

awesome
ALPHARETTA
georgia

OFFICIAL
VISITORS
Guide



Alpharetta Convention and Visitors Bureau
www.awesomealpharetta.com • 678-297-2811 • 877-202-5961
The Official Destination Marketing Organization for Alpharetta, Georgia



On behalf of the **AlphaRetta Convention and Visitors Bureau**, I welcome you to explore our dynamic city where visitors from around the world come to experience what the locals live every day. Spend a week or a weekend in one of our modern, affordable hotels and you'll understand why *Southern Living Magazine* named Alpharetta one of the South's Friendliest Cities in 2018.

Alpharetta has it all! It is a family-friendly destination with award-winning parks, hiking and biking trails, arboretums and plenty of free activities; **250+ shops in five distinct shopping districts** with eclectic boutiques, luxury brands and renowned retail stores such as **American Girl® Boutique and Bistro**; and more than **200 dining options** with locally-owned and chef-driven restaurants to delight every imaginable culinary preference. It's a place where you can stay and play or take an adventure out to surrounding locations, only to return for vibrant evenings of nightlife and entertainment.

Our flourishing music scene includes the award-winning, 12,000-seat **Verizon Amphitheatre** drawing mainstream performers; **Matilda's** showcasing folk, country and blues; **The Velvet Note**, where you can find the best in jazz; and **Chukkar Farm** with singer-songwriters from around the Southeast. There is never a dull moment to spare when **Main Event Entertainment**, **Topgolf**, **Urban Escape Games**, **Dave & Buster's**, **Motorcycle Safety Foundation**, **YMCA** ropes course and **Odyssey Escape Game** await with fun and games to entertain your group.

On any given weekend, you may find a farmers market, parade, event, festival or art in the park – huge attractors for visitors to enjoy and become a part of the fabric of the community. The charming downtown district of Alpharetta is being redeveloped with more shops and restaurants, bringing new energy to the heart of our city.

Visit **awesomealpharetta.com** to discover your options for dining, lodging, shopping and adventure. Sign up for our e-newsletter to stay "in the know" on all our city offers. Stop by the **AlphaRetta Welcome Center** when you arrive for friendly, personalized attention and insider tips on the area's must-sees.

This is a destination packed full of fun with gorgeous weather, impeccable service and upscale Southern hospitality. This is Awesome Alpharetta, Georgia. **Come let us *wow* you!**

Sincerely,

Janet Rodgers, *President and CEO*
AlphaRetta Convention & Visitors Bureau



Experience
Awesome
IN **ONE** GREAT
DESTINATION!

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ALPHARETTA *Welcome* CENTER

Drop by the **Welcome Center** for maps, brochures and seasonal event information. Find out what's happening in town and speak with our friendly staff. As the best resource for information about Alpharetta, we can point you in the right direction for the best antique shops or where to stroll on an 8-mile path along a lush creek watershed. Find 200 brochures about the area, from culturally rich Atlanta to the beauty of the North Georgia Mountains. With over 300 things to do around the area, we'll help you plan an action-packed itinerary for a day, a week or longer; then bring you back to Alpharetta to relax in one of our modern, affordable hotels, all dedicated to providing the best in service and comfort.

Our website goes a step further by providing a fully interactive experience through videos and photos along with easy-to-find listings of events including prices, times and descriptions. Once your trip itinerary is planned, visit our "STAY" page to book your hotel with one click.

Whatever you choose to do in Alpharetta, we're here to help.

Share your stories with us!



#AwesomeAlpharetta

Alpharetta Welcome Center
178 South Main St., Suite 200
Alpharetta, GA 30009
(678) 297-0102 | (800) 294-0923
Monday – Friday, 9 a.m. – 5 p.m.
Saturday, 10 a.m. – 4 p.m.



ALPHARETTA HOTEL PACKAGES

Add value to your Alpharetta visit with specially designed hotel packages to match your interests. With options for everything from romance to adventure, *why not stay the weekend?*



American Girl® Packages

Enhance your girl's experience with an American Girl® bed, keepsakes, milk and cookies, pink towels, VIP check-in and more.

Romance Packages

Celebrating an anniversary, birthday or a special date night? Sparks will fly with these romantic packages that may include chocolate-covered strawberries, champagne toasts, dinner on the town, in-room breakfast and late check-out. Let the magic begin!

