

# The BUSINESS BUGLER



FALL 2022

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS



## EASTON WINTER VILLAGE RETURNS BIGGER AND BETTER NOVEMBER 18

The City of Easton's Winter Village (EWV) will return on Friday, Nov. 18, for a third year of festive fun and shopping as an added attraction to bring people to Easton! The 2022 event will feature 40 vendors (up from 27) and include huts in the southeast quadrant of Centre Square. Additional enhancements include:

- Centre Square will be closed to vehicular traffic during the Winter Village hours of operation.
- A Warming Station will be available for attendees and vendors.
- Food trucks offering grab-and-go snacks and meals will be added to S.Third St.
- There will be enhanced programming, performances and decor.

Brick-and-mortar businesses are encouraged to become involved! Here are some suggestions:

- Communicate with our GEDP staff about your activities, promotions, sales and featured products. We'll include this information in our social media posts, weekly e-updates, calendar of events and more. Communication is key!
- Be open and well-staffed during EWV hours of operation.
- Host a performance or activity that draws the community to your shop or restaurant.
- Tie in your promotions to the themes of the EWV. (More information to come!)
- Dress your windows with festive decor and lights. These are your "billboards" 24-7. Lights encourage shoppers to head in your direction!

- Promote your business as a warming (and shopping!) station. It's cold out there and participants are looking to spend money and get warm at the same time!

The community connectedness and the authentic vibe in Downtown Easton combine to offer warm and inviting surroundings year-round. Festive holiday lights and "feels" provide the grand finale of the year. Our Winter Village is a real, live Hallmark holiday movie set on which we can all capitalize!

Let's work together to make Easton's Winter Village and Downtown Easton the star of the Lehigh Valley's festive shopping and dining season.

### Get involved!

Want to sponsor the Village?  
Contact: [natalee@eastonpartnership.org](mailto:natalee@eastonpartnership.org).

Want to volunteer with the Easton Main Street Initiative crew? Email [kim@eastonpartnership.org](mailto:kim@eastonpartnership.org).

Want to advertise in the Winter Village program/map?  
Email [marcy@eastonpartnership.org](mailto:marcy@eastonpartnership.org)

### EWV details

Open Friday – Sunday, November 18 - December 18  
4-8 p.m. Fridays  
Noon-8 p.m. Saturdays  
Noon to 6 p.m. Sundays

Each weekend will feature live entertainment. The schedule will be available starting in November.

More: [tinyurl.com/EWV2022](https://tinyurl.com/EWV2022)

## FALL BUSINESS OWNER BREAKFAST MIXER

Please join us for the next Main Street Business Owner Breakfast Mixer on Tuesday, Oct. 4, 8 a.m. at Skeggy's Axe House and Bullseye Bar. This informal gathering of downtown business owners provides a valuable

opportunity to get to know each other, discuss concerns, float new ideas, share joys and obstacles, and work collaboratively to solve common issues. Please RSVP to [kim@eastonpartnership.org](mailto:kim@eastonpartnership.org).

## PEACE CANDLE LIGHTING TO BRIGHTEN EASTON'S HOLIDAY

Mark your calendar for Saturday, November 26, for a full day of events culminating with the Peace Candle lighting. Activities include: Breakfast with Santa, live entertainment, ice carving, a visit with one of Santa's reindeer, photos with Santa and more! The ceremony and lighting of the Peace Candle begin at 6:30 p.m.

For a complete list of activities and ticket links visit [shopdowntowneaston.com/peace-candle-lighting/](http://shopdowntowneaston.com/peace-candle-lighting/).

Interested in supporting this cherished event and having your name in front of potential customers?

Contact Natalee Hercik about sponsorship at [natalee@eastonpartnership.org](mailto:natalee@eastonpartnership.org)



## 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 Thursday, November 17. If you requested installation assistance, volunteer Terri Freeman will contact you to set up a time. Please contact Terri at [terri@eastonpartnership.org](mailto:terri@eastonpartnership.org) with any questions about your order, delivery or installation.



