



54 E MAIN STREET, WALLA WALLA, WA

A.M. Jensen Building

Joint Venture Opportunity

Executive Summary

Located in one of the premier wine destinations in the U.S., 54 E Main Street offers a rare opportunity to bring a historic landmark back to life in one of America's most walkable and active small towns.

- Property Type: 3-story commercial (retail/office/adaptive reuse)
- Total SF: +/- 50,906 SF (includes lower level)
- Lot Size: +/- 0.38 AC

Walla Walla: The Next Napa

Walla Walla has evolved from a hidden gem to a regional getaway with a growing reputation beyond the Pacific Northwest.

- Home to 185+ wineries and a strong tourism sector to complement a healthy local economy year-round.
- Situated in downtown Walla Walla's Main Street corridor and surrounded by 40+ tasting rooms, high-end dining, boutique shops, and outdoor parks/public spaces.
- 3-hour drive from Spokane, 4-hour drive from Boise, Seattle, and Portland.
- Younger demographics with nearby Whitman College and Walla Walla University (3,200+ undergrad students combined).
- Walla Walla Valley became the first certified Blue Zones Community in Washington state in 2024.
- Voted "America's Best Wine Region" in 2022 by USA Today.



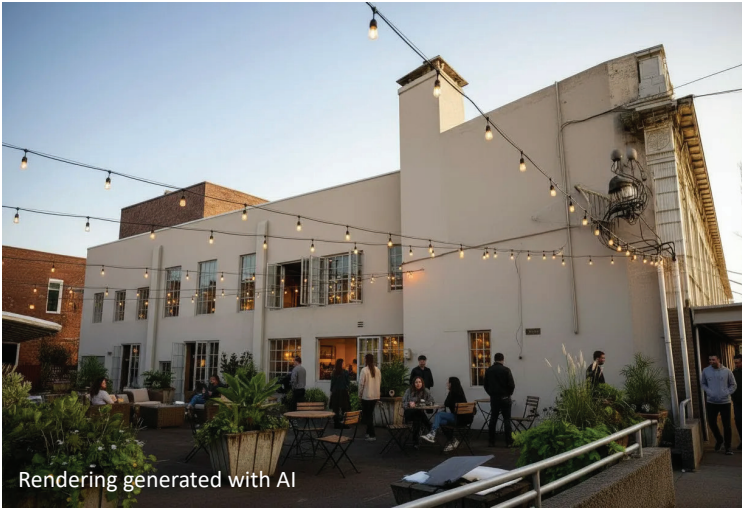
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Walla Walla - By the Numbers

- 750,000+ annual visitors
- Stable hotel/lodging occupancy YOY
- Strong ADRs driven by wine tourism
- \$200M+ annual economic impact from wine tourism



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