Military Packages

We salute our armed forces and are grateful for their sacrifices made on behalf of our nation. In appreciation of their dedicated service, some Alpharetta hotels offer discounted hotel packages to our military.

Shopping Packages

You can literally shop 'til you drop when you are strategically located between Atlanta's high-end retail opportunities, the outlets of North Georgia and the distinctive boutiques and shops of Alpharetta. Consider a package that includes VIP coupons for the ultimate shopping excursion!

Verizon Amphitheatre Packages

This state-of-the-art venue is a destination for music lovers across the region. Take advantage of hotel packages that include transportation to and from the concerts and complimentary cocktails.

Visit awesomealpharetta.com for a full list of packages and special hotel rates.



Retire in style at one of Alpharetta's *modern and affordable hotels*. Many offer suites, free parking, complimentary breakfast and Wi-Fi.

Amenities Key



Internet



Parking



Fitness Center



Pool



Meeting Space



Restaurant



Shuttle



Pet Friendly



Breakfast Available

Alloft Alpharetta



7895 North Point Pkwy., 30022
(678) 527-6800

Atlanta Marriott Alpharetta



5750 Windward Pkwy., 30005
(770) 754-9600

Comfort Inn



5455 Windward Pkwy. West, 30004
(770) 664-7997

Courtyard Atlanta Alpharetta



12655 Deerfield Pkwy., 30004
(678) 366-3360

Courtyard Atlanta Alpharetta/Avalon



(Arriving January 2019)
11700 Amber Park Dr., 30009

DoubleTree by Hilton Hotel Atlanta – Alpharetta



2925 Jordan Ct., 30004
(678) 347-0022

Embassy Suites by Hilton Atlanta Alpharetta



5955 North Point Pkwy., 30022
(678) 566-8800

Extended Stay America – Atlanta – Alpharetta – Northpoint – East



3331 Old Milton Pkwy., 30005
(770) 475-7871

Extended Stay America – Atlanta – Alpharetta – Northpoint – West



3329 Old Milton Pkwy., 30005
(770) 569-1730

Extended Stay America – Atlanta – Alpharetta – Rock Mill Road



1950 Rock Mill Rd., 30022
(770) 475-2676

Fairfield Inn & Suites Atlanta Alpharetta



11385 Haynes Bridge Rd., 30009
(770) 663-4000

Hampton Inn Alpharetta/Roswell



10740 Westside Way, 30009
(770) 640-5511

Hampton Inn & Suites Alpharetta



16785 Old Morris Rd., 30004
(678) 393-0990



Experience Awesome HOTELS IN ALPHARETTA!

Hilton Garden Inn Atlanta North/Alpharetta


4025 Windward Plaza, 30005
(770) 360-7766

Hilton Garden Inn Atlanta Northpoint


10975 Georgia Ln., 30022
(678) 566-3900

Holiday Inn Express & Suites Alpharetta – Windward Parkway


12505 Innovation Way, 30004
(678) 339-0505

Homewood Suites by Hilton Atlanta– Alpharetta


10775 Davis Dr., 30009
(770) 998-1622

Hyatt Place Atlanta/Alpharetta/ North Point Mall


7500 North Point Pkwy., 30022
(770) 594-8788

Hyatt Place Atlanta/Alpharetta/ Windward Parkway


5595 Windward Pkwy., 30004
(770) 343-9566

La Quinta Inn & Suites Atlanta Alpharetta


1350 North Point Dr., 30022
(770) 754-7800

Residence Inn Atlanta Alpharetta/ North Point Mall


1325 North Point Dr., 30022
(770) 587-1151

Residence Inn Atlanta Alpharetta/ Windward


5465 Windward Pkwy. West, 30004
(770) 664-0664

Staybridge Suites Alpharetta – North Point


3980 North Point Pkwy., 30005
(770) 569-7200

The Hotel at Avalon and Alpharetta Conference Center


9000 Avalon Blvd., 30009
(678) 722-3600

TownePlace Suites Atlanta Alpharetta


7925 Westside Pkwy., 30009
(770) 664-1300

Wingate by Wyndham Alpharetta


1005 Kingswood Place, 30009
(770) 649-0955



Book your Alpharetta hotel stay directly
at **awesomealpharetta.com!**
Scan here with your smart phone or tablet
to compare rates and make your reservation.



Alpharetta is home to locally-owned & chef-driven restaurants that are having everyone take notice in a city boasting over 200 dining options.