## NEW FESTIVAL A TREE-MENDOUS OPPORTUNITY

During the 2022 Easton Winter Village, GEDP will be hosting a 'Festival of Trees' in partnership with Nurture Nature Center. Sponsoring a tree and decorating it with items from your store is a great way to advertise your business.

We are accepting applications for 5' and 7' trees, each of which comes with a 6' x 6' floorspace to decorate.

We will also be accepting applications for 3' and 4' trees which will be displayed on tables. There is also an opportunity to submit wreaths or create a table scape. Contact Ali Pany at [ali@eastonpartnership.org](mailto:ali@eastonpartnership.org) for more details and information on how to be part of this new holiday event.

## BE PART OF OUR HOLIDAY GIFT GUIDES

EMSI will be bringing back its holiday gift guide feature on [shopdowntowneaston.com](http://shopdowntowneaston.com) this season! Guides will be created for different categories - gifts for kids, last-minute shoppers, foodies, etc. Stores can submit their holiday

specials to be featured, and EMSI staff will also stop by to browse. We will provide cards to place by the items that will link to the website. Contact Katie Farnan at [katie@eastonpartnership.org](mailto:katie@eastonpartnership.org) for more info.

## NUMBERS TO KNOW

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

**Patrolman Jeff Crosson**  
484-634-0449

**Lt. Dan Bonham**  
office: 610-250-6752  
cell 610-597-4527  
[dbonham@easton-pa.gov](mailto: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 484-845-7080 to get timely reminders:

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

Text 'downtownbiz' 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' 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 484-845-7080.

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



## 2022 EASTON ORNAMENT

Now in its ninth year, the Easton Main Street Initiative will release its annual holiday ornament featuring treasured landmarks around Downtown Easton. This year's ornament will feature the facade of the historic Mount Vernon Hotel, now Two Rivers Brewing Company. The building holds a rich history, and much of the original work has remained untouched.

The ornaments cost \$20 and will be available in October at [store.shopdowntowneaston.com](http://store.shopdowntowneaston.com), at select merchants within Downtown Easton and at the Info Tent at the Easton Farmers' Market and the Easton Winter Village. All funds raised support Easton Main Street Initiative, a program of the nonprofit Greater Easton Development Partnership, and help to offset holiday events and programs EMSI hosts. Ornaments are made in the USA by Beacon.



## WOW SHOPPERS AND ENTER THE WINDOW DECOR CONTEST

'Tis the season to spruce up your windows! Holiday shopping in Downtown Easton lends itself to a window-shopping stroll. Use your window display to tempt holiday shoppers and invite them in to warm up and shop inside.

We will be holding our third annual Window Decor Contest for Downtown businesses! Our Design Committee will be scouting out the top 10 window displays during the first week of December. Then, we will create a poll for the community to vote on their favorite. The winner will receive a ribbon to display as well as our trophy, engraved with winners from each year, sponsored by Rose Wealth Advisors. Honorable mention will also receive a ribbon. Cake & Corolla has held the title for the past two years. Who will take the cake this year? (Pun intended!)



## GOURD TIMES AHEAD AT 2022 PUMPKIN PARTY

Join us at Scott Park for a Pumpkin Party on Sunday, October 9, 11:30 a.m. - 4 p.m. Pick your own pumpkin from the patch and carve it right there in the park! Carving supplies will be provided. The Sigal Museum and Easton Public Library will be on site with games, crafts

and other fun activities and Nanci Hummer from The Loving Piece will be doing live readings.

Interested in participating? Contact Ali Pany at [ali@eastonpartnership.org](mailto:ali@eastonpartnership.org)

## EFM EVENTS ADD FLAVOR TO MARKET

The excitement continues during the Easton Farmers' Market's 270th year as America's oldest open-air farmers' market.

Upcoming events include:

- Apple Jam, October 15. Awesome to the core! Experience apple season in the Northeast with more than 50 varieties of apples, including many unique heirloom varieties. Enjoy apple pie, apple strudel, hot apple fritters and plenty of fresh-pressed cider.
- Pumpkins and Pooches, October 29. Families can participate in pumpkin painting and crafts plus trick-or-treat at vendor tents. Pups (and their masters) can don their best Halloween attire and strut their stuff for a chance to win a prize.

