to meet other business owners and managers, make announcements, share successes, concerns, and foster new ideas.

✓ TO DO:

If you would like to host a networking event, please send a message of intent to info@eastonbusinessassociation.com. Find a list of upcoming events at eastonbusinessassociation.com.



ADD YOUR BUSINESS TO DISCOVER LEHIGH VALLEY'S SITE

By: Kaitie Burger

Discover Lehigh Valley is working to ensure that our website showcases the best of things to see, do, and eat in the Lehigh Valley with a robust offering of listings of local businesses. Previously, having a listing on Discoverlehighvalley.com was an exclusive benefit of paid membership with the organization, but we've since moved to a new model which opens up possibilities for us to showcase businesses that we recognize as strong contributors to the Lehigh Valley experience. There is no cost to have a listing on Discoverlehighvalley.com for approved businesses within Lehigh & Northampton counties. Our goal is to bring new visitors into the Lehigh Valley region by telling great stories that showcase our tourism assets, and we hope that you'll join us on that mission!

✓ TO DO:

To learn more about getting involved and having your business featured, contact Kaitie Burger (Kaitie@discoverlehighvalley.com) or Alicia Quinn (Alicia@discoverlehighvalley.com).

TEXTING POSTERS



GEDP is trying to use a new promotional tool to get visitors and neighbors to Downtown Easton. We're encouraging people to sign up for text reminders about our upcoming events and festivals. By texting 'eastonevents' to 555-888, participants can enroll for the program. (Message and data rates apply.) Included in your Business Bugler is a poster advertising this new promotion. Would you be willing to hang it in your shop window or by your counter to encourage shoppers and visitors to return to Easton? We appreciate your help!

Q&A WITH JOHN KINGSLEY, EASTON'S DIRECTOR OF COMMUNITY & ECONOMIC DEVELOPMENT

John Kingsley was hired as Easton's new director of Community & Economic Development in March 2019. While he may be new to the role, Easton is like a second home for Kingsley. Easton is where Kingsley started his 24-year career in public administration, community and economic development and finance, then with the Northampton County Development Corporation.

Q: Tell us a little about your background.

"In my career, I've served in a senior management role with several local & regional economic development organizations including: the Lehigh Valley Economic Development Corporation, the Northampton County Department of Community and Economic Development and Northampton County Development Corporation. I've also served as executive director to the Northampton County Industrial Development Authority, the Northampton County General Purpose Authority and as senior management to the Lehigh County Industrial Development Authority and the Lehigh Valley Economic Investment Corporation. While assisting hundreds of businesses in achieving their goals to expand or locate in the region, I've managed loans and bond issuances totaling more than \$500 million on behalf of related conduit issuers and Pennsylvania Certified Economic Development Financing Organizations. I'm a past president of the Nazareth Economic Development Commission and have been a board member of many local and regional community and economic development organizations. I earned my Bachelor of Arts and Master of Public Administration degrees from Shippensburg University and I am a graduate of Freedom High School."

Q: What's it like returning to Easton, where you started your career, and how has the city changed in that time?

"It is like coming home again. I spent 15 years of my career here and my family has a long history in this city. My sister has a law practice in Easton. My mother was a supervisor with Northampton County Children & Youth and worked in the Governor Wolf Building for the majority of her career. My wife also started her career in the Governor Wolf building and my father went to Lafayette College.

The city of Easton is such a dynamic place now. Businesses are flourishing, the community and its stakeholders are incredibly engaged, investors are looking for opportunities here and the citizens have pride in their city. None of these things existed when I last worked here. I used the term ghost town and it fit. The difference is night and day..."

Q: Can you give us any updates on some of the new projects around the city?

South Third Street Days Inn Lot

"In May, the city decided to discontinue negotiations with Da Vinci regarding the proposed Science City project and to issue an RFP for a preferred developer for the site. The RFP was issued at the end of July via PennBid (PennBid.net) with responses due on or before Sept. 27. The intention is to seek a qualified developer who can deliver the highest and best use of the three acre property."

The Commodore

"In June, Optima Durant Group, the developer of the property, announced they will increase the commercial office use within the facility to 15,000 square feet. The property will also include 31 residential units, a rooftop restaurant, a 1,600-square foot gym

and a number of other amenities. The project remains on course for a fall 2020 opening."

Heritage Redevelopment (Tenant: Hearst Publications)

"Ashley Development Corporation began internal demolition of the property in July and steel erection is scheduled to begin shortly. The project is expected to be weather-tight late this year and Hearst is expected to take occupancy in the final quarter 2020."

Parking garage at Church and North Fourth streets

"The city completed an RFP for private development of the proposed parking deck in April. In order to consider all potential development strategies, the city issued an RFP (Via PennBid) in July for architectural and engineering services, in the context of the city developing the deck. The intention is to compare the two development methodologies to determine which is in the best interest of the city. Responses to the architectural and engineering RFP were due by Aug. 16."