Start the morning off right with fresh baked pastries and coffee from **2B Whole Gluten Free Bakery**. **Coalition Food and Beverage** offers expressive, chef-driven American cuisine, carefully crafted drinks and warm hospitality. Try a unique twist on classic southern ingredients inside **South Main Kitchen**. Signature beef burnt ends are all the rage at **Smokejack BBQ** and fish tacos will tantalize your taste buds at **PURE Taqueria**. Taste your way through Spain without ever leaving the Southeast with **MADE Kitchen and Cocktails'** authentic menu. **Vino 100's** complimentary wine tasting events every Saturday afternoon are always a hit with the locals. Don't miss the lobster roll from **BITE Bistro & Bar**, named one of the best in Atlanta by AJC.com.

From the zesty matador margaritas to the crispy pork belly tacos, Ford Fry's **The El Felix** doesn't disappoint. Find the famous wood-fired pizza at **Antico Pizza Napoletana**. Voted best burger in Atlanta by AJC.com, **Bocado Burger's** double stack and herb fries are perfect for the palette. For an international taste bud, **District III** features modern yet authentic Vietnamese cuisine. Raise a glass to genuine Italian dishes in **Coletta's** family-style dining room, where the cheese and pasta are made fresh in-house, daily. Colletta earned "Best Bite" in 2015 by Taste of Atlanta and "Best Meatball" in 2015 by the Atlanta Meatball Festival.



Experience Awesome DINING IN ALPHARETTA!

If authentic Italian flavor is on your mind, visit **Campania** to witness 120 years of pizza baking wisdom concluding in roughly 60 seconds at over 1,000 degrees Fahrenheit. Partake in a mixture of art and food at **Vinny's on Windward** – the walls of the restaurant are covered with local artwork that diners can purchase! **Secreto** offers amazing farm-to-table dishes that take food and your palate to new heights.

Don't miss **Atlantic Seafood Company's** modern, intuitive approach to the rich tradition of ocean-to-table seafood. Sizzling U.S. Prime steaks and scrumptious sides from **Ruth's Chris Steak House** are always a crowd pleaser. **Sage Woodfire Tavern** offers signature dishes such as sesame seared tuna, lump crab cakes and savory steaks. Satisfy a coastal craving inside **Ray's at Killer Creek** with horseradish encrusted grouper or shrimp & grits.

Need to satisfy a sweet tooth? Opt for **Alpine Bakery** with an amazing array of tempting desserts. Craving donuts? **DaVinci's Donuts** and **Scream'n Nuts** have an array of flavors to choose from daily. Pick up a dozen gourmet cupcakes to-go for your crowd from **Smallcakes**. Born and baked in Georgia, the sweet pies at **Southern Baked Pie Company** are an excellent treat to make even the savviest of food critics swoon.



Alpharetta's *culinary scene* doesn't end with the restaurants! These Alpharetta epicurean events & experiences keep the *foodies* coming back for more!



Voted a TOP 20 EVENT by Southeast Tourism Society in 2015, 2017 and 2018, the **Taste of Alpharetta** brings over 50,000 festival goers and food connoisseurs to the downtown streets each year. More than 60 restaurants set up in downtown for one night to showcase their tastiest dishes. Nowhere else can you try scrumptious samples from so many eateries at one time. It's an event the locals never miss!

From April-October, kick off the weekend a little early on Thursday nights at **Food Truck Alley**, where 6-8 food trucks rotate each week. Live music and kids activities make it a great evening for the whole family.

Head back to downtown on Saturday mornings for the **Alpharetta Farmers Market** between the months of April-October. From farmers with local produce & meats, to artisans with fresh baked breads, handmade soaps and jellies, over 60 vendors span this walkable market on Old Canton Street.



DINING

Unique cooking experiences bring culinary tourism to life with intriguing classes ranging from basic knife skill techniques to celebrity chef demonstrations. Check our Calendar of Events at **awesomealpharetta.com** for a full list of upcoming experiences.

