

The BUSINESS BUGLER



LATE FALL 2021

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS

REMINDER: MARK YOUR CALENDAR FOR THE ARRIVAL OF YOUR HOLIDAY GREENS!

The orders for fresh holiday green wreaths and bows have been placed with our friends at Bloomie's and the beautiful hand-crafted red bows are ready (Shout out to super-volunteer, JoAnn Durante!). Our Main Street Design Committee members and staff will be delivering your orders to your door on Nov. 18. If you requested installation assistance our other super-volunteer, Terri Freeman, will contact you to set up a time for this process.

Please contact Terri at terri@eastonpartnership.org with any questions about your order, delivery or installation.

HOLIDAY SHOPPING GIFT GUIDES

This year, EMSI will offer holiday shoppers inspiration from Downtown Easton businesses. EMSI will be offering curated lists for moms, kids, men, outdoor enthusiasts, music lovers and those hard-to-gift folks. Lists will be available on Shopdowntowneaston.com/gift-guides and will be posted in time for the start of the Easton Winter Village.

Have an item that should be on one of our lists? Email Katie@eastonpartnership.org.



HOLIDAY WINDOW DECOR CONTEST

'Tis the season to show off your holiday windows! Easton Main Street Initiative will be hosting a Window Decorating Contest this holiday season open to all commercial properties in the downtown footprint. EMSI has nine volunteers on our EMSI Events Committee who will be voting on the Most Festive Window Decor. The winner will receive a trophy to display for the year and a FREE listing in the 2022/2023 Downtown Easton Map & Guide! Cake & Corolla won the honor in 2020, but who will be the 2021 champion?

ORNAMENTS

There's a new piece to add to your historic Easton ornament collection. The 2021 design will feature Laubach & Sons Department Store (now the Pomeroy Building). It complements existing bronze replicas featuring:

- Easton Peace Candle (2014)
- The "Free" Bridge (2015)
- Easton Bugler (2016)
- Easton Farmers' Market (2017)
- The State Theatre (2018)
- Cottingham Stadium (2019)
- Carmelcorn Shop (2020)

Supplies are limited for this collector's item, which is handcrafted in the United States by Beacon. Ornaments will be available starting on Oct. 1. They cost \$20 and can be purchased online at store.shopdowntowneaston.com or at the following locations:

- The Info Tent at Easton Farmers' Market (9 a.m. to 1 p.m. Saturdays through Dec. 17, Larry Holmes Dr).
- Carmelcorn Shop, 62 Centre Square (carmelcornshop.com)
- Connexions Gallery, 213 Northampton St. (connexionsgallery.com)
- Mercantile Outpost (inside Easton Public Market, 325 Northampton St.)



Proceeds from sales go to support the events and initiatives of the nonprofit Greater Easton Development Partnership.

SHOP
DOWNTOWN
EASTON
.com

Free Parking

AT THE METERS
STARTING ON BLACK FRIDAY, NOV. 26

AND CONTINUE ON
EVERY SATURDAY & SUNDAY
NOV. 27 - DEC. 19

HAPPY HOLIDAYS FROM THE CITY OF EASTON



EASTON FARMERS' MARKET CONTINUES THROUGH DECEMBER

Easton Farmers' Market has two new events to draw families to Downtown Easton for the fall and winter. Join us on Oct. 30 for Pumpkins & Pooches, and enjoy pumpkin painting and crafts for kids, plus a costumed parade for the pups. Then, get ready for Farm Photos with Santa on Dec. 4. Visitors can hop aboard a hay wagon or pose by a tractor for holiday photos with Old St. Nick.

The regular market season will run through Dec. 18 at its current location, Larry Holmes Drive. The Winter Market

will start in January, and details will be forthcoming.

Rain or Shine | Dog-friendly | EBT Accepted | 9 a.m. - 1 p.m. Saturdays May-December | Scott Park | Online ordering available | Free parking in the lots adjacent to the market

Find a list of vendors and online ordering details at eastonfarmersmarket.com

BUSINESS ANNIVERSARIES

Congratulations to the following businesses celebrating anniversaries this quarter!

