

BOOKSHOP SANTA CRUZ

50 YEARS OF HISTORY

November 6, 1966

Bookshop Santa Cruz is founded. The store made just 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 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.



1994: Bookshop launches its photography contest which runs for 20 years.

November, 1990: Neal is elected to the Santa Cruz City Council to help rebuild Downtown Santa Cruz.



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.



July 22, 1999: Candy Coonerty passes away from complications from a stroke.



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

1994: Bookshop hosts Stephen King at the Santa Cruz Civic Auditorium for the release of *Insomnia* to benefit Friends of the Santa Cruz Public Libraries.



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*.

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.



July, 2000: Neal is elected as President of the 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.



January, 2003: Bookshop hosts its first ever wedding—joining two employees, Rebecca and Jeff. Two other weddings inside Bookshop would follow.



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.



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



April, 2006: Casey, Neal and Candy's daughter, takes over Bookshop Santa Cruz, as Neal is elected to the County Board of Supervisors.

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

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.



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.

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.



October 28, 2014: Bookshop Santa Cruz hosts Neil Patrick Harris at the Civic Auditorium with a sold out crowd of over 2,000 customers.

December, 2012: With the Rich family, Bookshop organizes a memorial reading to celebrate the life of poet Adrienne Rich.



June 2014: Ryan Coonerty is elected Santa Cruz County Supervisor, taking over the office from his dad.

November 4-6, 2016: Bookshop Santa Cruz celebrates its 50th anniversary.



July 31, 2016: 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.



May, 2014: For the first time in our history, Bookshop closes for a ticketed author event in the store, hosting humorist David Sedaris.

1966



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.



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

2016