

The New Dog-Eared Pages Bookstore/Arts & Culture Center

After spending seven years running our own store and researching the global bookselling industry, we're excited by the prospect of building this new center and incorporating both proven ideas from bookstores around the world and innovative ideas that will make our store unique.

- To begin with, this building will be big, featuring spacious aisles and plenty of shelving for books, along with expansive wall space for framed art. It will be large enough that we'll be able to offer an even wider selection of new, used and rare fiction, non-fiction, and children's books than our current 65,000 titles.

Because this will be a store the indies built, even the front of the showroom will be generous enough to showcase attractive new-release displays of books or artwork by Charter Members of the Indie 800. While we will continue to stock titles by best-selling authors; however, those books will be shelved spine out, since those authors already enjoy prominent displays in other stores, we'll be saving the face out display space in our store for our members.

- One of the things people like best about Dog-Eared Pages is its organization. Our customers appreciate finding what they need easily. Because we sell our books online as well as in the store, we often need to be able to locate books quickly. Each book is labeled with its shelving location and a quick glance at our software reminds us where we placed it. This process, while labor-intensive at first, saves us a lot of time every day, and will become even more important when we increase our inventory and hire staff.
- Of course, we'll keep the maze of meandering bookshelves, intimate reading spaces, and that warm, wonderful scent of old books, which creates the vibe for which we're already known and which got us named *Best Bookstore of the Valley* twice. But we'll add a fireplace or two, an outdoor space, and framed art and sculptures, along with some soft background music by our members, creating a relaxing and beautiful atmosphere.
- No matter how large of a store we build, it would be impossible to have every book in stock. Nevertheless, we want to offer the largest selection of books in Arizona, and by purchasing one of the Espresso Book Machines (EBM), we can. There are only a few of these incredible machines in the world. The EBM prints perfect bound books, similar to CreateSpace, while you wait, assuring our store will never be out of stock of any book available in its enormous

inventory, in any language, including some otherwise out of print books. With the EBM, we will also be able to print proofs for authors books, cookbooks for fundraising, memoirs for family members, or even a child's first book, directly from a flash drive.

- One of the requests we've heard most often has been for a café/wine bar. We agree. Having a place to enjoy a cup of coffee, glass of wine, or a beer and a snack with friends is in the spirit of the community gathering spot we're creating. While we won't be serving a full menu because we don't want the scent of cooking food to permeate our precious pages, we will offer cheese plates, baked goods, chips and salsa, along with other light fare.
- One of the most exciting additions we'll be making is a multifunctional space with a stage—a well-lit stage, wired for sound, with Smart Board technology. Whether we're hosting a poetry slam, a concert, or a workshop, our presenters will have the capability to live-stream or record and upload their performance to their own website. With seating capacity for at least thirty people needing tables to more than a hundred in theater-style seating, we'll be able to host a multitude of events. (These numbers are minimums. The actual size of this space will be determined by the size of the building we select.)
- Another important part of our plan is to have ample parking. Obviously, if we're going to host events parking is important, but we also want to host outdoor events with food trucks, occasionally. After all, the weather here is one of the main reasons people visit, and we'd be foolish not to take advantage of it. Also, many tourists arrive in RVs or towing boats or campers, and since this center is being built to become a destination, that's the type of business we'd like to encourage. We also plan to build three-sided billboards throughout the parking lot, displaying posters from our members.
- We plan to donate a portion of the center to the Arizona Consortium for the Arts, whose mission is to encourage local writers, artists and performers of all ages. (Please visit www.artizona.org for more information on this 501c3 nonprofit.) Not only does the Consortium support literature by accepting free submissions into their literary magazines from Arizona authors, another part of their mission is to bring free performances, concerts, and art from every culture to the community. We've been hosting open mics for the Consortium for the past seven years. They've now become so popular, we're at standing room only. With the funding cutbacks in our schools, we believe these types of events are vital for our children, our families, and our spirits.

That should give you a general idea of the type of center we're designing. I think you'll agree, it's going to be extraordinary. It's the kind of bookstore, I would love to shop in, and the type of place I think we'd all like to see in every community in the country.

Now I'd like to share some of the exciting events we already have planned. Keep in mind, as I said in the video, this is a preliminary list. I'm sure our creative Indie 800 Members will come up with even more.

Author signings	Book clubs	Artist receptions
Wine tastings	Poetry slams	Bargain book sales
Mini-Medieval Fair	Cos-play	Scrabble tournaments
Single's night	Story time for children	Genre based events
Concerts	Plays	Multi-author signings
Multi-artist shows	Battle of the Bands	Workshops
Friday Night Writes	Salons	Philosophy clubs
Open mics	Art classes	Music classes
Read-a-thons	Author/Artists talks	Game clubs
Teen parties	Masquerade parties	Contests
Awards ceremonies	Holiday celebrations	Improv
Stand-up comedy	NaNoWriMo club	Casino Nights

This is the kind of place we envision. Want to help us build it?

Take a look at our ***Indie 800 Benefits.pdf*** to learn more, and then complete our ***Indie 800 Agreement.pdf*** to apply for charter membership today!