

THIRD PLACE BOOKS

Third Place Books is the deliberate and intentional creation of a community around books and the ideas inside them. Founded in 1998 in Lake Forest Park, we opened a store in the Ravenna neighborhood of Seattle in 2002, and another in the Seward Park neighborhood in 2016. Third Place Books is a general interest bookstore with over 200,000 new, used, and bargain books in Lake Forest Park and over 40,000 books in Ravenna.

Why Third Place?

Sociologist Ray Oldenberg suggests that each of us needs three places: first is the home; second is the workplace or school; and beyond lies the place where people from all walks of life interact, experiencing and celebrating their commonality as well as their diversity. It is a third place. In his celebrated book, *The Great Good Place*, Oldenberg discusses how the cafes, pubs, town squares, and other gathering places make a community stronger and bring people together.

THE PRODUCT

Bookstore, community space which houses gathering spaces and local retail/food/farmer's market

ESTABLISHED REPUTATION

Third Place Books is a neighborhood-based, general interest bookstore that encourages community, is welcoming and has restaurant clusters where Seattle singles, couples, and families of diverse backgrounds can gather to enjoy books, food, drinks and conversation.

PERSONALITY

Globally conscious / locally active, Inclusive / safe, Honest / Trustworthy
Friendly / Inviting / Unpretentious, Knowledgeable

THE AUDIENCE

Readers of all ages who cherish printed material and want to support a local business that practices their values. The audience is intelligent, financially savvy and environmentally conscious. Third Place patrons are people who prefer lingering to rushing, independent to corporate, and quality to cheapness.

WHAT PEOPLE MIGHT ALREADY THINK:

Third Place Books is the deliberate and intentional creation of a community around books the ideas inside them: a fun, comfortable and safe place to browse, linger, relax, read, eat, laugh, play, talk, listen, and just watch the world go by.

WHAT WE WANT THE AUDIENCE TO DO:

Have a third place to spend time with community, support local writers, artists, farmers, businesses, help build a sense of community

KEY ATTRIBUTES UNIQUE FROM COMPETITORS:

Built intentionally to create a third place for building local communities/neighborhoods

POSITIONING:

Third Place Books is a Seattle neighborhood-based social business that strengthens the local community and economy by creating thriving gathering and retail spaces that bring together residents of diverse backgrounds around literature and learning.

Third Place hosts a multitude of public events, including author readings/events, book clubs, conversational language classes, art creation, game nights, live music, story time, exercise classes, a summer reading program, and a kids' day camp.

THE MESSAGE:

A community built around books and the ideas inside them.

STATEMENTS TO CUT THROUGH ALL THE CLUTTER:

A place where you feel calm, smart and as if life stops for the sake of reading enjoyment.

OTHER MAJOR POINTS:

We work closely with a community-led nonprofit to plan over 1000 events per year (including over 800 free events) and manage the use of our common spaces.

We maintain a family-friendly environment, providing a children's play area and programming for all ages.

We are accessible to people of all physical abilities.

We collaborate with local stakeholders to find shared purpose and improve quality of life for local residents.

We work with local independent food purveyors who share our values of quality and authenticity.

We employ passionate and knowledgeable staff who read and review books, and share their recommendations with customers.

We promote the Lake Forest Park farmers market and sponsor its food assistance ("market bucks") program.

We reduce waste and recycle at all locations.

We promote independent publishing through our Third Place Press.

WHY SHOULD CONSUMERS CARE

Thriving neighborhoods & local economies

Local ownership & participation

Literacy & learning

Experiencing and celebrating commonality and diversity

Environmental stewardship (re-purposing vs new construction)

Quality of life

Unmediated social interaction