The sociology of suicide has largely remained indebted to Durkheim’s focus on the social distribution of suicide via measuring variation in suicide rates. But, this approach has struggled to answer a core question that interests prevention and social scientists alike: why do people choose to die by suicide. Leveraging a novel case study of a small, affluent community with a significant youth suicide problem, this study tries to answer how places can make some denizens vulnerable to negative mental health outcomes and, potentially, suicide. By shifting from population-level research to meso-level place-based studies, the social and cultural roots of suicide are revealed with implications for future research, new prevention strategies, and sociological theory more generally.