



**ANNUAL REPORT**  
**JANUARY 2020-MARCH 2021**

**Greater Easton Development Partnership**

## MISSION

Collaborate to nurture Easton's economic well-being and cultural vibrancy

## VISION

A national model of a livable and welcoming small city

## VALUES

### Organic Growth

We support development that fosters neighborhoods and city-wide sustainability.

### Hospitality

We help to maintain a safe, clean and beautiful city that welcomes residents, business owners, and guests to our historic and natural environments.

### Collaboration

We seek partnerships with all entities that make up Easton, including its citizens, businesses, organizations and government.

### Grassroots

We recognize and encourage the volunteer spirit and cultural diversity that enable our work.

### Heritage

We share a deep reverence for Easton's history and culture.

### Experience

We create a space for meaningful engagements that build neighborhood and city-wide pride.



## COMMITMENT TO COMMUNITY

Our nonprofit mission is to collaborate to nurture Easton's economic well-being and cultural vibrancy. It's just another way of saying we nurture and celebrate the good. Normally, programs across the Greater Easton Development Partnership (GEDP) would host events and programs to draw people to Easton to gather. 2020 had other plans for us.

We couldn't gather like we wanted to, couldn't share food and music like we used to, couldn't celebrate all the good we otherwise would have. But that didn't mean we stopped working. Our staff pushed forward and found new ways to bring joy and celebrate our community. In the early days of the pandemic, we focused our resources on creating [supporteaston.com](http://supporteaston.com) - a page offering up-to-date information on businesses and restaurants that were offering curbside pick-up, takeout, online workshops and more. We created targeted campaigns on social media to highlight the resourcefulness of Easton's businesses. We hosted virtual events and festivals, grew food to feed families and seniors in need, and worked with partners to help our community any way we could. We launched an online store for the Highmark Farmstand, moved to a curbside delivery model and transitioned to outdoor dining at the Easton Public Market.

We made plans. We changed them. And we revised them again as new restrictions were issued or lifted. We reached out to those around us to see how we could help. We offered safe spaces to get fresh, local groceries. We found ways to build holiday cheer in a socially-distanced way.

It wasn't how any of us pictured it. But I'm proud of the work we've done to support Easton and our neighbors. We are committed to this community, and believe that after the trials of the last 18 months, we'll come back stronger.

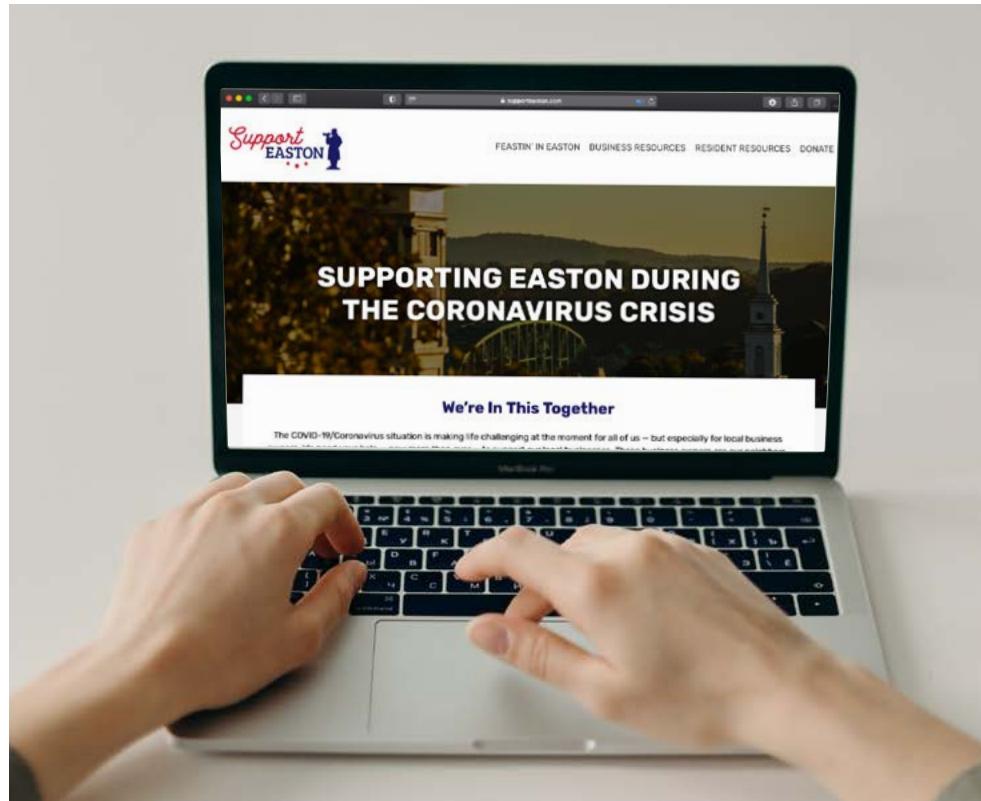
To our staff, board members, volunteers and partners, I want to extend my thanks. This year tested each of us in different ways and you showed up. I'm amazed when I look back at the accomplishments of the last year and a half, and grateful for all of your work.

Thank you for all you do.

**Jared Mast**  
Executive Director, GEDP

## CHAMPIONING COMMUNITY

From the onset of the pandemic, GEDP was there for the community—its residents and business owners. Our nonprofit created five campaigns designed to lend support when it was needed most.



### Support Easton March 2020

#### Goal:

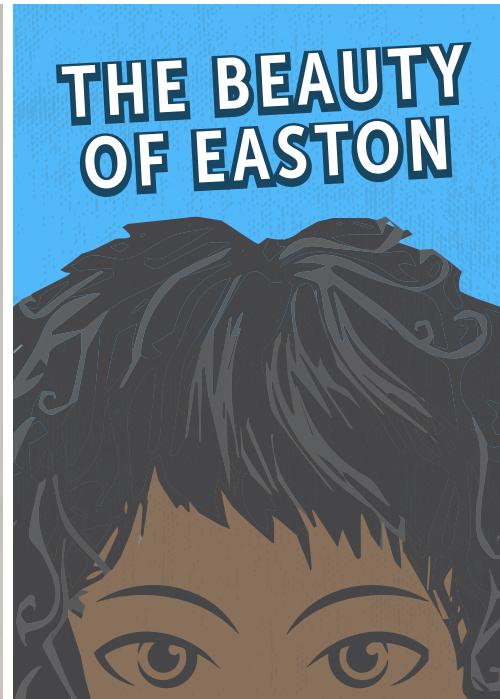
Raise money to support Easton business owners in quickly launching online sales portals and curbside pick-ups. Encourage customers, neighbors and visitors to shop small.

#### Tactics:

- Created supporteaston.com, with up-to-date info on which Easton restaurants were open with curbside pick-up, online ordering or local delivery.
- Kickstarted fundraising campaign for Support Easton Small Business Emergency Relief Fund.
- Site offered local PPE suppliers, resident resources, business assistance, emergency services and more.
- Compiled #SupportEaston video with local business owners, and sent news release to announce site launch.

