

# The BUSINESS BUGLER



WINTER 2021

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS



## MEET THE AMBASSADORS

They're among our most essential workers and are the first smiling faces greeting visitors and neighbors throughout the city. Throughout the year they can be seen cleaning the streets, filling and watering planters and emptying cigarette receptacles. Since the pandemic started they've been disinfecting elevators and parking meters, and helping to maintain social distancing at Easton Farmers' Market. Join us in thanking these tireless men and women who make our city shine.



### Sandra (Operations Manager)

How long have you been an Ambassador?  
Since 2008

What do you love about Easton? *The people — they are very social and come together as a community by their ingenuity and willingness to support each other.*

Favorite spot in Easton? *Centre Square, Karl Stirner Arts Trail, Scott Park at the falls!*

Favorite team? *Rovers! Barcelona FC, KC Royals*



### Kevin

How long have you been an Ambassador?  
Since 2013

What do you love about Easton? *The people and the vibe of the city downtown.*

Favorite spot in Easton? *Centre Square and the Easton Farmers' Market on a sun-drenched Saturday along the river.*

Favorite team? *New York Mets and the New York Giants*



### Joaquin

How long have you been an Ambassador?  
Since 2013

What do you love about Easton?  
*The rivers*

Favorite spot in Easton? *Along the river and confluence, our most beautiful, important natural resource, and the bridge connecting two towns, creating one.*

Favorite team? *Stateliners - P'burg!*



### Dan

How long have you been an Ambassador?  
Since 2019

What do you love about Easton?  
*Restaurants, diversity, bars, bike trail*

Favorite spot in Easton? *Ocean, Scott Park and Hugh Moore Park*

Favorite team? *New York Giants and the Yankees*



### Dan

How long have you been an Ambassador?  
Since 2017

What do you love about Easton? *The hospitable business owners*

Favorite spot in Easton? *Separatist Bar + Bottle*

Favorite team? *New York Giants*



### Jeffrey

How long have you been an Ambassador?  
Since 2017

What do you love about Easton? *Its many attractions*

Favorite spot in Easton? *Centre Square*

Favorite team? *Minnesota Vikings, Phillipsburg Stateliners*



### Joan

How long have you been an Easton Ambassador?  
Since 2019

What do you love about Easton? *Food*

Favorite spot in Easton? *Mesa Modern Mexican*

Favorite Team? *Pittsburgh Steelers*

Main photo from left to right: Jeff, Joan, Dan, Joaquin, and Kevin driving the vehicle.

**(Reminder:** Ambassadors assist the city in shoveling crosswalks, fire hydrants and in front of mailboxes after a snowstorm. Property owners are responsible for shoveling and salting their own sidewalks per city guidelines.)

## BUSINESS OPENINGS/ CLOSING/MOVES

### Openings:

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!

Inner Shift Fitness

524 Pine St., fitness studio

DeLeon Professional Services

106 S. Third St., staffing agency

Sonny Daze

126 N. Fourth St., gift shop

Freeland Contractors LLC.

400 Northampton St., contractor

Surge Staffing

145 Northampton St.,

staffing agency

El Encanto de Mexico

466 Northampton St., authentic

Mexican home goods and gift shop

Inkie Brow Studio

42A S. Third St. Ste. 202,

permanent makeup studio

Townley House Boutique Hotel

130 N. Third St., boutique hotel

accommodations

### New Digs:

True Hue Creations is moving

from 15 S. Second St. to 247

Northampton St.

Just Around The Corner,

5 N. Bank St. has transitioned

to an online store. Find it at

[justaroundthecornerpa.com](http://justaroundthecornerpa.com).

### Closings:

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.

Metro PCS

247 Northampton St.

42 N. Second St. Salon

42 N. Second St.

Ahlum Gallery

104 N. Fourth St.

Sydlxstyles

353 Ferry St.

Northampton Community

College

25 S. Third St.



## SUPPORTING RESTAURANTS THROUGH THE COLDER MONTHS

Easton Main Street Initiative launched two food campaigns in January, aimed at supporting Easton restaurants through the colder months of the pandemic. We ask for your help in sharing these on social media and encouraging your staff and customers to participate!

