

Lake City Books LLC

April 2026 Business Plan for Move & Expansion (120 S Carroll St)

Summary

Lake City Books, an independent bookstore in downtown Madison, is relocating to a larger space on the other side of the Capitol Square and adding a wine bar.

Business Description

Lake City Books opened at its current location (107 N Hamilton St) in April of 2023 as a general interest independent bookstore selling new and used books for all ages. Lake City is the only indie bookstore in downtown Madison, and our prime location just off the Capitol Square equates to a lot of foot traffic during events like the Farmers' Market, Art Fair, etc. A consistent, rapid growth in sales has allowed us to grow our staff and inventory, but we have hit the limits of our current space. The current space is 2,200 sq ft. at garden level, and there isn't room to host seated events for more than 30 people.

Growth Plan

The new space at 120 S Carroll St will still get all the same foot traffic on the Square, and it is roughly double the size (4400 square feet), giving us space to increase our book inventory, add more seating, host more events, and support more staff. Since the new space has an existing bar, we decided to add a wine bar to our business plan and use that area for events. Having a dedicated event space will increase the number of events we can host, and the bar adds an additional revenue stream.

Event Plan

We already host weekly book clubs and other popular events such as author signings, readings, and book release parties, which would all benefit from a larger space. The bar area will have 8-10 tables with chairs, plus bar seating, such that we can host more community events like puzzle nights, Tarot workshops, literary trivia, etc. with minimal disruption to the bookstore setup.

Alcohol Sales

The wine bar will have a limited menu of wine, beer, and non-alcoholic drinks - no food or hard alcohol (see sample menu). The bar menu will consist of 4-6 seasonal wine options handpicked by Andrea Hillsey of Square Wine Co., two draft beers, plus cans and N/A drinks in the coolers. Lake City Books is still mainly a bookstore with a supplementary wine bar - we estimate bar sales will be less than 10% of our overall revenue.

Sample Menu for Lake City Books Wine Bar (120 S Carroll St)

WINE

- 2 Reds (\$9-12 per glass)
- 2 Whites (\$9-12 per glass)
- 1 Rose (\$10 per glass)
- 1 Sparkling (\$12 per glass)

BEER

(Featuring local breweries like New Glarus, Working Draft, Karben4)

- 2 Draft Beers
- Limited 12 oz beer can options

N/A DRINKS

- Kombucha \$5
- Soda \$3
- Water \$3
- Iced Tea \$4