



HCEDC Small Business Spotlight Sandra Dear, The Little Boho Bookshop



*Sandra Dear, Founder & Owner
The Little Boho Bookshop, Bayonne*

For Sandra Dear, the founder of The Little Boho Bookshop, the path to realizing her dream was paved with dedication, community, and a deep-rooted passion for learning. Sandra's dynamic career in the publishing industry spanned over 15 years and propelled her from the sunny shores of San Diego to the bustling streets of New York City. "I left the West Coast for an opportunity to work at the Penguin Group in Manhattan. I asked my realtor to find me a place to call home that was close to the water and quiet. I discovered Bayonne without knowing much about Hudson County," Sandra recalls. She was immediately struck by the strong sense of community when settling in but noticed that something was missing. "It had always been my dream to open a bookstore to share my love of reading. It seemed like the right place and the right time."

Nestled in the heart of Bayonne, between 4th and 5th Streets, The Little Boho Bookshop opened its doors on July 31st, 2017, and quickly became a space where everyone felt welcome and inspired. "It was Earth Day 2017 when I walked down 22nd street to Bergen Point to explore and learn more about the area," Sandra continued, "I met the artist, Rebecca Graves, owner of rGraves&Company. She was familiar with the area and encouraged me to advance my vision by helping me find the space that I am now in."

The unique sense of community that had been a driving force behind The Little Boho Bookshop's success proved even more essential during the challenges posed by the pandemic. Local businesses joined forces to share resources and discover ways to support one another, along with the community at large. Amidst the challenges, Sandra also found support from Michelle Richardson, who, at first, was a customer and eventually became a guiding force. "She makes the point for all business owners to know what programs are available, if you have any questions, whom to contact, and if we don't necessarily need the services HCEDC offers at the moment, that they are still accessible. She helped me in the sense of knowing there is always support and that we're not alone as entrepreneurs," Sandra explained.

Why Hudson?

**"...we're not
alone as
entrepreneurs."**



The Little Boho Bookshop has evolved to become more than just a bookstore; it's now a movement for fostering childhood education in communities throughout Hudson County. "HCEDC and our partners are committed to supporting entrepreneurs and small businesses at every step of their journey with access to capital, education, training, and information. The vibrancy these individuals bring to our municipalities continues to drive growth and build strength. The Little Boho Bookshop is a great example of the kinds of establishments that are helping to fuel the future of Hudson County," Michelle Richardson, Executive Director, HCEDC.

**For more information about how we can help grow your business,
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