

# THE BUSINESS BUGLER



SPRING 2024

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS



## Business Owner Breakfast Mixer

Kickstart your morning with our lively Business Owner Breakfast Mixer on Tuesday, April 16, at 8 a.m.! Join us at Meli European Taverna, 322 Northampton St., for an informal gathering where you can mix, mingle, and swap ideas with fellow entrepreneurs.

Plus, get the latest updates from EMSI, GEDP, and City of Easton officials.

Don't miss out on this networking opportunity! Please RSVP to [kim@eastonpartnership.org](mailto:kim@eastonpartnership.org) to secure your spot.

## Easton Loves Educators

Calling all service businesses! We are excited to extend a heartfelt invitation to all service-oriented businesses to join us in celebrating Teacher Appreciation Day in Easton. As educators continue to tirelessly dedicate themselves to shaping the future, we believe it's crucial to recognize their hard work and commitment. This year, we're making it our mission to pamper and honor teachers in a truly special way, and we need your help to make it happen!

On April 26, Belleville Market will be hosting a reception for Easton Area School District's Teacher Appreciation Day. It will serve as a platform for teachers to come together and enjoy a well-deserved break. As part of this event, EMSI is assembling a coupon book filled with exclusive offers from local service providers like yourselves. We envision a variety of services ranging from massages and yoga sessions to facials, hair treatments, and nail care, among others.

Your participation in this initiative would not only demonstrate your support for the education community but also provide teachers with an opportunity to indulge in some much-needed self-care and relaxation. By offering special discounts or complimentary services in the form of coupons, you'll be contributing to making Teacher Appreciation Day a memorable and rejuvenating experience for educators.

Moreover, we aim to extend the impact of your generosity beyond the event day. We envision these coupons to be valid for an extended period, allowing teachers to redeem them at their convenience, ensuring a lasting impression of appreciation.

Please let us know if you're interested in participating and how you'd like to be involved. Send a message to [julie@eastonpartnership.org](mailto:julie@eastonpartnership.org) and let us know your offer for the teachers!

BROUGHT TO YOU BY THE GREATER EASTON DEVELOPMENT PARTNERSHIP

## Introducing a New Springtime Extravaganza: Dueling Rivers Music and Whiskey Jam

Get ready to groove at Easton's hottest new festival this Spring – Dueling Rivers Music and Whiskey Jam! Presented by our pals at 3rd and Ferry Fish Market, this event is set to rock Scott Park on Saturday, April 27, from noon to 6 p.m. Prepare for an unforgettable

day filled with live music, tantalizing tastings at the Whiskey History Tasting Tent, a fierce cocktail competition, mouthwatering food and drinks, and a treasure trove of craft vendors, all along our waterfront!

## Easton Farmers' Market 272nd Season Kicks-Off

Get ready to shop as Easton Farmers' Market launches its 272nd season at Scott Park on Saturday, May 4! With over forty vendors lining the riverfront, immerse yourself in the Lehigh Valley's finest selection of fresh, locally grown produce, along with an assortment of pastured meats, eggs, cheese, baked goods, honey, prepared foods, local libations, and crafts.

Operating every Saturday from 9 a.m. to 1 p.m., through December.

Check out the 2024 Event Calendar at [eastonfarmersmarket.com](http://eastonfarmersmarket.com).

**Save the Date: West Ward Market's Grand Opening May 1!** [westwardmarket.com](http://westwardmarket.com)



## Easton Twilight Criterium

Hit the pavement hard with the adrenaline-fueled excitement of Easton Twilight Criterium, returning on Saturday, May 25!

As the day peddles forward with a Community Ride presented by Crayola at 1:15 p.m., Easton will play

host to hundreds of cyclists from around the globe, along with thousands of spectators. Be prepared for downtown road closures on the day of the race. Stay tuned for road closure times and additional information on the website: [eastontwilightcrit.com](http://eastontwilightcrit.com).

