



the
Guerneville
Social Club



HELLO AMBASSADORS!

The Guerneville Social Club will serve as a vibrant gathering spot at the heart of the hotel strip located at 16440 4th St. and Mill St. in Guerneville.

The building will feature a cafe, bakery, bottle shop/market, wine collective tasting room, beer garden, restaurant and event space.

HIGHLIGHTS

Former Buck's Family
Restaurant from 1961

Reimagining the intersection
of 4th/Mill Streets

This initiative aims to uplift,
revitalize, and energize this
corner of beautiful downtown
Guerneville and its hotel strip



Property Overview

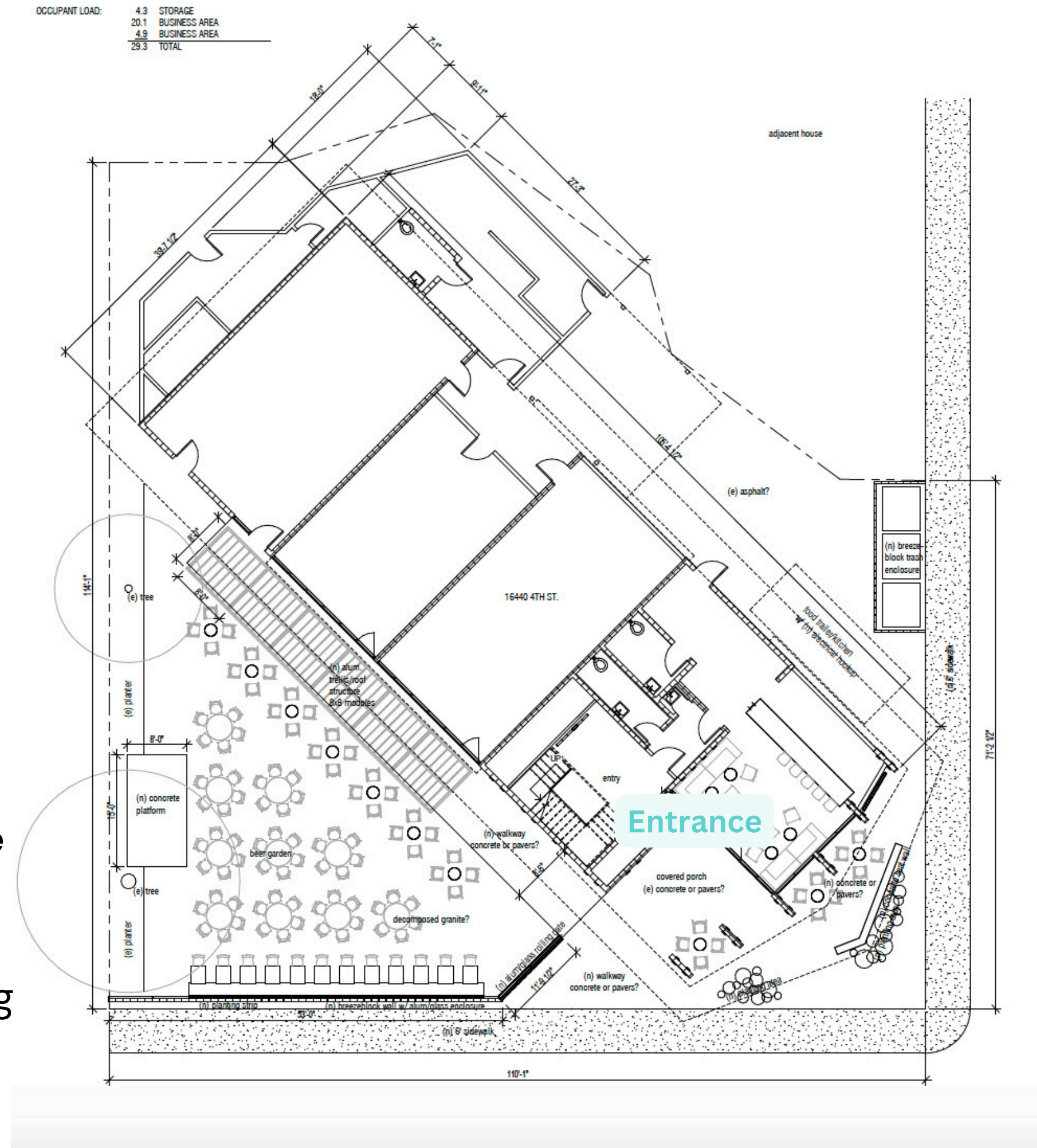
Main entrance through the ground floor featuring The **Plaza** (left) — a cozy sitting area for all featured business' and the **Beer Garden** (right)

