



BOOKSTORE SF PROGRAM  
OCTOBER 16, 2018  
NATIONAL DICTIONARY DAY





# BOOKSTORE SF PROGRAM

## BACKGROUND

In 2016, Mayor Ed Lee envisioned a project aimed at assisting San Francisco's independent bookstores with retaining their spaces and strengthening their businesses. San Francisco is home to approximately 57 independent and unique bookstores. Independent bookstores strengthen the City's local economy and also serve as important community spaces where curiosity is encouraged, individual thought is cultivated, and ideas are exchanged.

The Office of Economic and Workforce Development (OEWD) with technical assistance partners Working Solutions and the San Francisco Small Business Development Center (SBDC) launched the Bookstore SF Program. The program provides grants to bookstores to help them implement strategies and action items prioritized in an executed Individual Development Plan (IDP) developed with business advisors.

OEWD is pleased to support 11 bookstores that responded to our survey and assessment requests as the first beneficiaries of the program.

Bookstore	Neighborhood
1. Adobe Books & Arts Cooperative	Mission
2. Alley Cat Books and Gallery	Mission
3. Bolerium Books	Mission
4. Comix Experience	NoPa Divisadero
5. Dog Eared Books	Castro
6. Dog Eared Books	Mission
7. East Wind Books & Arts	Chinatown
8. Green Apple Books	Richmond
9. Just a Touch Christian Bookstore	Bayview
10.Mission: Comics & Art	Mission
11.Stevens Books SF	Excelsior
Total Amount of Grants Awarded	\$103,000

## PARTNERS AND ROLES

Partner	Role
OEWD	Lead the administration of the city-wide program
Small Business Development Center	Provide technical assistance and business assessments to small business owners
Working Solutions	Provide real estate services and lease negotiations

## ACTIVITIES

SBDC's industry experts provide free professional business advising in marketing, finance, accessing capital, and more. SBDC business advisors met one-on-one with the managers and owners of the participating bookstores, surveyed onsite operations, reviewed financial information, and gathered data on marketing, sales design and merchandising to provide recommendations in marketing and financial management.

Micro-lender and community partner, Working Solutions provides real estate assistance and connects business owners to incentive programs that promote growth and retention in San Francisco. Working Solutions provided each bookstore owner with real estate services including lease review and lease negotiation advice.

## FACTS

<b>Data For 11 Participating Bookstores</b>	
<b>Collective Sales in 2017</b>	\$9,820,223
<b>Collective Number of Jobs Created</b>	100 jobs
<b>Avg. number of years in business</b>	21 years
<b>Oldest (Participating) Bookstore</b>	Green Apple est. 1967 (51 years)
<b>Collective Free Community Events monthly</b>	42
<b>Average Yelp Rating</b>	4.5 Stars

## NEXT STEPS

Bookstore grantees will receive a grant award and ongoing free business advising from SBDC with special focus in investment areas to strengthen business operations and increase sales. Working Solutions will continue supporting the businesses by providing real estate services and assistance with negotiating long-term leases. The business technical assistance provided by OEWD's partners will be invaluable for small-business owners operating in San Francisco's dynamic business environment.



***“AWESOME: only carries good and original books. I picked up a 1973 edition of Leaves of Grass by W. Whitman for \$8. There's really no reason to read anything but what they carry.” -Yelp Reviewer, Tim S.***

## PROFILE

Adobe Books was founded in 1989 as a funky shop and cultural hangout by Andrew McKinley. The bookstore was re-established in 2013 with \$60,000 crowdfunded through an Indiegogo campaign. Presently, Adobe Books & Arts Cooperative is a Volunteer Worker-Owned Cooperative.

Adobe sells books in English and Spanish, children's books, sci-fi, and art books. Patrons can enjoy local art featured in the art gallery and regularly scheduled live music and literary events.

### ADOBE BOOKS & ARTS COOPERATIVE

3130 24<sup>th</sup> St.

San Francisco, CA 94110

415-864-3936

[www.adobebooks.com](http://www.adobebooks.com)

Hours: Mon-Fri 12PM-8PM

Sat-Sun 11AM-8PM



## PROFILE

Alley Cat Books opened on 24th Street in the heart of the Mission in 2011 and has since supplied a book-hungry neighborhood with new, used books in English and Spanish.

