CASH MOBS
Last August, Easton Main Street Initiative brought back Downtown Easton Cash Mobs! Our group of shoppers commit to spending $20 in cash, meet in Centre Square at 4:30 p.m. on the first Friday of the month and surprise one or two of our amazing boutiques. We finish the evening with a happy hour at a Downtown Easton restaurant. While the shopping location is a surprise, we work with the selected restaurant for the month to plan specials for the shoppers. If you are a restaurant owner interested in partnering with us for the event, please reach out to katie@eastonpartnership.org. P.S. - if you are interested in joining us to shop, this is a great time to use up the balance on your Downtown Easton Gift Cards! We will be taking a break in the colder months of January, February and March, but will be back in April and hope you will join us!

SAVE THE DATE
Our next Business Owners’ Roundtable will be held at 8 a.m. Wednesday, Jan. 29, at SmARTivities Showcase, 60 Centre Square. 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!

ANNUAL REPORT
The Greater Easton Development Partnership publishes an annual report, which highlights what our programs have accomplished throughout the year, and thanks our volunteers and community partners. Annual reports can be viewed at eastonpartnership.org/annual-reports.

NEW PARKING IN CITY GARAGES:
PARK. PAY. PLAY.

There are changes in the works for Easton’s parking garages. The garages will soon become gate-less and cash-less, and allow customers to pay for a spot in the garage the same way they’d pay for time at an on-street meter, says David Hopkins, director of Public Services for the City of Easton.

Hopkins says he’s hopeful the new changes will kick off in early February. The change will not affect the daytime hourly rate in the garages ($3 per hour in the Pine Street Parking Garage from 5 a.m. to 5 p.m. and $2 per hour in the South Third Street Parking Garage from 5 a.m. to 5 p.m.) and will also not affect monthly account holders.

Here’s a brief overview of how the new system will work. The City of Easton and MobileNOW! will follow up with more information for business owners in January.

How it works
Credit card payments will be accepted at kiosks located throughout each garage or through the use of the MobileNOW! Application. This application is currently being used at all city parking meters. MobileNOW! users will be able to pay for and extend their parking sessions from their smartphone. MobileNOW! will allow customers to set up an account tied to a credit card to pay for parking. Customers will have the option of setting up a wallet which makes it convenient to use for multiple parking sessions or they will have the option to make one-time payments which are referred to as pay-as-you-go.

When a customer pulls into the garage, they’ll need to pull into a spot with their license plate visible to the drive lane. They’ll also need to know or photograph their license plate to enter into a kiosk if not using the mobile platform. Visitors will not need a ticket as the parking information will be tied to their license plate. The parking garages will be monitored by parking enforcement officers, just as the meters are, and tickets may be issued when a visitor exceeds the time they’ve prepaid for.

Validating parking
The new system will allow business owners to validate parking for customers if they choose. Merchants can set up a business account through MobileNOW! and add any amount they like. Merchants can then decide how they want to validate. For example, a business owner could add $20 into the account to provide $1 validations for 20 customers. Validations would be delivered through a QR code that the business owner would have the customer scan into their MobileNOW! account when they’re in the store. “It’s a really convenient way to have merchants interact with customers and it’s really easy to do,” Hopkins says.

Promotions
Currently the $1 parking after 5 p.m. promotion isn’t changing, but it will be reevaluated during the rollout of the gate-less entry program.

Swipe cards
The monthly swipe cards will no longer be needed for account holders. Instead, monthly customers will be able to register two to three license plate numbers of cars they’d typically drive to the garage. Only one vehicle would be able to park in a garage at one time. Current rates are $70/month for 24-hour/day parking in either garage or $55/month for 24-hour parking at the North Third Street surface lot.

HOLIDAY MARKETING CAMPAIGN
GEDP and Easton Main Street Initiative encouraged visitors to shop in Easton for an outstanding shopping experience with a multi-media effort from mid-November through the last week of December.

The plan featured television spots promoting downtown shopping on relevant cable channels, digital outdoor ads promoting Easton gift cards, print ads in The Morning Call, Bucks County Herald, ICON Magazine and Lehigh Valley Marketplace.