The plaza connects to a **Coffee shop, Bakery, Bottle Shop/Market, Wine Collective** and the **Beer Garden** seating

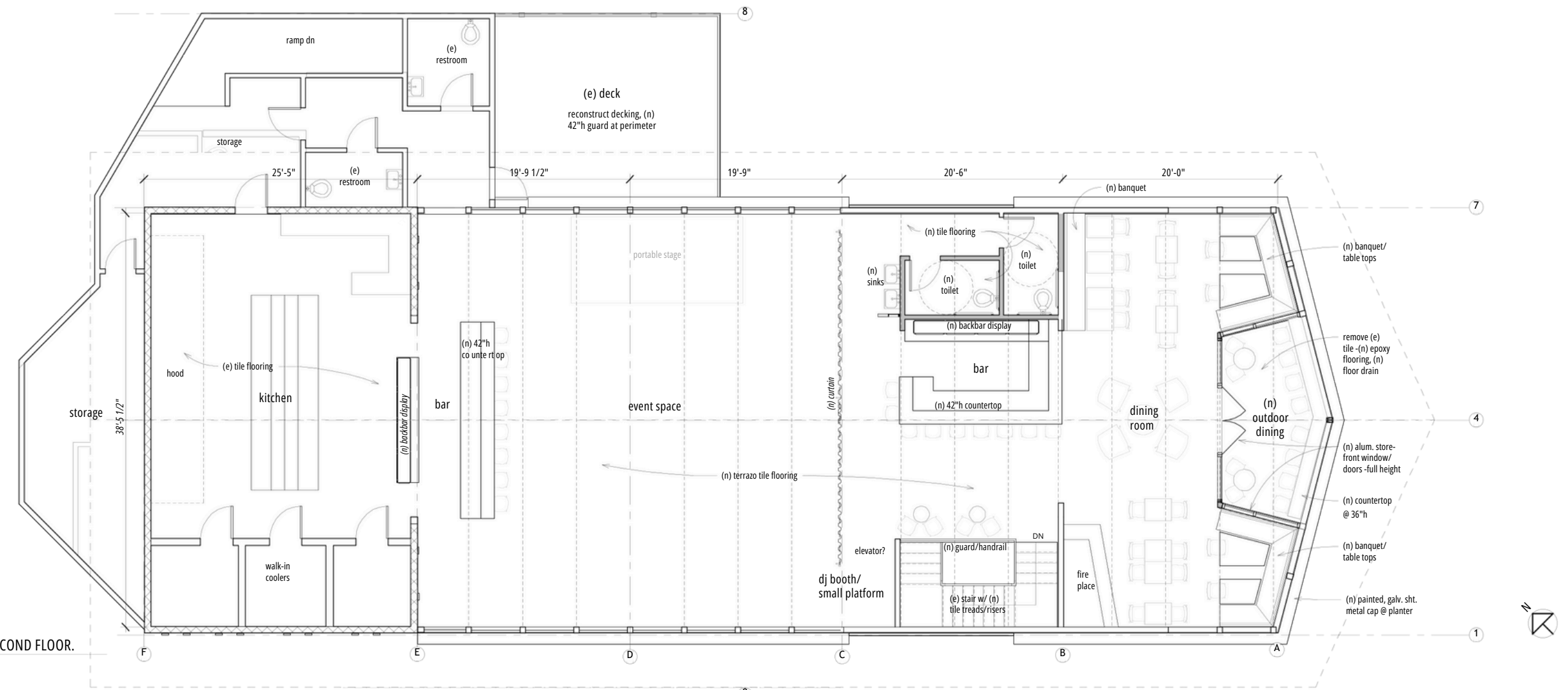
Second floor (right) — **The Front Room Restaurant** offering dinner + weekend brunch, complete with an outdoor balcony

Second floor (left) — **The Event Hall (Guerneville Social Club)** with two full bars