5 years

- Lauren Kindle Art Studio
- Permanent Beauty Solutions
- Valor Insurance
- Vivid Reflections

10 years

- Easton Outdoor Company

- For the Girls
- Twice Chic Boutique

15 years

- Sogo Fusion
- Sette Luna

20 years

- Easton Pawn Shop

EASTON WINTER VILLAGE RETURNS NOV. 19

The City of Easton's Winter Village will return Nov. 19. The 2021 iteration will be similar to last year in many ways. A few differences to note: the skating rink will be larger and will move to the 200 block of Northampton Street (there will be a partial street closure). This year, the Village will wrap up the weekend before Christmas. Each weekend will feature live entertainment and the schedule will be available, starting in November at Exploreeastonpa.com/easton-winter-village.

Want to sponsor the Village?

Contact: Natalee@eastonpartnership.org.

Want to volunteer with the Easton Main Street Initiative crew? Email Kim@eastonpartnership.org.

Details:

Fridays-Sundays, Nov. 19-Dec. 19
4-8 p.m. Fridays; noon-8 p.m. Saturdays and noon to 6 p.m. Sundays
Exploreeastonpa.com/easton-winter-village

NUMBERS TO KNOW

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

Patrolman Jeff Crosson
484-634-0449

Sgt. Dan Bonham
office: 610-250-6752
cell 610-597-4527
dbonham@easton-pa.gov

Non-emergency number
610-759-2200

SIGN UP FOR TEXTS!

Haven't signed up yet for GEDP's texting service, but want 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, facade grant applications. We will be judicious with this list and only send messages that pertain to business owners.

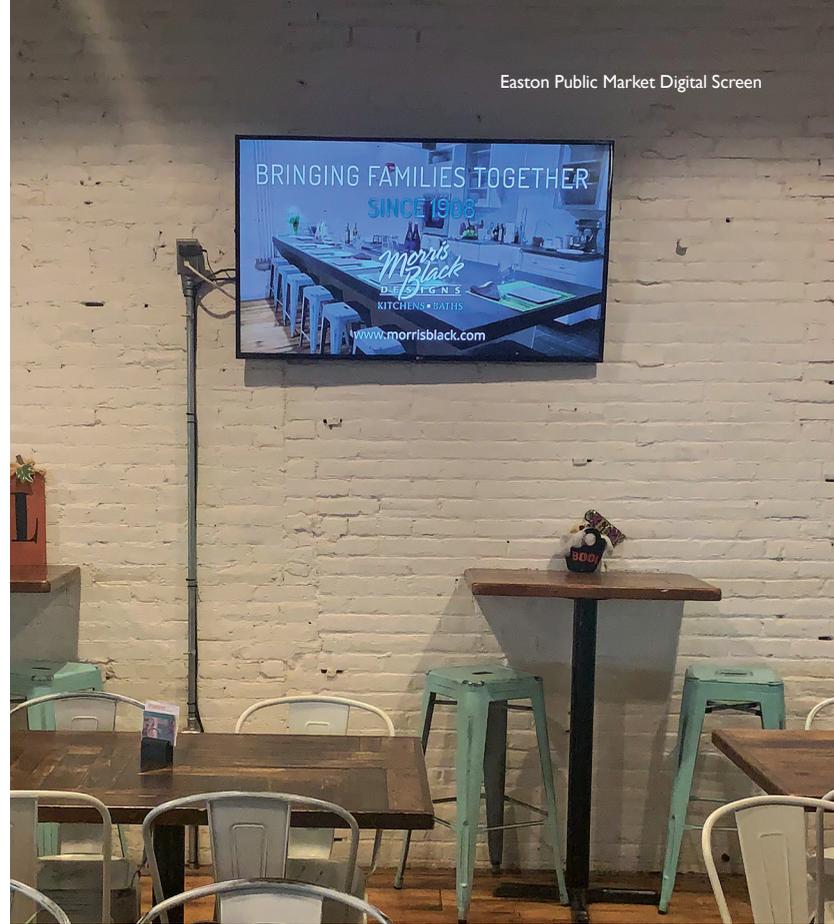
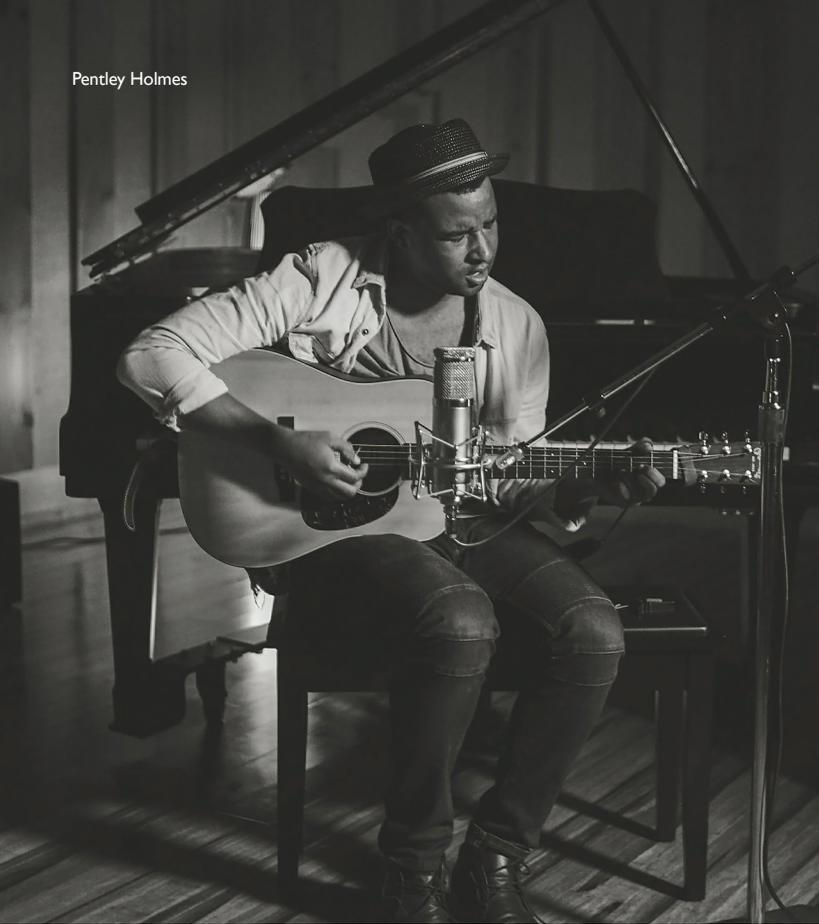
Text 'baconfest' to 56525 for alerts that only go out surrounding the festival.

