

2023

# **BUCKEYE AUTHORS BOOK FAIR COMMITTEE, INC. ANNUAL REPORT**



# INTRODUCTION

In 2023, the Buckeye Authors' Book Fair Committee, Inc. (Buckeye Book Fair) continued its legacy of celebrating Ohio's literary talent while promoting reading and community engagement across the state. This year, we met our *six programming goals* through strategic initiatives, robust community partnerships, and feedback-driven improvements. Here's a detailed narrative of our achievements, activities, and the impact we made throughout the year.



**No. 01 – Include Authors with Notable Achievements**



**No. 02 – Encourage Reading Across All Ages**



**No. 03 – Recruit Volunteers from Various Generations**



**No. 04 – Build an Audience + Network for Ohio Authors**



**No. 05 – Inform and Inspire Ohio Heritage + Pride**



**No. 06 – Extending Engagement Beyond the Festival**



## No. 01 — Include Authors with Notable Achievements

This year, the Buckeye Book Fair proudly featured 112 Ohio authors and illustrators, showcasing a diverse array of voices and stories.

Just a few of the 2023 Authors with notable achievements included:

- Mark Dawidziak who won the Agatha Award for *The Unveiling of Poe: Exploring the Mystery Behind Edgar Allen Poe's Demise*.
- Amanda Flower and Linda Castillo who both received Mary Higgins Clark and Agatha Awards.
- Marcy Campbell who was honored with an Ohioana Award for "The More You Give."
- Kelcey Ervick who highlighted the impact of Title IX in "The Keeper: Me and the Law That Changed Women's Lives."

These accolades underscore our commitment to promoting the highest quality of Ohio's literary talent.

### Promoting Literacy ~ Helping Ohio Authors

#### Ohio's Foremost Literary Showcase

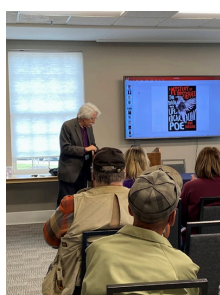
<b>351</b>	<b>3436</b>	<b>52</b>	<b>100%</b>
<b>Book Titles</b>	<b>Books</b>	<b>Volunteers</b>	<b>Devotion</b>

# 112

Authors & Illustrators

# 1200

Buckeye Book Fair Guests







## No. 02 — Encourage Reading Across All Ages



Student Lit Day for High School Students and Young Authors Conference for Elementary and Middle School students saw vibrant participation in 2023.

Seventeen schools participated in Buckeye Book Fair events. They were: Ashland City School District, Wooster City School District, Triway Jr High, Triway High School, Wooster Township Elementary, Shreve Elementary, West Holmes Middle School, Holmesville Elementary, Fredericksburg Elementary, Mount Eaton Elementary, John R. Lea School, Apple Creek Elementary School and Cloverleaf Local School District.



The Buckeye Book Crawl was an extraordinary journey that catered to every literary taste. Our diverse lineup included a captivating sports panel, a rendezvous with romance novelists, a dive into the world of graphic comics, and something special for history buffs. As participants explored the vibrant streets of downtown Wooster, they discovered signature drinks and unlocked hidden gems using exclusive passwords. This unique experience merged literature, culture, and excitement, making the Buckeye Book Crawl an event to remember. Highlights included book signings with authors like Mindy McGinnis, Annie Hunter Eriksen, and Anastasia Hastings, as well as engaging panels and thrilling activities. It was an unforgettable celebration of books, stories, and community!







### No. 03 – Recruit Volunteers from Various Generations



We were thrilled to welcome 28 new volunteers from various generations who joined our efforts. These dedicated individuals seamlessly integrated into our team, taking on essential roles such as book sorting, inventory management, payment center cashiers, set-up and tear-down, as well as shipping and receiving. Their contributions were invaluable, ensuring that our operations ran smoothly and efficiently. We were grateful for their enthusiasm and commitment to supporting our mission.



## No. 04 — Build an Audience + Network for Ohio Authors

Participants expressed deep appreciation for the event. One volunteer remarked, "I love to help people, so that was very rewarding for me. Also, being around all those amazing books and meeting a few authors was so wonderful." An author highlighted the diversity and unity of the event, saying, "Buckeye Book Fair is a beautiful microcosm of the book-loving world."



Authors praised the Buckeye Book Fair for the opportunities it provided to connect with readers and fellow writers. Every year, they commented that the Buckeye Book Fair was the "Family Reunion of the Literary World." Michelle Houts enjoyed having her book featured on the catalog cover and seeing repeat shoppers each year. Authors valued the connections made, with one noting, "The Group Photo, connecting with authors, new readers purchasing my books, and simply being invited to the fair!"