## News from City Hall Dept. of Community and Economic Development

The Outdoor Dining Program will return this year beginning May 4 and will conclude on October 27. Additional information can be found on the City's website: [tinyurl.com/eastonalfresco](http://tinyurl.com/eastonalfresco)

**Please support the following opportunities to gather information from the community:**

**Downtown Business Needs Survey**

[tinyurl.com/downtownbusinessneeds](http://tinyurl.com/downtownbusinessneeds)

**Downtown Easton Visitor Survey**

[tinyurl.com/eastonvisitorsurvey](http://tinyurl.com/eastonvisitorsurvey)

**Residents' Business Needs Survey**

[tinyurl.com/eastonresidentsurvey](http://tinyurl.com/eastonresidentsurvey)

**Technical Assistance Program:** The Small Business Development Center will connect with businesses in need of guidance to assess their needs and work with them to develop a sustainable growth plan (to include, but not limited to, the areas of finance, marketing, eCommerce, legal, succession planning). Apply: [tinyurl.com/eastonbrace](http://tinyurl.com/eastonbrace)  
Questions can be sent to Jasmita Saini at [jks210@lehigh.edu](mailto:jks210@lehigh.edu).

## Exciting News Alert: Business Openings!

Let's roll out the red carpet for the newest additions to the Main Street district! We're thrilled to welcome these dynamic businesses to the bustling heart of Downtown Easton. Here's to their grand opening and a future filled with prosperity!

**Paw City Elite**

**Grooming Salon**

403 Northampton St.

**Off Center Escape Rooms**

323 Pine St.

**Takkii Ramen**

36 N. Third St.

**Meli European Taverna**

322 Northampton St.

**Bar Torino**

56 N. Third St.

**Matted Meg**

15 S. Second St.

**Jois Jewelers**

456 Northampton St.

**Tonic by Green Vida**

106 N. 4th St.

## New Digs!

**Valor Insurance** has found a new home at 111 N. Fourth St.

## Bid Farewell:

### Business Closings

And on a bittersweet note, we say goodbye to one of our beloved downtown establishments. Though we're sad to see them go, we're sending them off with our warmest wishes for success in all their future endeavors.

**Itel Wireless**

234 Northampton St.

## Important Lafayette Dates

**April 5, 19, 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 (note: Graduation will take place on a Sunday this year.)

**May 31 - June 2**

Reunion

## Fourth Friday is BACK!

Gear up for the ultimate downtown extravaganza as Fourth Friday, formerly known as Easton Out Loud, makes its triumphant return on Friday, April 26, from 5 - 9 p.m.! It's your chance to let your business shine. Want to showcase your shop or host a lively activity? Count yourself in! We're calling on all businesses to keep their doors open later on the fourth Friday of each month, from 5 - 9 p.m., for shopping or engaging activities that will liven up Downtown Easton. With live music and activities scattered across various outdoor spots downtown, including Centre Square, the evening promises a vibrant atmosphere. And guess what? We've got you covered with social media graphics and promotions on our Fourth Friday website,

shopdowntowneaston.com/fourth-fridays, and social platforms. Plus, expect personalized communication and outreach from our Special Events team to keep you in the loop. Got questions? Reach out to Channey Countryman at [channey@eastonpartnership.org](mailto:channey@eastonpartnership.org) or [marcy@eastonpartnership.org](mailto:marcy@eastonpartnership.org).

### 2024 Fourth Friday Dates

- April 26
- May 24
- June 28
- July 26
- August 23
- September 27
- October 25

## Easton Heritage Day

Get ready to step back in time and celebrate Easton's rich heritage on Sunday, July 7!

Join us for Easton Heritage Day, where we'll honor our city's storied past with a day filled with fun, food, and festivities. Calling all retailers, crafters, artisans, and food vendors - applications are now open for this year's event!

Head over to [heritageday.org](http://heritageday.org) to submit your application and secure your spot. Got questions? Reach out to [channey@eastonpartnership.org](mailto:channey@eastonpartnership.org) or [marcy@eastonpartnership.org](mailto:marcy@eastonpartnership.org).



