

THE BUSINESS BUGLER



WINTER 2024

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS

Get Ready for an Informative Winter Business Owner Breakfast Mixer

Mark your calendars for Tuesday, January 16, at 8 a.m., and join us at 3rd and Ferry Fish Market, 56 S. Third St. This casual get-together of business owners provides an atmosphere perfect for mingling and exchanging ideas with your entrepreneurial counterparts. Dive into the latest updates and insider information from the EMSI, GEDP, and City of Easton staff.

Brace yourselves because we've got some new initiatives in the pipeline for early 2024 – you won't want to miss the excitement.

Please RSVP to julie@eastonpartnership.org. Hope to see you there.

Land Purchase of the Trestle

GEDP has officially secured 400 Washington Street, a vacant lot nestled at the intersection of Washington Street and Lehigh Drive. Bolstered by a generous grant from Northampton County's Livable Landscape's program, this acquisition is an essential first step toward the building of a trailhead that will eventually connect over the Delaware River and inject even more life into the City with additional recreation spaces.



Unwrap the Magic of Marketing: Holiday Initiatives that Shined Bright in Our Community This Season!

From festive wreath deliveries to joyful storefront decor, the GEDP team continued to lift local holiday spirit with a variety of promotional efforts to drive shoppers and jolly adventurers to experience the allure of Easton. Celebrating the charm of the city by purchasing this year's unique annual holiday ornament, strolling through the enchanting Festival of Trees, or sifting through the community Gift Guide, GEDP refined the ways to breathe life into local business beyond Small Business Saturday this holiday season.

Retail traffic was stimulated by the fourth year of Easton Winter Village, which brought in thousands of visitors for shopping, indulging in tasty treats, skating, and live entertainment as our beloved Peace Candle illuminated Centre Square.

A month-long promotional campaign included newsworthy press releases that generated earned media in Lehigh Valley Live, The Morning Call and WFMZ. We advertised to holiday revelers at Christkindlmarkt in Bethlehem, purchased digital ads campaigns on NJ.com, ran radio spots during WLEV's holiday music. A trade agreement with Service Electric Cable TV included over

240 30-second TV ads, vinyl and digital billboards ran with Outfront and Adams Outdoor, while print media ads included ICON, Bucks County Herald and Fig. We even enhanced our partnership and social media influence with potential visitors through an enhanced Discover Lehigh Valley promotional program.

Through early December, we saw traffic to the Easton Winter Village website increase by nearly 200% over 2022. Visibility and engagement was on the rise with organic search climbing over 400% vs. last year, attributed to highly targeted emails and both print and digital advertising initiatives. Our Google Grants program allowed for sponsored search ads to skyrocket as well. The overall brand recognition of Easton Winter Village is apparent in the "direct category" of web traffic, where individuals type in the website directly without a search or linking through.

Thank you to all business owners who assisted with the promotion of Easton as a seasonal destination through your own social media, e-mail, and advertising. Together, we present a truly incredible package of shopping, dining and entertainment where holiday memories are made.

BROUGHT TO YOU BY THE GREATER EASTON DEVELOPMENT PARTNERSHIP



Congratulations to Token!

The crowning jewel of the 2023 Most Festive Storefront Competition is none other than Token, securing the grand prize as chosen by the EMSI Design and Events Committees. A round of applause is in order for the runner-up, Easton Candle Co., And let's not forget the showstopper chosen by the public: Bellissima by Ashley Maria, winning this year's People's Choice vote! A heartfelt thank you to all the visionary business owners who transformed their storefronts into enchanting wonders, creating an unforgettable experience for all who strolled through downtown. Your creativity lights up Easton!

Love, Easton: A Community Art Project with Heart (28,172 to Be Precise)

Easton Main Street Initiative is thrilled to join forces with Mercantile Home on a Community Art project that promises to resonate with every Eastonian, both in town and beyond. Our ambitious aim is to craft 28,172 hearts - one for each Easton resident - and display them proudly in windows and public spaces throughout the city. Picture the entire community as a colossal art piece, embodying Easton's renowned kindness, creativity, good vibes and love.

To make this vision a reality, we need your creative energy. Join us in crafting our thoughtful hearts (28,000 is quite the number!) using almost any material you can think of - let your creativity soar.

Cutting paper works wonders, and it's an excellent way to engage your customers. Set up a cutting station in

your waiting area, at the bar, or in your shop. We are also urging you to showcase these heartfelt creations in your storefront windows and on social media -- any hearts featured in your displays count. Think big: embrace all shapes and sizes. GEDP and Mercantile can provide hearts and assist with installations.

This monumental project will reach its climax February 8, just in time for Valentine's Day.

