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Downtown fares well at Forks fair

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I would like to educate community members who are mystified as to why our organization recently held a "Discover Downtown Easton" business fair at the Forks Community Center. Our economic restructuring committee has organized these annual fairs in Forks Township for the past three years. They have been very successful trade shows that serve as effective marketing tools for our downtown retail merchants, professional services, eateries and special-event planners. In support of our business base, we are taking our product to a potential market, which makes perfect business sense.

The recent business fair was held on a day the community center was packed with families attending various sporting activities. They come from suburban areas all over the Lehigh Valley and western New Jersey. Many are new to the area and some simply haven't visited our downtown in a while. Most were pleasantly surprised to learn Downtown Easton has so much to offer and delighted to visit with these business owners all in one space. Our organization also mailed 5,000 post cards to families in the Forks, Palmer and Wilson areas. Many attended the event because of the invitation and a desire to learn more.

We are grateful for the opportunity the Forks Community Center leadership has provided for us to reach area residents with the good news about Downtown Easton. If you are curious about what's happening in Downtown Easton, please visit eastonmainstreet.org. Or better yet, visit Downtown Easton. You will be pleasantly surprised!

Kim Kmetz

Main Street Manager Easton

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