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.

TICKETS ON SALE SOON

Need a holiday gift idea? A Night Of Bourbon returns 5-8 p.m. on Feb. 5, 2022. This fundraiser for the nonprofit Greater Easton Development Partnership offers a chance for guests to try a variety of exclusive bourbons and enjoy a pub fare meal at The Pomfret Club. Tickets cost \$100 and will be on sale soon at Shopdowntowneaston.com.



EPM HAPPENINGS

ACOUSTIC KITCHEN AT EASTON PUBLIC MARKET

Enjoy live music from 5:30-7:30 p.m. every Friday at Easton Public Market. Acoustic Kitchen, presented by IBEW Local 102 will feature:

- Oct. 15: Paul Wilkinson
- Oct. 22: Chasing Daylight
- Oct. 29: Adam Web
- Nov. 5: Dave Fry
- Nov. 12: Brad Hinton
- Nov. 19: Hannah Violet
- Nov. 26: TBD
- Dec. 3: Nick Cerniglia
- Dec. 10: Tim Harakal

BOOK A HOLIDAY POP-UP

Easton Public Market is offering pop-up vending opportunities for the holidays (October - December). Easton business rate: \$50/day during weekdays; \$100/day on weekends. Insurance required. Subject to availability.

Email: Mike@eastonpartnership.org for details.

ADVERTISE ON THE EASTON PUBLIC MARKET DIGITAL SCREEN

Get your business in front of 5,000 people per week! The EPM digital screen is located in the market's Community Room, and fully visible from the aisle. Rates are: \$150/month with a three-month commitment. Businesses can change out creative up to three times per month.

Email: Megan@eastonpartnership.org for details.

NEED SPACE?

