



# LOOKER BOOKS

Curiosity | Creativity | Community

## About Looker Books

Looker Books is an imaginative community bookstore located in **Downtown Coatesville, a suburb of Philadelphia, PA.** As a general interest bookstore, selling **new books and gifts from all genres and for all ages**, we deliver curated content, a personal touch, and an escape from reality or a cool experience to share with friends.

Since August 2022, we have shared our space with five varied retail businesses in the **Made in Coatesville Small Business Retail Market**, with which we **collaborate to attract customers** from our diverse community including joint marketing and events.

At Looker Books, *everything we do*, including inventory, partnerships, customer interactions, and events **exemplify our store values of curiosity, creativity, and community.**

## Contact:

**Dana Looker,**  
**Owner & Event Manager**

610-715-0983

lookerbooks.pa@gmail.com

**Professional Booksellers School**  
**Certifications:** Basic Bookselling, Event Management, & Store Operations

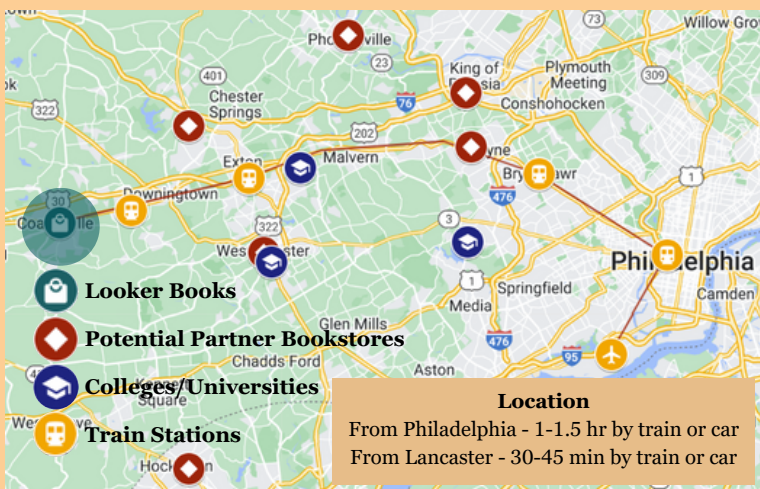


A corner of Looker Books' store



We partner with **The Butter Pecan Cafe** for *custom and themed* desserts based on books & events.

Come  
Write in  
Space



## Outreach & Memberships



1.3K



1K



858

Downtown Coatesville - 3.1K

WCC Chamber - 2.7K  
Local influencers - 11K

consistent 50-60% open rate



**lookerbooks.com - 228 E Lincoln Hwy, Coatesville, PA 19320**  
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## On-Site Event Spaces:

**Front room** - 304 sqft, **20-25 seated**

**Rear room** - 647 sqft, **45-55 seated**

12 tables, 25 chairs, podium, mounted smart TV

## Partner Spaces:

**Courtyard Marriott** - Very large lobby (including coffee & bistro) & event room -

**1,100 sq ft, 90 theater seating**

**Coatesville Area Public Library** - Main

Lobby **25-30 seated**, & Activity Room **40-**

**50 theater seating**

**The Arches Coatesville** - Ballroom -

**2,600 sq ft, 175-250 theater seating**, and

Lower Level - **2,000 sq ft, 150-200**

**theater seating** (kitchen & bathrooms)

**Coatesville Outdoor Courtyard** - **744**

**sq ft** (8'x 93') with 12' gazebo (144 sq ft)

**The Iron Eagle Bar & Grille** - **approx.**

**1,000 sq ft back room**

## Local Colleges:

West Chester Univ. (30 min), Delaware Comm.

College (45 min), Immaculata Univ. (25 min)



## Planned Growth:

Regional & National  
author events

**Pre-order campaigns**

More B2B partnerships

**School Events**

Writing Workshops

**More Book Clubs**

(genre & topic specific)

**Children's Events**



Type & Date	On or Off Site	Attendance	Author & Books Sold
Regional Author visit - 8/24/24	On Site & Off Site - MIC and Iron Eagle	53 local & long distance attendees	<b>Hannah Nicole Maehrer</b> - Q&A and Afterparty (Entangled: Red Tower) - <i>Apprentice to the Villain</i> - 60+ books sold
Poetry/Open Mic Night - 5/1/25	Off Site - Iron Eagle Bar & Grille	45 with interest for repeat event	Four pre-registered and five open mic local/regional poets
School Visit with Local Author - 5/15/25	Off site - Scott Middle School (Coatesville)	100+ 6th & 7th grade students	<b>Dianne K. Salerni</b> - Writer's Research Presentation (Holiday House) <i>The Tontine Caper</i> - 41 books sold (& other titles)
Book Club - Monthly on 1st Tuesday	On Site - MIC Front or Rear Room	Max capacity - 15	Various authors, 70% sell through, Confection Addition (book-themed craft and treat)

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