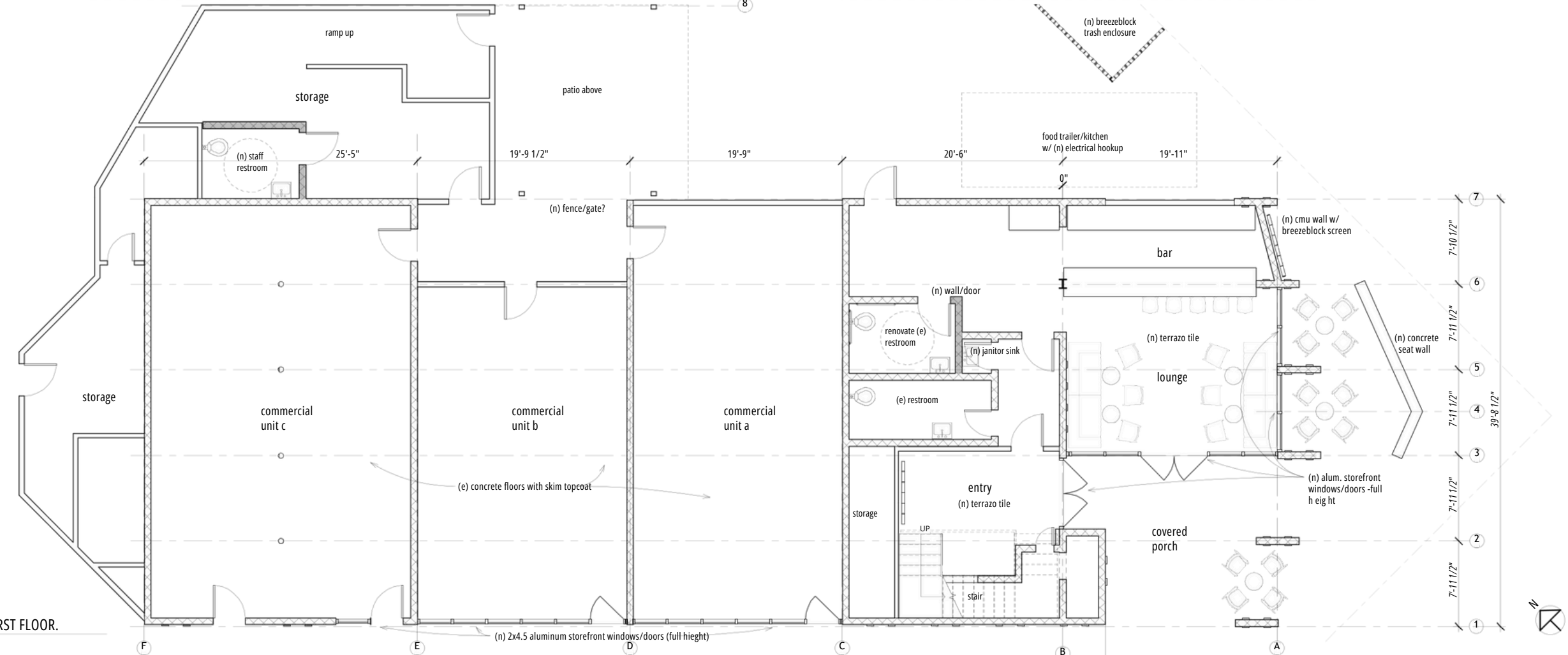
Parking lot/Annex with designated street parking adjacent to the building



2 PROPOSED SECOND FLOOR.
3/16" = 1'-0"



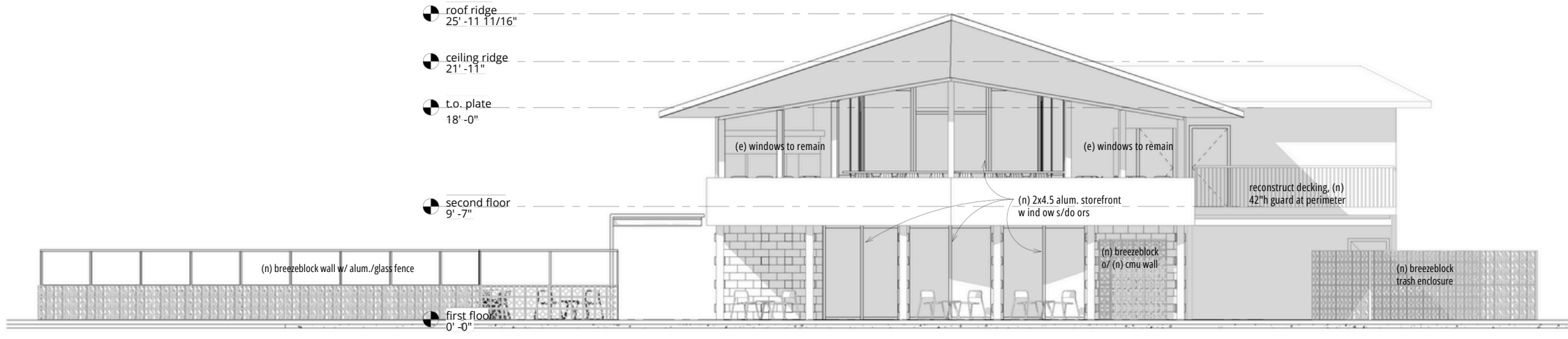
1 PROPOSED FIRST FLOOR.
3/16" = 1'-0"