Publix Aprons Cooking School

4305 State Bridge Rd.
Alpharetta, GA 30022
(770) 751-8560

Salud! Cooking School at Whole Foods Avalon

2800 Old Milton Pkwy.
Alpharetta, GA 30009
(770) 442-3854, x2

Sur la Table at North Point Mall

1082 North Point Cir.
Alpharetta, GA 30022
(678) 280-0086

Williams-Sonoma at Avalon

8180 Avalon Blvd.
Alpharetta, GA 30009
(678) 448-4105





*Dolls. History. Arts. Music. Games.
Outdoor Adventure. With so much to do,
you'll have to *stay the weekend!**

ALPHARETTA & OLD MILTON COUNTY HISTORY MUSEUM

2 Park Plaza, 30009

(678) 297-6000 | awesomealpharetta.com

The History Museum covers the history of Alpharetta, from its earliest days as Cherokee Indian territory, through its remarkable emergence as one of the nation's most vibrant high tech cities. Free Admission.

Hours: Monday - Thursday, 8:30am to 5:30pm
Friday 8:30am to 4:30pm

ALPHARETTA HISTORY WALK

Throughout Downtown Alpharetta

(678) 297-0102 | awesomealpharetta.com

Step back in time using the complimentary Alpharetta History Walk Brochure, available at the **Alpharetta Welcome Center**, and explore the earlier days of this beautiful city. There are 20+ historical markers, located within walking distance or a short drive of one another, that tell the story of Alpharetta's past. You'll learn what industry used to drive the city's economy and what buildings served uniquely different purposes other than their modern-day functions. Plus, there's no better time to bring up a discussion of your own family's history. Gather the grandparents and bring along the youngsters – this walk down memory lane is not to be missed!



ALPHARETTA WALK OF MEMORIES

201 Wills Rd., 30009

(770) 475-9023 | awesomealpharetta.com

Pay homage to our fallen heroes at the **Walk of Memories**. In honor of Georgian service men and woman, this memorial displays almost 8,000 bricks with the engraved names of Georgia POWs, DOWs, KIAs and their families. It is the only one of its kind in the state and includes a display of military equipment, monuments commemorating the branches of the military and a separate section reserved for those Georgia men and women who served.

AMERICAN GIRL® BOUTIQUE AND BISTRO

1202 North Point Cir., 30022

(877) 247-5223 | americangirl.com/alpharetta

American Girl® is more than just a store—it's a place for a girl's imagination to soar! Shop the doll collections and then enjoy a wonderful meal in the Bistro. Your special girl will love treating her doll to a new look at the Doll Hair Salon and attending in-store events.

Find all the characters. Add to the fun by exploring outfits, accessories and furniture that help make every doll's world complete. Don't forget to browse the bookstore with titles that inspire girls to dream big. Select from appetizers, entrees or desserts at the American Girl® Bistro. There are special seats for doll friends too. Reservations are recommended.



FUN &

THE COOLER FAMILY SKATE CENTER

10800 Davis Dr., 30004
(770) 649-6600 | cooler.com

Cool off at The Cooler with two 85'x 200' ice arenas and one 85'x 185' roller arena. Enjoy figure skating, ice hockey, roller hockey, public skating, birthday parties or special events.

CURRAHEE BREWING COMPANY

25 South Main St., 30009
(770) 696-2097 | curraheebrew.com

Currahee was founded in North Carolina in 2015, and brings their first Georgia location to Alpharetta! Currahee welcomes patrons to bring in snacks and food from surrounding restaurants to enjoy while sipping on their craft beers in the taproom.

DAVE & BUSTER'S

6500 North Point Pkwy., 30022
(678) 256-1100 | daveandbusters.com/alpharetta

Dave & Buster's has more state-of-the-art games than ever, more mouth-watering menu items and the most innovative drinks anywhere. From wings to steaks, the menu has whatever suits your appetite and a premium bar is stocked to satisfy patrons! Catch the big game on massive HDTVs with epic stadium sound. Dave & Busters can also help plan your next party or event!



GAMES

GA FARM & GARDEN TOURS OF ALPHARETTA

(678) 575-7643 | gafarmtours.com

Partake in a Georgia Farm & Garden Tour to experience Awesome Alpharetta and North Georgia's natural beauty! See breathtaking vistas, enjoy local food and taste the best wines the region offers. Experience life on a farm. See and smell the garden flowers. There will even be time for shopping and a relaxing spa treatment! Choose the basic tour package or speak with the certified tour director to create something custom for a group.

GO GEOCACHING!

This outdoor treasure-hunting escapade is great for groups, families and even individuals. Visit geocaching.com and search Alpharetta zip codes 30004, 30005, 30009, 30022 and 30023 to find a complete list of all the caches around town. Plug the coordinates into your personal GPS device and start hunting!





