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On the second floor, the main hotel's 17 guestrooms have been completely redone from top to bottom and feature a masculine, yet inviting, design theme consisting of white walls, rich wood furnishings, and top-of-the-line new bedding including pillow-top mattresses and premium linens. Many of the bathrooms feature restored claw-foot tubs that were original to the property, while others offer new white-tiled walk-in showers accented with period-appropriate brass plumbing fixtures. The adjacent 11-room Purcell House, which sits on a corner of the property, has also been restored.

The Holbrooke is home to the Golden Gate Saloon, originally constructed in 1852 and the longest continually running

watering hole west of the Mississippi. Now helmed by Chef Zachary Ahrenholtz, the Golden Gate Saloon offers a new look and a new menu inspired by the early days of California, with an emphasis on smoked meats and Mexican-style accompaniments.

A speakeasy, called the Iron Door in the hotel's basement, has been completely reimagined with warm amber lighting on original stone walls, plush banquettes and a beautiful custom bar set against original metal doors that once led to a series of underground tunnels. The bar program will highlight modern twists on hand-crafted classic cocktails, as well as an extensive selection of craft beers and wines.

The Guest Experience

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enhanced with locally made artisan amenities. Standard in-room features include Bluetooth speakers, USB charging ports, Mascioni robe, lambswool blanket, in-room coffee and tea service, and honor bar (available in most rooms).

With three distinct event spaces for groups of up to 100 guests, the Holbrooke is the ideal location for events such as weddings and family reunions. The North Star Room on the hotel's main floor has been beautifully restored for indoor gatherings, while the Purcell House Lawn and Holbrooke patio offer plentiful options for outdoor events. The Purcell House can be rented out by groups who wish to stay together under one roof, such as wedding parties or family reunions.

"I am thrilled to be a part of the reopening of this grand hotel in Historic Downtown Grass Valley," said Ted Robinson, Interim General Manager of the Holbrooke Hotel. "This historic landmark has been a central part of the Grass Valley community for more than a century and half, and we cannot wait to welcome guests with a new, elevated experience throughout the hotel."





A Landmark in Local History

WE'VE BEEN BUILDING CHARACTER SINCE 1852

Celebrating Grass Valley at its most authentic... unearthed, restored and brought forward into today. Welcome to the Holbrooke Hotel: where modern luxuries blend seamlessly with a historically unique, rustic-yet-refined, one-of-a-kind property. Set in the heart of our bustling town with easy access to restaurants, tasting rooms, shops and historical sights, our meticulously renovated California Historical Landmark offers a true break from the ordinary and an unforgettable stay.

The Holbrooke Hotel, which has stood as a landmark on Grass Valley's Main Street since 1852, is pleased to announce it began welcoming guests again on November 7, 2020 following a meticulous restoration. Two years in the making, the hotel's new incarnation blends modern luxuries and refined dining with the property's historically unique, one-of-a-kind design elements.

Local architects, designers and craftspeople have preserved the charm and history of this treasured property while revitalizing it for the modern traveler. Set in the scenic Sierra Nevada Foothills in the heart of charming downtown Grass Valley, guests have easy access to restaurants, tasting rooms, shops and outdoor adventures. Acme Hospitality, which spearheaded the renovation and will manage the property, is restoring another nearby property, the National Exchange in Nevada City, Calif. — which will open in the coming months.

Located in the heart of California's historic Gold Rush Country, the Holbrooke Hotel serves as a reminder of the city's colorful origins as a gold mining boom town. Following a painstaking renovation led by a team of local designers, craftsmen, and builders, the Holbrooke has been transformed into a true icon of California history and hospitality. Now reopened, the 28-room Holbrooke brings an elevated and timeless guest experience to the Sierra Nevada region, which

is famous for its charming small towns, beautiful scenery and abundant outdoor adventures.

Throughout its history, the Holbrooke has seen it all: gambling and gun fights, fortunes made and lost, five U.S. presidents, and maybe even a haunting or two. In keeping with its status as one of California's oldest hotels, every effort has been made to honor the original spirit of the hotel, which has hosted the likes of Mark Twain, Ulysses S. Grant, and Lola Montez.

"I am so proud of the passion and dedication our team has put into restoring the Holbrooke. I believe that the finished product will be a source of great pride for the local community while welcoming a new generation of visitors to experience the beauty of Nevada County," said Sherry Villanueva, Managing Partner of Acme Hospitality.

A Timeless Redesign

"The Holbrooke's restoration has truly been a labor of love and we've gone to great lengths to preserve the hotel's original character and unique historic elements," said Anne L'Esperance, Design Director and Project Manager for Acme. "We have distilled down the essence of this 160-year-old building to reveal the beauty and simplicity of the original structure while bringing it up to modern standards for comfort and safety."

Built during the California Gold Rush when Grass Valley boomed with mining activity, the Holbrooke's new look mixes classic and modern touches with vintage furniture and fixtures, set against the building's raw structural elements of brick, wood and stone. The design team, which consisted of: Anne L'Esperance, Doug Washington of August Studios and Grass Valley local Bri Ingram, stripped away 160 years' worth of paint, wallpaper and design choices that had not withstood the test of the time. For example, walls had been added to the hotel's ground floor that made it feel segmented. The design team removed the walls and exposed original structural elements, creating an open and airy main public space that flows seamlessly from the arrival area to the dining room, bar and outdoor patio.

Wherever possible, the team restored original features, such as the clawfoot tubs, exposed wood beams, antique light fixtures and underground tunnels used for transporting gold through town. The artwork throughout the property also reflects the town's heritage as well as the natural beauty of the surrounding Sierra Nevada Foothills. The guestrooms are adorned with archival photography, while the public spaces feature the work of local artists, including a large hand painted mural on the second-floor landing by Sarah Coleman and Brianna French that depicts the region's natural landscape.

The entire first floor — including the lobby, bar and restaurant



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