Since 2014, the store has offered Artist Residencies. The program offers writers a space to work in the heart of a literary community. They host events almost daily, including book and poetry readings, workshops and art openings, as well as film screenings, dances, and other community partnership events.

***“An absolute gem of a bookstore! They have a good selection of fiction/ classics/ used books, as well as new releases. Very affordable prices, and feels good supporting an independent bookstore. Love the mini art gallery in the back as well - nice spacious area where you can sit and relax. There's even an old piano I tried playing on with my rusty fingers!”***

**-Yelp Reviewer, Iris H.**

### ALLEY CAT BOOKS AND GALLERY

3036 24<sup>th</sup> St.

San Francisco, CA 94110

415-824-1761

[www.alleycatbookshop.com](http://www.alleycatbookshop.com)

Hours: Mon-Sat

10AM-9PM

Sun 10AM-8PM





***“Fighting commodity fetishism with commodity fetishism since 1981.”***

**-Bolerium Books**

## PROFILE

Established in 1981, Bolerium specializes in books and ephemeral materials related to the history of Labor and other social movements, including the struggles for Black and Chicano equality, the Gay liberation movement, Feminism, and Asian-American activism, as well as the Far Right.

In recent years, Bolerium expanded into materials in non-western languages and has placed more emphasis on ephemera, with tens of thousands of original leaflets, pamphlets, and posters in stock.

### BOLERIUM BOOKS

2141 Mission St. #300  
San Francisco, CA 94110

(415) 863-6353

[www.bolerium.com](http://www.bolerium.com)

Hours: Mon-Fri 10AM-6PM  
Sat 12PM-6PM



***“Comix Experience's way of sharing our decades of experience and expertise in comics with San Francisco and beyond, we ship in the USA and international.”***

**-Comix Experience**

## PROFILE

Comix Experience is a retailer of comic books and graphic novels since April Fool's Day 1989. It is San Francisco's oldest comic book store in the same location and with the same ownership.

Comix Experience's talented staff uses their passion and experience to choose the best brand new graphic novels for the members of their two exclusive clubs: Graphic Novel Club for Adults and Kids' Graphic Novel Club for middle readers. The store hosts monthly live-streamed book club meetings and social events featuring the writer and/or artist of that month's selection.

### COMIX EXPERIENCE

305 Divisadero St.  
San Francisco, CA 94117

(415) 863-9258

[www.comixexperience.com](http://www.comixexperience.com)

Hours: Daily 10AM-8PM





## PROFILE

Since 1992, Dog Eared Books on Valencia has been providing San Francisco everything from Beat, off-beat, small press and local literature as well as children's books, art and history.

Dog Eared Books Castro is the newest location of Dog Eared Books and serves as a general interest store and offers a LGBT book section.

***“I love the vibes here and seemingly never leave the shop empty handed. They have an incredible selection of used books and popular books that have been marked down. I also love the fact that they have a section of local authors. Definitely a good place to hang out and kill sometime while in the city. Or just find your next favorite book!” -Yelp Reviewer, Amanda M.***

### DOG EARED BOOKS VALENCIA & CASTRO

900 Valencia St.  
San Francisco, CA 94110  
415-282-1901

489 Castro St.  
San Francisco, CA 94114

415-658-7920

[www.dogearedbooks.com](http://www.dogearedbooks.com)

Hours: Daily 10AM-10PM



# EASTWIND 東風

BOOKS & ARTS



***"This is a great place. If you need anything related to Chinese books, literature or media, come here."***

**-Yelp Reviewer, Wei Lin M.**

## PROFILE

Eastwind Books & Arts, Inc., founded in 1978, is the largest Chinese Bookstore in California. Eastwind specializes in books from Mainland China, Hong Kong, and Taiwan.

Eastwind books and DVDs cover many topics, including Food & Cooking, Acupuncture, Health & Medicine, Science & Nature, Chinese History, Philosophy, Modern & Classic Literature, Arts, Business & Finance, Politics, and Society. Eastwind also offers art supplies for calligraphy, including a variety of brushes and ink.

