



What's Up! DOWNTOWN



www.EastonMainStreet.org

Vol. 12, Issue 1, Spring 2017

You Really Want to Win This Raffle!

Restaurant Gift Card Basket Kick-Off, April 14

Easton's becoming celebrated as the hottest culinary scene for miles around, and houses so many highly-rated restaurants that choosing just one is a big challenge. Now you may not have to choose.

Easton's Restaurant Gift Card Basket Raffle starts on April 14. Proceeds help beautify Easton and celebrate its diverse creative community by commissioning local artists to make murals for empty walls around town.

The raffle starts at Easton Public Market on Friday, April 14, the Easton Murals kick-off event, 6 to 8 PM. Tickets

are \$5 each, or 5 for \$20. The raffle basket holds \$100 and \$50 gift cards from 20 local restaurants; total value is \$1500.

Raffles will be available at EMSI office, 35 South Third Street; 3rd & Ferry Fish Market, 56 South Third Street; Pearly Baker's Ale House, 11 Centre Square; and 3rd & Ferry Fresh Fish, inside the Public Market at 325 Northampton Street until June 23.

"Just imagine the fun of dining out at all these great, local restaurants over the course of a year," said Kim Kmetz, Main Street Manager, EMSI.

A partial list of donors includes:

Two Rivers Brewing • Pearly Baker's

**Mesa Modern Mexican
3rd and Ferry Fish
Ocean • River Grille • Oak
Sette Luna • Maxim's 22
State Café • Sogo Fusion**

The lucky winner will be drawn on June 23rd, at the Friday night Easton Out Loud street party (see story below).



Friday Nights on the Town: Easton Out Loud

An exciting new event will soon pop up on Easton's event calendar: Easton Out Loud kicks off on May 26, and will bring our community, restaurants and retailers together for entertaining outdoor evening celebrations, 5:00 to 10:00 PM, one night each month. Look for an announcement soon with more details!

Jack'n'Jill Studio Restores Historic Façade

Originally, the 1960's mod-inspired white façade built over Jack'n'Jill's windowed storefront studio made good business sense. Back then, the owners sought to improve their photographic work by controlling the amount of natural light entering the studio.

Controlling sunlight made exposing the film easier to manage, before electronic flashes allowed photographers to override the effects of bright natural light, says Craig M. Lampa, current owner of Jack'n'Jill.

"We were inspired to renovate our façade when we saw photos of the original 1911 building, and we wanted to restore it to its original splendor," said Lampa. "Funding from the PA Department of Community and Economic Development Partnership Façade Grant, which we received through the Easton Main Street Initiative, enabled us to do the work," he adds.

Applying for the grant was the



easy part, but finding professionals to restore original Roman bricks that had been destroyed during the 1960's reno was challenging. The final project will cost about \$14,000, of which the

grant will cover 50%. Completion is scheduled for June.

Jack'n'Jill Studio
131 N. 3rd Street
610-252-8181/www.jnjstudio.com

Easton Historic House Tour

One of the most eagerly anticipated dates on the Lehigh Valley spring calendar is the Historic Easton House Tour, now in its 37th year. This year's tour is set for Saturday, May 6, from 10:00 AM to 4:00 PM. As in past years, the tour features historic or otherwise significant homes and other spaces from many of Easton's picturesque neighborhoods, including downtown, West Ward and College Hill.

Nine properties are on the tour this year, including seven private homes and two public spaces. Though the homes are a closely guarded secret till you get your booklet, we can reveal that the one of the public spaces will be one or more apartments at the new Silk Mill project.

The tour is self-directed. Attendees purchase booklets containing the properties' addresses and descriptions. Tickets are \$25 in advance and \$30 on May 6th.

In recent years House Tour proceeds have helped fund:

- Restoration of the stained-glass at the 7th street Cemetery Chapel
- Building grant to the Third Street Alliance
- Restoration of Easton's Peace Candle
- Restoration work at Safe Harbor

Proceeds also support Main Street's Design Committee, including painting, public art and clean street initiatives.

