

Opened in April 2016 and expanded in August 2022, woman-owned East City Bookshop is a neighborhood gathering place for all ages. In the heart of Washington, DC's Capitol Hill neighborhood, our readers form a diverse and loyal audience.

### **OUR NEIGHBORHOOD: CAPITOL HILL**

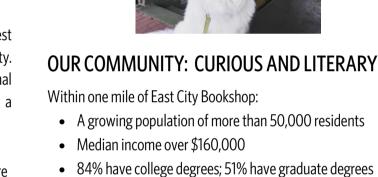
We're in the heart of DC's Capitol Hill Historic District, the oldest and most densely populated residential neighborhood in the city. Neighboring the Capitol Riverfront and Navy Yard, the National Mall and Smithsonian Museums, East City Bookshop is at a crossroads of public transportation and foot traffic in the city.

- Two-minute walk from Eastern Market Metro Station
- Served by three metro lines, several bus lines, & a bike share

Within walking distance of:

US Capitol US Supreme Court Library of Congress Historic Eastern Market National Mall Folger Shakespeare Library





### OUR EDUCATION OUTREACH: SCHOOL PROGRAMMING AND PARTNERSHIPS

- More than a dozen schools within 1.5 miles, including public, private, parochial, and public charter schools
- School and shop author visits, book sales
- In-store and online book fairs
- School groups in the shop and at special events
- Programming for local educators
- Donations to area schools and neighborhood nonprofits
- Three book clubs for kids and teens

645 Pennsylvania Ave SE #100 Washington, DC, 20003 **eastcitybookshop.com** 

### **RECENT PROGRAM PARTNERS**

Folger Shakespeare Library, DC Public Library, Hill Center, SMYAL, Serve Your City/Ward 6 Mutual Aid, PEN/Faulkner Foundation

# BOOKSHOP

## **EVENT DETAILS**

### **OUR SPACE: FI FXIBI F AND INVITING**

- 3,000 sf selling space, including 600 sf children's section
- 400 sf flexible space for events can seat up to 80 or up to 120 including standing room
- PA System, projector and screen, and lectern
- Kitchenette on-site for light catering
- Virtual events with Eventbrite ticketing and Zoom webinar

The majority of our events post-pandemic are hybrid, with live streaming over Zoom for our virtual audience.

#### We report sales to the New York Times and Bookscan



OUR

TEAM

### **OUR EVENTS**

We host more than 250 events per year, including 14 in-store book clubs and weekly story times. Our regular offsite venues include Miracle Theatre (seats 320); MLK Public Library auditorium (seats 280); Hill Center (seats 120); and other community spaces ranging from 90 to 600 seats. We're happy to host non-traditional events, having welcomed musical groups, staged play readings, crafters, writing classes, happy hours, a fencing demo, and panel discussions.

### OUR REACH: LOCAL TO INTERNATIONAL

- Reach 64,000+ across marketing channels
- Pre-order campaigns online and in-store •
- Strong e-commerce sales, local, national and international
- Virtual and in-person concierge shopping • appointments
- Custom book boxes
- B2B bulk sales
- Sales at events throughout the DMV



Date	Author	<u>Title</u>	<u>Publisher</u>	Attendance	Books Sold	<u>Format</u>	Location
5/2/23	Laura Hankin	The Daydreams	Berkley	88	62	Hybrid	East City Bookshop
6/7/23	Krista Burton	Moby Dyke	Simon & Schuester	70	39	Hybrid	East City Bookshop
6/16/23	Elin Hilderbrand	The Five Star Weekend	Little, Brown & Co.	217	268	Signing Line	East City Bookshop
8/1/23	Elizabeth Acevedo	Family Lore	Ecco	275	150	In-Person	MLK Jr. Memorial Library
8/24/23	R. Eric Thomas	Congratulations, The Best is Over!	Ballentine	85	70	Hybrid	East City Bookshop
10/11/23	Nicole Walters	Nothing is Missing	Simon Element	65	95	Hybrid	East City Bookshop
12/7/23	Tim Alberta	The Kingdom, The Power, and The Glory	Harper	60	40	Hybrid	East City Bookshop
2/8/24	Tia Williams	Love Song for Ricki Wilde	Grand Central Publishing	96	116	Hybrid	East City Bookshop
2/20/24	Vera Kurian	A Step Past Darkness	Park Row Books	60	38	Hybrid	East City Bookshop
3/7/24	Stuart Gibbs	Evil Spy School Graphic Novel	Simon & Schuester	104	61	Hybrid	East City Bookshop

**LAYNIE-ROSE RIZER** 

**Events Manager** events@eastcitybookshop.com

Laurie Gillman, Owner, laurie@eastcitybookshop.com Emilie Sommer, Book Buyer, emilie@eastcitybookshop.com **EVENTS** Destinee Hodge, Book Club Coordinator, destinee@eastcitybookshop.com Maggie Parrish, Marketing and Outreach Manager, maggie@eastcitybookshop.com