That’s on top of a heavy social media presence (primarily Facebook and Instagram), email blasts to more than 10,000 opt-in consumers and our new text messaging program.

Thank you for all your investments of time, money and energy to bring shoppers into Easton, too. It’s a team effort. Every shopper we attract away from a computer, mall or shopping center is a win for all of us!
NEED A MAP & GUIDE?
The 2020-21 Discover Downtown Easton Map & Guide will mark the 14th printing of the guide. The brochure has grown tremendously since its inception, both in overall size and business listings. Applications to retailers, restaurants and attractions will be mailed in late January with a deadline in mid-February to account for the time needed to put the piece together. Participating businesses will again be listed on 30,000 printed map & guides, five slant-top directional maps located around town, and on the Centre Square kiosk poster.

If you ever need more 2019/2020 Map & Guides, just let us know. We’re happy to run some over. Contact katie@Eastonpartnership.org.

TEXTING PROGRAM
We’re 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.) Help us to encourage shoppers and visitors to return to Easton by letting customers know about the new texting program. We appreciate your help!

ENROLL NOW
The Spring Semester is right around the corner for Northampton Community College’s Easton Education Outreach Center. The semester starts on Jan. 13, 2020. Business owners and employees can register now for credit and non-credit classes! Offerings include, but are not limited to, classes in Microsoft Office tools, social media, restaurant supervisory skills training, food service sanitation, CPR/AED, travel and tourism, and more. View credit courses at northampton.edu, and non-credit at northampton.edu/lifelearn.

More: Call NCC’s Easton branch at 610-332-6400.

TEXT “EASTON EVENTS” TO 555-888

LAFAYETTE ALUMNI CARD
Lafayette Alumni of the Lehigh Valley (LALV) chapter is offering Easton businesses an opportunity to participate on the Lafayette Alumni Merchant Discount Card in an effort to have more area alumni enjoy all that Downtown Easton has to offer. One way the chapter does this is through an alumni discount card. Currently over 200 card-carrying members receive discounts at various participating area businesses.

Lafayette alumni in the region, from Easton to Breinigsville, return to Easton quite regularly for alumni events, college events and on their own for enjoyable nights in Easton. They would love to visit even more of the wonderful restaurants and businesses in Easton that they already have come to know and love. There is no cost for businesses to participate.

More: Business owners interested in being part of the 2019-2020 Lafayette Alumni Merchant Discount card should reach out to Alan Raisman at araisman@gmail.com to request an application.

EASTON BUSINESS OWNER TEXTING GROUP
In the past, several business owners have asked if we could send test reminders ahead of Easton Out Loud and our quarterly Business Owner Roundtables. And we get it, our email inboxes are bursting too.

This month, we are launching a specific texting group for Easton business owners through the texting service GEDP started earlier this year. We will use this group just to send reminders/updates for business owners.

FAQ:
What do I have to do to sign up?
Take a moment now to text “DowntownBiz” to 555-888, so that you can get the updates. Please share it with your managers/co-owners as well.

I signed up for the “EastonEvents” list and the “Baconfest” group at this same number. Will I still get those updates?
Yes. Anyone on our “EastonEvents” list receives reminders on upcoming GEDP festivals and events. The “Baconfest” group is only active during the festival. The “DowntownBiz” group will only be used to send out occasional reminders that pertain exclusively to Easton business owners (gift card deadlines, Map & Guide reminders, facade grant applications, etc.) Can I still sign up for another list?
Yes. Just text the keyword for the list you want to join to 555-888. Message and data rates may apply.

What if I sign up for a list but don’t want to receive updates anymore?
You can opt out at any time by replying “Stop” to 555-888.

Have an update to your storefront that you’ve been itching to start? Applications will soon be accepted for Façade Grant awards. With Northampton County Council’s continued support, Easton Main Street Initiative (EMSI) is able to use funds from the Community Investment Partnership Program to assist property and business owners in paying for façade improvements, sidewalk repair, signage and design costs. Additionally, proceeds from the Historic Easton House Tour, a fundraiser supporting EMSI, will be added to the funds, increasing the ability to support additional projects.