#### Results:

- \$128,000 raised
- 15 grants distributed
- \$8,400 in meals purchased from local restaurants for families in need
- 212 video shares
- 24,500+ people reached on Facebook



### Beauty of Easton April - June 2020

#### Goal:

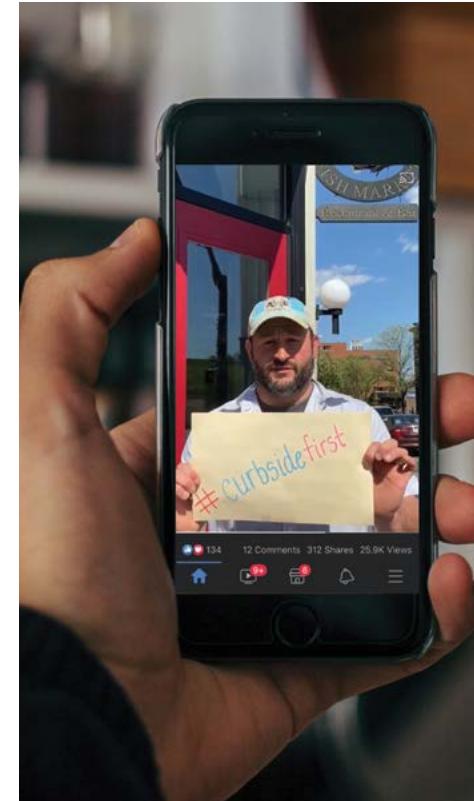
Support barbershops, salons and personal care businesses that had been shuttered for months.

#### Tactics:

- Encouraged customers to buy gift cards to their favorite spots while salons were closed.
- GEDP offered bonus Downtown Easton or Easton Public Market cards as part of the transaction. Customers could also donate their card to purchase a meal for families at Third Street Alliance for Women & Children.
- Planned marketing campaign and media outreach. Shared graphics on social and with salons to promote to customers.

#### Results:

- \$19,000+ purchased in gift cards
- \$5,155 distributed to customers as bonus cards (from Support Easton fundraiser)
- \$880 raised for Third Street Alliance for Women & Children to purchase meals from Angelo's, Gino's, Green Harvest Food Emporium and Quadrant Book Mart & Coffee House.



### #CurbsideFirst May - July 2020

#### Goal:

Restaurant owners approached GEDP, struggling with delivery fees from third party apps that could skim 30 percent off a bill. GEDP wanted to encourage sales placed directly with the restaurant.

#### Tactics:

- Created script for a video campaign and reached out to restaurant owners to turn the camera on themselves to promote #CurbsideFirst.
- Developed media campaign with news release, graphics and social posts.
- Asked social media users to share photos of their #CurbsideFirst orders, tagging @EastonMainStreet, with \$50 Downtown Easton gift cards up for grabs.

#### Results:

- 312 video shares
- 45,000+ people reached through Facebook
- 4 winners earned gift cards

### #FeastinInEaston

January - April 2021

#### Goal:

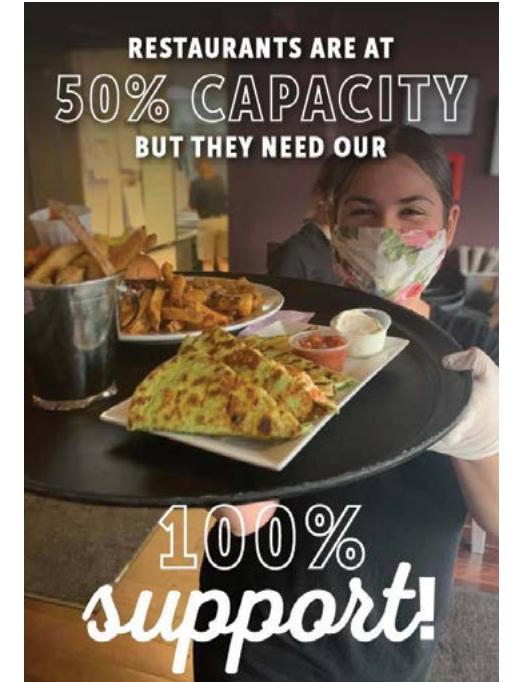
Incentivize customers to support small, local restaurants they may not have tried before. First GEDP campaign open to all restaurant owners in the four neighborhoods of Easton.

#### Tactics:

- Created a webpage on supporteaston.com listing every restaurant in the four neighborhoods. Customers could upload a receipt from every purchase for a chance to win a \$50 Downtown Easton gift card.
- Compiled a checklist of restaurants for customers to download or pick up at Easton Public Market.
- Designed a logo, social graphics and posters
- Volunteers distributed posters to 80+ restaurants and eateries.
- Sent a news release to local media. Shared the graphics across all our GEDP programs and with businesses so they could promote on their social pages with #FeastinInEaston.
- Two winners were randomly selected each month and announced during our fourth Friday Easton Out Loud event.

#### Results:

- Created partnerships with 80+ restaurants across all neighborhoods in Easton.
- 94 entries for the first month and 96 for the second.
- \$400 in Downtown Easton gift cards distributed.



### #TheNewWeekend January 2021 - Now

#### Goal:

With indoor dining restrictions, and the cold winter discouraging outdoor dining, restaurants were struggling to stay afloat. An Easton restaurant owner saw an opportunity to boost mid-week dining or curbside pick-ups. Mid-week dining provides customers on nights that are typically slower for restaurants, and spaces out customers on weekends when restaurants are limited by capacity.

#### Tactics:

- Created script for video featuring local restaurant owners.
- Reached out to restaurants for photos to create graphics for social media that were shared with Downtown Easton restaurants.
- Promoted through GEDP program pages, sent news release, and alerted local food bloggers.
- Shared info in our weekly e-updates sent to 10,000 subscribers.

#### Results:

- Six articles in local media
- 30 Facebook posts and counting
- 34 Instagram posts and counting



## EASTON FARMERS' MARKET Becomes Essential Food Source During Pandemic

In the early days of the pandemic, market organizers made an early decision to jumpstart the Winter Market from biweekly to weekly. The change increased access to fresh food in a safe environment, supported local farmers and purveyors, and filled the widening gaps in the supply chain.

In the spring the market moved from its Centre Square home to a more spacious location at Scott Park. The riverfront spot allowed for controlled entry and social distancing measures. Market organizers developed a COVID-19 safety protocol and corresponding vendor compliance agreement. A one-way approach was used to direct traffic through the market, with signage and ground markers used to indicate 6-foot increments. Sanitizer stations were set up, with volunteers and the Easton Ambassadors directing the flow of traffic and implementing new safety measures. In its regular season, EFM safely operated for 33 market days with 28 vendors and 13 guest vendors. GEDP secured a Fresh Food Financing Initiative grant to support the market district, with \$18,754 going to four farmers to support Covid-19 related expenses.