Q: What do you love most about the City of Easton?

"The people and the community. The passion that they have for this terrific place is unparalleled. I also love the team we have at the city. These are incredibly intelligent people with the same passion and tireless dedication. They are inclusive and driven. I am constantly impressed by the quality of people we have working in city government and I am humbled to be a part of an amazing group of professionals."

Have a question for John Kingsley?

Reach him at 610-250-6719 (office) 610-216-0937 (cell) or by email at Jkingsley@easton-pa.gov.



HELP US KEEP THE PEACE CANDLE GLOWING WITH "LIGHT-A-NIGHT"

A long beloved Easton tradition continues as we celebrate the annual Peace Candle Lighting this year on Saturday, Nov. 30, in Centre Square. To ensure Easton's ability to maintain this historic annual event, EMSI will once again offer the "Light-a-Night" fundraiser which allows individuals, businesses or 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. Sponsorship greetings are published online, on signage posted in Centre Square and in the Peace Candle program. Please visit EastonMainStreet.org to download a copy of the

"Light-a-Night" donation form. Dates available for sponsorship are between November 30, 2019 and January 20, 2020.

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

NEED A GIFT CARD FOR THE HOLIDAYS?

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 anytime the Easton Public Market is

open (Wednesday-Saturday 9 a.m. - 7 p.m. and Sunday 9 a.m. - 5 p.m.). Gift cards can also be ordered online and shipped to a recipient. Visit <http://store.shopdowntowneaston.com/> for more information. For bulk orders or cash purchases, please email Katie@eastonpartnership.org.



MERCHANTS BANK CELEBRATES 15 YEARS

By: Susan Kovacs

In 2004, Merchants Bank of Bangor joined the banking community in Downtown Easton. Located in a small loan office on the square next to what is now The Standard, Merchants Bank began their commitment to serve the residents and the community at large.

The office grew quickly and, in 2014, moved to its current location at 46 Centre Square. Today the office is more than a lending site; it's a full-service branch bank - neighborhood style. When you walk through the doors, you're invited to sit and have

a one-on-one conversation, however long you need. Its personal style focuses on putting the customer first, including their furry friends.

Over the bank's 15-year tenure, the office staff has become very familiar with many community organizations, helping to support them in every aspect. They volunteer their time to serve meals at Cornerstone Church the second Monday of each month; to work various fundraising events with Third Street Alliance and Easton Area Committee Center; to volunteer at Greater Easton Development Partnership's PA Bacon Fest, assist

at Heritage Day and Garlic Fest, and provide financial literacy classes at The Children's Home of Easton and The Project of Easton. These are a few of the many commitments that the Easton staff and the bank overall generously give to serve the community.

In recent years, Downtown Easton has seen a change in the banking district. Merchants Bank remains committed to identifying opportunities to assist downtown Easton's businesses and residents as they look toward the next 15 years.

RIDE THE TROLLEY

On Saturdays and Sundays, from June through November visitors can take the Historic Trolley Tour and get a taste of our downtown with trolley drivers Virginia and Bob. Also, twice daily on Saturdays and Sundays you can take the trolley to Hugh Moore Park to tour the National Canal Museum and experience the Josiah White canal boat ride, which is pulled by mules, Hank and George. There are seven rides each day leaving at 11 a.m., 11:30 a.m., 12 p.m., 1:30 p.m., 2 p.m., 3:30 p.m. and 4 p.m. Saturdays and Sundays.

There are four special events during which the City of Easton shuts down Centre Square. On these days, the trolley has a special route. Those events include:

- Heritage Day - July
- Garlic Fest - Oct.
- PA Bacon Fest - Nov.
- Peace Candle Lighting - Nov.

On these festival days, the trolley will stop by the Easton neighborhoods as follows:

- Stop 1: College Hill - Wawa
- Stop 2: West Ward - Noto's Deli
- Stop 3: Downtown - Fifth and Northampton streets (this is your access point for the festival)
- Stop 4: Southside - Easton Market, 250 Line Street

The PA Bacon Fest and Garlic Fest trolleys will operate Saturday and Sunday and will start at the College Hill Wawa at 9 a.m. Although the trolley will attempt to reach each stop every 30-45 minutes throughout the day, please note there may be delays due to changing traffic patterns so please be patient. The trolley will make its last pickup at Fifth and Northampton streets at 7 p.m. Visit eastonmainstreet.org/ easton-trolley for more information.

CONGRATULATIONS

Join us in congratulating the following Main Street businesses celebrating milestones this quarter!