Eligible buildings must be located in the “Main Street Revitalization Target Area,” the 20-square block area defined as “Downtown.” Any exterior improvements will be considered for the grant including paint, windows, repointing, doors, maintenance, façade repair, lighting and signage.

This is a competitive process and applications will be reviewed by the volunteer EMSI Design Committee and evaluated on a point system scale.

More: If you are interested in more detail on this grant program or would like to be added to our email distribution list to receive the application and guidelines when they are available, please send a message to Kim Kmetz at kim@eastonpartnership.org.

FAÇADE GRANT APPLICATIONS TO OPEN IN FEBRUARY

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THANK YOU FOR ALL YOUR HELP DURING PA BACON FEST

2019 brought to Easton the eighth annual PA Bacon Fest. Beautiful, crisp fall weather brought folks by the thousands to Downtown Easton for their fill of bacony goodness. Vendors offered many specialty foods, prepared both sweet and savory! This year we offered 35 live performances on four stages, culinary contests, cooking demos and lots of family fun for all. We had a total of 257 volunteers who put in 1,055 hours working set-up, during the event and break down. I’d like to take this opportunity to say thank you to all of our businesses and merchants for your support. Some of you joined us as a vendor on the footprint this year, some altered your hours of operation and some offered specials from the sidewalks of your stores — all of which contributed greatly to the success of this event. There are so many moving parts to an event of this size and it all comes together with the support of staff, volunteers and you. I look forward to working with you as we move forward and plan for PA Bacon Fest on November 7-8, 2020. Save the date!

Marcy McKinney
Manager, Special Events & Promotions for GEDP

FIVE THINGS TO TRY ON SOCIAL MEDIA

By Michael Drabenstott,
Dranenstott Communications Group

Social media continues to be an important way to promote your establishment and products or services. According to the 2019 Sprout Social Index, when consumers follow you on social media, 78 percent will visit your physical store or recommend you to friends or family. Give them a reason to follow, and you’re giving them a reason to stop in. Here are some ways to get them following (and liking) you on social media.

1. Include video: Motion draws the eye. Highlight featured products and your people with short, interesting videos instead of only static images.
2. Staff picks: Consumers love hearing others’ recommendations. Have your staff pick their favorite items and services and feature them in your posts.
3. Boosted posts: Sure, it’s a way for Mark Zuckerberg to make more money. But a modestly boosted post — say $25 or $50 — can reach thousands more highly targeted people.
4. Relevant borrowed interest: Photograph your products with inherently likable but contextually appropriate things. Selling dog treats? Show them with a cute puppy. Promoting serving dishes? Include a delectable chocolate dessert in the shot.
5. Social media-only specials: Everyone reacts to discounts. Social media followers feel exclusive to receive offers that aren’t available through other methods. Plus you can track effectiveness for future decision-making.

GIFT CARDS

The 2019 holiday season was another strong year for the sale of the Downtown Easton Gift Card! If you are a participating merchant, now is the time to promote that you accept the card. Download the graphic of the gift card here: https://tinyurl.com/EastonGiftCard. Use it on newsletters, social media, print advertising, your website and more to let customers know they can use the card at your store. We will be sending bi-annual reports to our participating businesses at the end of January and June to keep you updated on how much is being redeemed at your shop or restaurant. Here are a few reminders about accepting the card as people redeem those dollars:

- If you update your POS system, please contact Katie at katie@eastonpartnership.org to reactivate your system so you can continue accepting cards.
- If gift cards go unused for 12 months, they begin to assess a $3/month fee. If gift cards go unused for 12 months, they begin to assess a $3/month fee.
- If you have issues running the gift card through your POS, please call the Merchant Support number 1-800-755-8713 on the back of the card. Operators will be able to assist in completing the sale.
- Gift cards must be run in amounts equal to, or less than, the dollar amount on the card.
- To find the balance, the customer can call the 1-800 number on the back of the card or visit the website, getmybalance.com. If they are out and about downtown, they can check their balance at the kiosk in the Easton Public Market.
- For customers looking to purchase cards for both Downtown Easton and the Easton Public Market, they can be found at the kiosk located in the Easton Public Market or online at store.shopdowntowneaston.com.
- Operators will be able to assist in completing the sale.