Customers could enjoy free parking at the market's new location, thanks to Riverstar Properties LLC and World Media Group LLC. Though many events were eliminated for the season, the market was able to host four socially-distant ones (Strawberry Day, Peach Day, Chile Pepper Day and the 268th Birthday). The new location attracted D&L runners and bikers to the trail-friendly market. Social media

following increased significantly, with Instagram up 48%, and Facebook up 23%. On average 1,500 customers shopped the market, and 71% of shoppers spent money at downtown businesses on market days.

The need for the market was clear. EBT sales increased 101% in 2020, with Buy Fresh Buy Local of the Greater Lehigh Valley continuing to match all EBT purchases, up to \$10 per day, with LV Fresh Food Bucks. The market reinforced its role as an outdoor community gathering space by supporting weekly voter registration initiatives (June-Nov.) and offering the Easton branch of the NAACP a weekly platform at the market to promote membership enrollment. EFM also connected with NAACP to discuss how the market could develop more diversity in shoppers, vendors and entertainers, and developed a Diversity, Equity & Inclusion statement for its bylaws.

None of this would have been possible without the dedication of market organizers, the market's advisory board and volunteers. To thank those behind the scenes, EFM held its first Volunteer Appreciation Day on Sept. 26. With their help, the market reestablished itself as an essential community food source. The work didn't go unnoticed. EFM was lauded by Penn State Extension for its COVID-19 protocols, vendor compliance agreement and market management. Market Manager Megan McBride presented on these findings for the 2021 Pennsylvania Association of Sustainable Agriculture Conference.



*EBT sales increased 101% in 2020, demonstrating the market's important role in supplying fresh, locally-grown food to lower income individuals.*

**11% OF CUSTOMERS  
CAME FROM  
BEYOND EASTON &  
NORTHAMPTON COUNTY**

**20% INCREASE  
IN VENDOR  
SALES**

**Top:** Volunteers contributed 1,425 hours to set-up and tear-down the market each Saturday, set up sanitizing stations and signage, manage mask compliance, staff the Info Tents and use chalk to outline safe social distances.

**Right:** Market organizers were acutely aware of their essential role in providing a safe, open-air space for the community to buy fresh food, and supporting local farmers and purveyors. For many, a weekly market run was the only time they left their homes and volunteers, vendors and market staff tried to add a little joy in each visit.

**Far Right:** Easton Farmers' Market moved to Larry Holmes Drive and Scott Park, where customers and vendors could enjoy a more spacious, riverfront location.





## EASTON MAIN STREET INITIATIVE Lifts Up & Supports Easton Businesses

During the tumultuous shutdowns, Easton Main Street Initiative (EMSI) had one goal: support Easton businesses. From the first week of the shutdown, EMSI offered assistance in a number of ways:

- GEDP launched supporteaston.com and a fundraiser for the Support Easton Small Business Emergency Relief Fund. Through that fund, EMSI was able to offer 15 businesses Easton Helping Easton Technical Assistance Grants in the amount of \$500 (\$7,500 total) to develop websites, online sales portals and enhance digital marketing tactics.
- EMSI created a Business Retention & Outreach program to allow its Economic Vitality Committee members to connect with and assist businesses.
- EMSI also launched free workshops, and connected sectors of business owners (retail, restaurant, personal care) through online groups and Zoom calls to share best practices. This resulted in coordinated promotions like Quadrant Book Mart & Coffee House's Easton Breakfast Club, which offered a punchcard for breakfast items at five Easton eateries. GEDP provided administrative support.
- Six facade projects were completed in Downtown Easton, thanks to \$28,742 distributed in matching grants.
- Five net new businesses opened in Downtown Easton (with 107 net new full-time jobs). EMSI focused on supporting new and existing businesses through the creation of supporteaston.com, distributing grants, hosting virtual Cash Mobs and free workshops, and marketing campaigns designed to highlight Easton businesses.
- The annual Map & Guide brochure

was redesigned as a seasonal tear-off sheet. Printed three times a year, the sheet allowed for more frequent updates.

- To connect the 100+ new Hearst employees with their new home, EMSI created welcome bags, filled with treats and exclusive offers for Downtown Easton businesses.

At the holidays, EMSI turned Small Business Saturday into Small Business Season. Gift ideas from Easton businesses were highlighted in weekly e-updates, and a Share the Love promo rewarded shoppers who visited 3+ Easton stores during a visit to the Easton Winter Village with the chance to win \$100-\$300 gift cards. EMSI lent support in bringing the city's Winter Village to fruition, by staffing the Info and North Pole huts, and recruiting volunteers.

All of this hard work didn't go unnoticed. American Express and the National Main Street Center named GEDP as one of the third place finalists in the nation for the Shop Small 'Order In, Help Out' Innovation Challenge, for organization-wide efforts to support local restaurants during the pandemic. EMSI learned in early 2021 that the program had earned redesignation as a Keystone Communities Main Street program for the next five years. EMSI has been continuously recognized as an accredited program by the National Main Street Center since 2007. The PDC also lauded EMSI with two Townie Awards: Organizational Excellence in Organization Development for Communications, and Promotions & Marketing - Retail Promotions for coordinated holiday decorating and marketing campaigns, Cash Mobs and Cookie Crawl.



At the holidays, EMSI arranged Light a Night sponsors to support the Peace Candle, and coordinated Cinderella Carriage Rides and custom video messages from Santa, so that Easton-area families could add to their holiday traditions at the Easton Winter Village.

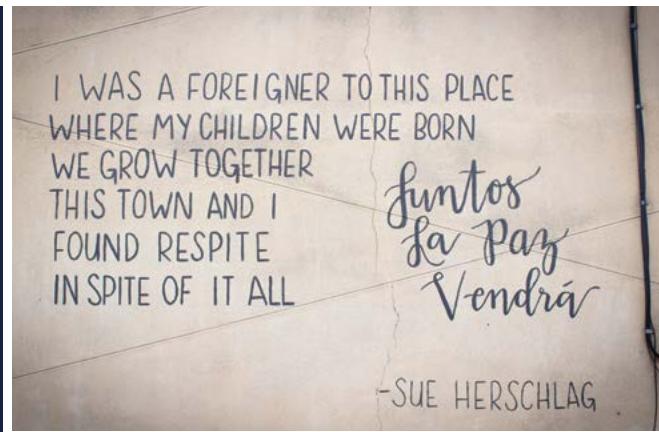
**WON 2  
TOWNIE AWARDS  
FROM PENNSYLVANIA  
DOWNTOWN CENTER**

**15 EASTON  
HELPING  
EASTON  
TECHNICAL  
ASSISTANCE  
GRANTS  
DISTRIBUTED**

**Top:** EMSI revamped its ShopDowntownEaston.com site with a map to highlight businesses and regular updates, and encourage customers to shop small.

**Right:** Three wall poems were completed, featuring local poets and artists. To date, nine poems have been installed.

**Far Right:** A coordinated holiday decorating program also saw 80 businesses displaying 178 wreaths and 1,850 yards of fresh pine garland from an Easton florist, bedecked with 220 hand-made bows (thanks JoAnn Durante!)





