

THE BUSINESS BUGLER



SPRING 2025

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS

Spring Business Owner Breakfast Roundtable

Start your morning with inspiration and opportunity! Join us on Tuesday, April 15, at 8 a.m. for the Business Owner Breakfast Roundtable at Tucker Garage, 121 Northampton St. Mingle with fellow entrepreneurs,

swap ideas, and catch updates from EMSI, GEDP, and Easton city officials in an informal setting. RSVP to julie@eastonpartnership.org and secure your spot at this exciting networking event!

Farmers' Market Season is Back!

Get ready to kick off another incredible year with fresh finds, local flavors, and live entertainment at the Easton Farmers' Market (EFM) and West Ward Market (WWM)!

Easton Farmers' Market – 273rd Season!

Opening Day: Saturday, May 3, 2025

Guest Speakers: Michael Drabenstott (The Dish on WDIY), Mayor Sal Panto, Rep. Robert Freeman, Todd Nemura (Blue Zones Easton), and EFM Staff

Live Music: Toga Party Band

*Please keep in mind that Saturday, May 3 is also the Crawl de Mayo and 42nd Annual Historic Easton

House Tour. With all of these events taking place in our downtown, we advise that you plan for a surge in foot traffic. Easton's streets will be bustling.

West Ward Market – 4th Season!

Opening Day: Wednesday, May 7, 2025

Guest Speakers: Principal Cupples (Pax), Mayor Sal Panto, Todd Nemura (Blue Zones Easton), and WWM Staff

Music by: DJ Brad Scott

Come celebrate opening week, meet local vendors, and enjoy great food, music, and community vibes. See you at the markets!

Shifting Gears: Easton Criterium 2025

To accommodate for Lafayette College's graduation ceremony on Memorial Day weekend, the Easton Criterium bike race is being permanently moved to Sunday, May 25 2025.

Races will also be held earlier in the day than previous years, with the event wrapping up around 7 p.m. This

will allow all athletes and attendees to get out to local restaurants and extend the fun!

Are you located along the course? Reach out to julie@eastonpartnership.org if you are interested in hosting a "tailgate" in front of your business!



BROUGHT TO YOU BY THE GREATER EASTON DEVELOPMENT PARTNERSHIP

Fresh Flavors and New Finds at Easton Public Market

Changes are coming to Easton Public Market this spring, with new vendors bringing fresh flavors and unique shopping experiences to the beloved community hub. Mangia Carne, an Italian-style meat market and deli, is setting up shop in the former Saylor's & Co. space, offering premium cuts and traditional specialties. Houseplanted is bringing a lush new vibe, inviting plant lovers to explore a variety of vibrant greenery. Crêpes at Casa—an extension of local favorites Casa 401 and Crêpes at Casa—has

moved into the former Taylor Taco space, continuing to serve up its popular sweet and savory crêpes. Fans of Silvershell Kitchen & Counter will have to wait a little longer, as the vendor undergoes a complete transformation before reopening with a fresh new look and name. Adding to the market's diverse lineup, Centre Square Cheese arrives in May, offering gourmet cheeses, olive oils, and kitchenware. With these exciting additions, Easton Public Market remains a must-visit destination for food lovers and shoppers alike!

Sidewalk Sale Day - Save the Date

Mark your calendars for the upcoming Sidewalk Sale Saturday on May 10! This is your chance to shine, flaunt your products, and reel in more customers to your store on Mother's Day weekend. 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 10.

If you're in, drop a line at julie@eastonpartnership.org and let us know!

'Fourth Friday' Series Returns in April

Get ready for a fun evening out every Fourth Friday downtown until October! Traverse Easton's awesome shops and restaurants after dark, with special offers and surprises around every corner. Businesses are encouraged to participate by extending their hours, or dreaming up a dazzling deal; offer a discount, highlight a special item, or get creative with a fun promotion – the possibilities are endless!

Email channey@eastonpartnership.org with your business name, a quick description of products or service, your hours for the night, and any promotions you want listed on our website.

2025 dates:

April 25 | May 23 | June 27 | July 25 | August 22 |
September 26 | October 24
Time: 5 - 9 p.m.

Celebrate Easton Heritage Day 2025!

Date: Sunday, July 13, 2025

Step back in time and celebrate Easton's rich history with a day full of reenactments, live music, family-friendly activities, and an unforgettable fireworks display! From colonial traditions to modern

celebrations, Easton Heritage Day is a community favorite that brings history to life!