FUN & GAMES

JEKYLL BREWING

2855 Marconi Dr., Ste. 350, 30005

(844) 453-5955 | jekyllbrewing.com

The first brewery in the Deep South was founded on Jekyll Island in 1738; today Jekyll Brewing is proud to be the first brewery located in Alpharetta, Georgia. Whether its hoppy, malty or delicately balanced, Jekyll has a lineup of craft beers that cover the global spectrum of brew styles. See where the magic happens and ask for a brew house tour. Go behind the scenes to hear expert beer makers share the secrets of the brewing magic.

MAIN EVENT ENTERTAINMENT

10700 Davis Dr., 30009

(770) 521-9100 | mainevent.com/alpharetta

Main Event features bowling with state-of-the-art scoring, bumpers for the little ones and lasers. Compete against other teams in laser tag through glowing pillars, arches and passageways in a black light, fog-filled, heart-pounding, music-jamming adventure. Boasting more than 100 virtual and interactive games, the games gallery is designed to keep you playing on and on and on. Imagine scaling a swaying bridge, balancing on narrow planks or walking a tight rope; all while suspended high above the busy game room. Main Event offers chef-inspired casual dining, specialty pizzas and a full-service bar.



Experience Awesome EVENTS IN ALPHARETTA!

Shamrockin' for a Cure, March

Party with a purpose! Eat, drink and help cure Cystic Fibrosis during this music-filled night that will rock the stage. Dine on food from local restaurants and drink from a bottomless cup while dancing the night away for a good cause. Admission tickets required.

Alpharetta Farmers Market

Saturday mornings from April - October

Over 60 vendors span this walkable market in downtown Alpharetta each week. Find farmers with fruits, vegetables, natural meats, and gardeners with fresh flowers and herbs. Discover makers of baked goods and desserts, local honey, homemade sauces, jellies and soaps.



Alpharetta Food Truck Alley

Thursdays from April - October

Feast on the street every Thursday evening at Alpharetta Food Truck Alley! This weekly gathering features a variety of 6-8 rotating food trucks and live music each week. Stroll the streets, eat delicious food, listen to some great music and kick off the weekend a little early!

Brooke Street Park Event Series, April - October

The Brooke Street Park Event Series brings theater, music and fun to life, Saturdays from April to October. Bring a blanket and a picnic, and enjoy free, live, family-friendly performances by different Alpharetta based entertainment groups.



Alpharetta Arts Streetfest, May

Dive into a world of art and creativity. 90+ talented artists from all over the country gather for your viewing pleasure. Enjoy the original artwork, whimsical crafts, local cuisine, children's activities and musical entertainment during this three-day festival.

Alpharetta Art in the Park

One Saturday of each month from May - September

Look for artists at work creating masterpieces right before your eyes at this outdoor market under the trees that attracts art lovers and exhibitors from all over. Combine this with Alpharetta's Saturday morning farmers market to create a fun-filled weekend.



Taste of Alpharetta, May

Attracting over 50,000 foodies each year, this festival is a tradition that spans over two decades and one that will satisfy every taste bud with specialties from more than 60 restaurants. Enjoy cooking demonstrations, chef competitions, entertainment stages, art exhibits and kids' activities.

Youth Fishing Derby, June

Kids cast their lines and cross their fingers! Bring fishing gear, bait and outdoor supplies to enjoy a fun morning of fishing in the pond near Brookside Office Park. For children age 4 to 12 years (accompanied by an adult). Prizes for longest fish and most fish caught. Free event, but pre-registration is required.

Alpharetta Brew Moon Fest, June and September

Downtown is hoppin' at these annual beer festivals with live music on stage, food and beverages. Bring your own chairs or buy a table near the stage for an evening filled with music and dancing in the streets!

July 4th Fireworks and Festivities, July

Pack a picnic and celebrate our great nation with your family under the stars. Children's activities, live music and a brilliant display of fireworks at dusk. Come decked out in your red, white and blue!



Touch a Truck, August

Every child's imagination will soar as they venture through the parking lot filled with trucks of all shapes and sizes! Kids can see, touch and explore a fire truck, dump truck, school bus, 18-wheeler, limo, police vehicles and more. This free event includes animal balloons, face painting, inflatables and festival food for purchase.