If you have ideas, need more information, or simply want to explore additional ways to contribute, don't hesitate to reach out to us or contact the wonderful team at Mercantile Home. Stay tuned for more details at the Breakfast Mixer on January 16.

Love, Easton

Discover Your Perfect Match for Valentine's Day

Downtown Easton is the region's ultimate Valentine's date destination. With our array of award-winning restaurants and charming shops, the streets will be swooning with lovebirds during the special week.

We want our businesses to soak in the love too! Find your own partner for the week in our Valentine's Receipt Swap.

From Friday, February 9, to Sunday, February 18, we are calling on downtown Easton businesses to pair up, becoming official Easton "couples" by creating special offers. Imagine the sweet touch when customers present a receipt from your partner's business. For instance, a restaurant and a clothing store may team up, allowing customers to bring a dinner receipt to the store for a

discount offer or special gift, and vice versa. Shoppers with pre-dinner receipts can snag a complimentary drink, dessert, or savings at the restaurant.

This is a novel opportunity for businesses to collaboratively unleash their creativity and love for their customers with a one-of-a-kind and unforgettable Easton experience - How romantic!

All of our business pairings will be crowned as official couples on Easton Main Street Initiative social media accounts, and shopdowntowneaston.com.

Ready to pair up? Send your details to julie@eastonpartnership.org. And if you are eager to be matched but need a little help, drop us an email and we'll play matchmaker.

Important 2024 Dates from Our Friends at Lafayette College

Jan. 22 - Classes begin

Feb. 19 - Presidents' Day Open House for prospective students

March 11-15 - Spring Break

March 29, April 5, 19, and 26 - Fridays at Lafayette (prospective students and families are invited to visit and explore Lafayette)

April 14 - Experience Lafayette College (XLC) (accepted students are invited to visit campus)

May 3 - Last day of classes

May 6-13 - Finals

May 19 - Commencement

May 31 - June 2 - Reunion

Business Openings and Closings

Congratulations to the following businesses that 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!

Lifestyle Barbershop
106 S. Third | barbershop

Thyme Rooftop Grill
100 Northampton St. at The Commodore | fine dining restaurant

Carroll Engineering
101 Larry Holmes Drive
engineering firm

Platinum Star Services
531 Northampton St. | commercial and residential cleaning services

Amazinme Aesthetics
315 Northampton St.
skin care services

The businesses below have recently closed their downtown operations. While we are sad to say goodbye, we wish them all the best in their future endeavors.

Green Harvest Food Emporium
140 Northampton St. (16 years in business! Wow!!)

Abode
131 N. Third St.

FD Market
158 Northampton St.

Made in Easton
13-15 S. 2nd St.

The Nail Lab
108 S. Third St.

Spice of Life Thrift Shop
456 Northampton St.

Easton Farmers' Market Caps Off a Record-Breaking Season on the Riverfront



The Easton Farmers' Market (EFM) shattered records in 2023, boasting a 19% surge in attendance by welcoming over 70,000 enthusiasts to the flowing market on Larry Holmes Drive.

A particular shout-out to September 2 Funky Ferments Fest, which saw a single-day record of 3,198 visitors, showcasing the public's ever-growing fascination with the health benefits of fermented foods and the undeniable allure of Labor Day Weekend.

But that's not all – vendor sales across the market saw an average increase of 20% in 2023. Surveys conducted by Buy Fresh Buy Local Greater Lehigh Valley reveal that EFM's average customer spend surpasses regional and national averages, with 43.5% of shoppers splurging over \$31 per week.

Here's the kicker– 21.8% of visitors were first-timers, solidifying the market's role as a local tourism and economic powerhouse.

But wait, there's more! Surveys indicate that a significant chunk of folks drive less than 5 miles to the market, prompting EFM to roll out expanded and promoted alternative transportation methods (walking, cycling, trolley, etc.) and enticing incentives in 2024.

For those eager to ride this wave of success, information on becoming a vendor for the 2024 season is just an email away: megan@eastonpartnership.org

As Easton Winter Village Melts Away a Frosty Fusion of Festivities & Commerce Prevail

The vendors of the 4th annual Easton Winter Village managed to turn chilly days into hotspots of success attracting 56,457 visitors, an increase of over 16,990 from 2022. With diverse offerings, from artisanal crafts for a unique shopping experience to delectable, seasonal treats, each vendor showcased their talents and drew in crowds with one-of-a-kind creations that became sought-after treasures. The quality of products, jovial ambiance and community holiday spirit fueled a shopping spree, leading to impressive sales and heightened exposure to the participating vendors. As a bustling hub, and winter wonderland, families gathered every weekend to hear live music, sway to authentic caroling, write letters to Santa,

snap photos, and skate around Centre Square, along with other special attractions of merriment.

