



Club 164

...

A safe and substance-free space for
our local community

Introductions

Brock Anderson - Co-Founder

Annapolis Roots: 23 years of local residency and community engagement.

Professional Background: Local restaurant owner and operator.

Long-Term Recovery: Continuous sobriety since 1991 (35 years).

The Program Works: Living proof of the effectiveness of the 12-step model.

Diverse Perspective: Lived and engaged in recovery communities across 9 different cities.

Deep Mentorship: Actively guided countless individuals through the first 164 pages of the Big Book.



Bill Miller - Co-Founder

Annapolis Roots: 64 years of local residency and community engagement.

Professional Background:

- 35 years Stone & Marble Mason Union
- 20 years: Architect of the Capital General Supervisor Masonry Division
- 5 years: Apprenticeship Instructor for Stone & Marble mason union

U.S. Marine Corps Veteran

Long-Term Recovery: Continuous sobriety since 2016 (10 years).

Mentorship: Sponsor individuals through the 12 steps of Alcoholics Anonymous



Kenny Rollins - GM

A Journey of Transformation: Moving from Prison to Purpose, celebrating two years of continuous sobriety.

Proven Business Leadership: Owner and General Contractor of TBR Transformations since 2012.

Operational & Outreach Leadership: Serving as General Manager and Event Coordinator, driving daily operations and building community relationships.



The Mission Behind Club 164

The **Problem** in the Recovery Space

The Current Landscape: Most existing recovery facilities are for-profit, prioritizing revenue over cutting-edge care.

Dated Infrastructure: Standard environments for recovery are heavily outdated and lack modern amenities.

The Critical Gap: Treatment centers, hospitals, sober houses, and local meetings routinely need a modern place to send people, but options are severely limited.

The **Catalyst** & **Vision**

New Approach: Recognizing the need to "try something very different" to help those losing the battle.

Leveraging Industry Expertise: Combining personal recovery with professional restaurant business experience to build a superior concept.

The Goal: Construct a state-of-the-art facility that matches or exceeds any high-end venue available to the public.

The **Club 164** Concept

Foundational Identity: Rooted directly in the principles of AA, reflected intentionally in both the name and the art.

Premium Amenities:

- A massive selection of food and drink (envisioned as a "7-Eleven meets a Starbucks on Steroids").
- Top-of-the-line audio and visual integrations.

Inclusive Environment: Open and welcoming to anyone choosing sobriety, while keeping the local recovery community as the core clientele.

Financial Framework

HOW IT WORKS

[1]

Funding Sources

Business Contributions: Kickstarted via business loans and direct donations.

Crowdfunding: Active GoFundMe campaign for broad community reach.

Sponsorship Plaques: Recognition program for key donors and supporters.

Grant Funding: Actively pursuing local and community grant opportunities.

[2]

In-Kind Support & Pro-Bono Services

Professional Services: Dedicated support from trusted legal and accounting firms.

Architectural Services: Pro-bono design and structural planning.

Skilled Trades: Donated or discounted services for flooring, electrical, and plumbing.

[3]

Operational Setup & Equipment

Core Equipment: Outfitting the space with necessary operational gear.

POS System: Modern Point of Sale system to track and manage transactions.

Ambassador Program: Leveraging community advocates to drive engagement.

Conception & Early Days



01. Humble Inception & Early Challenges

The "Flying Blind" Launch: Started tentatively with just three local recovery groups renting daily meeting space.

Immediate Community Traction: Quickly evolved from a simple rental venue into Annapolis' premier daily refuge, validated by packed, high-energy holiday celebrations during our first year.

02. Commercial-Grade Hospitality & Staffing

Run Like a Business: Managed daily operations with the strict professionalism, efficiency, and standards of a high-end commercial enterprise.

Guest-First Philosophy: Treated every visitor with executive-level respect and hospitality, while staffing the opening service counter entirely with individuals from the local recovery community.

03. Absolute Autonomy & Open Inclusion

Sovereign Non-Profit Status: Actively educated visitors that we are a self-governing non-profit with no official affiliation to any specific 12-step program.

All-Inclusive Sanctuary: Created a welcoming, stigma-free environment open to absolutely anyone choosing to live a sober lifestyle, regardless of their individual path.

04. Grassroots Support & Strategic Governance

Lean, High-Impact Operations: Mobilized rapid volunteer teamwork and organic community support to maintain exceptionally low overhead during our early days.

Advisory Board Stability: Navigated early growing pains and friction by assembling a well-rounded board of directors to guide our strategic thought process.

Our Unique Value



365-Day Uninterrupted Support:

Keeping our doors open every single day of the year, ensuring anyone in early recovery always has a safe, consistent place to turn.



A Safe & Comfortable Environment:

Providing a dignified, welcoming space where individuals feel physically safe and relaxed as they rebuild their lives.



Organic Program Exposure:

Offering natural exposure to a wide variety of 12-step meetings and recovery groups hosted daily in the facility.