Stay tuned for the full schedule and get ready to celebrate Easton's legacy!

What's Growing On?

Spring is here, unlocking flowers to paint the soil with lots of color!

Hello, fellow gardeners,

As winter fades, early blooms like crocus, winter aconite, snowdrops, and glory-of-the-snow brighten our backyards, raised beds, and woodlands—reminding us it's time to plant!

Now's the time to prep your soil, make amendments, and start planting. Be sure to choose frost-hardy crops suited to our growing zone (7A). A soil test is always a good idea—Penn State Ag Extension offers a detailed one with amendment recommendations.

What to Plant Now:

🌱 Direct Seed: Kale, broccoli, cabbage, collards, lettuce, arugula, peas, radishes, and beets (hold off on carrots for now).

🌱 Start Indoors: Tomatoes, peppers, and eggplant

under lights or in a warm window. These heat-loving plants shouldn't go outside until after the last frost—typically May 15, but even late May is ideal for them.

Community Garden Updates:

We'll be sprucing up Easton's community gardens in the coming weeks! Community gardeners can pick up free transplants on Saturday, May 17, at our greenhouse at Lower Hackett—stay tuned for available varieties.

Find Us at These Events:

🌍 Earth Day Celebration – April 24, Noon - 5 p.m., Lafayette College co-tabling with Easton Farmers' Market

🌳 Arbor Fest – April 26, 1 p.m., Lower Hackett, hosted by the City of Easton Urban Conservation

Welcome back, returning gardeners, and a warm welcome to new ones!

Happy Growing!

Mark Reid, Easton Garden Works Manager, GEDP

On the Scene: Business Openings and Closings

Nyche

140C Northampton St.

Metropolitan Ink & Beauty Bar

28 N. Third St.

Presley's Cocktail Bar

159 Northampton St.

The Mane Company

233 Northampton St.

A Fond Farewell: Business Closings

Saylor's & Co.

325 Northampton St.

Taylor Taco

325 Northampton St.

Important Upcoming Lafayette Dates

May 9: Last day of classes

May 12-19: Finals

May 24: Commencement

June 6-8: Reunion

PA Bacon Fest 2025 - Vendor Applications Now Open

Bacon lovers, mark your calendars! PA Bacon Fest is back for another sizzling year on November 1-2, 2025 10 a.m. – 5 p.m.! Vendor applications open April 1, 2025, and close July 28, 2025.

Exclusive Deal for Easton Businesses: Get a 40% discount if your payment is made within two weeks of acceptance. Valid until May 31, 2025.

Don't miss your chance to be part of one of the top food festivals in the country!

Although the Easton Winter Village has melted away, Get ready to be part of the magic for next season!

Vendor applications for the Easton Winter Village open May 15, 2025, and close August 15, 2025. We're seeking both full-time and single-weekend vendors to bring festive gifts, delicious treats, and holiday cheer to Centre Square!

Event dates: November 28 – December 21, 2025 (Fridays, Saturdays & Sundays)

Don't miss your chance to be part of Easton's coziest and most beloved holiday tradition! Stay tuned for application details.

Pride Month: Bringing Easton Together

This June, Easton Main Street Initiative is excited to launch our first LGBTQ+ Pride Month celebration on Saturday, June 1 at the Riverside Park Amphitheatre. While we'll have a fantastic event with performances, music, and community spirit, we're inviting all downtown businesses to be an integral part of this celebration.

We're encouraging local businesses to show their support in creative ways. Consider decorating your storefront windows with pride-themed displays, hanging a pride flag, or hosting a special in-store activity that celebrates our community's diversity. This is an opportunity to make our entire downtown a vibrant, welcoming and inclusive space for all.

The June 1 event will feature live performances, music, and a festive atmosphere that brings our community together. But the real magic happens when every storefront and business becomes part of the celebration.

Looking to get involved? We have multiple ways for businesses to participate beyond the main event. Whether it's creating a welcoming window display, offering a special pride-themed promotion, or simply showing your support, every gesture counts.

For more information about how your business can be part of Easton's Pride Month celebration, reach out to julie@eastonpartnership.org. Let's make this a truly memorable celebration of our community.

Your Downtown, Your Voice: Take the Safe Streets for All Survey

Business owners, here's your chance to make a real difference! The Safe Streets for All Survey empowers you to directly impact our downtown's safety and infrastructure. This is your opportunity to pinpoint specific areas needing improvement, mark safety concerns on an interactive map, and help city planners understand the unique challenges of our business district.