As word spread about the Easton Winter Village dynamic lineup of vendors and events, it became a magnet for shoppers seeking both the charm of the season and distinctive, locally sourced goods. Its highest attendance days were Saturday, November 25, the day of the Peace Candle Lighting Ceremony with 11,565 visitors and Saturday, December 9 with 12,224 visitors. The success cultivated by the vendors not only contributed to the vitality of the community but solidified Easton Winter Village as a premiere destination for holiday shopping and joyful indulgence.

Embrace a Snow-Kissed Chill and Bountiful Thrill at the Easton Farmers' Market Winter Market

Freshness takes center stage on Northampton Street starting January 6 with the return of EFM's Winter Market. Shoppers will enjoy a vibrant outdoor experience in front of the Easton Public Market every Saturday from 10 a.m. to noon through April. Nearly 20 vendors will offer a variety of fresh produce, mushrooms, pastured meat, eggs, bread, baked goods, honey, prepared foods, and the perfect kick of coffee and spirits.

New in 2024 will be Easton Market District's Squash Fest on Saturday, January 27. It's a delectable celebration of winter squash, featuring soul-warming specials both outside at the Winter Market and inside the Easton Public Market. Picture a squash soup contest, culinary demos in the kitchen, engaging kids activities, and a whole lot more.

Hungry for more details? Visit eastonfarmersmarket.com and get ready to embark on a winter culinary adventure!

Sip. Savor. Support: A Night of Bourbon Unveils Easton's Finest Spirits

Raise your glass, Bourbon is back! Indulge your senses in an unforgettable evening at the historic Pomfret Club on February 3, 2024. Immerse yourself in the rich flavors of 15 exclusive bourbons, carefully curated to tantalize your taste buds.

This one-of-a-kind event promises an evening of discerning palates and community camaraderie. Your ticket not only grants access to this exclusive bourbon tasting experience but also includes delectable pub-fare to complement the robust spirits. As a bonus, each ticket automatically enters you into a raffle for a chance to win an extraordinary bottle of bourbon, ensuring the festivities reach new heights.

Seating is limited, so secure your spot for this remarkable night of bourbon exploration.

Tickets are available now at support.eastonpartnership.org/nightofbourbon. Don't miss the chance to be part of an evening that celebrates the spirit of Easton while contributing to its future success. Cheers!



Spring Into Easton - Saturday April 13, 2024 | 11:30 a.m. - 4:00 p.m.

Downtown businesses pair up with a local restaurant or winery and offer samples during this shopping crawl. Participants purchase a ticket in advance or the day of the crawl. Check-in is located in Centre Square. Ticket holders receive a custom tote for shopping and a map of all businesses. In addition to marketing the event through GEDP platforms you will also receive graphics

to promote on your platforms. Brick and mortars participating will have sidewalk decals to indicate participation. Proceeds from ticket sales are used for marketing of the event and tote bags. If you are interested in participating, please contact Channey Countryman, channey@eastonpartnership.org or call 610-250-2063.

Easton Fourth Fridays (Formerly Easton Out Loud) Resuming April 26, 2024 | 5-9 p.m. | Downtown

Fourth Fridays will resume April 26, 2024 and run through October 25. The only requirement to participate is to agree to stay open later in the evenings on each Fourth Friday. GEDP will provide promotions each Fourth Friday and all participating stores and restaurants.

- GEDP will promote event and all participating stores through various ads, website and social media
- GEDP will provide graphics to all participating stores for your own promotions
- Participants may choose to host an activity, sale or event but it is not required. Otherwise, we will promote your store and inventory you offer.
- Participants will need to contact GEDP with information to promote at least two weeks prior to each Fourth Friday channey@eastonpartnership.org 610-250-2063
- GEDP will also have live performers or activities placed in various locations near downtown businesses for the evening



Meet Volunteer Joe Rosales

In the heart of Easton, a beacon of community spirit shines bright – none other than our cherished volunteer and resident, Joe Rosales. His commitment to our town has never been more evident, as he actively shapes the downtown landscape.

Whether Joe is strolling into the downtown area for his volunteer shift at the Easton Farmers' Market or contributing to EMSI's Design Committee meetings, his presence is a force for positive change. A key advocate for Easton, Joe brought attention to the lack of lighting, pedestrian safety and overall aesthetics on N. Sitgreaves Street, catalyzing an incredible project for our city. Thanks to his efforts, grants have been secured, and collaborations with an award-winning design firm are in full swing. Joe's involvement extends to design meetings, where his valuable input fuels progress and even helped coordinate a forum with area stakeholders.