Old Soldiers Day Parade, August

Alpharetta has been honoring war veterans for over 50 years! In tribute to the devoted, the city hosts a parade with as many as 100 floats, marching bands, military units, classic cars, clowns, music and candy. Free hot dogs, soft drinks and children's activities at the parade finish.



Mayor's Corporate Challenge 5K Run & Block Party, August

Whether you run or walk, come join in the fun for this annual 5K running through the heart of downtown Alpharetta. Pair this with Thursday evening's Food Truck Alley for a night of family fun with food, libations and live entertainment.

European Market, September

Feel like you're a world away in downtown Alpharetta at this two-day market. Find vintage home furnishings and decor, beautiful works of art, handcrafted jewelry, fashionable clothing and accessories, objects d'art, artisan foods and unique treasures.



IronKids Triathlon, September

Test your strength and go the distance! For ages 6-15, a swim, bike and run competition with emphasis on fitness and fun. One of the largest kids triathlons in the country. Distances vary with age group.

Scarecrow Harvest, September

Over 100 life-size scarecrows along the streets of downtown Alpharetta, inspiring fall spirit! A family street party that continues throughout the day offers inflatables, groovy music, hayrides, quirky face painting, artsy activities and delicious food.

Wire & Wood Alpharetta Songwriters Festival, October

Music will flow through the streets during this multi-day festival as 25+ talented artists perform their own songs with soulful melodies, magnificent vocals and expressive lyrics while interacting with the audience. Listeners will learn the stories behind each song and recognize some of the tunes that are played by their favorite musicians.

Alpharetta Women's Half Marathon & 5K, November

Finishing in the family-friendly atmosphere at Avalon, this woman's only half marathon and 5K event will showcase a \$1,000.00 prize purse for the top finishers in the half marathon.

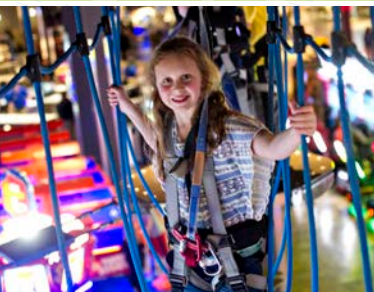
Christmas Tree Lightings, December

Come together to create special memories with your family at several holiday extravaganzas around the city. See the magic of the season come alive with children's activities, tree lightings, refreshments and photos with Santa.

For a full listing of event information, visit the **Calendar of Events** at awesomealpharetta.com. Please note that event dates, times and locations are subject to change.



FUN & GAMES



MINIME FACTORY

5530 Windward Pkwy., Ste. 100A, 30004

(770) 797-5020 | minimefactory.com

Create a miniature version of you! Step into the “MiniMe dome” fitted with over 100 cameras and scanners, capturing over 500 instant images. All captured images are rendered into a 3D digital model of YOU!

MOTORCYCLE SAFETY FOUNDATION

1450 Morrison Pkwy., 30009

(770) 442-2459 | offroad-training.org

Discover the expansive Motorcycle Safety Foundation campus in Alpharetta. Release your inner daredevil during one of the internationally recognized rider training classes, dedicated to expanding rider education and motorcycle safety while you enjoy the ride. Find street bikers taking basic training, youngsters learning how to maneuver ATVs, groups team building or a family learning the elements of dirt bike riding.



ODYSSEY ESCAPE GAME

1111 Alderman Dr., Bldg. 200, Ste. 210, 30005

(770) 559-7548 | odysseyscapesgame.com

Odyssey Escape Game challenges the mind and ability to collaborate with others in an interactive, team-building environment where good times and good memories are had by all. Clues, codes and keys are hidden throughout the room. Then use the clues, codes and wit to figure out the puzzles and riddles. Work with your team, communicate and be creative together. Be quick, yet thorough, for your best chance of a successful escape!

Odyssey Escape Game strives to provide a high energy, collaborative and entertaining experience with world class service, innovative themes and challenging games and puzzles.

TOPGOLF ALPHARETTA

10900 Westside Pkwy., 30009

(770) 217-0513 | topgolf.com/alpharetta

Topgolf is the premier golf entertainment complex where the competition of sport meets your favorite local hangout spot. Players hit golf balls containing computer microchips that track each shot's accuracy and distance while also awarding points for hitting targets on the outfield. It's an upscale, laid-back experience featuring climate-controlled hitting bays and an impressive food and beverage menu.