Using the online survey is simple. You'll be able to identify problem intersections, suggest critical infrastructure upgrades, and share your on-the-ground perspective in a way that can truly transform our community. Your firsthand knowledge as a business owner is invaluable – you see our downtown's strengths and challenges every single day.

By participating, you're not just pointing out problems. You're contributing to a collaborative vision that can make our downtown safer, more accessible, and more vibrant for everyone. Every detail you share helps create meaningful improvements that benefit businesses, residents, and visitors alike.



Nation's 2nd Hologram Zoo to Open in Downtown Easton

A unique new attraction is coming to Easton's City Hall this summer expected to bring fresh energy to our downtown. The Hologram Zoo, developed by Harshal and Manpreet Patel, will transform 6,000 square feet into an interactive exhibit featuring digital animal displays and immersive environments.

For local business owners, this attraction represents a potential opportunity. Positioned to draw visitors from New York and New Jersey, the zoo will increase traffic in our downtown area. With tickets priced at \$32.99 and additional attractions like an arcade and gift shop, the exhibit may encourage visitors to spend more time – (and potentially more money!) – in our downtown.

The Hologram Zoo complements existing attractions like the Crayola Experience, Nurture Nature Center, and The State Theatre, while offering something

different for families and tourists. City officials see it as a promising addition that could attract visitors who are looking for innovative, technology-driven experiences.

The city is encouraging local business owners to consider how to leverage this upcoming attraction. Whether it's creating special promotions, adjusting business hours, or developing packages that complement the museum experience, there may be creative ways to benefit from the increased visitor potential.

Time Magazine has already recognized the concept as one of the Best Inventions of 2023, which suggests it could generate genuine interest among tourists and local families alike.

Opening date to be announced!

Celebrate 20 Years of Community with Easton Main Street Initiative

As we prepare to commemorate two decades of transformative community work, we're embarking on a special multimedia campaign that will showcase the heart and soul of our local business community. This isn't just a celebration—it's a powerful marketing opportunity for you. By participating, your business will receive free publicity through our comprehensive digital campaign, including social media spotlights, website features, and potential local media coverage. We're seeking your help to tell our collective story, and in return, we'll amplify your business's unique journey to thousands of community members and potential customers.

We're looking for historical photographs, memorable moments, and stories that showcase how our Main Street has evolved. Whether you have a few old photos, a remarkable tale of resilience, or want to participate in our video interviews, every contribution helps us weave the rich tapestry of our community's history. Businesses that participate will be highlighted across our multimedia platforms, offering unprecedented exposure and positioning your brand as a cornerstone of our local community. Interested business owners can contact julie@eastonpartnership.org to learn more about this exciting opportunity to shine!

April is Volunteer Appreciation Month

To our incredible volunteers: Thank you! As a community-driven organization, GEDP thrives because of you—the early risers setting up, the night owls staying late, the friendly faces greeting guests, and the behind-the-scenes heroes making it all happen. Your dedication, energy, and smiles make Easton's events and initiatives possible. We couldn't do it without you!

Want to Get Involved? Join us for Volunteer Info Night on April 15 at 6 p.m. in the Easton Public Market Community Room! Meet staff, connect with fellow volunteers, and learn how you can make an impact. RSVP to andrea@eastonpartnership.org. Food and refreshments provided!

Volunteer Spotlight: Tony Klapatch

Tony Klapatch has been a dedicated GEDP volunteer since 2020, initially joining Easton Garden Works to fill his schedule during COVID. Since then, he's become a vital part of the Easton community, engaging in countless projects and making a lasting impact. Beyond GEDP, Tony serves on the Forks Township Planning Commission and the Easton Environmental Advisory Council. His dedication earned him the 2022 Outstanding Volunteer Award from Northampton County.

Fun Fact: Tony walks from his home in Forks Township to almost every volunteer opportunity—talk about dedication!

Where You've Seen Tony:

- Nearly every weekend at the Easton Farmers' Market
- Digging in with Easton Garden Works
- Supporting Easton Main Street Initiative projects
- Assisting with vendor setup at Bacon Fest
- Serving as a course crossing marshal at the Easton Criterium
- Pitching in for city cleanups
- Helping at the skating rink at Easton Winter Village

- Delivering Business Buglers
- Attending Easton City Council meetings
- And so much more! If there's a chance to help, Tony is there.

Next time you see Tony around Easton, be sure to thank him for his incredible service!

