



THE LYNX

A BOOKSTORE IN GAINESVILLE, FL

601 S Main St, Gainesville, FL 32601 – www.thelynxbooks.com – 352-215-1117 – February 2025

The Lynx is a bookstore in Gainesville, Florida, co-founded by author Lauren Groff, with an emphasis on banned books, Florida literature, and LGBTQ+ and BIPOC stories. We work to cultivate an environment of conversation, growth, and community support through the wide dissemination of books and ideas. Our store has relationships with nonprofit organizations that emphasize policy change, resource accessibility, and local efforts. We have a nonprofit, The Lynx Watch, Inc. dedicated to the equitable and wide distribution of banned books throughout Florida.

We have a café serving coffee, beer, and wine. We host an average of 5-7 events per week. Our programming includes a monthly First Editions Book Club subscription and events series, as well as an annual city-wide “one book” program titled Gainesville Reads. We are the only brick-and-mortar all-new independent bookstore in Gainesville. Our structure includes a dedicated Events & Community Relations Manager position, devoted to building community and resilience.

Where We Are

Gainesville is located in the heart of Florida, which means that our mission is vital to our community. Our building is part of South Main Station, a complex of local businesses that includes restaurants, a brewery, and two large event venues. South Main Station hosts a weekly Community Nights event that brings visitors from around the area to our complex for shopping, dining, and music. We are located directly across from Gainesville’s central park, Depot Park. Gainesville has a walkable downtown and a huge variety of event spaces, from concert auditoriums to museums, as well as a variety of outdoor locations. Gainesville is also home to the University of Florida.

Who We Work With

Heartwood Soundstage – Venue (two stages and capacities – 125 indoor, 2500 outdoor)
University of Florida – Public education institution
UF Performing Arts Center – Venue (up to 1500)
Florida Museum of Natural History – Public museum and venue
UF Imagining Climate Change Initiative – Community education and events program
UF Liberal Arts and Sciences College
UnCommon Reads – UF Honors College program
Community Spring – Nonprofit
Pride Community Center of North Central FL – Nonprofit
The Fest FL – Annual music festival (10k attendees)
Southwest Advocacy Group (SWAG) of Gainesville – Family resource nonprofit
Alachua Pace Center for Girls – Nonprofit
Cade Museum for Creativity & Invention – Public museum and event venue, education nonprofit
Alachua County Library District – Library
The Listening Room Gainesville – Music event series

Our Store



Our store interior can host approximately 75 attendees and is equipped with a built-in sound system, as well as a centrally located screen for presentations. Our outdoor space can host approximately 100 attendees. We stock approximately 15,000 books. In the nine months since our opening, our events have hosted over 4,500 attendees.



Memberships & Reporting





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10.2k followers



1.7k followers



8.7k subscribers

Other Marketing

National and regional media attention from news and marketing including:

Gainesville Sun

Mainstreet Daily News

Visit Gainesville

WUFT Voice of the Arts (NPR)

In-Store – Event fliers, brochures, word-of-mouth by booksellers

Fliers – Downtown Gainesville, University of Florida Campus



Travel Information

We are approximately 2.5 hours drive from Orlando, Jacksonville, Tampa Bay, and Tallahassee. Our store is 10 minutes from the GNV Airport, and 2 blocks from a large bus station. We are located 1 mile from the University of Florida campus, and next to Depot Park, the Central Park of Gainesville. We work with a local bed and breakfast just a 10 minute walk from our store to offer discounts to traveling authors.

Contact Our Team

Gina Marks (they/she) – Events & Community Relations Manager
events@thelynxbooks.com

Jackie Davison (she/her) – Operations Manager
operations@thelynxbooks.com

Lauren Groff (she/her) – Owner, Co-Founder, Writer
lauren@thelynxbooks.com

Highlighted Author Events

Clint Smith with Community Spring (115 attendees)

March 19th, 2024 – *Above Ground*

Laura van den Berg (45 attendees)

July 11th, 2024 – *State of Paradise*

Rachel Khong (40 attendees)

September 15th, 2024 – *Real Americans*

Daniel Handler (Lemony Snicket) with UF Performing Arts Center (500 attendees)

November 25th, 2024 – *And Then? And Then? What Else?*

David Sedaris with UF Performing Arts (1100 attendees)

December 2nd, 2024 – *Pretty Ugly*

Lauren Groff, Heidi Pitlor, Paul Yoon, Steven Duong (75 attendants)

December 6th, 2024 – *Best American Short Stories 2024*

Katie Ledecky with Cade Museum (325 attendants)

December 9th, 2024 – *Just Add Water*

Hamilton Nolan (75 attendants)

December 28th, 2024 – *The Hammer*

Emma Donoghue, First Editions Club

March 23rd, 2025 – *The Paris Express*

Karen Russell

March 26th, 2025 – *The Antidote*

Katie Kitamura, First Editions Club

April 12th, 2025 – *Audition*

Jess Walter, First Editions Club

June 20th, 2025 – *So Far Gone*

Other Store Programs

First Editions Club – In the three weeks since our launch, our First Editions Club has garnered enthusiastic support from across the country, with over 50 sign ups thus far.

Gainesville Reads – A free annual community literacy festival throughout September on one book. We established event collaborations with over a dozen community organizations, including our local library system and the City of Gainesville, reaching over 3,000 community members in our first year.

Book Clubs – Banned Books Book Club, Classics Book Club, Florida Literature Book Club, Romance Book Club, Science Fiction & Fantasy Book Club, Cookbook Club

Workshops – Fiction & Nonfiction Writing Workshops, Candle Workshops, Printmaking Workshops

Concerts – Laura Gibson & THYMN with The Listening Room

Other Collaborations & Events – Conferences, Book Drives, Banned Book Community Giveaways, Icelandic Book Flood, Holiday Parties, Weekly Children's Story Time