The Historic Easton House Tour

Continued on other side

depends largely on volunteers—it takes 60 to 100 volunteers to make this day so consistently successful. If you're interested, email volunteer@eastonhousetour.com. If you'd like your home considered for next year's tour, email houselocation@eastonhousetour.com for more information. Advance tickets are available here:

DOWNTOWN EASTON:

Bloomie's Flower Shop (21 North Second Street, Easton | (610) 258-6331)

Easton Main Street Initiative Offices (35 South Third Street, Easton | (610) 330-9940)

COLLEGE HILL:

Giacomo's Market (700 Cattell Street, Easton | (610) 438-1945)

Eileen Reccia Hair Design (320 Cattell Street, Easton | (610) 253-1941)

FORKS TOWNSHIP:

Something Different Boutique (Giant Plaza, 351 Town Center Blvd, Easton | (610) 515-8006)

NAZARETH:

Mycalyn's Florals (30 South Main Street, Nazareth | (610) 759-9060)

You can also buy tickets and booklets at Riverside Park on Tour Day, between 10am and 2:45pm at Riverside Park. The park is located along Rt 611/Larry Holmes Drive between the Rt 22 Toll Bridge and the Northampton Street "Free" Bridge. Parking is available along Rt 611/Larry Holmes Drive.



The Mancinos—EMSI's Two-for-One Volunteers

You may know them as Big Al and Ro, but EMSI staffers know them as two of Easton's most dedicated and enthusiastic volunteers.

Al and Rosalie Mancino have served on the Design and Events committees since they began volunteering for EMSI early last spring. They've volunteered to fill the seasonal street planters around the town, they've sold garlic knots and bacon knots at Garlic and

Bacon Fests, they've blown up hundreds of balloons for Small Business Saturday and they've assisted with planning and manning events for the Peace Candle Lighting and Lafayette College Student orientations.

Rosalie, a retired Easton school principal, and Al, a retired contractor, say that one of the best things about volunteering is they get to spend time together performing fun and rewarding work. They also get a deep sense of satisfaction seeing people have a great time at Easton's events.

Ro says that she appreciates the tremendous support the volunteers all get from Kim Kmetz, Main Street Manager and Amy Boccadoro, Assistant Manager & Marketing Director, Greater Easton Development Partnership, Easton Main Street Initiative.

In addition to their work for EMSI, Ro is a member of the Easton House Tour Committee and she and Al volunteer at the State Theater.



Photo by Paul Strikwerda

Easton Welcomes New Businesses

The following businesses recently opened in the Main Street district. We'd like to welcome them to Downtown Easton and wish them much success!

- **For the Girls**, 11 N. Second St., bra fitting services and women's lingerie
- **The Gold Room**, 108 S. Third St., women's clothing, accessories and hair products
- **Valor Independent Group**, 22-24 N. Fourth St., insurance services
- **Common Space**, 154 Northampton St., commercial kitchen and food coop
- **3 D Reactions**, 3D printing and art services and retail
- **Collado Limousine Service**, 306 Spring Garden St., limousine and driving services
- **LV Beauty Loft**, 401 Northampton St., organic tanning, nail and spa

services

- **Tokyo Sushi**, 22 N. Third St., sushi restaurant
- **Bottle & Bottega Lehigh Valley**, 527 Northampton St., painting and wine parties
- **Art, Inc.**, 9 N. Second St., art studio
- **Spring Garden Studio**, 62 N. Third St., professional photography studio and services

Calendar of Events

APRIL

- 22-23 **ACE Studio Arts Tour**
- 29 **City-wide Clean-up Day**

MAY

- 6 **Easton Farmers' Market Opening Day**
- 6 **37th Annual Historic Easton House Tour**
- 6 **Trek the Two Rivers Walk**
- 12 **Live at the Falls**
- 20 **Funk Fest at Easton Farmers' Market**
- 26 **Easton Out Loud**
- 26 **Twin Rivers Choral Festival**
- 29 **Memorial Day Parade**

JUNE

- 3 **Strawberry Day at Easton Farmers' Market**
- 9 **Live at the Falls**
- 17 **Cruise Night**
- 17-18 **River Jam**
- 24 **June Bee Jamboree**
- 30 **Easton Out Loud**

JULY

- 7 **Chase The Bugler 4 Miler**
- 8 **Easton Farmers' Market 265th Birthday Celebration**
- 8 **Town Crier Competition**
- 9 **Heritage Day**



There is so much going on in downtown Easton! Check out eastonmainstreet.org and download the Easton app today!



Generously sponsored by

