



# MIBA SPRING ROAD TRIP 2024 PITCH



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Skylark Bookshop, Yellow Dog Bookshop, & Black Tea Bookshop would like to formally invite the Midwest Independent Booksellers Association to Columbia, MO for the 2024 MIBA Spring Road trip! Columbia is located in the Heart of Missouri - affectionately nestled in the middle of the US (thanks to Nathan W. Pyle for this gem).

The District is bound by three college campuses and encompasses 50 square blocks downtown. These blocks contain more than 300 individual properties, over 5000 residents, and over 600 businesses, nonprofits, and government entities in Columbia, Missouri. Columbia itself is located at the intersection of Interstate 70 and Highway 63, and is a common passthrough town for travelers in all directions. It is the halfway mark between St. Louis and Kansas City with its own small airport south of town. With a population of over 120K people, Columbia is a thriving community known for being a great place both to raise children and retire. It is surrounded by a multitude of rural and farm towns, which lend to an abundance of farm-to-table dining experiences.

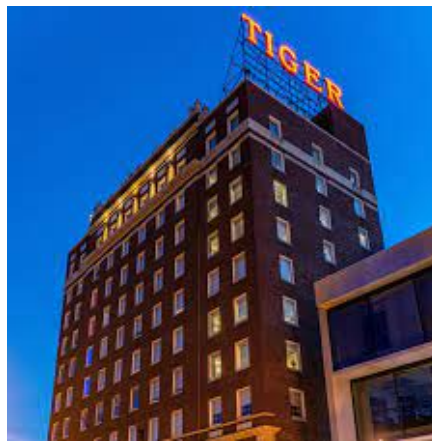
The District is also known for incorporating art installations, including sculptures, murals, and painted traffic boxes, as well as maintaining important historical buildings such as [The Blind Boone Home](#). Columbia is also home to the world-renowned True/False Film Festival and the Treeline Festival, a three-day outdoor music extravaganza which brings in some of the top musical acts from around the world. All of which is to say: this is a vibrant and rich cultural hub.

<p><b>Drive Times</b></p> <p>St. Louis: 2 hours          Kansas City: 2 hours          Chicago: 6 hours          Des Moines: 4 hours</p>	<p>Milwaukee: 7 hours          Iowa City: 4 hrs 35 min          Omaha: 4.5 hours          Minneapolis/St Paul: 7.5 hours</p>	<p><b>Airports</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Columbia</a> (with a variety of <a href="#">taxi/shuttles</a> available) - Columbia has regular flights to and from Chicago and Dallas</li> <li>• St Louis (with <a href="#">moexpress</a> shuttle option: 10 shuttles to and from each day OR rental cars available)</li> <li>• Kansas City (with rental cars available)</li> </ul>
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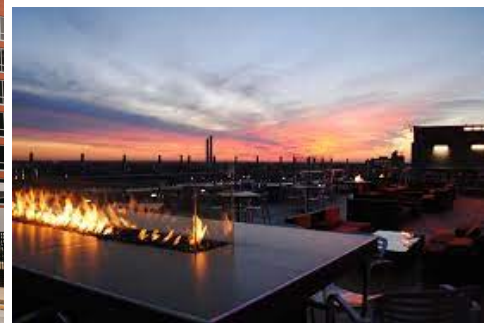
Alex George, Owner of Skylark Bookshop, is also the Director of the [Unbound Book Festival](#), which occurs with convenient timing in April. We propose arranging the Spring Road Trip to coincide with the Festival to allow for some unique overlap opportunities, as well as a focused education session and hands on volunteering available. The Unbound Book Festival will be April 18-21. We suggest that the Spring Road Trip focus on the 17-18 or 18-19, allowing for attendees to enjoy the Unbound Keynote Event on the evening of Friday the 19th. The majority of festival events take place on Saturday, April 20, and attendees would also, of course, be able to attend these. All Unbound Book Festival events are free to attend.

Skylark has a large storage and work area and would be able to assist in receiving and transporting author titles and publisher arcs, but would need coordination and hands on deck to minimize complications with increased orders for Festival. We also have strong relationships with many restaurants, event venues, and recreational opportunities (including nearby massage therapists willing to set up chair stations).

[The Tiger Hotel](#) - only one block away from Skylark offers a variety of meeting spaces, an in-house culinary team, and unique charm. Meeting spaces can accommodate 10 to 400 guests, in both historic and thoroughly modern spaces, the spectacular Grand Ballroom is complete with original crystal chandeliers, ornate plaster mouldings and hardwood floors.



Room Block reservations for overflow are available at [The Broadway](#) - a DoubleTree by Hilton Hotel. The Broadway is conveniently located two blocks away and offers a rooftop lounge and restaurant which is available for rental.



