



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



OUR COMMUNITY: CURIOUS AND LITERARY

Within one mile of East City Bookshop:

- A growing population of more than 50,000 residents
- Median income over \$160,000
- 84% have college degrees; 51% have graduate degrees

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

OUR SPACE: FLEXIBLE 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 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

-  22,000+
-  14,000+
-  8,200+
-  3,800+
-  16,000+

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

LAYNIE-ROSE RIZER
Events Manager
events@eastcitybookshop.com

OUR EVENTS TEAM

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