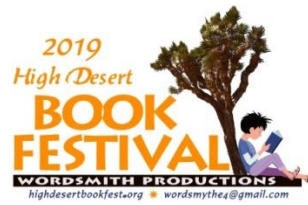


HIGH DESERT BOOK FESTIVAL \* HIGH DESERT BOOK FESTIVAL \* in the MOJAVE HIGH DESERT



*Our mission is to enrich the lives of our communities by advancing access to the arts and educational opportunities, particularly those that focus on literacy.*

April 4, 2019

## **ABOUT BOOK FESTIVALS and our HIGH DESERT BOOK FESTIVAL**

If you have ever been to a county fair with individual booths that are set up for different games, people walking around, talking, eating, and enjoying a beautiful day, that's the vibe at the L.A. Times Festival of Books. But the visitors at this festival are there because they love books—because they love to read and/or to write. The festival was at UCLA for the first fourteen years and is now on the USC campus. The weekend boasts 125,000 people or more in attendance.

The festival has panels by literary agents, and book publishers. There are live music stages, lots of food, and an endless array of new and seasoned authors giving lectures. Look for the book festival supplement in the Sunday L.A. Times the week before the festival.

There is something magical about being around thousands of people who love books as much as you do. This is two days of everything to do with books, book gifts, writers and readers. For me, it is simply the best two days of the year, second only to the Oscars.

When it was time to develop some new programs for our nonprofit, my first thought was a book festival. And I wanted to pattern it after the L.A. Times Festival of Books, which had brought me so much joy for over a decade.

D.S. James, CEO

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**When we had our first festival on October 1, 2016, our name was still: Victor Valley Arts and Education Center**



## **BARNES & NOBLE BOOK FAIR**

We were fortunate in that the City of Victorville and its Parks & Recreation Department were very supportive of us joining its annual Fall Festival as an added – but separate – festival of our own. It's a huge street festival. They gave us a dedicated 10,000 square foot space and it was a very successful event.

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We negotiated with B&N to have a book fair the week leading up to the festival. They do these fairs nationwide, where a portion of the sales on a particular week go to a nonprofit as long as the person enters your code.

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### **DAILY PRESS SUPPLEMENT**

The local Daily Press, which serves all the cities, towns and unincorporated areas of the Mojave High Desert were supportive of doing a special newspaper supplement specifically for our High Desert Book Festival.

The graphic layout person I found – Teri Aitken – did a superb job on the design of the 32-page High Desert Book Festival newspaper supplement we created. I had an incredible co-editor with Jacleen Janzer. One of our volunteers, Mary DeSantis, is an incredibly talented graphic artist. She created our High Desert Book Festival design, posters, the newspaper cover and bookmarks.

The Sunday before the High Desert Book Festival, 18,000 of the supplements were inserted in the Sunday edition of the Daily Press. We had another 1500 overrun, and we distributed almost 1,000 that day of the festival.

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### **EXHIBITORS**

- We had over 50 of our own exhibitors; and another 25 or so that Barnes & Noble scheduled in their tent. Several were from northern California; a couple from L.A. and two from Arizona. Two exhibitors also had artwork and all the rest were writers.

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### **PANELISTS**

We had four sets of panelists in the Speakers Tent at 10:30, 12:00, 1:30 and 3:00 at the High Desert Book Festival. These were screenwriters and authors who spoke about their writing and the craft. Our keynote speaker was the bestselling international murder mystery writer, Anne Perry. Her friend and fellow novelist Victoria Zackheim joined her on stage. We had a trio of screenwriters on the verge of making their first movie with *Netflix* (#RealityHigh) – Murder Ink. They were comprised of Hudson Obayuwana, Brandon Broussard and Jana Savage... Other speakers were authors Gina Koch and Ann Biggs.

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### **SPONSORSHIP:**

- The Holiday Inn responded very positively and offered us some free rooms and discounts on others. Other sponsors were Starbucks, Barnes & Noble, Shear Realty, and the Town of Apple Valley.
- We got several other ads for the newspaper supplement and director sponsorship in the way of checks

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### **VOLUNTEERS**

Our High Desert Book Festival Advisory Committee worked in various capacities. We had one volunteer in charge of our volunteers. And we had one person who was our site manager for the day.

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### **WEBSITE:**

Our High Desert Book Festival website will have many improvements in the coming years.

**AND IN SUMMARY....** We had all around incredible praise for our first year effort.

### **THE 2017 HIGH DESERT BOOK FESTIVAL**

We received a really complimentary letter for the Mayor of Victorville about the success of our first High Desert Book Festival. We were welcomed back to the Victorville Fall Festival for a second year and started accepting registrations from authors. We had already booked two presenters – Comedy writer T. Faye Griffin and novelist Anne Cleeland. Unfortunately, due to several factors, we had to cancel the 2017 festival.

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### **THE 2018 HIGH DESERT BOOK FESTIVAL**

In 2018, many of our energies were spent writing a rather complicated National Endowment for the Humanities grant. But rather than not having a book festival at all, we put on a smaller “Pop Up” High Desert Book Festival in November at the Apple Valley Chamber of Commerce. It, too, was a wonderful success.

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**2019? Here we are!**