BOOKSHOP SANTA CRUZ

November 6, 1966

Bookshop Santa Cruz is founded. The store made jus under \$100 in sales on its first day. Located at its current location. 1520 Pacific Avenue.

1975: Neal and Candy create Bookworks in Aptos. Candy runs Bookworks for six years before selling it.



November 4, 1989: Neal and Candy host a street party and used book sale in front of their house on King Street to raise money to move into the new pavilion tents that house businesses after the earthquake. Thousands of people attend to support Bookshop.

November 1, 1973

Neal and Candy Coonerty purchase Bookshop Santa Cruz from Ron and Sharon Lau. Neal and Candy are introduced as the new owners at the author event for Farewell to Manzanar by James D. Houston and Jeanne Wakatsuki Houston.



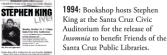
October 17, 1989:

The Loma Prieta earthquake destroys Bookshop. Days later, the city gives Bookshop 48 hours to remove all books from the crumbling store. 400 volunteers help pull books out of the rubble.



November, 1990:

Neal is elected to the Santa Cruz City Council to help rebuild Downtown Santa Cruz.



October, 1996:

Bookshop, the MAH and the Nickelodeon Theatre organize "Beat Week"—a weeklong celebration of Beat culture.

1995: Bookshop establishes its Readers' Club Program-a loyalty program with now over 43,000 members-as well as its newsletter, Readers.



1969: Bookshop Santa Cruz moves across the street to 1547 Pacific Avenue.

> 1974: The courtyard behind Bookshop is built including the first European-style café in Santa Cruz, Café Pergolesi.



1977: Neal and Candy purchase Bookworks in Pacific Grove, Bookshop only owns Bookworks for one year because of the rising costs due to inflation.



1981: Bookshop sponsors a multi-year poetry series featuring internationally known poets including Robert Hass





November 24, 1989: Booktent Santa Cruz opens in their new tent. 1993: Bookshop sells Rush Limbaugh's book for the price of baloney with remaining proceeds benefiting the National Organization for Women and the Santa Cruz AIDS Project.

November 13-16, 1992: Community moving party helps Bookshop Santa Cruz move across the street to its current location. Isabel Allende is the first author event in the new store for the release of her book, Paula.



1995: Bookshop gives away a free custommade barf bag with every copy of Newt Gingrich's book.

July 22, 1999:

Candy Coonerty

passes away from

complications

from a stroke.

1995: Crown Books opens across the street from Bookshop Santa Cruz, starting the first conversation about chains vs. independent bookstores in the community.

50 YEARS OF HISTORY

November, 2000:

www.bookshopsantacruz.com launches online.



2000:

Borders Bookstore opens on Pacific Avenue. They would remain in business for 11 years.

2003:

Bookshop launches its first short story contest which still continues to this day.



2005: Bookshop produces and sells a "Bush Countdown Clock" which counts down the days, hours, minutes and seconds until President George W. Bush leaves office. Bookshop eventually sells over 60,000 clocks.

November, 2011: Bookshop starts selling e-books through its website.

2008: Bookshop signs on as a charter member of Think Local First Santa Cruz County.



November, 2012:

Bookshop establishes the Holiday Book Drive benefiting libraries at local public schools. Over \$30,000 in books have been raised since its founding.

December, 2012:

With the Rich family. celebrate the life of



October 28, 2014: Bookshop Santa Cruz hosts Neil Patrick Harris at the Civic Auditorium with a sold out crowd of over

Bookshop organizes a memorial reading to poet Adrienne Rich.



June 2014:

Rvan Coonerty is elected Santa Cruz County Supervisor, taking over the office from his dad.

2,000 customers.



November 4-6, 2016:

Bookshop Santa Cruz

celebrates its 50th

SANTA CRUZ



April, 2006:

Casey, Neal and July. 2000: Candy's daughter, takes over Bookshop Neal is elected as Santa Cruz, as Neal is President of the elected to the County Board of Supervisors.

American Bookseller's Association, representing over 3,500 independent bookstores across the U.S. until 2002. Neal serves on the Board of the ABA for many years.

July, 2007: Bookshop hosts a midnight release party for the final book in the Harry Potter series, resulting in the most amount of books sold on a single day in

Bookshop's history.

May, 2010: Bookshop establishes the Young Writers Contest, leading to publication for nine students every year.

May. 2014:

For the first time in our history, Bookshop closes for a ticketed author event in the store, hosting humorist David Sedaris.



Bookshop throws its first ever street festival to celebrate the release of Harry Potter & the Cursed Child, Parts I & II. Over 1,300 people attend.

January, 2003:

Bookshop hosts its first ever wedding—joining two employees, Rebecca and Jeff. Two other weddings inside Bookshop would follow.



July, 2012: Bookshop launches the Espresso Book Machine—a machine that instantly printed over 8 million titles and allowed Bookshop to start offering publishing services. Although the machine didn't last, our successful publishing service department has helped with the efforts of over 350 books.