



ALPHARETTA BUSINESS ASSOCIATION news

APRIL 2024

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30 Years of ABA

Established in 1994 as the Downtown Alpharetta Business Association (DABA), the Alpharetta Business Association originated from the collaborative endeavors of downtown merchants eager to promote their businesses. Today, it remains steadfast in its dedication to Alpharetta amid ongoing expansion and opportunities.

From its downtown origins, the association now welcomes businesses throughout Alpharetta and its neighboring areas. With a membership comprised of dedicated professionals, the ABA fosters synergy to uplift the business environment across Alpharetta.





30 Years of ABA

The Alpharetta Business Association is the presenting organization of many local events and projects, including:

- Downtown Alpharetta Farmers Market – award-winning market featuring more than 100 vendors every Saturday from April through October.
- Brew Moon Fests – spring and fall events featuring live music, food, and of course brews.
- State of the City Address and Mayor’s Breakfast – the annual event for the Alpharetta Mayor to deliver the outlook for the City in the coming year.
- Alpharetta Guidebook – comprehensive magazine that provides information about the City.
- Breakfast and Afterhours networking events throughout the year.
- Lunch and Learn events



New Members

- Bison Wealth
- FLOW Business Solutions
- Forward Systems
- JMBS Investments
- Metro Public Insurance Adjuster
- oXYGen Financial Inc.
- Polaris Senior Solutions
- Steven Stewart, LLC
- That 1 Painter North Atlanta Metro
- Twenty West Go, LLC
- Virtual Properties Realty

Upcoming Events

[Click here](#)

- 4/24 April Afterhours (Wednesday this month!)
- 5/7 May Power Breakfast
- 6/1 Brew Moon Fest



Sponsor Spotlight



ALPHARETTA CONVENTION & VISITORS BUREAU (ACVB)

The mission of the Alpharetta Convention & Visitors Bureau (ACVB) is to position Alpharetta as a regionally, nationally and globally recognized premier tourism destination by developing quality programs and facilities to attract overnight visitors. We do this by creating innovative and targeted marketing strategies, along with aggressive sales efforts, to showcase Alpharetta as a destination in efforts to attract overnight visitors, ultimately resulting in an overall positive impact for the economic well being of the City of Alpharetta.

Share something we might not know about the Alpharetta Convention & Visitors Bureau or a special highlight for us to include. The complementary services we provide to group planners and individuals are totally free. Because we are funded by a portion of the room rate a guest pays when spending the night at one of Alpharetta hotels, all of our marketing efforts on behalf of Alpharetta are complementary to local tourism businesses.

How has ACVB benefited from being an ABA sponsor? We love that ABA markets the Alpharetta CVB to its members and the public. We feel like a part of the organization as the members involved are working to help one another. We enjoy helping businesses succeed with the marketing efforts we can offer.

Any tips/advice for ABA members to help grow their business? Don't forget to market what you have to offer a customer. Utilize a variety of marketing tools to reach your clientele and if it is an event or something special, let the Alpharetta CVB know and they will help you using their toolkit of marketing strategies.



Members Only Event with Free Headshots and Video

At a special event in March, professional headshots and videos were provided to members as a marketing tool to boost their business! Thank you to our friends at LaRuche Photo for making this such a fun and successful event!



Save the Date: Brew Moon Fest

Saturday, June 1, 2024

6:00 - 10:30 PM

Tickets are now available [here!](#)





Thank You to Our Sponsors

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