



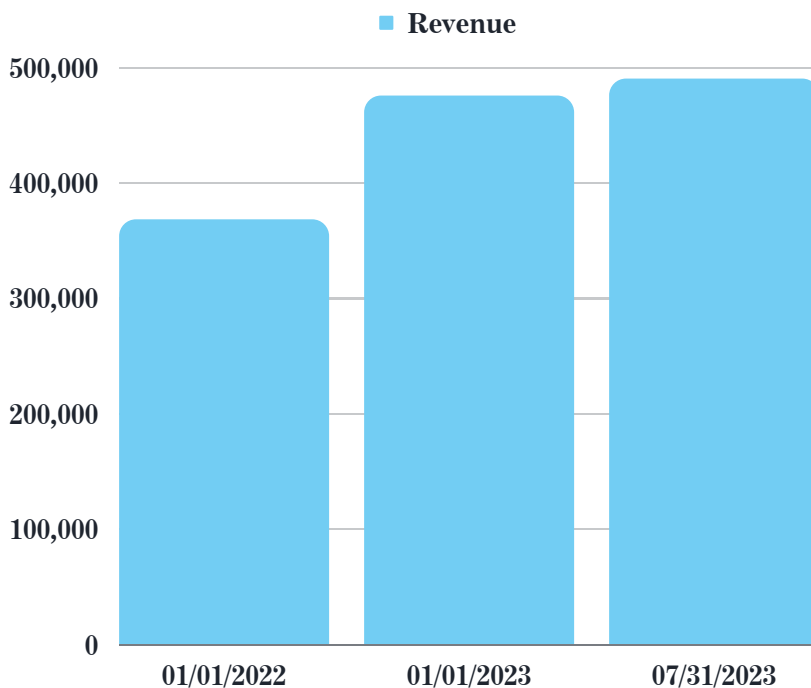
Southern Independent Booksellers Alliance

2023 Town Hall Update

Financial Update



30% Revenue Increase



SIBA entered 2023 in excellent financial shape, having benefited from robust publisher support of our 2022 summer and holiday catalogs, healthy advertising revenue for SIBA's bookseller and consumer promotions, positive revenue from last year's NVNR virtual show, and overall frugal spending.

Looking ahead, costs associated with NVNR (subsidizing bookseller expenses, BIG increases in hotel costs and services) and other in-person gatherings, and Governance (Board travel) will likely slow the increase in revenue. SIBA continues to explore other forms of revenue, and sponsorships of bookseller education and travel.

Total Assets:

01/01/22: \$368,058.10

01/01/23: \$475,293.54


Current: \$490,000

Since 2020, SIBA's assets have increased by 389%.



Southern Independent Booksellers Alliance

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Membership Update  16% Membership Growth

Membership Stats

- 182 Active Members
- 25 New Members from 9 States in 2023
- 22 Stores Identified as Potential Members
- 10 Current Members Self-Identify as Black-owned

RAMP Summer Catalog

76 Stores Participated
19% Growth from 2022

RAMP Holiday Catalog

77 Stores Participated
26% Growth from 2022

Virtual Meetings

- **DEI Challenge:** 38 booksellers & industry partners
- **Publicity Speed Dating:** 20 booksellers from 10 stores
- **NVNR Owners Retreats:** 25 booksellers (January); 16 booksellers (Spring)
- **A Conversation on Supporting Trans/Nonbinary Staff & Community:** 113 registered, national audience included industry partners, other regional booksellers, and 25 SIBA bookstores

In Person Meetings

- **March Madness:** 100 booksellers from 70 stores
- **NVNR:** 95 booksellers from 55 stores
- **SIBA Indie Press Social (9/20):** Capped at 50 booksellers



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Membership Initiatives in 2023

"Bookstore Doctor" Program

Beta-testing a program, which is like an annual doctor's checkup, in which a bookseller pro reviews a store's financials, provides breakeven and operational analyses, and suggests areas to concentrate in to achieve more success. We've tested this on two stores and will expand beta testing in the fall. The goal is to offer this service to all members with SIBA subsidizing half the cost.

Updated Membership Package

Updated our membership package to new and existing members: Membership Benefits one-sheet, Door Decal to promote membership to customers, Example of Read This Next downloadable flyer, and Hey Y'All buttons.

New Columns in Newsletter

Two new monthly and bi-monthly columns in weekly newsletter: Membership Updates and "Ask Me Anything," both from Membership Coordinator Candice Huber.

PEN NC Piedmont Hackathon

SIBA co-sponsored with PEN America and Scuppernon Editions (and two SIBA staff attended) the PEN NC Piedmont Hackathon in June. The Hackathon's focus included attacks on voting rights, the LGBTQ community, education, book banning, and free expression. SIBA is exploring the format of a Hackathon for possible inclusion in future programming.

Heads Up Emails Formalized

Heads Up emails formalized to alert members to important programming and deadlines.

Adding a "Social Element" to NVNR

Addition of a "social element" to NVNR - fostering engagement with "Caper Cards" and Vendor Room Bingo.

Statement on Book Bans

In March, SIBA and the Board issued a "Statement on Book Bans" which is available on our website.

Scholarship to International BookFair

SIBA co-sponsored with Histria Press a Booksellers Across Borders scholarship to attend an international bookfair. This year's scholarship recipient, Cheryl Lee, owner of 44th & 3rd Bookseller, Atlanta, GA will be attending the Frankfurt Bookfair in October of this year.

Anti-Racist Bookseller Column

Anti-Racist Bookseller column in weekly newsletter by editor Nicki Leone.

Professional Bookseller School Reimbursement

Reimbursement of up to ten SIBA booksellers for Professional Bookseller School classes.





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Current Projects

- Updating our Shared Bookseller Resources on Sibaweb.com
- Connecting booksellers with each other and resources, especially digital resources
- Researching mentorship programs and resources for communities experiencing violence, book banning, and anti-LGBTQ+ activities
- Formalizing the process of how stores report they are closing, and their continued relationship with SIBA in a different form of membership, so that we have better data in this area and can offer more support.

Rising Bookstore Challenges

- Staff shortages, which impacted attendance at NVNR
- Book banning is affecting orders for school book fairs and author visits
- Serious financial struggles, which may be a nationally underreported issue

SIBA on Social Media



SIBA: 2051 | 11% Growth
SBR: 1001 | 26% Growth



SIBA: 4620 | 3% Growth
SBR: 15,000 Followers



Platform in decline,
though we still post.

Southern Bookseller Review



Newsletter subscribers
increased 8% in 2023



Highlights bookstore
reviews of banned books,
"Decide for Yourself"



150th issue published in
June | 100th "Book Buzz"
published this week