

A New Library has a New Bookstore in Santa Maria, CA!

“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”
- Margaret Mead

It was a small group of library supporters who were able to make a big difference for their new 60,000 square foot library in Santa Maria, California. When plans for a self contained shop in the new library lobby were announced for a new library, members of the Friends began to work on the development of a new in-house library store.

This was no small feat. First, under the leadership of Sharon Pratt, a business plan was developed to support their case for raising funds for the shop's development and first year's operating expenses. The business plan contains such information as a description of the business, marketing plan, projected costs and revenues, operational plans, a description of products and services, and much more.

The success of their fundraising is indisputable. In all they raised over \$78,000 which allows them to open the store fully stocked and hire a full-time manager. Their operating costs are covered through 2008 giving them time to realize net revenues from operations, generate profits for the library and to be self sustaining in the future. Funding came largely from grants from the Hutton and the Weingart Foundations but also was raised from a special appeal, a benefit event, local civic organizations, and other donations.

The lead team for the book shop development was the Steering Committee consisting of Sharon Pratt and Susan Markscheffel who were instrumental in shepherding the dream into reality. Other teams included Design and Marketing, Financial, Merchandising, Staffing, Donated Materials, and Grants and Funding. While many in the community and in the library helped, in all only about ten individual Friends were ultimately respon-

sible in bringing the shop to the new library.

A special insert in the local paper reported that the new store, called *The Library Shop*, will contain higher end merchandise that shoppers can buy for people of all ages who appreciate reading, literacy, and life in the Santa Maria Valley. Of course, the shop will also contain used books and magazines as well – especially those that would be in high demand or of high quality.

As a gift to the entire Friends of Libraries community, the Friends of the Santa Maria Public Library have made their business plan as well as promotional and operational materials (which include handbooks for sales assistants and volunteers along with job descriptions) available through Friends of Libraries U.S.A. To

access these materials, visit www.folusa.org/sharing/org-tools.php to view, save, and print the invaluable resources provided by the Friends of the Santa Maria Public Library

FOLUSA is proud of this small group of committed Friends who have created a legacy and lasting source of funds for their library. We are also extremely grateful to them for making their superb materials to other Friends groups across the country.

Pictured below is the front desk of *The Library Shop*, the bookstore of the Friends of the Santa Maria Public Library. The bookstore was opened in the new library through the efforts of a group of dedicated volunteers. Photo copyright 2008 by John Corbett. Additional photos can be seen online at www.folusa.org/sharing/org-tools.php.