Anticipate a transformed N. Sitgreaves Street by the end of 2024, a testament to Joe's impact on Easton's walkability and visual appeal. The Design Committee

showers Joe with gratitude not just for his insightful contributions but also for his infectious enthusiasm and leadership. When the committee chair took a break to launch a business in downtown Easton, Joe seamlessly stepped into the interim role, proving to be an organized, efficient and dynamic leader.

But that's not all – Joe's influence extends to the Easton Farmers' Market. Over the past year, he has been a welcoming presence at information tents, aiding with the EBT program and creating a vibrant atmosphere with eclectic tunes as the market's impromptu DJ. Let's not forget his skill in the kitchen: the baker extraordinaire treats fellow volunteers to delectable creations crafted from fresh market produce.

"Joe is the essence of generosity, kindness, and a fresh spirit that we love about the markets, and our volunteers! Oh, and he loves movies! Ask him for his predicted 2024 Oscar Nominees. I bet he's spot on," said Emily Roland, Assistant Market District Manager.

Streetscape Improvement Ahead for N. Sitgreaves and Church Streets

The Easton Main Street Design Committee is collaborating with the City's Public Works team to enhance a well-traveled area of our Main Street district. Joe Rosales, a Design Committee member residing on N. 2nd St., highlighted the need for attention to N. Sitgreaves St. between Northampton and Spring Garden, as well as Church St. between N. 3rd and N. 2nd Sts. These alley passageways, frequented by both pedestrians and fast-moving vehicular traffic, pose challenges for safe and seamless walking experiences.

The EMSI team assembled a group of stakeholders from this area, encouraging them to envision improvements that would be both beneficial and welcomed. Currently under consideration are enhancements such as lighting,

paving upgrades, street art installations, seating, plantings, traffic calming measures, pet care stations, sidewalk improvements, and the introduction of a designated pedestrian pathway in the roadway.

EMSI has engaged the OSD- Office of Strategy and Design group, based in New York City, to create a comprehensive design plan for this project which will incorporate the direction provided by the EMSI Design Committee, along with that of the residents, business owners and property owners in this section of town.

Watch for further developments and significant aesthetic and pedestrian safety improvements in the area of N. Sitgreaves and Church Streets in late summer or early fall of 2024!

Seize the Spotlight in the 2024 Historic Easton House Tour Booklet

Get ready for the 41st anniversary of the Historic Easton House Tour on Saturday, May 4 – an iconic event showcasing the rich history and exquisite homes of Easton's neighborhoods and unique public spaces.

Don't miss your chance to shine. Advertise in the Tour Book and connect with over 700 patrons immersed in this time-honored celebration.

Rates are incredibly reasonable:

Full Page: \$125

Half Page: \$85

If you've been part of this vibrant showcase in past years, your ad is on file – and they're thrilled to run it again. Express your interest by reaching out to the House Tour volunteer, Mike Seksinsky, at advertising@eastonhousetour.com.

Your contribution goes beyond advertising; it supports projects and activities driven by Easton Main Street's Design Committee, alongside local building restoration projects chosen by the House Tour committee. The Historic Easton House Tour committee is immensely thankful for your unwavering support of Easton's proud past and its ever-expanding future.

Easton Gift Card Sales Soar in 2023



Throughout the year, a whopping 1,468 Downtown Easton Gift Cards and Easton Public Market Gift Cards found eager owners, racking up an impressive total of \$90,275.

As the festive spirit took hold, November and December fueled the excitement accounting for a significant portion of these cards - 805 to be exact, contributing \$47,312 to the grand total.

Stay tuned for the December figures; we're eagerly anticipating them to complete the holiday sales picture. With the holidays playing a pivotal role in nearly half of the sales, the final numbers will undoubtedly add an extra sparkle.

Looking ahead, mark your calendars for the three-year contract renewal in 2025, ensuring that all participating businesses continue to thrive in the Downtown Easton Gift Card program. If your business set up shop since August 2022 when the most recent contract renewal took place, expect a call soon about joining this exciting initiative. Keep your eyes peeled for more details!

Join the Excitement of the Downtown Easton Map & Guide

The popular Easton Experience Guide is still available. If you're running low post-holidays, just give us a shout, and we will replenish your supply. Connect with julie@eastonpartnership.org.

This exclusive marketing gem, brought to you by EMSI, has evolved over the years to meet changing consumer habits and needs. Applications for the 2024-2025 guide will hit the mail in late January for retailers, restaurants

and attractions. The mid-February deadline ensures our graphic design team has ample time to work their magic, bringing it all together for printing and distribution.

Secure your spot for a mere \$150 listing. Participating businesses not only feature on 35,000+ printed Map & Guides but also on multiple slant-top directional maps across town and the Centre Square kiosk poster.