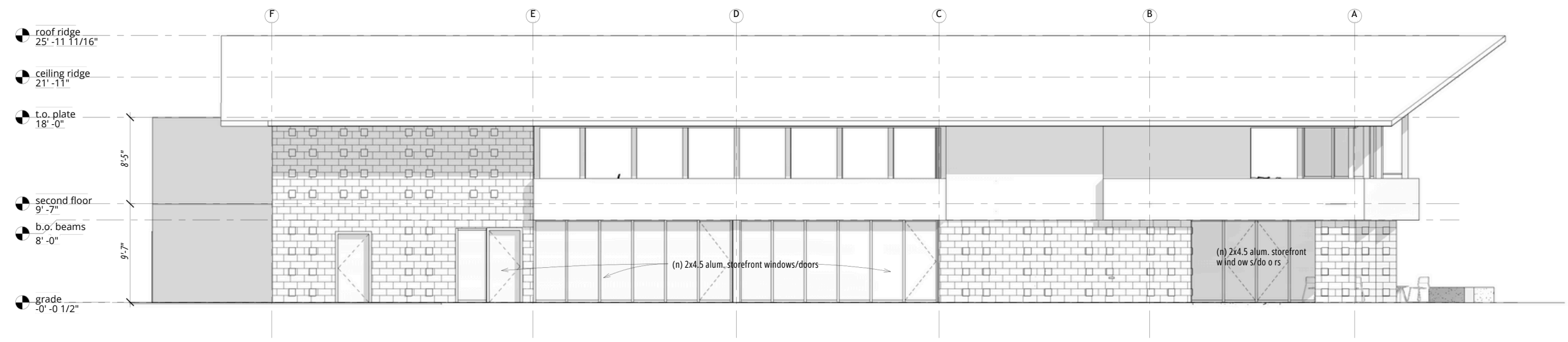
etASF
ARCHITECTURE
1175 FOLSOM STREET SECOND FLOOR SAN FRANCISCO CA 94103
415.713.0109

