

act 4 BOOKS



4 South Main Street, Perry, New York
585.969.4023 act4books.com
Books. Games. Toys. Coffee.

The Market

Local: Perry straddles two towns with a total population of 8,500. The Village is twenty years into its fourth act, reinventing itself as the center of the Genesee Valley region and gateway to Letchworth State Park and Silver Lake. Main Street added 35 new businesses in this fourth act.

Primary Market Area: Perry reaches 80,000 people in an area with no full-time bookstores, including two universities.

Visitor Market: Silver Lake attracts three-season cottagers from Rochester & Buffalo.

Letchworth Park, voted the 2025 Best State Park in the USA, attracts over 1 million visitors annually.

Signature Downtown Perry Events

Perry Farmers' Market- 450 weekly visitors
Fiber Flurry - 200 April visitors
NYS Puppet Festival - 500 June visitors
Perry Chalk Art Festival- 4,000+ July visitors
Tour de Perry - 300 cyclists - July
Shake on the Lake - 200 August visitors.

Distance from:

Frederick Douglass Greater
Rochester Airport: 41 miles
Toronto, Canada: 150 miles
New York City: 320 miles



A community-supported bookstore

The Business Model

Act 4 Books is a community-supported hybrid bookstore. Our events are hosted by our nonprofit, Act 4 Community.

The Location

Act 4's 2,500 square feet are housed in a 126-year old newly renovated first floor space that is disability-friendly.

Floor space is flexible, and bookcases are on casters so events can easily grow to accommodate larger audiences. Our cafe offers refreshments for event guests.

In-store seating capacity: 45 adults

Nearby Venues and Capacity

Arts Council for Wyoming County (1 block away): 70

Masonic Temple (1 block away): 120

Village of Perry Assembly Hall (1 block away): 170
(Available 2027)

Perry Elementary School (1 mile away): 430

Promotion for Author Visits

Press release & visuals sent to five media outlets

Poster sent to 7 community & 8 school libraries

In-store posters and website listing

Social media posting & event listing

Email to members & select customers

Weekly sales reported to ABA and New York Times.

The Numbers - Act 4's Year One

20 author presentations, one nationwide launch

20-50 books sold per author appearance

9 Golden Ticket events where **400+** elementary students received a free book of their choice.

18 book discussions.

37 guided game nights

Monthly silent book club.

2 Midnight book releases

1 community art project with **40** participants.

2,600 people impacted by Act 4 Community events

799 Facebook Followers

1,789 Instagram Followers

370 TikTok followers



Event Coordinator: Meghan Hauser 585.880.4089