## EASTWIND BOOKS & ARTS

1435 Stockton St.

San Francisco, CA 94133

415-772-5888

Hours:

Mon-Sat 10AM-6PM

Sun 11AM-6PM



***“Bookstores are more than just retailers. The passionate book-lovers and thousands of books help open worlds, create connections, allow discovery, start conversations, and act as a 'third place' for members of our community”***

**- Pete Mulvihill, co-owner of Green Apple Books**

## PROFILE

Richard Savoy founded Green Apple Books in 1967 with his deep love of the written word, some savings, and a credit union loan. The bookstore inhabits 8,000 square feet across 3 locations. The bookstore has a great selection of new and used books. Savoy sold the store to three long-time employees in 2000.

The current owners Kevin Hunsanger, Kevin Ryan, and Pete Mulvihill continue to adapt to the ever-changing book landscape.

### GREEN APPLE BOOKS

506 Clement St.

San Francisco, CA 94118

(415) 387-2272

[www.greenapplebooks.com](http://www.greenapplebooks.com)

Hours: Daily 10AM-10:30PM





## PROFILE

Established in 2013, Just a Touch Christian Bookstore is a one-stop-shop for customers interested in Christian growth. It is also the only African-American owned bookstore in San Francisco.

The store offers low prices on a fine selection of bibles, church supplies, cards, Christian related books, and Christian-theme merchandise. Just a Touch Christian Bookstore also hosts community meetings, bible study classes, and will soon launch a mentorship program.

***“Our vision was to have a Christian bookstore in the area to give our community something we did not have here. People don’t have to go too far to find a bible store. We provide resources and material to not only the church circuit, but also to those who can’t afford it. We also love reading different types of bibles and bridging a connection with various communities through sharing God’s work because we are all brothers and sister in Christ.” -Arnella and Artiese Williams, owners of Just a Touch Christian Bookstore***

**JUST A TOUCH  
CHRISTIAN  
BOOKSTORE**

5112 3rd St.

San Francisco, CA 94124

415-822-3686

Hours: Tue- Sat

10AM- 6:30PM



## PROFILE

Established in 2009 by Leef Smith, Mission: Comics & Art combines a comic book shop with an art gallery in a fresh, exciting way. Mission: Comics & Art also facilitates professional comic grading through Certified Guaranty Company (CGC), the first independent, impartial, third-party comic book grading service.

Mission: Comics & Art draws upon the unique strengths of the Mission District, its diversity, and eclectic and energetic art community.

***“Bookstores are vital for being able to explore, browse and discover new experiences and new perspectives. As San Francisco and American culture is under threat of becoming more deeply homogenized, it's even more important San Francisco residents have access to bookstores. Sadly enough out of sight can quickly lead to being out of mind, having bookstores present and visible in our neighborhoods opens minds and possibilities.” -Leef Smith, owner of Mission: Comics & Art***

### MISSION: COMICS & ART

2250 Mission St.

San Francisco, CA 94110

415-695-1545

[www.missioncomicsandart.com](http://www.missioncomicsandart.com)

Hours: Mon-Tues 12PM-8PM

Wed 11AM-8PM

Thu-Sat 12PM-8PM

Sun 12PM-6PM





***“Love this local bookstore! The owners are making it a community treasure.”***

**-Yelp Reviewer, Luna F.**

## PROFILE

Established in 2016, Stevens Books is the only bookstore in the Excelsior District. Stevens supports the surrounding Excelsior and Mission Terrace communities as a hub for book clubs, children’s story time, and offers reasonably priced books.

The bookstore carries a wide variety of new and used fiction, history, art, travel, business, children's, Christian, sci-fi, LPs, DVDs, CDs, comics, magazines, manga, graphic novels, and audiobooks.

### STEVENS BOOKS SF

49 Ocean Ave.

San Francisco, CA 94112

[www.stevensbooks.com](http://www.stevensbooks.com)

Hours:

Mon, Tue, Thur, Sat

11AM-7PM

Wed, Fri 11AM-6PM

Sun 3PM-7PM

## Questions?

Contact the Office of Economic  
and Workforce Development  
Communications team.

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City Hall, Room 448,  
San Francisco, CA 94102  
Phone 415-554-6969