- Farm Photos with Santa and the Goats: December 3 and 10. Have some holiday fun with a festive photo with Santa and some lovable goats from The Bubby Goat Farm. (\$5 donation requested.)

The final market day for 2022 will be December 17. We will begin accepting vendor applications for the 2023 Season starting December 15. Contact Megan McBride at [megan@eastonpartnership.org](mailto:megan@eastonpartnership.org).

## WELCOME NEW BUSINESSES!

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!

### Framed

22 S. Third St. | custom framing studio

### Stories and Light Studios

62 N. Third St. | photography and photojournalism

## BUSINESSES MOVING

The Keystone Barbershop has moved from 13 S. Second Street just a few doors down to 17 S. Second St.

## BUSINESSES GROWING

Made in Easton has expanded its 15 S. Second St. location into 13 S. Second St.

For the Girls has expanded its location at 11 N. Second St. into 9 N. Second St.

Congratulations to Ciao Sandwich Shoppe for opening additional locations on College Hill and in Allentown!

Congratulations to j. morgan salon for their new location in Lower Nazareth Township!

## BUSINESS ANNIVERSARIES

Congratulations to the following businesses celebrating milestone anniversaries this quarter!

### 5 years

The Bayou  
Book & Puppet



## 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 \$40 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. Dates available for sponsorship are between November 26, 2022 and January 17, 2023.

The form will be available at [shopdowntownneaston.com/light-a-night](http://shopdowntownneaston.com/light-a-night) starting in October.

---

## MAP & GUIDES

The 2022/2023 Map & Guides continue to be an important promotional tool for downtown businesses. They will be especially helpful during the busy holiday

season as more and more traffic is circulating Downtown. If you need more, please reach out to [katie@eastonpartnership.org](mailto:katie@eastonpartnership.org).

---

## PROMOTION REMINDERS

Do you have upcoming events that you would like to advertise to the public? The EMSI Weekly E-Update is sent to over 10,000 subscribers every Friday morning. The information must be received by Wednesday each

week to guarantee inclusion. The best part, this is a FREE perk exclusive to Downtown Easton businesses! Businesses can also submit their upcoming events to our community calendar: [eastonmainstreet.org/new-event](http://eastonmainstreet.org/new-event).

---

## FALL CALENDAR OF EVENTS

### October

- 1 - Eerie Easton Walking Tours
- 1-2 - Easton Garlic Fest
- 7-9 - Eerie Easton Walking Tours
- 9 - Easton Pumpkin Party
- 9 - Haunted Hugh Moore Park
- 9 - Artful Dash 5K
- 14-16 - Eerie Easton Walking Tours
- 15 - Apple Jam (EFM)
- 15 - Explore Easton Foodie Tour
- 15 - Zombie Pub Crawl
- 21-23 - Eerie Easton Walking Tours
- 28 - Easton Out Loud
- 28-29 - Eerie Easton Walking Tours
- 29 - Pumpkins & Pooches (EFM)

- 30 - Halloween Parade
- 30 - Eerie Easton Walking Tours

### November

- 5, 6 - PA Bacon Fest
- 18-20, 25-27 - Easton Winter Village
- 26 - Peace Candle Lighting & Small Business Saturday

### December

- 2-4 - Easton Winter Village
- 3 - Farm Photos with Santa (EFM)
- 9-11 - Easton Winter Village
- 10 - Farm Photos with Santa (EFM)
- 10 - Santa Pub Crawl
- 16-18 - Easton Winter Village

The final market day for 2022 will be December 17. We will begin accepting vendor applications for the 2023 season starting December 15. Contact Megan McBride at [megan@eastonpartnership.org](mailto:megan@eastonpartnership.org).

---

## PROJECT UPDATES

There are a lot of construction projects being completed in the city at this time. The City of Easton Department of Community and Economic Development has created

a page on its website to keep track of the projects and their status: [easton-pa.com/community-economic-development/news/current-forthcoming-projects-city](http://easton-pa.com/community-economic-development/news/current-forthcoming-projects-city).