

MUST



BOOKS

Bringing Bookclubs to Local Breweries and Wine Shops

THE Challenge:



Create fun and engaging programs that would interest patrons in their 20's and 30's...that they would actually attend.

WHAT WE DID

Visited local businesses in the city.
Brainstormed ideas outside of the library.
Looked at what books were popular and would drive conversations.
Created visually appealing marketing, and advertise via social networks.
Provided free samples of wine/beer.

WHAT WORKED

Support from staff: worked to develop a new process for book club circulation.

Communication with businesses: Tradition Brewing Company (Books & Beers) was quick to advertise our program in their e-newsletter.

Total Wine & More was able to accommodate our group using their classroom (Also see: What Didn't).

Support from patrons: actively showed interest and excited to see something new.

WHAT DIDN'T WORK

Starting a bookclub during the holiday period: Books & Beers had a bit of a slow start.

Communication with businesses:
As a corporation, Total Wine & More had more hoops to jump through. Policy changes eventually forced a change in venue.

No reserved spots: Sometimes we had to adapt our meeting spots due to other parties or activities at the brewery.

Where We're Going

Increasing feedback from patrons to determine future book selections.

Finding a new venue for our Between the Wines group.

Increase partnership with Tradition Brewing Company beyond bookclubs (e.g. bingo nights, home brewing, beer pairings).

Create a Mocktail book club to be held at the branch.

Exploring bringing a book club to the local bourbon distillery.

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