EASTON OUT LOUD

Thank you for all your help and participation in Easton Out Loud in 2019! Be sure to check out our Easton Out Loud themes for 2020. January 24 will be “Winter Wonderland”. Other themes will be posted in January at eastonoutloud.com. We are brainstorming some awesome themes to turn up the volume in Downtown Easton! Check out our list and email julia@eastonpartnership.org to let us know which months you’d like to participate in, so we can get you listed on the passport.

EMPLOYEE APPRECIATION WEEK, MAY 2020

We’re brainstorming a new event to honor Downtown Easton employees. We’re working on a week of special events, office challenge games, coffee breaks, happy hours, shopping exclosures and fun things to offer. More details to come on how to get involved with this new event. Want to be a part of it? Email marcy@eastonpartnership.org.

SAVE THE DATE: SPRING INTO EASTON

Celebrate spring and partner with one of Easton’s area restaurants for the annual Spring Into Easton shopping and tasting crawl. Last year we had 28 businesses pair with restaurants. A detailed list of restaurants will be sent out early February for review. It is up to each business to contact a restaurant and discuss pairing. Paired businesses will be listed on the game card that GEDP will print, promote and distribute the day of the event in Centre Square. Save the date: April 11, 2020 (Noon-4 p.m.)!

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
Sgt. Dan Bonham
office: 610-250-6752,
cell: 610-597-4527 or dbonham@easton-pa.gov
Non-emergency number 610-759-2200

Thank you to Lieutenant Bob Weber for his many years of service. We wish him luck in his new role as magisterial district judge.

MEET YOUR NEIGHBORS!

The Easton Business Association will host a January Networking Event from 5:30-7 p.m. on Wednesday, Jan. 15. Location is TBD. Visit eastonbusinessassociation.com for more information on future networking sessions.
**HO-HO-HOORAY FOR HOLIDAY DECORATIONS**

Thanks to all who participated in our first coordinated holiday decorating program! The city looked beautiful and we are grateful to all the volunteers who made this possible.

2019: 56 BUSINESSES PLACED ORDERS

108 WREATHS WERE INSTALLED

2,050 FT. OF WHITE PINE ROPING WAS USED

150 RED BOWS MADE BY VOLUNTEERS

Special thanks to Katie at Bloomie’s for her support.

**BUSINESS NEWS**

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!

- Maverick Media, 400 Northampton St., full-service marketing agency
- K.O. Club, 137 Northampton St., new and gently-used and vintage clothing
- Belle Àme Jewelry, 34 N. Second St., handmade jewelry and art store
- Stirner Modern Gallery, 230 Ferry St., art gallery

**NEW DIGS!**

Greene Marketplace has moved from 200 Northampton St. to 441 Northampton St.

- True Colors Center for Creative Therapy has moved from 526 Northampton St. to 622 Ferry St.
- The LASH Studio & Spa has moved from 42 S. Third St. to 133 Northampton St.

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

- KD Designs, 230 Ferry St.
- Know Your Knowledge, 230 Ferry St.
- Fashion Nails, 133 Northampton St.

**HAPPY ANNIVERSARY**

A very happy 80th (!) anniversary shout out to The London Shop! Here’s to many more!

**THANK YOU FROM LAFAYETTE COLLEGE**

The smell of bacon was rising to the top of College Hill. PA Bacon Fest was in full swing in downtown as thousands ate, drank and even wore the sizzling slabs. It is one of the things that makes Easton so unique and attractive. Our students were not just ingesting that day. They also helped with set-up, tear down, composting and research. This is the beauty of our partnership — the natural give and take.