## Event Venue Details

Room	Capacity	Room Cost	Features	Food Cost	Notes
Tiger Hotel	10-200+	450-1000+ per day negotiable	F & B on site options	Varies widely	Smallest room has 2 steps, other spaces are fully accessible. Additional spaces available with attached establishments..
Tiger Hotel Room Block	62 rooms	160-200 per night negotiable	Option to do a full Hotel buyout	N/A	Mid week rates and full buy out of Hotel offers excellent negotiation opportunities
Broadway Room Block	20 rooms	347 per night negotiable to 199 with room block		N/A	
<p>Many other Hotels are available in town with lower rates, but would require transportation the downtown area Including: <a href="#">Stoney Creek Hotel</a> with outdoor charm and event spaces and several traditional chain hotels with the usual offerings.</p>					
Many restaurants also offer private venues and spaces or on site catering including:	Top Ten Wines	Tap Room	Cafe Berlin	Glenn's Cafe	Shakespeares Pizza

## Programming Ideas








- Putting on a Festival or Large Event: including a session with Alex and a member of the Unbound Board discussing the festival non-profit side of things and Carrie discussing the book ordering and shop coordination side of things.
- We recommend including an extended visit option, which allows attendees to fully attend and/or volunteer with the Festival for all-in hands-on reality and hoopla. We would like to offer custom made shadowing for specific parts of the festival, including but not limited to: off-sites sales, event set up, managing volunteers, staff coordination, book signing oversight . . .
- An exclusive meet and greet for attendees with Unbound Book Festival authors (authors to be determined).
- There is an opportunity for an Unbound Panel of Booksellers talking about upcoming titles (or other topic TBD) at the Festival should there be interest.
- Creating a strong identity - knowing the benefits of working together and finding your own strengths. We each fill a different need, creating the fill for a larger whole. All three stores have a strong brand and voice, identifiable both in store and through our community actions. We know other attendees could also contribute to this session.
- Walking tour (with accessibility options - I believe we can bring in a go cart used by other events to assist those needing) of Broadway and 9th street - including Yellow Dog Bookshop (used), Skylark Bookshop (new), Black Tea Bookshop (Pop Up), and two other book heavy shops: Peace Nook (A co-op with New age and Earth centric titles), Speckled Frog Books & Toys (ultra cute and kiddo friendly) . . . and if desired - two local comic book shops (Distant Planet and Rock Bottom).
- Optional Puppy Yoga session at Skylark Bookshop - a joyful session for attendees.
- True Newbies - Candace would be a fabulous addition to a panel of other recent additions to MIBA, creating an opportunity for a small session directly related to the opening of a new shop. Potential topics include, Grants & other funding, fluid models to allow for growth, and asking the right questions to the right people (using your resources wisely).
- We have a thriving relationship with our Universities and local schools, and know that representatives from those organizations would be available to participate in panels or sessions. Beth Shapiro at Skylark is a former local high school librarian with a strong working relationship with the schools, and Candace Hulsizer is a former local teacher. Both Yellow Dog and Skylark regularly participate in on and off site events with the schools and universities.
- Columbia offers a wide variety of potential extra curricular opportunities. Including some extraordinary hiking, dining, axe throwing, unique film venue options, galleries, and more.

Event Kickoff or Wrap Party at Columbia Art League!  
Executive Director Kelsey Hammond (Owner of Yellow Dog Bookshop)

A beautiful Gallery and event venue, with space for treats provided by Sparky's Ice Cream (pending) and Peggy Jean Pies (pending) of Crime Scene Kitchen Fame.

There are many available traditionally published local authors, as well as entertainment/education/reception venues including [Orr Street Studios](#), Skylark Bookshop, and others.



	 <p>SKYLARK BOOKSHOP</p>	 <p>UNBOUND BOOK FESTIVAL</p>	 <p>Black Tea BOOKSHOP</p>
<p>Celebrating 10 Years in August 2023!</p> <p>LOCALLY OWNED MOM &amp; POP BOOKSHOP</p> <p>A place where people can wander in and find something they didn't know they were looking for – where someone can bring a piece of magic home with them. We buy, trade, and sell fiction, non-fiction, and children's books with the hope that everyone can find a little something to treasure.</p>	<p>Celebrating 5 years in August 2023!</p> <p>AUTHOR OWNED BOOKSHOP</p> <p>A space that takes your breath away and then makes you want to stay. We carry <i>good books</i> and celebrate putting them in the right hands.</p> <p>We strive to always find new ways to celebrate literature and our community.</p>	<p>The Unbound Book Festival aims to bring nationally and internationally recognized authors of world-class renown to Columbia, Missouri, to talk about their books, their work, and their lives.</p> <p><b>Our mission is to bring together readers and writers to create diverse communities, and to expose participants to new ideas and authors in order to inspire a life-long love of books and reading.</b></p>	<p>Opening in 2023!</p> <p>Starting as a pop-up shop, and working toward a bricks &amp; mortar location. This is a highly curated bookstore that highlights Black stories of Black life written by Black authors.</p>
<p>Joe Chevalier &amp; Kelsey Hammond - Owners</p> <p><a href="mailto:yellowdogbookshop@gmail.com">yellowdogbookshop@gmail.com</a></p> <p>8 S 9th Street Columbia, Mo 65201 <a href="http://www.yellowdogbookshop.com/">http://www.yellowdogbookshop.com/</a></p> <p>573.442.3330</p>	<p>Alex George - Owner <a href="mailto:alex@skylarkbookshop.com">alex@skylarkbookshop.com</a></p> <p>Carrie Koepke - Manager <a href="mailto:carrie@skylarkbookshop.com">carrie@skylarkbookshop.com</a></p> <p>22 S 9th Street Columbia, MO 65201 <a href="http://www.skylarkbookshop.com">www.skylarkbookshop.com</a></p> <p>573.777.6990</p>	<p>Alex George - Director <a href="mailto:alex@unboundbookfestival.com">alex@unboundbookfestival.com</a></p>	<p>Candace Hulsizer - Owner <a href="mailto:c.l.husizer@gmail.com">c.l.husizer@gmail.com</a></p> <p>TK</p>
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