## Warm Welcome for Our Newest Downtown Neighbors!

Let's give a big Easton welcome to our newest downtown dwellers! The Commodore, nestled at 100 Northampton St., has officially rolled out the welcome mat for its first wave of residents earlier this year. With over half of the 30-plus units already bustling with activity, Downtown Easton is buzzing with the energy of fresh faces.

Drawn by the energy and charm, these new neighbors are diving into the community spirit. From grabbing a bite to eat to shopping for gifts, flowers, or indulging

in some self-care, they're adding to the pulse of our city. A thriving Easton is all about its people, and these new residents are receiving a warm embrace from our businesses and community.

And guess what's next on the horizon? The Watermark, Phase I, at 45 Larry Holmes Drive, is gearing up to welcome 75 new residents this summer! Get ready for more excitement as our Easton family continues to grow!

## Volunteer Appreciation Month

April is Volunteer Appreciation Month, a time to reflect on the immense impact of our volunteers and celebrate the invaluable contributions of those who selflessly give their time, energy, and passion to make our community thrive. We extend our heartfelt gratitude to the dedicated volunteers of Easton whose

unwavering commitment, hard work, and love for our city enrich the lives of all who call it home and illuminate the path towards a brighter future. Your kindness and generosity uplift our community. Thank you for embodying the spirit of service and for making Easton a place we are proud to call home.

## Happy Anniversarary

Get ready to party as Easton Public Market celebrates its 8th Anniversary Bash in style at the Grand Opening of the Air Products Plaza on Friday, May 17 from 5:30 - 8 p.m.!

### PA Bacon Fest

Prepare your taste buds to swine and dine as PA Bacon Fest returns for two days of Bacon Love on Saturday and Sunday, November 2 - 3, 10 a.m. - 5 p.m., each day! Indulge in all things bacon as vendors serve up mouthwatering delights against the backdrop of downtown Easton. Calling all vendors - applications open on May 1. And here's the sizzling savings: Easton businesses enjoy a 40% discount if payment is made within two weeks of acceptance, but hurry, this offer is only valid through May 31! For applications and event info, visit [pabaconfest.com](http://pabaconfest.com). Questions? Contact [channey@eastonpartnership.org](mailto:channey@eastonpartnership.org) or [marcy@eastonpartnership.org](mailto:marcy@eastonpartnership.org).

### 'Tis the Season to Get Ready for the Easton Winter Village

Never too early to believe! Dive into the festive spirit with Easton Winter Village, beginning on Saturday, November 23, and running for five magical weeks until Sunday, December 22.

Village hours are as follows:

Friday: 5 - 9 p.m.

Saturday: 1 - 9 p.m.

Sunday: Noon - 5 p.m.

Applications for hut vendors go live on May 1 and can be found on the website [eastonwintervillage.com](http://eastonwintervillage.com). For any queries, don't hesitate to contact [channey@eastonpartnership.org](mailto:channey@eastonpartnership.org) or [marcy@eastonpartnership.org](mailto:marcy@eastonpartnership.org).

### Sidewalk Sale Sturday - May 11

Mark your calendars for the upcoming Sidewalk Sale Saturday on May 11! This is your chance to shine, flaunt your products, and reel in more customers to your store. Whether you're running a cozy café, a trendy boutique, or a book nook, this event blooms just in time for prime outdoor shopping season! Get ready to jazz up your storefront, stock up on inventory, and seize the opportunity for your business to make an impact on Easton's shopping scene. Don't miss out on the surge in foot traffic and sales potential on May 11!

If you're in, drop us a line at [julie@eastonpartnership.org](mailto:julie@eastonpartnership.org) to secure your spot in the excitement!

## Stealing Hearts: The “Love, Easton” Wrap-Up!



Hats off to all the business owners and residents who poured their hearts into the “Love, Easton” community art project! Spearheaded by Mercantile Home, this initiative rallied the community to create a whopping 28,127 hearts - one for each Easton resident - and scatter them throughout our beloved town, forming a colossal love letter to Easton. The response was nothing short of extraordinary - a melting pot of residents, businesses, students, friends, and families, all united in their adoration for our city, crafting hearts of every shape, size, and material imaginable.