## EASTON PUBLIC MARKET Keeps Market Going With Online Store, Curbside Pick-Ups

On March 15, 2020, the Easton Public Market doors closed to the public. The market was closed to the public for four months, but inside there was a flurry of activity to sustain market vendors, develop COVID-19 safety protocols, and keep operations running through contactless, curbside pick-ups.

An online store was launched for Highmark Farmstand, so customers could order fresh produce, bread, milk and eggs online and pick-up curbside. GEDP helped vendors launch their own online stores and provided marketing support. The farmstand also expanded hours and launched new product lines (vegetarian to-go meals, canned goods, hard-to-find cleaning supplies and hand sanitizer, and reusable kitchen supplies). A student-run group from Lafayette College studied the farmstand and identified areas for potential growth and optimization.

Reduced capacity, with indoor seating eliminated for a period of time, made the market rethink its spaces. A 30x40' tent (plus two commercial propane heaters to keep the space heated year-round) was purchased for Northampton Street. Cantilevered umbrellas shaded a dining space on Church Street. Tables, chairs, and flower planters were used to accommodate outdoor dining. In warmer months, outdoor restrooms and a hand sink were rented. Colder months necessitated blankets (and a washer/dryer) to keep guests warm. A new web page streamlined online ordering, and

a mass of signage — directional and curbside pick-up details — was created. Four new hostess positions were added to manage mask compliance, customer service and sanitization.

When the market reopened in late July for counter service and retail shopping, vendors installed plexiglass sneeze guards, an electrostatic sprayer was purchased for sanitization and social distancing was strictly enforced. A maximum occupancy of 75 was maintained and masks were required.

Before the pandemic, the market hosted four private parties, four culinary classes, two community events (including the "Tasting Pennsylvania" four-course meal) and 11 Story & a Snacks (with a pilot shot for PBS). Organizers recognized there was still a need for the community to connect in a very isolating time. EPM offered a dozen virtual storytimes, cooking demos for virtual Easton Out Louds, and musical performances through Acoustic Kitchen. October saw the return of Bike & Brew, an outdoor cycling with ShawneeCraft Brewing Co. and Scratch.

EPM's strategy to offer a mix of ordering and dining options made it nimble enough to weather any of the regional or state restrictions during this time. The diversity and flexibility of services and products offered allowed the market to serve its customers, and sustain market vendors and employees.



*"There aren't enough words to express how grateful we are for the enduring support of our loyal shoppers in the community, who continued to show up during challenging times and kept us all in business. It means the world to us. Thank you."*  
~ Christopher Wolf, manager of Highmark Farmstand

**3,000+  
CURBSIDE  
PICK-UP  
ORDERS PLACED  
THROUGH HIGHMARK  
FARMSTAND**

**\$100,000  
FRESH FOOD  
FINANCING  
INITIATIVE GRANT  
SECURED FOR  
MARKET DISTRICT**

**Top:** Highmark Farmstand recognized the Lehigh Valley's frontline workers by distributing over 5,000 pounds of Scholl Orchards apples to healthcare workers, social service agencies and Easton Ambassadors, through the eight-week Apple of My Eye campaign.

**Right:** In August, EPM welcomed a new anchor business, Saylor's & Co., a full-service butchery and Italian specialty shop. Two more vendors, ThreeBirds Nest coffee shop and Green Vida Co. Downtown (offering juices and smoothies) also joined, replacing vendors who vacated their spaces during the pandemic.

**Far Right:** With indoor dining eliminated, the market's outdoor spaces were redesigned to become dining areas. Customers could order online from participating restaurants and have it delivered to their table. Market hostesses would ensure social distancing and sanitize the area.





## EASTON AMBASSADORS PROVIDE FIRST LINE OF DEFENSE

During the pandemic, the Easton Ambassadors' goals of clean and green became even more important. The red-shirted Ambassadors augmented cleaning procedures by wiping down mailbox handles, disinfecting elevator buttons, railings, door pulls and high-touch surfaces in the parking garages, cleaning parking meters and power-washing public spaces to protect the residents, and those who work and operate businesses in the city.

Grants from Lehigh Valley Health Network and Northampton County enabled the Ambassadors to keep going through the pandemic, with financial support to purchase personal protective equipment, cleaning supplies and tools. As the feet on the ground, the Ambassadors team provided an essential service by offering directions and hospitality assistance to 115,700 visitors, and serving as a resource to business and property owners, as well as police and the city.

But the Ambassadors did more than cleaning. In the downtown, they removed litter tossed outside into the street. In 15 months, across 28 blocks through Downtown Easton and the West Ward, the Ambassadors removed and disposed of 109,550 pounds of garbage in the Downtown and 14,350 pounds in West Ward. This kept litter out of storm drains and prevented it from going into the waterways. During this period, the Ambassadors planted, weeded and spent 347 hours watering flowers and maintaining 150 planters. More than 400 graffiti tags were removed throughout Downtown Easton and the West Ward.

As the Easton Farmers' Market Winter Market shifted first to a weekly format on Church Street, and then to a new location on the banks of the Delaware River, the Ambassadors were there to help with the flow of traffic. They posted themselves at entrances and exits, guiding visitors to hand-washing stations and instructing them to wait in marked spaces before entering the market to ensure a smooth flow of visitors that could maintain social distances.

In rain, snow, wind and baking sunshine, the Ambassadors were a visual reminder that GEDP was there, masked and at the ready, to help.



*Operations Manager Sandra Zajacek can be seen shoveling crosswalks for pedestrians' safety following one of the 2021 winter storms.*

**340  
HOURS  
SPENT ON  
SNOW REMOVAL**

**407 PIECES  
OF GRAFFITI  
REMOVED**

**Top:** Ambassador Joan K. disinfects and cleans one of the Easton map directories, part of increased cleaning measures the Ambassadors followed during the pandemic

**Right:** The Easton Ambassadors played a key role in maintaining social distancing and guiding visitors at the Easton Farmers' Market.





## SPECIAL EVENTS & PROMOTIONS TEAM FINDS NEW WAY TO CELEBRATE LOCAL BUSINESSES

For our Special Events & Promotions team, who loves any chance to celebrate and gather people together, 2020 looked vastly different than what they planned. PA Bacon Fest is the largest event of any year and a fundraiser that sustains GEDP and its programs. It couldn't happen in its usual manner, nor could it be virtual. Organizers reworked it to create two new events. PA Bacon Fest Experience brought the live music, hog wild eats and Bacon & Brew to Hugh Moore Park. The new setting allowed for social distancing, on-site parking and 900 timed entry tickets so volunteers could clean between each group of guests. The scent of bacon filled the streets of Easton during the first PA Bacon Fest Restaurant Week. More than 20 restaurants and sweet shops offered over-the-top bacon dishes that you couldn't find at a festival kitchen.

The Special Events & Promotions team also lent its support to the Easton Winter Village by coordinating sign-ups and socially-distanced skate times at the skating rink, cleaning skates, and welcoming families for 229 hours in November and December. Marcy McKinney, manager-SEP, and volunteer JoAnn Durante, coordinated all the weekend entertainment for the village. The Winter Village was a partnership between the City of Easton and GEDP, and its success was due in large part to

the hard work of volunteers and staff, including the Department of Public Works, electricians and IT. While it wasn't possible to gather for the Peace Candle lighting, the SEP team captured that tradition virtually for the community.