1. PRESENTATION 12.16.24

NEW FIRST & SECOND FLOOR PLANS



1 SOUTH-EAST ELEVATION
3/16" = 1'-0"



2 SOUTH-WEST ELEVATION
3/16" = 1'-0"

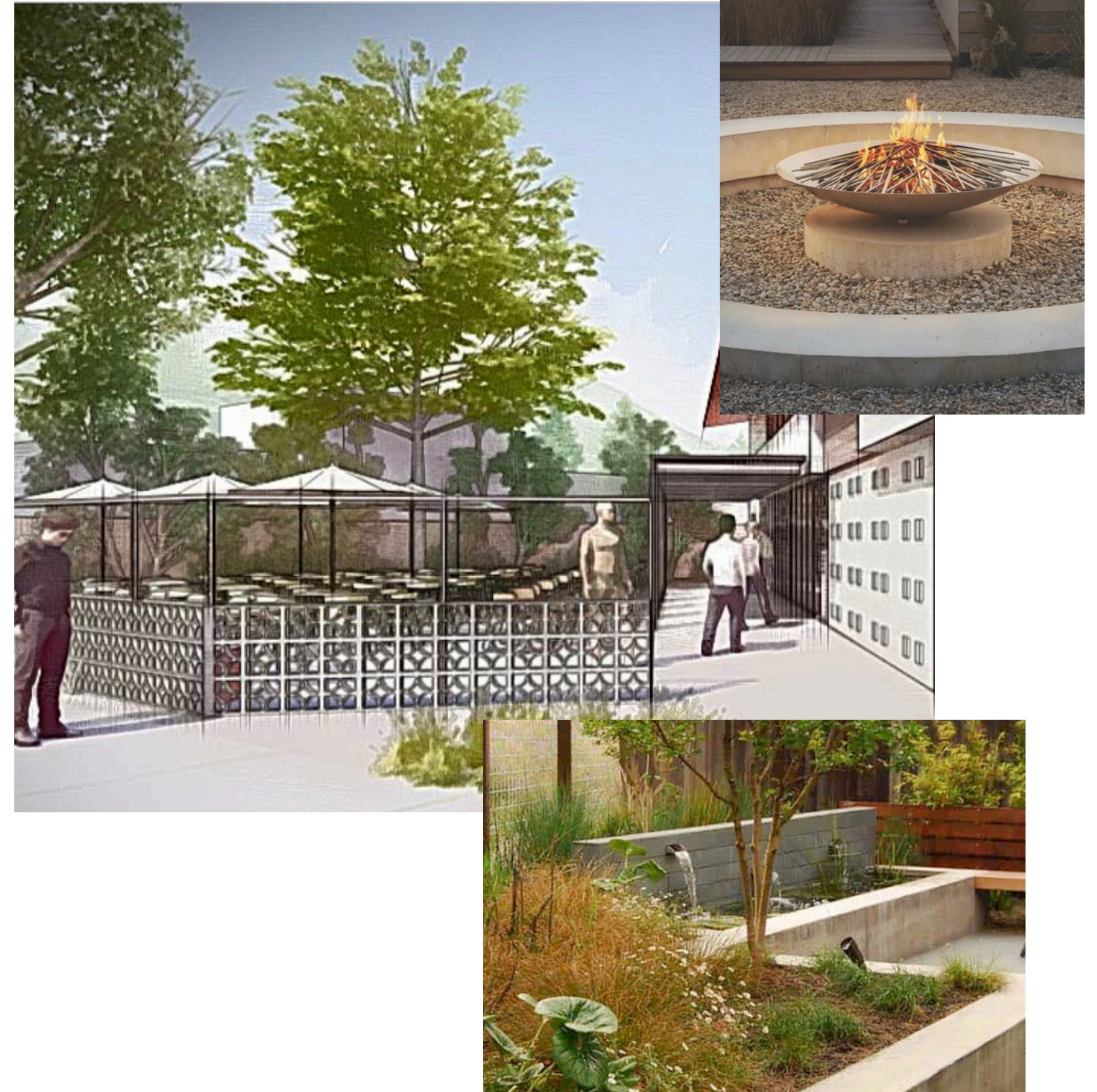
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The Plaza

The Plaza welcomes patrons, offering a memorable first impression of the building. A modern gate will ensure unobstructed views for passersby and patrons, seamlessly connecting the Plaza with the street.

Enhanced landscaping will feature water elements and cozy firepits, creating an inviting atmosphere year-round

Key attractions such as the Wine Tasting Room, Cafe/Bakery, Bottle Shop/Market, and Beer Garden create a vibrant, communal space for all to enjoy.





