

LAKER NEST BOOKSTORE

Lake Land College, Mattoon, IL



The original space for the bookstore and merchandise sales was a 5,000-sq.-ft. temporary pole barn, which surpassed its lifespan by about 20 years due to state budget constraints on building projects. The bulk of the old building was warehouse space, with a small sales floor about the size of a hallway.

The goal was to create a permanent bookstore location—with a real sales floor for merchandise—in the Luther Student Services building, in the center of campus. This would allow the store to foster school spirit and drive sales throughout the year instead of just during rush, while still serving students with all of their course materials needs.

With the state-of-the-art sales space, the Laker Nest Bookstore was able to add more services and selection by incorporating a micro-mart and milkshake machine, expanding school and course supplies, and greatly enlarging the branded general merchandise. By setting up a specific book counter for rush times, the spirit side of the store is now front and center.

Customer response to the new location has been extremely positive. "We've had a consistent flow of traffic. We've even been asked to open on a Sunday for an athletic event, which turned into a fabulous day for sales and our school community," says Amanda Arena, coordinator of bookstore operations. "An employee appreciation event was held in the store and drew in many shoppers as well as employees wanting to see the new space and all left very impressed with the new store."

One particular attraction is the store's own "nest," built by one of the student classes.

Arena says the new space has inspired such a burst of creativity from the bookstore staff "that we can't keep up with all the ideas." She calls the transition from an extremely rundown pole barn "probably one of the largest changes in visual appearance and functionality on our campus."



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SEPTEMBER | OCTOBER 2020



TYPE OF SCHOOL SERVED
Two-year community college

CAMPUS ENROLLMENT
1,799 full-time, 9,809 part-time

PROJECT COMPLETION DATE
November 2019

TOTAL STORE SQUARE FOOTAGE
4,630 sq. ft.

TOTAL SALES FLOOR SQUARE FOOTAGE
1,600 sq. ft.

RENOVATED AREA SQUARE FOOTAGE
4,630 sq. ft.

TOTAL PROJECT COST
\$1.1 million

ARCHITECT
Legat Architects

GENERAL CONTRACTOR
Grunloh Construction Inc.

INTERIOR DESIGNER
Legat Architects

FIXTURING SUPPLIER
Opto International Inc.