In its first year running Heritage Day, GEDP took the festival virtual and featured 14 live and pre-recorded videos. Viewers watched a live reading of the Declaration of Independence, and enjoyed videos on blacksmithing, tinsmithing and experiments with Ben Franklin. All together, the videos racked up 14,000+ views.

Easton Out Loud, the fourth Friday collaboration with the Easton Business Association, also went virtual for seven months in 2020 and three months in 2021. EOL netted over 36,000 views in 10 months. Typically the event draws people to Downtown Easton to explore the restaurant and shopping scene. The virtual focus became segments with local merchants promoting their stores and online shopping. Food and cocktail demos with local restaurants advertised curbside pick-up and dinner specials. Local musicians filled the void concert-goers were missing. Craft videos, family entertainment, gardening features and more provided a break from the routine and a little relief during a scary time.



*In its virtual format, Easton Out Loud, presented by Highmark, brought live musical performances, crafts, cooking demos and more right into people's homes. The fourth Friday series offered entertainment and a way to stay connected with the community in an isolating time.*

**22 EASTON RESTAURANTS PARTICIPATED IN FIRST PABF RESTAURANT WEEK**

**14,000+ VIDEO VIEWS FOR FIRST VIRTUAL HERITAGE DAY**

**Top:** The SEP team played a role in welcoming families to the Easton Winter Village by coordinating ticket sales and socially-distant sessions at the ice rink, and planning the entertainment for the five weekends of the village.

**Right:** In its first year managing Heritage Day, the Special Events & Promotions team made the event come to life through 14 live and pre-recorded videos featuring historians, artisans and reenactors.

**Far Right:** PA Bacon Fest welcomed two new iterations in 2020 — its first PABF Restaurant Week leading up to the event and the PA Bacon Fest Experience, a smaller, limited seating event at Hugh Moore Park.



*(Photo Courtesy of Two Rivers Brewing Co.)*





## WEST WARD COMMUNITY INITIATIVE FEEDS THE COMMUNITY

Throughout the pandemic, WWCI saw a need and filled it. When neighbors were hungry, WWCI reached out to local restaurants, other nonprofits and community partners to provide meals.

- 1,100 meals were served in spring and summer, in partnership with YMCA of Easton, Phillipsburg & Vicinity and Easton Area Community Center (EACC). Meals were purchased from local restaurants, putting \$8,400 back into the local economy. Funds raised from Support Easton, and donations from EACC and Tucker Silk Mill, made this effort possible.
- A USDA grant enabled YMCA and WWCI to distribute 85 Common Market veggie boxes to families and seniors.
- The YMCA provided 280 kids meals and 374 fresh veggie meals for families and older adults, alongside Kellyn Mobile Market on Tuesday nights.
- WWCI promoted Lafayette's Vegetables in the Community through its West Ward One Pager and social media, and assisted with summer programming. Nearly 100 participants received fresh veggies and 710 meals provided by the YMCA were served over 11 weeks.
- Tucker Silk Mill has continued its support by asking customers to donate to its food bank and pantry program that Tucker then distributes to local food distribution sites. Those items are distributed weekly at Paxinosa Elementary School for anyone in the community who is in need.

Neighborhood Health Centers of the Lehigh Valley to bring Community-Accessible Testing & Education (CATE) — a mobile RV run through PA's Department of Health, Latino Connection, Highmark Blue Shield and Independence Blue Cross — to offer free COVID-19 testing and a two-day free flu shot clinic.

Though COVID-19 changed initial plans for 2020 Census events, WWCI worked with the local census office to bring tabling efforts at Vegetables in the Community and Kellyn Mobile Market nights at Paxinosa Elementary. These efforts were helped by a \$2,000 grant from the Lehigh Valley Community Foundation. WWCI worked with the Easton Area Neighborhood Center and NAACP to highlight voter registration opportunities. WWCI also laid groundwork for future design plans — partnering with the City of Easton and Omnes to develop pocket parks and working with AOS Architects on design guidelines for future facade grants.

The WWCI team sought ways to clean up the neighborhood and provide family fun. The first West Ward Clean Up Day in the spring inspired residents to spruce up their spaces. By fall, WWCI and Lance Wheeler/West Ward WISE, Life Church, Easton Police Department and the YMCA partnered for a pumpkin patch event. In December, WWCI organized the fifth annual Peace & Light Night, helping to source custom luminaries, as well as treats from local churches. WWCI also connected residents to their community by printing fliers, maps and providing prizes for a neighborhood holiday decorating contest, organized by a resident.

WWCI partnered with St. Luke's University Health Network and



WWCI, in partnership with the YMCA of Easton, Phillipsburg & Vicinity and the Easton Area Community Center purchased 1,100 meals from local restaurants to feed families and seniors in need.



**GEDP PARTNERED WITH COMMUNITY BIKE WORKS, AN ALLENTOWN-BASED NONPROFIT, TO BRING ITS SIGNATURE EARN-A-BIKE PROGRAM AND YOUTH ACTIVITIES TO THE WEST WARD. GEDP PURCHASED 921 SPRUCE ST., WHICH WILL HOUSE COMMUNITY BIKE WORKS, AS WELL AS EASTON GARDEN WORKS AND THE EASTON AMBASSADORS.**

**Top:** WWCI worked with Family Connection of Easton and the Easton Police Department to host a free ice cream giveaway to kids in the West Ward, distributing 200 treats purchased from Faouzi's Talk of the Town ice cream shop.

**Right:** Together with the Greater Valley YMCA, WWCI hosted the Park Leader program in Vanderveer and Dutchtown Parks this summer, welcoming a total of 128 participants and serving 1,630 meals and snacks at the two locations.

**Far Right:** WWCI assisted the City of Easton and local design firm, Omnes, to create a masterplan for the five West Ward pocket parks and two South Side parks. Online surveys and socially-distanced events were held in each park, along with a kickoff art burst designed to engage residents.



(Photo Courtesy Abril Hammerstone)



(Photo Courtesy Abril Hammerstone)



## EASTON GARDEN WORKS GROWS AND DONATES NEEDED VEGGIES

With empty grocery store shelves and many families facing food insecurity, Easton Garden Works (EGW) stepped up. With help from community members and volunteers, Easton Garden Works more than doubled the amount of fresh produce it grew, donating 532 pounds to the Vegetables in the Community program and local food pantries. EGW also provided more than 300 seedlings to Easton residents. Thanks to a donation of milk crates from Highmark Farmstand and burlap coffee bean bags from Homestead Coffee Roasters, EGW was also able to create 32 milk crate gardens for West Ward residents.