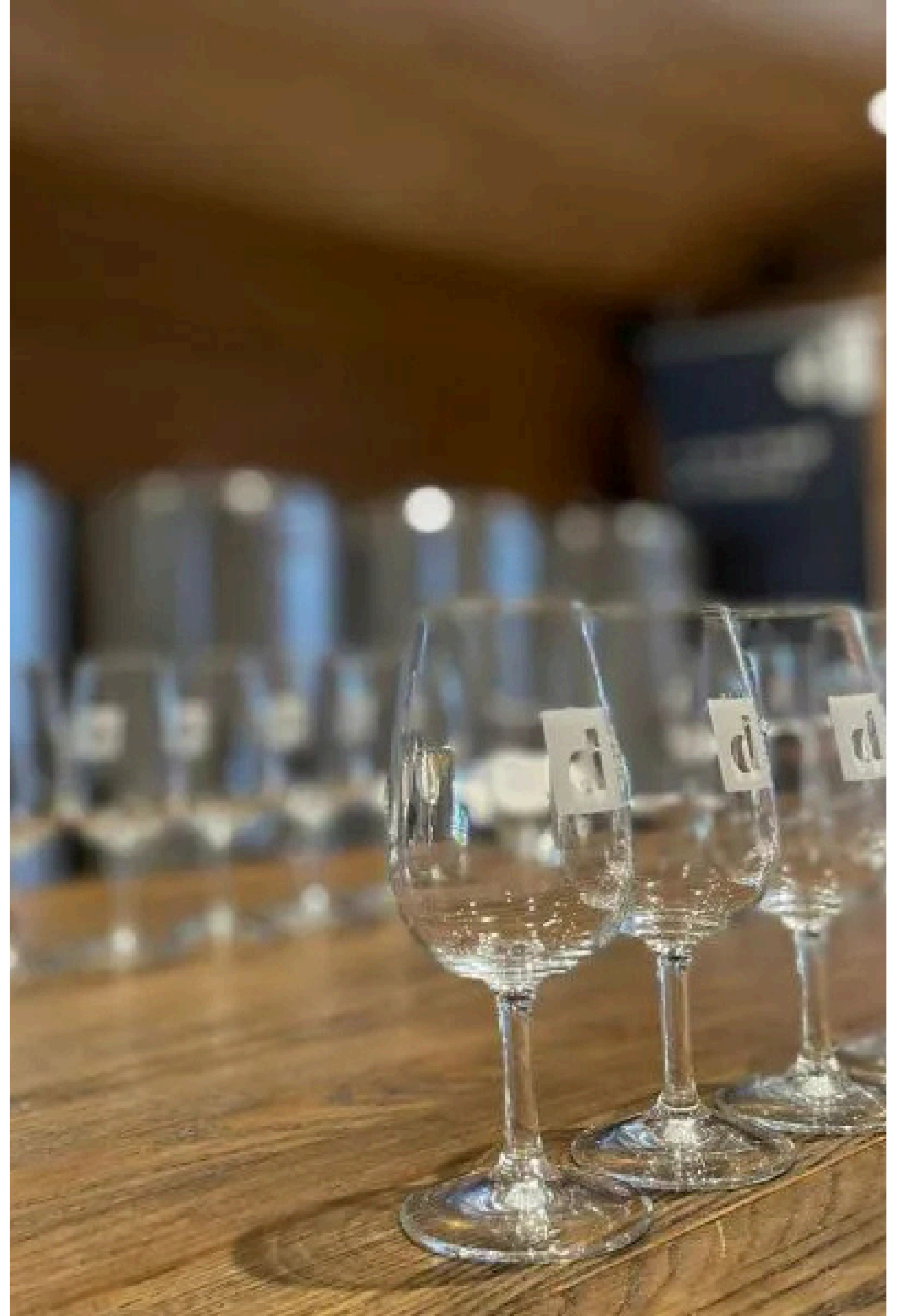
✦ Bakery/Cafe

Located on the ground floor and accessible through The Plaza, the bakery offers a variety of products daily, with one special loaf for every day of the week. The focus is on seasonality – adding locally sourced ingredients to the products whenever possible.

Patrons can enjoy offerings such as freshly baked pastries, crusty artisanal breads, and more.

★ Wine Tasting Room

Guerneville's prime location in the heart of the Russian River Valley, surrounded by pristine vineyards and wineries, makes it the perfect setting for our Wine Tasting Room. Both visitors and locals will enjoy a curated selection of a local wineries — seamlessly complementing neighboring businesses and expanding options for crafting a unique experience.





Palm Springs
Bottle Shop

The mission of the Palm Spring Bottle shop is to *build community, wealth, and commerce through supporting and promoting brands and products from LGBTQ+, Women, and BIPOC entrepreneurs by redefining the corner store, liquor store, and convenience store concepts.*

Through friendly customer service, high-quality/unique products and an exceptional shopping experience, the shop strives to provide an alternative to big box grocery stores and chain convenience stores. They believe that by offering a unique variety of products and vendors', they are contributing to a more communal lifestyle and a new type of shopping experience.