## BEST-SELLERS

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Will Hillenbrand - The Voice in the Hollow

Alex Erickson - Death by Peppermint Cappuccino

Jeff Craig - Hidden Ohio Map & Guide, 4th Edition

Conrade C. Hinds - Made in Ohio: A History of Buckeye Invention & Ingenuity

Amanda Flower - Blueberry Blunder





## No. 05 – Inform and Inspire Ohio Heritage + Pride

The Buckeye Book Fair not only celebrated literature but also played a crucial role in informing and inspiring Ohio heritage and pride. Our events facilitated meaningful collaborations with esteemed organizations such as the Ohio Genealogical Society and Ohioana Book Library, enriching the festival with presentations that delved into the heart of Ohio's history and culture. Notable presentations included Connie Bernstein Dow's "Tap and Rap, Move and Groove," which highlighted the joy of movement, and Governor Richard F. Celeste's "In the Heart of Ohio," which provided profound insights into Ohio's rich heritage.

Engaging workshops like "Young Voice, Bold Choices" for young adult authors were particularly impactful, fostering creativity and laughter among participants. David Goodrich's "On Freedom Road" captivated attendees as he shared his remarkable journey on the Underground Railroad by bicycle, offering a unique perspective on this significant historical pathway. Additionally, Timothy G. Anderson's "Settling Ohio, First Peoples and Beyond" was a top-selling book, reflecting the keen interest in Ohio's early history.

Our events attracted over 1,200 attendees, with the book crawl and author talks generating substantial interest. Presentations by authors like Mindy McGinnis and Annie Hunter Eriksen, along with a sports panel discussion, were particularly well-received, drawing diverse audiences and fostering a deeper appreciation for Ohio's literary and cultural heritage. Through these enriching experiences, the Buckeye Book Fair succeeded in inspiring pride and a profound connection to Ohio's history and community.

**BOOK BITS:2023 PRESENTERS**

On Saturday, November 4th, at 9:30 AM, the Buckeye Book Fair will commence its celebration of authors! This schedule offers a mere glimpse of the exceptional authors, illustrators, and presenters attending our event. Don't miss this day of literary festivities, we're presenting 12 captivating sessions at Greystone Event Center in Wooster, Ohio that book enthusiasts will cherish. Join us for a day of profound exploration and inspiration. This catalog offers a comprehensive list of authors attending the Buckeye Book Fair.

**Book Bits: Presentation Schedule**

9-10 Creative Movement with Connie Bernstein Dow  
10-10 Coffee & Conversation with Thao Thai  
11:00 Footprints in Time: Hiking, Preservation, & Mythical Landscapes Panel with Jeff Alt, Mary Kay Carson, Diana Rhym, and Jake Roth  
11:30 In the Heart of Ohio: A Journey with Governor Richard F. Celeste  
12:00 Kicking off the Conversation: Sports Panel with Marc Bona, Scott Barren, Kelley Erick, David Lee Morgan, Jr., and Sam Smathers  
12:30 Drawing Life: Kelley Erick's Journey in Graphic Memoirs with 'Keeper' James Stawer, and Brianna Willard  
1:00 Artistic Showdown: Jerry Douc vs. Merrill Rainey Draw Along  
1:30 On Freedom Road: David Goodrich's Journey on the Underground Railroad by Bicycle  
2:00 The Unveiling of Poe: Exploring the Mystery Behind Edgar Allan Poe's Demise  
2:30 Writers Unveiled: A Journey into the Craft of Storytelling with Kristy Boyce, Ashley Aya Ferguson, Jonathan Knight, Julie Ann Lindsey, James Stawer, and Brianna Willard  
3:00 Whodunnit & Why: Mystery with Master Storytellers Linda Castillo, Shelley Costa, Amanda Flower, Anastasia Hastings, Anna Lee Huber, Kathryn Long, and Abby Vandewer  
3:30 Young Voices, Bold Choices: YA Authors Unleash Their Sass  
4:00 Final opportunity to make your purchase!

The Board of Directors of Buckeye Book Fair Committee, Inc. thank you for supporting The Buckeye Book Fair. The information in this brochure is accurate as of September 18, 2023, and is subject to change. The Buckeye Book Fair is a community-driven initiative headquartered in Wooster, Ohio, with Kindred Spirits serving as the Executive Director. It is a 501(c)(3) nonprofit organization, operating this public event and accepting no payment for marketing or advertising. All rights are reserved. By attending events and downloading a wide array of books, the Buckeye Book Fair creates a vibrant literary platform that benefits both the community and State of Ohio.