The program, which encompasses five community gardens across Easton, also saw growth from 2020 to the beginning of 2021 in many ways. A new name and logo rolled out to the public in early 2020, as the Easton Community Gardens shifted into Easton Garden Works. Fifty-two community gardeners joined the program — up from 41 in 2019 — and maintained their own garden plot (free of charge for city residents). Volunteers spent a total of 230.5 socially-distanced hours in the gardens. A truck was purchased to facilitate work in the gardens, a bulletin board was installed at the 10th & Pine site, and five raised beds and a gate were rebuilt at the Lynn Street garden. Four of the gardens were certified as 'Watershed-Friendly Properties' by the Nurture Nature Center.

EGW also connected with community partners to provide programming:

- Organized three weeks of garden activities at the Easton Area Community Center's summer camp.
- Hosted Harvest Picnic and a Halloween event with the Easton Urban Farm at the Boys & Girls Club, complete with scavenger hunt, crafts, races and healthy snacks.
- Provided 10 weeks of summer programming at Vegetables in the Community, and distributed 178 grab-and-go kids activity bags that focused on nutrition, gardening and nature.
- Reworked in-person events to be virtual by creating 12 blog posts, eight how-to gardening videos and three segments for Easton Out Loud.

The Easton Compost Program, a complementary project administered by EGW, also saw gains despite a two-month COVID-19 shutdown. More than 600 households participated, tipping their compost buckets into a bin behind Easton Public Market to divert 31 tons of food waste from landfills and have it turned into finished compost with help from American BioSoils. Participants could pick up free finished compost at the market throughout the year. Lafayette College's Engineering Studies capstone course also worked with the program to find avenues to expand throughout Easton.



*To feed the community, Easton Garden Works grew plants from seed, providing more than 300 seedlings to Easton residents, and planting five community gardens.*

**532 POUNDS  
OF VEGGIES  
DONATED**

**31 TONS OF  
FOOD WASTE  
DIVERTED FROM  
LANDFILLS**

**Top:** In late summer, and again in March 2021, free seeds were distributed to neighbors through existing Little Free Libraries at 10th and Pine Streets and at Juliana Street. These 'Little Free Seed Libraries' offered a way for West Ward residents to pick up free seed packs, with growing instructions available online.

**Right:** Easton Garden Works provided events and programming at Easton Area Community Center, the Boys & Girls Club and Vegetables in the Community.

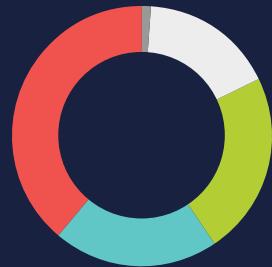
**Far Right:** With help from volunteers, Easton Garden Works grew and donated 532 pounds of veggies to food pantries and Vegetables in the Community.



The GEDP fiscal year has transitioned and will now run April 1 through March 31. For this report, financial data reflects a 15-month period from January 1, 2020 to March 31, 2021.

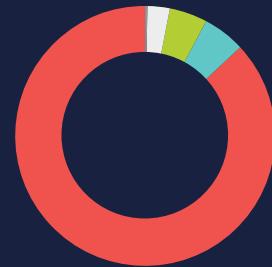
# 2020-2021 FINANCIALS

## REVENUE



**PROGRAMS & EVENTS: 39%**  
**GOVERNMENT GRANTS: 20%**  
**CORP. GIVING/SPONSORSHIP: 23%**  
**FOUNDATIONS/TRUSTS: 17%**  
**INDIVIDUAL CONTRIBUTIONS: 1%**

## EXPENSES



**PROGRAMS: 87%**  
**ADMINISTRATION: 5%**  
**MARKETING: 4%**  
**GRANTS TO OTHERS: 3%**  
**FUNDRAISING: 1%**

**GEDP PROGRAMS  
 BROUGHT IN NEARLY  
 \$3.8 MILLION  
 IN REVENUE  
 JAN 2020 - MAR 2021**

Note: GEDP received \$386,000 in federal funding from the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), distributed from Northampton County, Pennsylvania Department of Agriculture, Pennsylvania DCED, and via the Paycheck Protection Program (PPP). GEDP also received grants totaling \$135,000 for the purchase and improvements of 921 Spruce St., to accommodate a new space for Community Bike Works, as well as some GEDP programs.

## OUR BOARD: GRATEFUL FOR YOUR GUIDANCE



Jeff Drobins, Peoples Security Bank & Trust



John Kingsley, City of Easton



Ed Shaughnessy, Law Offices of Edward P. Shaughnessy



Mark Hartney, Northampton County



Toyae Berry, Fulton Bank



Andy Po, Homebase & 2nd Base Vintage



Jim Toia, Lafayette College



James Miller, Lehigh Valley Health Network



Laurie Gostley-Hackett, Air Products



Michael Hillis, The Hillis Group



Rebecca Pichetto, 3rd & Ferry Fish Market & Rod's Dogs



David Piperato, Easton Area School District



Nicholas Hindle, HindlePower



Theresa Hogan, Hogan Law



Michele Matyasovsky, Food Corps



Salvatore Panto Jr., Mayor of Easton



Melissa Starace, Lafayette College



Chaz Hampton, Brick & Mortar Gallery



Sandra Vulcano, Easton City Council



Bill Strickland, Hearst Enthusiast Group

Unmute Stop Video Participants 20 Chat Share Screen Record Reactions Leave

# BY THE NUMBERS

**123,900 POUNDS**  
OF GARBAGE REMOVED BY  
EASTON AMBASSADORS

**\$87,920 IN DOWNTOWN EASTON**  
GIFT CARDS SOLD

**3,000 + CURBSIDE ORDERS**  
FOR HIGHMARK FARMSTAND'S ONLINE STORE

**20% INCREASE**  
IN VENDOR SALES AT  
EASTON FARMERS' MARKET

**532 POUNDS OF**  
VEGGIES DONATED

**1,000 EASTON HOLIDAY**  
ORNAMENTS SOLD

**4,780**  
VOLUNTEER HOURS

**22 RESTAURANTS PARTICIPATED**  
IN FIRST PA BACON FEST RESTAURANT WEEK

## OUR STAFF: GIVING IT THEIR ALL

Missing from photo:  
Tarea Roach-Pritchett  
Bookkeeper



Natalee Hercik  
Corporate Relations



Michael Cook  
Operations & Facility Manager



Kim Kmetz  
Manager, EMSI



Jared Mast  
Executive Director, GEDP



Destiny Rivera  
Digital Media & Print Designer



Amy Boccadoro  
Manager, WWCI



Pat Burton  
Assistant Market Manager



Katie Farnan  
Assistant Manager, EMSI



Miranda Wilcha  
Community Gardens  
& Compost Coordinator



Kelly Huth  
Communications Coordinator



Marcy McKinney  
Manager, Special Events & Promotions



Megan C. McBride  
Director, Easton Market District



Christopher Wolf  
Manager, Highmark Farmstand



Sandra J. Zajacek  
Operations Manager,  
Easton Ambassadors



Claudio Pinto  
Janitorial Supervisor



Ali Pany  
Assistant Manager,  
Special Events & Promotions

Unmute Stop Video Participants 15 Chat Share Screen Record Reactions Leave

## THANK YOU TO OUR SPONSORS & PARTNERS

We're grateful for the commitment of our local, state and corporate partners across all our programs and initiatives.



