

EAST CITY BOOK SHOP

WELCOME

OUR STORE: EAST CITY BOOKSHOP

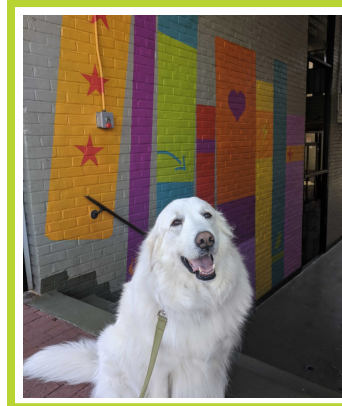
In Washington, DC, steps from the Eastern Market metro and down the street from the US Capitol, East City Bookshop is a community gathering space. Open since April 2016, we strive to be the quintessential neighborhood bookstore serving all ages and backgrounds. Since shutdowns began, we've hosted a full calendar of virtual author events and 12 virtual book clubs.

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.

- A 2-minute walk from Eastern Market Metro Station
- Served by 3 metro lines, several bus lines, and a bikeshare
- Within walking distance of:

US Capitol	Navy Yard
US Supreme Court	Historic Eastern Market
Library of Congress	National Mall
- 1 mile from Union Station; 5 miles from National Airport (DCA)



OUR COMMUNITY: CURIOUS, EDUCATED, AND LITERARY

Within a mile of East City Bookshop:

- A growing population of more than 45,000 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
- Author visits, book sales, in-store and online book fairs
- School groups in the shop and at special events
- Donations to area schools and neighborhood non-profits



WE'RE HOME: Co-owners Laurie Gillman and Cathy Landry, and many staff members, are long-time Capitol Hill residents with deep community roots.

East City Bookshop

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

OUR PROGRAM PARTNERS:

The Authors Guild, DC Chapter • Capitol Hill Village (age-in-place organization) • C-SPAN Book TV • DC Sisters of Perpetual Indulgence (Drag Queen Storytime) • Georgetown University OWN IT Summit • Library of Congress • Literary Hill Bookfest • OutWriteDC • Politico's Women Rule Summit • Reading Partners DC • The Writer's Center • Women's National Book Association



EAST CITY BOOKSHOP

EVENTS

OUR SPACE: COMFORTABLE AND INVITING

- 2,500 sf selling space, including 500 sf children's section
- 400 sf dedicated event space can seat up to 85 or up to 130 including standing room
- PA system, projector and screen, and lectern
- Kitchenette on-site for light catering
- Two restrooms for public use

OUR EVENTS: DIVERSE AND POPULAR

Pre-pandemic, we hosted more than 200 events per year, along with 13 in-store book clubs and 2 to 3 storytimes each week. Our off-site venues include Atlas Theater, the Hill Center at the Old Naval Hospital, Miracle Theatre, The Yard Co-Work Space/700 Penn, and more.

OUR PIVOT: PANDEMIC AND PROTEST

As our world changed, we reacted quickly:

- Ramped up IndieCommerce website to process all sales, for a 2700% increase in online orders
- Created multiple online shopping opportunities during business closures
- Offered virtual workshops on antiracism and antiracist parenting in response to Black Lives Matter protests
- Added subscription boxes featuring BIPOC authors and ways to foster antiracism
- Twelve book clubs moved online and meet monthly

VIRTUAL EVENTS

Ticket Platform: EventBrite

Event Platform: Zoom Webinar

Tech staff for each event

Hosted 40+ virtual author events in 2020

OUR REACH: METRO AREA AND BEYOND

- ✉ 7,000+ • Reach 25,000+ across marketing channels
- Pre-order campaigns, online and in-store
- 📘 3,500+ • Seven subscription boxes for adults and kids
- Orders ship across the country and abroad
- 📷 7,600+ • Sales at events throughout the metro area
- We advertise in neighborhood newspapers, local blogs and websites, and our local NPR affiliate
- 🐦 7,100+



Date	Author	Title	Publisher	Attendance	Books Sold	Location
1/7/20	Liz Moore	<i>Long Bright River</i>	Riverhead Books	55	50	In-store
1/30/20	Robin Ha	<i>Almost American Girl</i>	Balzer + Bray	70	70	In-store
2/19/20	R. Eric Thomas*	<i>Here For It</i>	Ballantine Books	225	200	Atlas Theatre
3/8/20	Jason Reynolds and Ibram X. Kendi*	<i>Stamped</i>	Little Brown	325	300	Capitol Hill UMC
3/11/20	Patrice Caldwell with Elizabeth Acevedo*	<i>A Phoenix First Must Burn</i>	Penguin Books	90	97	The Yard

* Ticketed event

We are a New York Times and BookScan reporting store.

EVENTS TEAM

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