Welcome to Easton!

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

Visitors know the Greater Easton Development Partnership as a driving force behind many of Easton's festivals and events. From Easton Out Loud every Fourth Friday, to free summer concerts; from our weekly Easton Farmers' Market (May-December), to annual festivals like PA Bacon Fest that draw in 80,000 tourists - our aim is to show visitors all that we love about Easton.

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

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9 REASONS TO OPEN A BUSINESS IN DOWNTOWN EASTON

1.
LOANS & GRANTS
- EMSI can facilitate facade improvement grants for your business
- Matching grants are available - up to $5,000 for facades and up to $1,500 for signs
- GEDP offers low-interest business start-up and improvement loans, up to $30,000, for businesses relocating to or located in Downtown Easton

2.
FAMILY-FRIENDLY ATTRACTIONS
- Easton Farmers' Market and Easton Public Market cater to young foodies
- State Theatre Center for the Arts and Crayola Experience nurture their creative side
- Sigal Museum and Nurture Nature Center encourage them to explore and discover

3.
SUPPORTIVE BUSINESS CULTURE
- EMSI sends out weekly e-updates to 12,000+ subscribers
- EMSI offers free business listings on **eastonmainstreet.org** and **shopdowntowneaston.com**
- Easton Business Association offers free networking events, ribbon cuttings, and educational opportunities

4.
BUSINESS OWNER RESOURCES
- Quarterly meetings bring together city officials, police and business owners to discuss festivals, collaboration and city updates
- Quarterly Business Bugler newsletter covers business news and marketing opportunities
- Texting service keeps business owners informed of events and festivals in Downtown Easton (text 'eastonevents' to 56525 to sign up!)

5.
LOW-COST MARKETING TOOLS
- Free ads/event listings in our e-updates sent to 12,000+ subscribers and a nominal fee to be included in the annual Map & Guide
- Opportunity to be featured on the Centre Square kiosk and slant top directional signs
- Opportunities to participate in free marketing and low-cost business improvement workshops

6.
DOWNTOWN EASTON GIFT CARD
- Low-cost enrollment includes promotion of business in all gift card marketing
- Accepted at 50+ businesses
- Self-serve kiosk at Easton Public Market or sold via **shopdowntowneaston.com**

7.
CLEAN, GREEN & SAFE
- Central business district supported by Easton Ambassadors staff
- Ambassadors keep Easton clean and work alongside the Easton Police Department
- Ambassadors maintain 125+ planters

8.
FULL EVENTS CALENDAR
- Heritage Day, Peace Candle Lighting, Easton Winter Village, Hispanic Cultural Festival and Clam Jam draw crowds
- Easton Out Loud on Fourth Fridays, Food Truck Fest, PA Bacon Fest, Easton Garlic Fest, EFM special days and EPM events attract tourists and locals alike
- Weekly and monthly happenings keep locals and the Lafayette College community connected to the city

9.
WELCOMING TO VISITORS
- Easton Ambassadors offer directions and assistance, greeting passersby with a friendly wave
- Weekly **7 Things To Do** guide highlights can't miss events and can be downloaded at eastonmainstreet.org > VISIT > Seven To-Do's
- Visitors can use the ParkMobile parking app in the parking garages and on-street meters