Andy Daub  
Banko Beverage  
Blabbermouth Communications  
Brick & Mortar Gallery  
BSI Corporate Benefits  
Capital Blue  
City Entertainment  
Colonial Pizza & Spaghetti House  
Connexions Gallery  
Dave's Ice Cream  
Delaware & Lehigh National Heritage Corridor  
Drabenstott Communications Group  
Easton Area Public Library  
Easton Baking Company  
Easton Coach Company  
Easton Lions Club  
Easton Monument Studio  
Easton Outdoor Company  
Easton Restaurant Management, LLC  
Easton Rotary Service Foundation  
F.M. Kirby Foundation, Inc.

Fidelity Bank  
Fidelity Charitable  
First Energy Foundation  
First United Church of Christ of Easton  
Fulton Forward Foundation  
Golden Pepper Productions  
Green Mountain Energy Company  
Grins & Grins, LLC  
Heilman Construction & Cleaning  
Historic Bethlehem Museum & Sites  
Homebase Skateshop / 2nd Base Vintage  
IBEW Local 102  
John A. & Margaret Post Foundation  
Just Born Quality Confections  
Kelly Berkey Designs  
Kressler Wolff & Miller, Inc.  
Kudu Creative  
Lafayette College  
Law Offices of Edward P. Shaughnessy  
Lehigh Valley Food Policy Council

Lidl US, LLC  
Life Church Easton  
LV Center for Sight  
M&T Bank  
Mallinckrodt Pharmaceuticals  
MetaBank  
Morris Black Designs  
Northampton County Bar Association  
Nurture Nature Center  
PA Department of Community & Economic Development  
Patient First  
Peace Tree Farm  
Power Home Remodeling Group  
Preservation Works  
RMG Insurance  
Rose Wealth Advisors  
Rotary Club-Easton  
Royal Throne Portable Toilets  
Sigal Museum  
State Cafe & Grille  
State Theatre Center for the Arts, Inc.

Strunk Funeral Home, Inc.  
The Easton Home  
The Giant Company  
The Lafayette Inn  
The M&T Charitable Foundation  
The Martin Guitar Charitable Foundation  
The Morning Call  
The Valley Om  
ThreeBirds Coffee House  
ThreeBirds Nest  
Tucker Silk Mill  
UGI Utilities  
United Way of Greater Lehigh Valley  
Unity Bank  
Univest Bank & Trust Co.  
USDA  
Valor Group Limited  
Victoria Alercia-Casella Counseling Services  
VM Development  
Webfoot Digital  
Your CBD Store

Photo and design by Jeremy Joseph



## THANK YOU TO OUR INDIVIDUAL DONORS

Thank you to the neighbors who support the work we do and contribute so that GEDP's programs and events can be better each year.

Ahart & DiGiovanni Family  
Marlene Arnholt  
Allyson Badman  
Megan Beste  
Peter & Nancy Boccadoro  
Lee E. Boyd  
Carolyn R. Brior  
Alma & William Buczak  
Greg Buragino  
Pat Burton  
Wayne Campbell  
Victoria A. Casella  
Bessie Anne Cicero  
Sarah Clark  
Daniel Cohen  
Jacqueline Cooper  
Carithanne Cushman  
James & Lila Dale  
Susan Dalrymple  
Tracy Heil Damiani  
Robin & Ronald Davco  
Lisa Degerolamo  
Giancarlo DeMarchi  
Dr. Gaeton & Theresa DeMartino

Barbara A. DeStefano  
William & Katherine Difebo  
Jennifer Dobbs  
Glenn Eberle  
Rosemary & John Eck  
Armen Elliott  
Joseph Feilmeier  
Sharon Ferguson  
Gerald & Frances Flavelle  
Linda & David Fowler  
Jaime Gaffney  
Michael Gausling  
George Gersetenberg  
Gilroy Matesic Family  
Harriet Smith Gladish  
Kenneth & Amy Godiska  
Thomas Goehring  
Phyllis & James M. Graham  
G. Kennedy Greene  
Diane Haviland-Greene  
Kristian & Kirsten Gregerson  
Dana Guffy  
Laurie Hackett

Elizabeth Hampton  
James G. Handzo  
Harris Family  
Mark Hartney  
Paul & Maxine Henderson  
Paul & Louise Henderson  
James Henkel  
Thomas & Jeanette Herster  
Highmark Blue Shield  
Nicholas Hindle  
Preston & Susan Hindmarch  
Theresa Hogan  
Horn Family  
Rosa Hearne  
Kevin Horn  
Tammy Huk  
Scott Janney  
Rebecca Price Janney  
Linda Karp  
Shawn & Tammy Kiefer  
Lauren Kindle  
Peggy King  
John Kingsley  
Marla & Jack Kinney

Kim & David Kmetz  
Lori & Marion Kram  
Thomas Kresge  
Nina Kvitka  
Farrar Lannon  
Christopher & Linda Laskey  
Kelly & Chris Luczkowiak  
Eric Luftig  
Thomas Malerba  
Susan Mangler  
Jared Mast  
Michele L. Matyasovsky  
Megan McBride  
John McClave  
Marcy McKinney  
Marishka Titus Michener  
Barbara Miller  
Jim Miller  
Allison Moreau  
Rema Netz  
Margaret Niski  
Rathi Niyogi  
William Ogonowski  
Colleen O'Neal

Jesse M. O'Neill  
Karen & Rod Oren  
Terry & Bud Palmer  
Sal & Pam Panto  
Colleen Peterson  
Loretta Pilosi  
Nancy Poplawski  
Patricia A. Price  
Maria Ramunni  
Carole M. Rapp  
Kathleen & Troy Reynard  
Suzanne & Rich Rheiner  
Rotary Club of Easton  
Mark Rotz  
Don & Linda Rush  
Joseph Salmaggi  
Patrick Santos  
Meg Sayago  
Dustin Schoof  
Monica Seligmann  
Nadine Shandor, M.S., LPC  
Edward P. Shaughnessy  
Charles & Susan Skinner  
Bruce & Barbara Smith

Patricia A. Smith  
Susan Spaziani  
Melissa Starace  
Kurt & Lynn Steckley  
Michele Tanzella  
Amber Tashner  
Jennifer Taylor  
Aaron & Becky Tedjeske  
John & Terry Thomas  
Laurie Thompson  
Dorothy L. Thorpe  
Francis & Carol Tone  
Jules Vicidomini  
Sandra Vulcano  
Janet Wagner  
Luann Weber  
Tracey Werner  
Jen Whitlock  
Anita Williams  
Stephen Wilson  
Jennifer Woid  
Joanne Wolf  
Rebecca Worthington  
Scott Zukowski



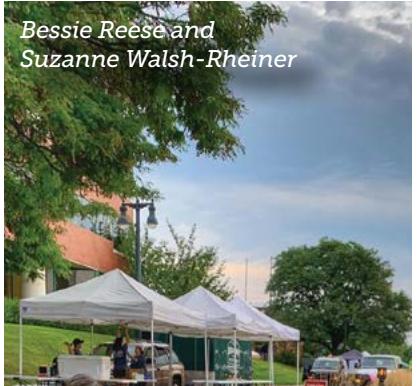
Ray Grins, Chintan Shah and Todd Sullivan



Steve Schmid, Mike Morea and Jordan Protchko



Devlin Schmid and Armen Elliot



Bessie Reese and Suzanne Walsh-Rheiner



Mike Falco



Shelley Bartush



Ray Grins, Terri Freeman and Erin Grins



Bessie Cicero

## THANK YOU TO OUR VOLUNTEERS

Volunteers are the heart and soul of GEDP. We are grateful to those who give of their time and energy, their nights and weekends, and share their passions to help our community. Thank you for all you do. We apologize if a name was omitted in error.