### #TheNewWeekend

This campaign focuses on shifting dining patterns (dine-in or takeout) to Monday-Thursday. The beauty of it is two-fold — mid-week dining provides customers on nights that are typically slower for restaurants, and it spaces out customers on weekends when restaurants are limited by capacity and how many orders they can fulfill in that short amount of time. We've shared a news release with local media about

the campaign and it's been picked up by [Lehighvalleylive.com](http://Lehighvalleylive.com) and The Morning Call. To promote the campaign, our nonprofit created a video and graphics to share on social media. We're happy to share those with you. Email [Kelly@eastonpartnership.org](mailto:Kelly@eastonpartnership.org) if you'd like those files, or share them directly from the EMSI Facebook page.

### Feastin' in Easton

This campaign aims to get people to try restaurants they may not have tried before throughout all of Easton's neighborhoods. Every time you dine in or order curbside pick-up from an Easton restaurant, upload a photo of your receipt at [supporteaston.com/feastin](http://supporteaston.com/feastin). On the fourth Friday of each month, during Easton Out Loud, we'll select two participants to win \$50

Downtown Easton gift cards. Each receipt entered equals an entry. This promotion will run January-April. As part of the marketing campaign, GEDP has developed a logo, webpage for entries and will be printing 100+ posters that we'll deliver to all of Easton's restaurants. Our GEDP programs will also be looking to highlight menu items at restaurants in the city on our social media pages throughout this campaign. Please help us promote this campaign by sharing the posts from Easton Out Loud and using [#FeastininEaston](https://twitter.com/FeastininEaston) on your posts, along with [#TheNewWeekend](https://twitter.com/TheNewWeekend) and [#SupportEaston](https://twitter.com/SupportEaston). If you haven't received a poster yet, please email [kim@eastonpartnership.org](mailto:kim@eastonpartnership.org).



## DOWNTOWN EASTON UPDATE

*From City of Easton Department of Community & Economic Development*

The Hearst Publishing building construction on South Fourth Street is largely completed and staff have started to move into the space.

They are operating out of it on a limited basis at this time due to the

pandemic. Next month, the City of Easton plans to put out a request for bids for the construction of the new Fourth Street Parking Deck. A new residential housing complex called the Watermark has begun the review and approval process with the city. Located at 45 Larry Holmes Dr. behind the

Governor Wolf Building, it will feature two 21,740-square foot, 4-story buildings with 75 apartments each. Read this [Lehigh Valley Live](http://Lehigh Valley Live) article for an overview of the project: <https://tinyurl.com/y3xjdfqo>.



Marvin Boyer, right, Political Action Chair - NAACP Easton Branch, presents Dean Young, executive director-Boys & Girls Club of Easton, with the first community grant from AACE.

## WELCOMING THE AFRICAN AMERICAN COALITION OF EASTON

In the final days of 2020, the African American Coalition of Easton (AACE) formed, aimed at uplifting and sharing information about black-owned businesses. According to its mission statement, "The African American Coalition of Easton serves as a collaborative clearinghouse providing access to support, promotion, and advocacy of initiatives that address racial equity in the African American community of Easton."

"(This group) is about connections," said Dean Young, executive director - Boys & Girls Club of Easton and a member of the AACE board. "Through

the grants, we're looking to support start-up businesses, efforts to eradicate COVID-19, and efforts to support families in need and of disadvantaged circumstances -- there's a wide range of opportunities."

The group will help to connect business owners and nonprofits, as well as decide on recipients and distribute grants of up to \$5,000 from the United Way.

"Word of mouth isn't always the most effective means of outreach especially during this period of COVID," said Judith Dickerson, an AACE board member. "The focus of AACE is

connectivity with the black community of Easton to provide an effective tool to spread the word to the black community of Easton through website content about resources available about health, safety, housing, economy and education. This includes a community calendar, opportunity for businesses to advertise and small funding available through a grant application accessible on the website."

Learn about the grants and how to apply at [blackconnectionsofeaston.com](http://blackconnectionsofeaston.com). Want to get involved or learn more about how to support the coalition? Contact [20aace20@gmail.com](mailto:20aace20@gmail.com).

## DECOR CONTEST WINNERS

Downtown Easton visitors from near and far were warmly greeted with the beautiful window displays created by our businesses as well as the Hallmark-esque scenes of the Winter Village. The EMSI Events Committee led a Most Festive Window Display contest among our brick-and-mortar spaces. Congratulations to the winners, Cake & Corolla, who received a Downtown Easton Gift Card, a free listing in the

2021-2022 Discover Downtown Easton Map & Guide and a trophy that will be passed around to winners over the next several years. Special shout out to the runners up, Mercantile Home.