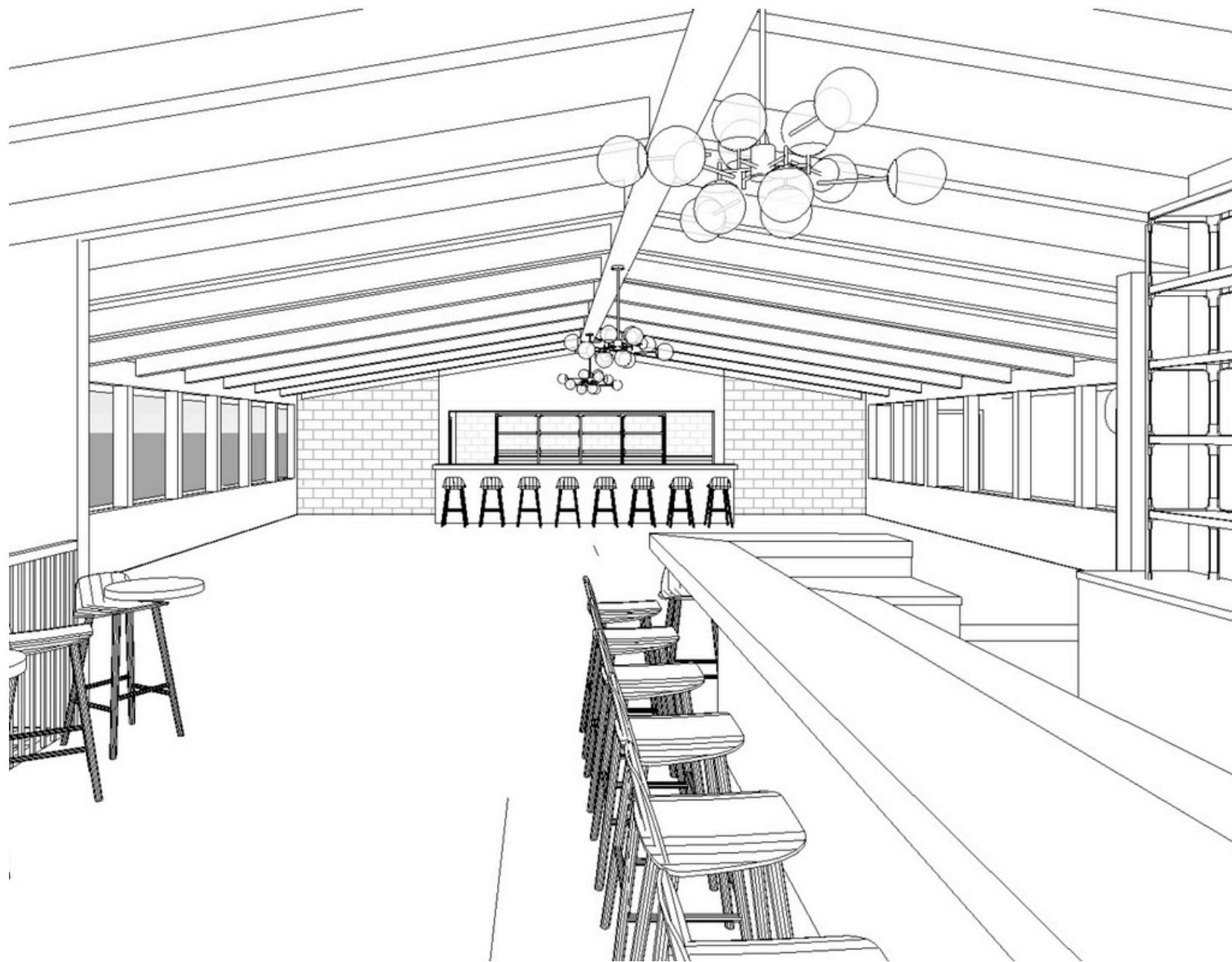
★ The Restaurants

The Beer Garden menu will feature favorites like soft pretzels, bratwurst hot dogs, potato salad, and more. Guests can also savor brisket sandwiches, perfectly paired with a cold beer or a glass of wine.

The Front Room menu will showcase California cuisine with wood-fired specialties for dinner like Cioppino and a weekend brunch featuring favorites like chicken and waffles and smoked brisket hash.



★ The Event Hall



Guerneville by day, Palm Springs by night—this is the ultimate after-party destination. Dance the night away, groove to live performances by your favorite bands, or vibe with DJs in a vibrant, eclectic atmosphere.

By day, the venue transforms into a dynamic community hub, offering yoga classes, Drag Bingo, cooking workshops, and a rotating calendar of events to celebrate every season. Whether you're here to party, connect, or explore, this venue promises unforgettable experiences tailored to your lifestyle.



Key Value Propositions:

Why a Market Hall is Ideal for Guerneville

- **Economic Catalyst**

Supports local artisans, farmers, and small businesses, boosting the regional economy.

Complements significant investments by River Electric, Dawn Ranch, The Stavrand, and The Highlands, all enhancing the area's appeal and attracting high-value visitors.

- **Tourism Magnet**

Guerneville already draws 1M+ annual visitors; a market hall would create a unique destination for natural beauty, food, wineries, shopping, events and a strong LGBTQ+ community presence.

Sonoma County attracted 10.3M visitors in 2022, generating \$2.3B in visitor spending (+18.7% YoY).

- **Community Hub**

By the community for the community.

Provides a year-round gathering space for residents and visitors, fostering connections and cultural vibrancy.