Need space for a meeting or holiday gathering? Book the Community Room at Easton Public Market. Rates available at: <https://eastonpublicmarket.com/epmevents>

ROD'S DOGS NOW OPEN AT EASTON PUBLIC MARKET

Rod's Dogs is set to open in October at Easton Public Market. Owners Mike and Rebecca Pichetto will offer a menu featuring old-school burgers and Northern Jersey-style hot dogs. The menu will also feature bratwurst, chicken dogs and vegan hot dogs. The burgers will feature ground beef from Saylor's & Co., birch beer, onion rings and milkshakes using Bank Street Creamery ice cream.

Hours: 11 a.m. to 7 p.m. Wednesday-Thursday; 9 a.m. to 8 p.m. Friday-Saturday; 9 a.m. to 5 p.m. Sunda
Contact: rodsdog21@gmail.com; [Facebook.com/RodsDogs](https://www.facebook.com/RodsDogs) - 108970444822379



CELEBRATE THE HOLIDAYS AT PEACE CANDLE LIGHTING

Nov. 27, 2021, will mark 70 years from the first lighting of Easton's Peace Candle. The Christmas Candle, as it was originally known, was first lit in 1951. In the 1960's, Easton went without a candle for five years, but residents brought the tradition back in 1966. Since then it's been an annual hallmark of the holidays. Festivities for the Peace Candle Lighting and Small Business Saturday will kick off around noon, in coordination with the Easton Winter Village. Events will be happening throughout the day, and a schedule will be posted closer to the event. The ceremony will start at 6 p.m. in Centre Square, with the illuminator lighting the candle at 7 p.m. Information will be available later this fall at shopdowntowneaston.com/peace-candle-lighting/.

LIGHT A NIGHT

To ensure Easton's ability to keep the Peace Candle aglow this season, 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 the Centre Square directional kiosk, and through Facebook post throughout the holiday season. Dates available for sponsorship are between November 27, 2021 and January 17, 2022. The form will be available at shopdowntowneaston.com/light-a-night/ starting in October.

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.

MAP & GUIDES

The 2021/2022 Map & Guides continue to be an important promotional tool for downtown businesses. We will be reprinting the guide for the holiday season and will be delivering the new version in November, just in time for the holidays. If you need more, please reach out to Katie@eastonpartnership.org.

MARK YOUR CALENDARS!

Dates and events listed here are subject to change. Please check the event websites or Facebook pages for the most up-to-date information.

- Oct. 2 & 3 | Easton Garlic Fest (Note: Larry Holmes Drive will be open and EFM will shift to Northampton County Courthouse, 669 Washington St.)
- Oct. 9 | Apple Jam (EFM)
- Oct. 10 | Pumpkin Party (Centre Square)
- Oct. 22 | Easton Out Loud
- Oct. 24 | Easton-Phillipsburg Halloween Parade (ends in Centre Square)
- Oct. 30 | Pumpkins & Pooches (EFM)
- Nov. 6-7 | PA Bacon Fest
- Weekends, Nov. 19-Dec. 19 | Easton Winter Village
- Dec. 4 | Farm Photos with Santa (EFM)

BECOME A SPONSOR!

Want to increase visibility to the visitors and neighbors attending GEDP events and festivals? Contact Natalee@eastonpartnership.org to learn about how to get involved with festivals like Heritage Day, PA Bacon Fest and the Easton Winter Village. Natalee can also answer questions about sponsoring recurring events such as Live At the Falls, Easton Out Loud and Easton Farmers' Market. Sponsors get a number of benefits and can customize packages, but some events have a limited number of sponsors per price level. Reach out to Natalee for opportunities and more information.

All dates and events listed here are subject to change as the COVID-19 situation evolves. Please refer to our program website or social media pages for up-to-date information, or contact one of our program managers:

- Jared Mast, Executive Director (Jared@eastonpartnership.org)
- Kim Kmetz, Manager - EMSI (Kim@eastonpartnership.org)
- Megan McBride, Easton Market District Director (Megan@eastonpartnership.org)
- Marcy McKinney, Manager - Special Events & Promotions (Marcy@eastonpartnership.org)
- Amy Boccadoro, Manager - WWCI (Amy@eastonpartnership.org)
- Sandra Zajacek, Operations Manager - Easton Ambassadors (Sandra@eastonpartnership.org)
- Miranda Wilcha, Community Gardens & Compost Coordinator (Miranda@eastonpartnership.org)