Likewise, the EMSI Design Committee helped facilitate The Most Festive Winter Hut contest. Winter Village visitors could vote on their favorite hut via a Google poll. Congratulations

to the Peoples' Choice Winner - BalloonWorks! Mayor Panto also selected his favorites - a three-way tie to Quadrant Book Mart & Coffee House, smARTivities and Easton Outdoor Company! They each received Downtown Easton Gift Cards and Peace Candle ornaments. Thank you to all of the participants for bringing the holiday spirit to our city!

## EASTON OUT LOUD KEEPS UP WITH VIRTUAL FUN

Easton Out Loud will remain virtual through April. Live music will resume in Centre Square in May as well as monthly themes. Until then we will continue to offer virtual content in the form of live and pre-recorded videos of food/cocktail demos, story time, crafts,

virtual tours, promotion of downtown businesses, as well as videos of businesses promoting other businesses at [Facebook.com/EastonOutLoud](https://www.facebook.com/EastonOutLoud). Please continue to submit promotions and anything you would like highlighted throughout the month. Be sure to also

include any photos/videos you want included in all posts. We ask for your help in sharing this content through your social pages. Submissions may be sent to [Marcy@eastonpartnership.org](mailto:Marcy@eastonpartnership.org).

### 2020 ANNIVERSARIES:

Congratulations to the following businesses who have celebrated milestone anniversaries in 2020!

#### 5 year Anniversaries

The Loving Piece  
Jiva Fitness  
Polliwogs & Petunias  
2nd Base Vintage

#### 10 year Anniversaries

The Sigal Museum  
Nurture Nature Center  
EPS/ Metabank  
Grand Eastonian Hotel & Suites

#### 30 year Anniversary

The Strand

### 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](mailto:vbruneo@easton-pa.gov)

Sgt. Dan Bonham  
Office: 610-250-6752  
Cell: 610-597-4527 or  
[dbonham@easton-pa.gov](mailto:dbonham@easton-pa.gov)

Non-emergency number  
610-759-2200

### NEW DIGITS!

Can we text you? GEDP has a texting platform to share updates on events and reminders for business owners.

Didn't sign up yet, but want text alerts? Text one of the following codes (or all three) to 56525 to get timely reminders:

Text 'eastonevents' to 56525 to get info on our upcoming festivals and events.

Text 'Downtownbiz' to 56525 for reminders specific to business owners. Think gift card deadlines, Map & Guide reminders, etc. We will be judicious with this list and only send messages that pertain to business owners.

Text 'baconfest' to 56525 for alerts that only go out surrounding the festival.

Message and data rates may apply. You can also opt out at any time by replying 'Stop' to 56525.

Please encourage your managers and staff to sign up for these as well. Participants can enroll in the texting program at any time.



## GIVING BACK

This past fall, the Highmark Farmstand recognized the Lehigh Valley's front line workers by distributing over 5,000 pounds of locally-grown apples to healthcare workers, social service agencies, and our own Easton Ambassadors. The eight-week campaign was done in partnership with Highmark and Scholl Orchards. Thank you to all our shopkeepers, food service employees and other small businesses in the City of Easton for supporting our community throughout the pandemic. You are awesome to the core!



## FOCUS ON YOUR HEALTH AT THE WINTER MARKET

Due to the increased demand for fresh food and open-air shopping, the Easton Farmers' Market Winter Market will operate every Saturday from 10 a.m. - noon through the month of April. You'll find the small but mighty market on Church Street behind the Easton Public Market, where farmers and makers will offer fresh produce, pasture-raised meat and eggs, artisan cheese, bread, prepared foods and more. See more and find online ordering details at [eastonfarmersmarket.com](http://eastonfarmersmarket.com)

## STOP THE SPREAD

The Pennsylvania Department of Health has graphics, posters and printables offering reminders on mask use, social distancing guidelines and more. Free graphics and signage are available in English and Spanish. Please use them, share them and spread the word: [health.pa.gov/topics/disease/coronavirus/Pages/Social-Media.aspx](http://health.pa.gov/topics/disease/coronavirus/Pages/Social-Media.aspx)

## GREEN VIDA CO. DOWNTOWN TO JOIN EASTON PUBLIC MARKET

Green Vida Co. Downtown is set to join the Easton Public Market on Feb. 17. It's the second location for husband and wife team Jackie and Wilson Rueda, of Bangor. The duo own Green Vida Co., the flagship that opened in 2018 in Bangor, and then moved in 2019 to Forks Township. The Ruedas announced plans to join the market in the fall.