In just five whirlwind weeks, Easton was ablaze with affection as the project blossomed into life.

### The stats speak volumes:

- Over 60,000 hearts fashioned with love
- Hearts crafted from a kaleidoscope of materials: paper, clay, crochet, painted rocks, felt, old clothes, cardboard, glitter, flower petals, buttons, paintings, old magazines, newspapers, books, music sheets, brochures, feathers, wood, CDs, records, and resin

- 300+ hours dedicated to heart installation, thanks to 25 dedicated volunteers
- More than 20 heart-cutting parties were hosted.
- A whopping 105+ rolls of tape used for installation - with hearts submitted from as far away as Alaska!

We extend our heartfelt gratitude to all the dedicated business owners whose boundless generosity fueled the success of “Love, Easton”. By hosting heart-cutting parties and decking out your storefront windows with a kaleidoscope of hearts, you not only added visual splendor to our streets but also nurtured a sense of community and belonging that resonated with residents and visitors alike. Your collective efforts epitomize the power of collaboration and the profound impact of small acts of kindness on our community.

## Help the Green Revolution in Easton Help the Earth



As a business owner, you wield the power to make a positive impact on our planet while boosting your bottom line.

Want to know some savvy steps you can take to embrace sustainability and elevate your business?

If you're a building owner, upgrade to energy-efficient appliances, windows, and HVAC systems. From refrigerators to heating systems, look for the Energy Star logo to ensure maximum efficiency. Opting for electric appliances can also help reduce emissions and indoor air pollution.

### How you can help:

Reward customers who champion sustainability. Plus, don't forget to explore incentive and reimbursement programs to offset the costs!

Check out [energystar.gov/rebate-finder](https://energystar.gov/rebate-finder) and enter your zip code to uncover tax exemptions, credits, or rebates available for Energy Star products.

Encourage shoppers bring their own bags, use reusable cups and cutlery, or opt for eco-friendly transportation. Show your appreciation by offering enticing incentives like discounts, freebies, or even a chance to win a store gift card through a fun raffle. Let's inspire a culture of sustainability together

Does your business do something special to be sustainable? Message [julie@eastonpartnership.org](mailto:julie@eastonpartnership.org) to be featured in future “Sustainability Spotlights” in our community email blasts and business e-updates.

Help us inspire everyone to implement more sustainable practices!

Talk to customers and other business owners about climate change and climate action.

When we know others around us also care about climate and a healthy environment, it's much easier to join forces for change. It's also more fun and motivating to take action together!

## Volunteer Spotlight: Meet Rosalie!



Rosalie's journey in volunteering began in the spring of 2015, driven by a desire to make a meaningful contribution to her community. Even before retiring, she was exploring avenues to give back. A pivotal moment came when she reached out to the EMSI office, and thanks to Kim's assistance, she and her husband embarked on a fulfilling volunteering journey.

In 2016, Rosalie dove headfirst into volunteering by taking on the role of House Captain for the Easton House Tour, showcasing her dedication from the get-go. Her commitment didn't stop there; she became involved with various organizations, including the State Theater, the Nurture Nature Center, and the Foundation for Easton Schools.

What sets Rosalie apart is her genuine enjoyment of meeting new people and collaborating closely with committee members on diverse projects.

From coordinating the Easton Area School District Art Show to contributing to initiatives like The Love, Easton project and the Cling Project, Rosalie's passion shines through in every endeavor. Her favorite activities include organizing the Princess Tea and Breakfast events and spreading joy as Santa's trusty helper during Photos with Santa at Easton Winter Village. Rosalie's enthusiasm and dedication make her an invaluable asset to her community, and her volunteer spirit continues to inspire those around her. Let's give a round of applause to Rosalie for her outstanding contributions!