Everything Under One Roof:

Combining recovery meetings, social connection, sober activities, peer support, and practical life help in one accessible location.



Restoring Self-Worth & Pride:

Creating a positive, uplifting culture that helps guests feel good about themselves and proud of choosing a sober lifestyle.



Building Meaningful Relationships:

Fostering authentic friendships and mentorships that replace isolation with strong, healthy social connections.

Recovery Partners

Luminus Health

Baltimore Drug Court

Calvert Drug Court

Anne Arundel Crisis

Anne Arundel County

State of Maryland

Avenues

Evolve Treatment

Grace House

Chrysalis House

Miller Sober Houses



Aspen BHC

Harcum Homes

Jude House

Project Chesapeake

Club 164 Funding Avenues



**12-Step
Meetings**



**Mug Club /
Ambassador
Program**



**Holiday
Events**



**Food and
Beverage
Sales**



Sponsors



Grants



**Book Store &
Evolve
Tenants**



**Evolve
Childcare**



**Donation
Box**



**Fundraising
Events**

Club 164 Today



01. Unprecedented Scale & Footprint

Welcoming **over 16,000 visitors per quarter**, achieving a level of community impact unseen in over 35 years of professional recovery experience.

05. Wraparound Support & Mentorship

Serving as the central daily hub for sponsor-sponsee engagement, while actively organizing **peer-led aid for housing, transportation, and job placement**.

02. High-Volume Meeting Hub

Grown to host **over 60 weekly 12-step meetings**, alongside diverse non-12-step group rentals and an on-site sober bookstore

06. Empowering Pathways to Employment

Continually **employing individuals in recovery** at our service counters, providing **vital workforce training**, and celebrating team members as they **"graduate" to outside careers**.

03. Trusted Community Integration

Established as the premier referral destination for **regional treatment centers, local businesses, and specialized field partnerships**, backed by an active Ambassador Program.

07. A Safe Haven for Celebrations

Providing **free on-site childcare** and hosting **full-service holiday dinners** for anyone in sobriety, alongside **private bookings** for special gatherings.

04. Vibrant Sober Social Ecosystem

Sponsoring a robust, **year-round recreational calendar**, including a softball league, pickleball tournaments, trivia, open-mic nights, bingo, and billiards.

08. High-Profile Sustainability

Securing crucial operational funding through **signature celebrity-led events** (featuring icons like Darryl Strawberry and Sugar Ray Leonard) and our **annual golf tournament**.

Our Goals for the Year



Comprehensive Certified Peer Support (CPS) Initiative

Professionalizing 100% of staff as state-certified CPS professionals, while empowering advanced employees with Supervisor-level credentials.

State-Sanctioned Professional Training Hub

Positioning our state-of-the-art facility as the regional hub for aspiring recovery professionals by hosting peer workshops and top-notch training.

Strategic Public Safety & Civic Alliances

Expanding collaborative partnerships with local police, fire departments, and state/county agencies to actively support regional addiction-fighting initiatives.

Targeted Fundraising Growth

Evaluating the addition of a dedicated development specialist to secure major institutional grants, corporate sponsorships, and sustain financial scaling.

Multi-Pathway Sanctuary Expansion

Sustaining our commitment to hosting a diverse ecosystem of 12-step programs alongside non-12-step recovery groups.

A Dynamic Generational Bridge

Serving as an active social conduit that organically connects individuals in early sobriety with veterans of long-term recovery.

Modern De-Stigmatization

Utilizing our high-energy, modern, state-of-the-art venue to dismantle the stigma of recovery and make sober socializing a proud, public choice.

Our Pillars & Challenges

- ★ **Clear & Direct Leadership:** Running the club like a disciplined business, not a democracy. Daily operations require quick, decisive leadership so we do not get bogged down in endless committees.
- ★ **High Hospitality Standards:** Treating this like a premium space by setting clear expectations. This means professional dress, warm personalities, and hands-on coaching so every guest feels respected.
- ★ **Unconditional Love for Our Guests:** Never losing sight of who we serve. Many people walk through our doors in a very tough, unhealthy place. They deserve equal dignity, patience, and love—every single time, without exception.
- ★ **Absolute Separation from the Meetings:** Keeping a strict boundary between club operations and recovery programs. We provide the safe haven, but we never police, dictate, or interfere with how people choose to recover.
- ★ **Lean & Protected Operations:** Running a very tight ship with extremely low daily overhead, while relying on a trusted, professional legal and accounting team to keep the club secure and compliant.
- ★ **Community Support & Guidance:** Actively raising funds wherever and however we can, while leaning on our experienced, supportive Board of Directors to help guide our thinking.

Event Photos







75K

**PATRONS
PER YEAR**



60+

**MEETINGS
PER WEEK**



100+

**MUG CLUB
MEMBERS**

Making Sober Fun Since 2021

Thanks!

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