Their menu features fresh, organic cold-pressed juices and nut milks; smoothies and smoothie bowls; and salads. They'll also make their signature toasts, such as The Avocado

Toast, breakfast sandwiches made with local pastured eggs; vegan and gluten-free items; and have a kids' menu. There will also be a juice club, juice cleanses and immunity shots for purchase. Grab-and-go foods and juices will be on the menu as well. Rueda says they utilize local purveyors whenever possible for their menu items, including; Cabbage Throw Farm and Pocono Organics produce, bread from The Modern Crumb, Roseto Bakery, and The Flour Shop; eggs from Hens on a Hill; peanut butter from Nutty Novelties,

and they are continually searching for more locally-made ingredients.

When it opens, Green Vida Co. Downtown will offer online ordering through [greenvidacompany.com](http://greenvidacompany.com), curbside pick-up and outdoor dining. Hours will be 9 a.m. to 5 p.m. Wednesday-Sunday. Help us welcome them to the Downtown Easton business community by stopping by to say hello and following their social media channels.

## EASTON CHEFS CAN SAVE AT HIGHMARK FARMSTAND

Easton is a collaborative, supportive community that loves fresh food. That's why the Highmark Farmstand at Easton Public Market offers a chef discount.

Chefs at Easton restaurants receive 10 percent off their purchase at the

farmstand. Just mention the Chef Discount at the register. If ordering online and picking up curbside, write Chef Discount in the notes.

Pro tip: Looking for more local, seasonal, and specialty produce for your menu? The farmstand will find

it for you! Add a case to your order and we'll work out a special rate. Contact [Wolf@eastonpartnership.org](mailto:Wolf@eastonpartnership.org) to make a request and get pricing.

## EASTON MAIN STREET INITIATIVE WINS TWO TOWNIE AWARDS FROM STATE

We've got some fun news to share: Easton Main Street Initiative won two Townie Awards from the Pennsylvania Downtown Center (PDC) this year! The annual awards recognize implementation of projects, programs and events that support PDC's community revitalization mission. In 2020, only 12 winners were chosen from nearly 200 organizations across the state for work completed in 2019.

EMSI won for Organizational Excellence in Organization Development: Easton's Community Communications, which recognized our team for efforts to keep business owners informed through quarterly roundtables and this very Business Bugler, maintaining community partnerships and communicating with neighbors and visitors through our weekly e-updates, 7 Things to Do This Week, direct mail pieces and our texting program.

The second award honored efforts from the team and volunteers for Promotions & Marketing - Retail Promotions: Creative Holiday. This award recognized EMSI's coordinated holiday decorating program (now in its second year!), a social media campaign featuring holiday 'Staff Picks', Cash Mobs, Cookie Crawl, and a multi-faceted holiday marketing campaign.



## IT WASN'T ALWAYS LIKE THIS?

By: Alice Ziegler, volunteer and former GEDP staff member

We weren't always in a pandemic, we weren't always wearing masks and social distancing, the Easton Farmers' Market\* wasn't always at Scott Park, and Downtown Easton didn't always have an ice-skating rink. Things do change and we can all attest to that living through Covid-19, but I would never have imagined in 2006 when I started volunteering at the Easton Farmers' Market that so many changes would happen over the last 14 years to the market and to downtown.

In 2006, even then, we were social distancing at the farmers' market – not by choice, but because there were just not enough vendors to fill the circle. Shopping at the market with only 10 vendors on a good day, I had to walk a distance to go from one vendor to another and wondering if more vendors would come. It wasn't long, however, and I could see things changing as I shopped in the circle. I had joined the market's advisory council in 2007 and I could see that our work and that of the City of Easton was making a difference. I remember in 2011 driving on South Third Street toward the market and seeing so many white tents in the circle that tears came to my eyes. No more social distancing in the circle – it was filled with local farmers, bakers and specialty product makers selling their wares. Now I didn't have to walk far to go from one vendor to another as more than 25 vendors were making the market come to life.

