

BACKGROUND

Since 2005, the *Coffee in the Library* program has been actively promoting cafe services for coffees, smoothies and other light snacks at selected San Jose neighborhood libraries. The program was developed in direct response to customers' frequent queries about the closest available refreshment service. With libraries often located in the heart of neighborhoods at some distance from a business district, obtaining refreshment would require travel. It represented an inconvenience for those who sought only a brief break; an insurmountable obstacle for after-school students lacking transportation. Libraries have changed because our customers have changed! Whether purchased on-site or brought in from outside, it is not uncommon now to see someone reading a newspaper while sipping their latte in our busy library living rooms. Students meet up after school to do homework over a smoothie or pastie.

PURPOSE

- Offer the comfort and convenience of on-site refreshment
- Create a relaxed environment that encourages social interaction
- Encourage visits by residents whose concept of libraries may be outmoded

MUTUAL BENEFIT

We offer vendors a reasonable rental space, complemented by reader tables, Internet PCs, lounge seating and wifi throughout the building. Each vendor is offered at least a nine foot square space with electrical and in some cases plumbing connections. As SJPL offers small and local businesses these opportunities to build a business presence in our branches, they in turn offer a valuable connection with neighborhoods and people.

LOCATIONS

Berryessa's *Maui Wowi Hawaiian Smoothies and Coffees* franchise joins four other successfully operating library cafes:

- *The Oasis Café* – Almaden Library and Community Center
- *Café.com* – Dr. Roberto Cruz Alum Rock Branch Library
- *Maui Wowi* (separate franchise) – Evergreen Branch Library
- *The Oasis Café* – Vineland Branch Library

Tully Community Branch Library will have a food and beverage service opening in late March 2009, operated by a new vendor. *Smoothie Queens Maui Wowi* will open another cafe at the Pearl Avenue Branch Library this summer, exact date to be determined.

OPPORTUNITIES

San José Public Library welcomes inquiries from other entrepreneurs interested in exploring opportunities for library café installations at any of the remaining 14 branch locations. For information, send email to Ruth.Barefoot@sjlibrary.org or call (408) 808.2180.