- 35 years: American Printing
- 25 years: Pearly Baker's Ale House
- 15 Years: Merchants Bank
- 10 Years: School of Rock, Terra Cafe
- 5 years: Free Bridge Realty, Green-mouth Table, State Cafe & Grill, First Class Fabulous, High Enz Salon, Grandma's Back Porch, Microfasteners & Diva's House of Beauty

Congratulations!



THE NEW EASTON HOLIDAY ORNAMENT

The next piece in the limited edition Easton ornaments series will feature Cottingham Stadium. The cost will be \$20 (cash only) for the ornament. State Theatre, Easton Farmers' Market, Bugler and Peace Candle ornaments will also be available for purchase. The new ornaments will be available in time for Garlic Fest and will be sold at Mercantile Outpost (in the Public Market), Easton Farmers' Market (on Saturdays), Sigal Museum and Connexions Gallery. They can also be purchased online at <http://store.shopdowntowneaston.com/>. Proceeds from the sale of the ornaments offset the costs of Peace Candle Lighting and the promotion of Small Business Saturday.

MEET THE BUYERS

Take part in the fourth Meet the Buyers Expo from 8:30 a.m. to noon on Wednesday, Oct. 23, at SteelStacks. It's a chance to meet with 50+ suppliers and purchasing reps from corporations, public institutions and government agencies.

✓ TO DO:

Check out the buyers attending and register for the event at LVmeetthebuyers.com. Questions, call 610-758-5878.

LOOK FOR EBA'S LIVE EDUCATIONAL SESSIONS

The Easton Business Association seeks to provide educational opportunities for local business owners and managers. Two live sessions are being planned for the upcoming months. Details will be shared shortly.

AMERICAN PRINTING

WWW.PINTERS.COM



Photo: EBA Facebook Page

EBA'S EASTON SCARECROW EVENT

By: Mark Nutting

Last year, EBA sponsored its first Easton Scarecrow Event. The concept was that by having businesses create scarecrows for their business and displaying them outside their business, we would create greater foot traffic in the city. This, in turn, would create greater awareness of the businesses and hopefully more sales for that business. Last year we had over 30 participants and hope that even more will join in this year.

Quick Guidelines:

- Event runs from Oct. 1 - Nov. 3 (end of PA Bacon Fest)
- Scarecrow should be family-friendly and able to survive the weather.
- Must be outside? Well, it really should be for biggest draw, but if you must put it inside, at least make it prominent in your window.
- It should be visible from the sidewalk, but not block the sidewalk.

- Businesses are allowed to pair with a local artist.
- Business winner for best scarecrow (of a gift bag supplied by local businesses) will be picked by the end of PA Bacon Fest.

✓ TO DO:

Registered by Friday, Sept 20 to get on the event map. Email info@eastonbusinessassociation.com to register.

HALLOWEEN IN EASTON

Groups throughout Easton have a number of Halloween events planned to draw visitors and neighbors to Downtown Easton. Please help spread the word.

Haunted Hugh Moore Park

Guests can enjoy a twilight canal boat ride, ghost walk, activities and seasonal refreshments. (6-9 p.m. Friday, Oct. 18; Saturday Oct. 19; Friday, Oct. 25; and Saturday, Oct. 26, Hugh Moore Park)

Easton Zombie Pub Crawl

Don't worry if you notice zombies prowling around Easton on Oct. 19. They're just part of the annual Zombie Pub Crawl! (5-11 p.m. Saturday, Oct. 19, details will become available at eastonpubcrawl.com)

Easton-Phillipsburg Halloween Parade

Join the fun as the Easton Chamber of Commerce hosts the annual

Halloween Parade on Sunday, Oct. 27. The parade will start at 3 p.m. on McKean Street in Phillipsburg and end in Centre Square. More: Lehighvalleychamber.org.

✓ TO DO:

Have another Halloween event you're planning at your business? Add it to our calendar: eastonmainstreet.org/calendar.

CALENDAR OF EVENTS

OCTOBER

- 5-6 Garlic Fest
- 13 Karl Stirner Arts Trail 5K
- 18 Haunted Hugh Moore Park
- 19 Haunted Hugh Moore Park
- 19 Apple Jam (EFM)
- 20 Food Truck Festival
- 25 Easton Out Loud
- 25 Haunted Hugh Moore Park

- 25-27 Easton Book Festival
- 25-27 Lafayette Family Weekend
- 26 Haunted Hugh Moore Park
- 27 Halloween Parade (Phillipsburg to Easton)

NOVEMBER

- 2-3 PA Bacon Fest
- 3 Racin' Bacon 5K
- 11 Veterans Day Ceremony

- 29 Easton Out Loud
- 30 Peace Candle Lighting and Small Business Saturday

DECEMBER

- 7 Downtown Holiday Open House
- 7 Claus with a Cause Pub Crawl + Cookie Crawl
- 7 Night of Bourbon (GEDP fundraiser)
- 27 Easton Out Loud