But we must thank you for all that you give. Between the arrival of students in August to the end of the fall semester, Easton rolls out a carpet. It starts with training our orientation leaders with tours of downtown so they can then help new students arrive to their new home with a better sense of all it offers — food, shopping, markets and fun. Lafayette Day soon follows so students can enjoy the atmosphere and events at the Easton Farmers’ Market, like the Chili Pepper Eating Contest. Homecoming and Family Weekend are two more weekends when alumni, parents and families take advantage of the culture and life that fills Easton.

Thank you to the business owners and Easton Business Association who make downtown what it is — an attractive and inviting place for our students to call home. Thanks to the Easton Main Street Initiative, Easton Farmers’ Market, Easton Public Market, Easton Ambassadors for all that you do to make the city feel so liveable. Thanks to the City of Easton for all they do to make our home feel safe and clean.

We appreciate all you give and the opportunities you create for our students, alumni, staff, faculty, parents and families so they think fondly of their time on the hill.

Alison Byerly
President, Lafayette College

**ADVERTISING OPPORTUNITY**

The 2020 Historic Easton House Tour is scheduled for Saturday, May 2. This event celebrates its 40th anniversary this year. The tour creates a fantastic opportunity to promote your business to the more than 600 patrons of this time-honored event celebrating the historic and beautifully appointed homes of Easton’s neighborhoods as well as a few unique public spaces.

Tour Book ads are offered at the following reasonable rates:

- Full Page: $125
- Half Page: $85
- Third Page: $50

If you have advertised with this group in previous years, your ad will be on file and they will gladly run it again. Please submit your note of interest to House Tour volunteer, Mike Selsinsky at advertising@eastonhousetour.com.

As always, the Historic Easton House Tour committee is grateful for your continued support of Easton’s proud past and its ever-expanding future.

**SUBMIT YOUR 2020 EVENTS TO OUR CALENDAR**

Now is a perfect time to add your events into the calendar on the Easton Main Street Initiative website. By entering your events and business specials in our calendar at eastonmainstreet.org/new-event, it allows us to spread the word about all the fun happenings in Easton. We have a number of ways to promote your events and business specials. We draw a number of ways to promote your business and events and business specials. We draw from events listed in the calendar for our weekly e-update that goes out to 10,000 subscribers and for our weekly “7 Things” flier that is produced and sent to local hotels and Discover Lehigh Valley. Events in our calendar also show visitors and neighbors all that’s going on in Easton. Take a few minutes now to add your events so that we can promote them. You can enter a one-time event, or recurring ones in our calendar. With events that happen every week or every month, simply check the “This is a recurring event” box in the online form and you’ll be prompted to choose whether the event repeats daily, weekly or monthly. Thanks in advance for your help with this!

More: eastonmainstreet.org/new-event

**CALENDAR OF EVENTS**

**JANUARY**

11 EFM Winter Market
10 a.m. - 12 p.m., Church St. behind EPM

12-18 Easton Restaurant Week

24 Easton Out Loud

25 EFM Winter Market
10 a.m. - 12 p.m., Church St. behind EPM

**FEBRUARY**

2 Chili Cook-off at Pearly Baker’s Alehouse

8 EFM Winter Market
10 a.m. - 12 p.m., Church St. behind EPM

14 EFM Winter Market
10 a.m. - 12 p.m., Church St. behind EPM

27 Easton Out Loud

28 EFM Winter Market
10 a.m. - 12 p.m., Church St. behind EPM

22 EFM Winter Market
10 a.m. - 12 p.m., Church St. behind EPM

22 EFM Winter Market
10 a.m. - 12 p.m., Church St. behind EPM

22 Polar Plunge at Scott Park

22 Beermuda Triangle Krewe de Brew Mardi Crawl

28 Easton Out Loud

**MARCH**

11 EFM Winter Market
10 a.m. - 12 p.m., Church St. behind EPM

11 EFM Winter Market
10 a.m. - 12 p.m., Church St. behind EPM

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**APRIL**

11 Spring into Easton

11 EFM Winter Market
10 a.m. - 12 p.m., Church St. behind EPM

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