## No. 06 – Extending Engagement Beyond the Festival

Beyond the annual book festival, the Buckeye Book Fair is dedicated to promoting literacy and fostering a love for reading throughout the year. We host a variety of literary programs, including the Student Lit Day for high schoolers, the Young Authors Conference for 3rd through 8th graders, and the Buckeye Book Camp for young writers and illustrators over the summer. Additionally, we offer discounted books for teachers and librarians, and organize events such as the Buckeye Book Crawl and literacy awards. Through these initiatives, we aim to support both emerging and established authors while enriching the literary community in Ohio.

### 2023



- Author Katie Mazieka gave talks at elementary schools and produced a video for World Read Aloud Day.



- The Buckeye Book Bits Newsletter received a much-needed update, now released monthly 20 2400 readers has a goal of reaching 3,000 readers by the end of 2024.



- The live performance art of the Dear Vaccine book of poetry through Kent State Press and Ohio Arts Council performed in collaboration with Wayne Center for the Arts.

# EXPANDING SERVICES BASED ON FEEDBACK

Feedback from attendees, volunteers, and authors was instrumental in shaping our initiatives:

- Attendees suggested improved signage and clearer entry points, which we will implement in future events.
- We received overwhelmingly positive feedback, with participants enjoying meeting authors, discovering new books, and attending talks.

In response, we are introducing a Buckeye Book Camp over the summer to expand enthusiasm and writing opportunities leading up to the festival.

## Event Data and Metrics

- Overall Attendance: Approximately 8,500 participants attended events, engaged with outreach programming, and read newsletters.
- Books Sold: 3,436 books were sold, with over 112 authors and illustrators participating.
- Geographical Reach: We attracted attendees from over 26 different cities, including some from out of state.
- New and Returning Participants: About 30% were first-time attendees, and around 50% were regular participants.

## Social Media Engagement:

- Facebook: Reached 43,890 users, with 8,574 visits and 189 new followers, totaling 1,768 followers.
- Instagram: Reached 1,216 users, with 804 visits and 135 new followers, totaling 632 followers.
- Twitter: Gained 131 followers swiftly after we started it.
- YouTube: Despite having only a few 100 subscribers, our engagement statistics were over 23.5K minutes watched
- TikTok: Already has 38 followers, showcasing growth despite being a new platform.

## Sales Figures:

- 2021 \$39,841.72 | 2707 Books Sold
- 2022 \$63,708.98 | 3601 Books Sold
- 2023 \$59,981.12 | 3436 Books Sold

## Community and Partner Engagement

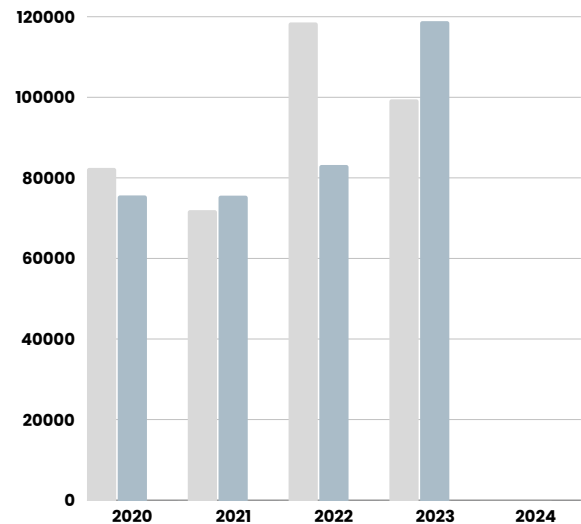
- Sustainability Grant: Supported by The Ohio Arts Council.
- Additional Partners: Ohio Alliance for Arts Education, Tri-County Educational Service Center, Wayne County Public Library.
- Sponsors: Consumers National Bank, Wooster Glass Company, D+S Distribution Inc, Seaman Corporation, Pinnacle Press, Germain Honda of College Hills, Critchfield, and Kiwanis of Wooster.

# PARTNERING WITH BUCKEYE BOOK FAIR

The rising costs in the book industry have posed significant financial challenges for the Buckeye Book Fair. Despite our efforts to balance expenses and income, the increasing prices of materials, production, and logistics have strained our budget. For instance, in 2022, our expenses soared to \$118,586 while our income was \$83,198, creating a substantial gap. Although we saw a positive turn in 2023 with an income of \$118,899 against expenses of \$99,497, the need for increased sponsorship remains critical. To continue providing valuable literary programs and events, we rely on the generous support of sponsors to bridge these financial gaps and ensure the Buckeye Book Fair's sustainability and growth.

## ■ Buckeye Book Fair Income    ■ Buckeye Book Fair Industry Expenses

Join us in championing literacy and community by partnering with the Buckeye Book Fair as a sponsor for the 2024 season. Your support will help us continue our vital programs, nurture emerging authors, and bring enriching literary experiences to Ohio. Together, we can make a lasting impact. Let's create a brighter future for readers and writers alike.



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