- |                          |                      |                        |                     |                  |  |
|--------------------------|----------------------|------------------------|---------------------|------------------|--|
| Victoria Alercia-Casella | Travis Despres       | Gail Glazer            | Barbara Klein-Moyer | Mark Orse        | Todd Sullivan                            |
| Jay Arch                 | Alyse Despres        | Tara Gomez             | David Kmetz         | Marisa Pape      | Marek Tomanek                            |
| Linda Arra               | Jo Ann Devereaux     | Frank Graziano         | Randall Kraft       | Natalie Pape     | Fran Tone                                |
| Melissa Ash              | Marc Devlin          | Kelly Graziano         | Al Kratzer          | Stacy Petchonka  | Kris Ungvarsky                           |
| James Ashmore            | Ginger DiBias        | Natascha Grief         | Desiree Kratzer     | Tomi Petrella    | Anthony Ventola                          |
| Sharon Ayers             | Todd Dietrich        | Erin Grins             | Diana Larkin        | Jill Piperata    | Jules Vicidomini                         |
| Alice Bartholomew        | Laura DiLiello       | Ray Grins              | Matt Laska          | Nancy Poplawski  | Sandi Vulcano                            |
| Marcel Bedoya            | Paul DiLiello        | Marisa Griser          | Diane Layman        | Haika Powell     | Kim Wagner                               |
| Shawna Bernecker         | Audra Doll           | Colleen Gutwein O'Neal | Molly Leech         | Patricia Price   | Suzanne Walsh-Rheiner                    |
| Tiffany Biagioli         | JoAnn Durante        | John Hall              | Emilia Levisay      | Jordan Protchko  | Scott Walters                            |
| Erik Boissonneault       | Rae Durnin           | Mark Hartney           | Eileen LoCiccero    | Paul Puleo       | Gary Watts                               |
| Malia Borges             | Curt Ehly            | Tracy Heil-Damiani     | Martha Maier        | Alicia Rambo     | Miriam Watts                             |
| Lee Boyd                 | Armen Elliott        | Christine Herman       | Rich Maier          | Kelly Rea        | Lola Wegman                              |
| Deb Boyer                | Dawn Elliott         | Craig Hirshberg        | Al Mancino          | Rich Rheiner     | Tracey Werner                            |
| Darcel Bridges           | Raul Emrey           | Jennifer Hogan         | Rosalie Mancino     | Tina Rosado      | Lance Wheeler                            |
| Peter Brohl              | Mike Falco           | Kim Hopkins            | Jo-Ann Mascaluso    | Joe Rosales      | Lisa Wiedecke                            |
| Tyler Brown              | Ricardo Figueroa     | Phyllis Howe           | Marilyn Mayer       | Paul Rose        | Philip Wiegand                           |
| Julie Burros             | Beth Flores-Florindi | Tony Huk               | Joan McBride        | Missy Rose       | Glenn Wilcha                             |
| Bonnie Caraway           | Brianne Fluegel      | Tammy Huk              | Megan McBride       | Barbara Rossi    | Lucy Wilcha                              |
| Laurie Caslake           | Rick Ford            | Barbara James          | Jan McGinley        | Colleen Rountree | Mina Wilcha                              |
| Chelsea Cefalu           | Rory Ford            | Glenn Jarrell          | Patty McGinley      | Lisa Ruebeck     | Miranda Wilcha                           |
| Art Charlton             | Mary Foulk           | Becca Jensen           | Rachael McGinley    | Cyndi Sabo       | Chip Williams                            |
| Chrissie Check           | Audra Frank          | Karen Kapral           | Brian McNally       | Devlin Schmid    | Amanda Williams                          |
| Bessie Ann Cicero        | Terri Freeman        | Sandee Kennedy         | Mike Moreau         | Steven Schmid    | Stephen Wilson                           |
| Monica Clarke            | John Freeman         | John Kingsley          | Myk Moyer           | Mike Seksinsky   | Rob Wozniak                              |
| John Corrado             | David Frinzi         | Jillian Kingsley       | Laurie Nelson       | Monica Seligmann | Nancy Wyant                              |
| Jennfier Crayton         | Amy Fritch           | Mackenna Kingsley      | Jim Nicnick         | Chintan Shah     | Stefanie Zwack                           |
| Kirsten Creamer          | Kyle Gannon          | Tony Klapatch          | Victor Nieto        | Liz Shook        | Volunteers from New Creations UCC Church |
| Mark Damiano             | Marie-Luise Gerche   | Jessica Klein          | David O'Connell     | Mary-Beth Smith  | Volunteers from Life Church Easton       |
| Christine Damiano        |                      | Tricia Klein           | David Oren          | Sue Spaziani     |  |
| Carla Derck              |                      |                        | David Oren          | Joshua Stendell  |  |
|                          |                      |                        | Kim Organetti       | Jade Stone       |  |

## HOW TO GET INVOLVED

We rely on and appreciate every volunteer, donor and sponsor that partners with us on our programs and initiatives. If you'd like to partner or be a part of our organization, please reach out to us to learn how you can get involved:

### VOLUNTEER

Contact Megan McBride at [Megan@eastonpartnership.org](mailto:Megan@eastonpartnership.org) (Easton Farmers' Market and Easton Public Market) or Kim Kmetz at [Kim@eastonpartnership.org](mailto:Kim@eastonpartnership.org) (Easton Main Street Initiative and festivals).

### SPONSOR

For sponsorship and promotional opportunities, contact Natalee Hercik at [Natalee@eastonpartnership.org](mailto:Natalee@eastonpartnership.org).

### DONATE

To donate to one of GEDP's programs, visit [support.eastonpartnership.org/giving](http://support.eastonpartnership.org/giving) or contact Jared Mast at 610-250-2078 or [Jared@eastonpartnership.org](mailto:Jared@eastonpartnership.org).

### CONNECT

Stay in the know by following our programs on social media or signing up for our weekly e-newsletters, found on these sites: [eastonfarmersmarket.com](http://eastonfarmersmarket.com) and [eastonmainstreet.org](http://eastonmainstreet.org).

[Eastonpartnership.org](http://Eastonpartnership.org) • 610-250-2078  
325 Northampton St. Easton, PA 18042



Steven Schmid 2020