But that wasn't all that was happening in the circle on Saturday mornings. Special events and live local music every week were bringing people to downtown to visit the market and forming a sense of community that had been lost along the way in the 80's and 90's. Downtown Easton was starting to be where people wanted to be again. With the farmers' market growth, new businesses were beginning to bring new life to old storefronts. The Easton Main Street Initiative was working tirelessly to showcase what it could be if shops and restaurants returned to the downtown, and the Easton Ambassadors were keeping sidewalks clean and extending much-needed hospitality as visitors returned to Easton to see what was happening. In 2016 the Easton Public Market opened, the first curated public market in the Lehigh Valley with crowds of local and out-of-towners shopping and dining in a market that could only be found far from the Lehigh Valley in larger metropolitan areas like New York City and Philadelphia.

Historic buildings and spaces above storefronts were now being renovated into apartments and new residents started to arrive. Not only were retail businesses opening to serve the growing population, but corporate offices were also landing in newly renovated buildings that offered much desired office space in the downtown. And Easton's reputation as a great place to live, work and visit resulted in national and international acclaim as home to PA Bacon Fest -- named

one of the top five bacon festivals in America and one of the top 300 festivals in the world. But the change wasn't just about storefronts and festivals, the West Ward Community Initiative, along with its Easton Garden Works, Summer Park, and Lights On programs, brought revitalization outside of the downtown and engaged residents in the well-being of their community.

And then March 2020 happened and the downtown went quiet, but not for long as the Greater Easton Development Partnership went into action and reshaped its programs to fit the 'new normal.' The farmers' market moved to Scott Park so protocols could be put in place to keep shoppers and vendors safe. The public market found ways to keep the market going, including curbside pickup and outdoor dining. And GEDP reached out to businesses and residents providing them much-needed resources to help navigate through the pandemic through their Support Easton campaign.

And, as we know, it won't always be like this. The pandemic will end and we will see new and better things, but as we continue to traverse the many challenges and heartbreaks brought on by Covid-19, Downtown Easton remains vibrant and welcoming.

Thank you to all of our volunteers whose support is so vital to the success of these programs.

## ADOPT A PLANTER – FOR THREE YEARS!

The planters in Downtown Easton are always loaded with artfully eye-catching seasonal flowers and greenery. Nurtured by the team of dedicated Easton Ambassadors, and filled by volunteers as the seasons change, these planters brighten Centre Square

and other locations along the streets in Downtown Easton. For just \$300 dollars, you can sponsor a planter for three years — if you're doing the math, that's just 27 cents a day! Your business name, your family name or that of a loved one will be engraved on a plaque

and placed on the planter as a tribute to your generosity. Contact Terri Freeman at [terri@eastonpartnership.org](mailto:terri@eastonpartnership.org) for more information about available planters for sponsorship.

### GIFT CARD STATS

While 2020 was certainly a different year, the Downtown Easton Gift Card program remained strong. Through regular sales, the Beauty of Easton program and Share the Joy promotion, 1,460 cards were sold totaling \$80,090. From Nov. 1 - Dec. 31 alone, 814 cards were funded with \$46,890. Current participating businesses should have received their individual redemption reports in the mail. If you have not, please reach out to [Katie@eastonpartnership.org](mailto:Katie@eastonpartnership.org).

### MAP & GUIDE

The 2021/2022 Discover Downtown Easton Map & Guide will follow the same tablet format as 2020/2021. We will be doing a printing in May and another in November to carry us through to next year. The cost will be \$150 to be included in both versions. Restaurants and retail businesses should have received applications and renewal invoices in the mail. If you have any questions or need paperwork, please reach out to [Katie@eastonpartnership.org](mailto:Katie@eastonpartnership.org).

### EASTON HELPING EASTON TECHNICAL ASSISTANCE GRANTS

GEDP launched a fundraiser early in the pandemic to raise money for the Support Easton Small Business Emergency Relief Fund. Money from that fund went to assist business owners by providing \$500 grants to businesses to offset professional services that enabled them to develop websites, online sales portals as well as enhance their digital marketing tactics.

**18 recipients**

**6 online stores launched**

**4 websites launched**

**\$9,000 granted**

**8 local marketing professionals/firms engaged**