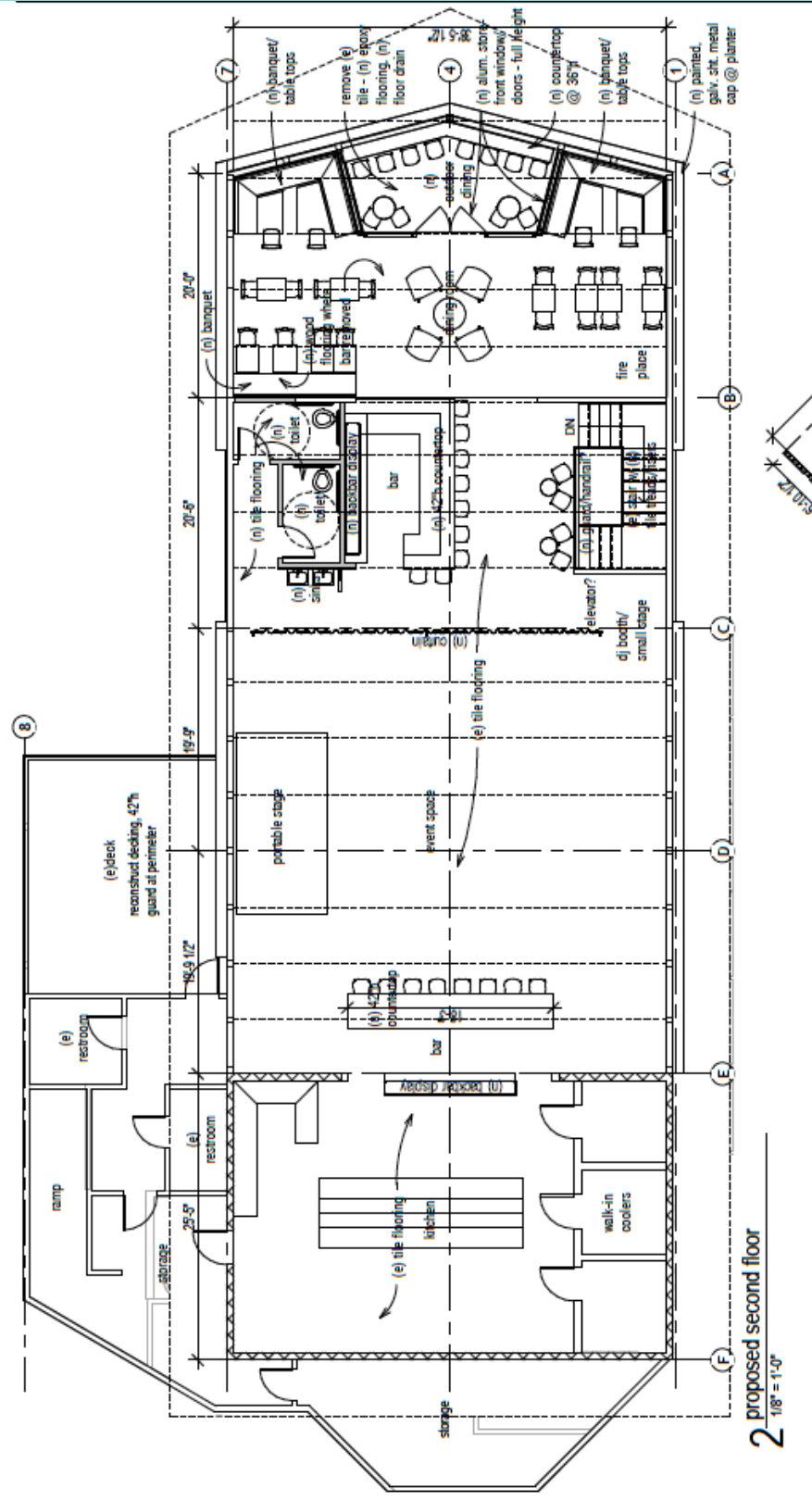
- **Sustainability Focus**

Aligns with Guerneville's ethos by showcasing local, eco-friendly, and sustainable goods and practices.

- **Cultural Preservation**

Highlights town's creative, inclusive identity, strengthening its brand as a must-visit destination.

With rising tourism and significant regional investments, a market hall would serve as a vital centerpiece for Guerneville's economic and cultural growth.



THE DESIGN TEAM

Architect: Daniel Ewald, ETA

Interior Design: JKA Design

Landscape Design: Katherine Webster

Landscape Contractor: Garcia Landscape

Project Manager: Colita's Hammer

Brand Manager: Manerud Design

Market Opportunity Advisor: Nicole DeMeo



THANK YOU AMBASSADORS!

You are all ambassadors for The Guerneville Social Club
while we find our angel ambassadors willing to invest.

Pick up a brochure for a friend (*QR code with link to this presentation*)

Spread the word of our amazing community adventure!