Topgolf's food and beverage menu puts all sports bars to shame. You'll find the classics you love, along with fun new things to try, including a few regional dishes. Lessons are also available for any age or skill level.



GAMES



URBAN ESCAPE GAMES

20 Mansell Ct. East, Ste. 275, 30076

(678) 805-2189 | urbanescapegames.com

Virtual escape rooms have been popular online for years. Real-life escape rooms are a new concept and now you can experience it at Urban Escape Games. Enter a themed game room, race against the one-hour clock and figure out how to escape. Work with your team to find clues, solve puzzles, crack codes and investigate EVERYTHING to make it out in time! Put your skills to the test and unlock your potential!

YMCA OUTDOOR ROPES COURSE

Ed Isakson/Alpharetta Family YMCA

3655 Preston Ridge Rd., 30005

(770) 664-1220 | ymcaatlanta.org/ymca-locations/alpharetta

Be challenged on this high-adventure and low-element ropes course featuring a series of constructed, interactive components nestled behind Alpharetta's YMCA. Open to individuals, families and groups, the course helps foster team building through communication, risk, trust, self-confidence and commitment.



ARTS &

Alpharetta's arts scene is abuzz with something to offer every artistic mind. From culture-infused theatre acts and concerts, to galleries galore and sculptures to explore, downtown Alpharetta's arts landscape is simply waiting to be discovered with exciting events happening every week. Make your own masterpiece at a studio class in the city or attend an artist lecture at the new **Alpharetta Arts Center**.

A.C. STUDIOS & CAFE

160 North Main St., 30009

(470) 539-4189 | alpharettacreativestudios.com

Art gallery, studio classes & cafe

ACT1 THEATRE

180 Academy St., 30009

(770) 663-8989 | act1theatre.com

Award-Winning Community Theatre

ALL FIRED UP

53 South Main St., 30009

(770) 740-7800 | allfiredupart.com

Pottery Painting and Creative Art Classes

DOWNTOWN ALPHARETTA ARTS WALKING TOUR

Take a self-guided walking tour through downtown Alpharetta to see 12+ permanent and temporary art sculptures. A free brochure for the walking tour can be picked up at the **Alpharetta Welcome Center**, located at 178 South Main St., Suite 200.



CULTURE

OTHEL'S ART GALLERY

11775 Northfall Ln., Ste. 202, 30009

(404) 955-5521 | othelsart.com

Gallery and Private Art Parties

PAINTING WITH A TWIST

11770 Haynes Bridge Rd., Ste. 801, 30009

(470) 294-0051 | paintingwithatwist.com

Canvas Painting

SIS & MOON'S

24 Milton Ave., 30009

(404) 414-5765 | sisandmoons.com

Gallery shop with curated items from new & vintage sources

STILL POINT ART GALLERY

3755 Mansell Rd, 30004

(770) 449-6766 | stillpointarts.org

Art Gallery

THE TREEHOUSE AT SIS AND MOON'S

24 Milton Ave., 30009

(404) 414-5765 | sisandmoons.com

Studio for art parties and classes

Visit the Calendar of Events at awesomealpharetta.com for a full list of arts events happening in the city. For more details about events at the new Alpharetta Arts Center, visit alpharetta.ga.us.



MUSIC

CHUKKAR FARM CONCERT SERIES

1140 Liberty Grove Rd., 30004

(678) 665-0040 | chukkarfarmpoloclub.com/concerts

Enjoy an incredible night of live music with performing songwriters at one of the most scenic venues amongst the rolling foothills of Georgia. Set on 173 acres with breathtaking views, Chukkar Farm's outdoor concerts are the perfect evening with music, friends and memories. Reserve a table under the pavilion – or bring folding chairs and sit under the stars. Pack a picnic and beverages to enjoy throughout the show during the April to October season.

MATILDA'S

875 Hickory Flat Rd., 30004

(770) 754-7831 | matildasmusicvenue.com/music

Kick back and get in touch with your Southern roots at this relaxed outdoor concert venue. It has grown to attract some of the best musicians from around the country. Bring along favorite eats and drinks to savor as bands play bluegrass, country and folk rock tunes in this fabulously funky setting. Matilda's is a dog and kid-friendly venue.

Enhance your nightlife experience throughout the week with the sounds of live music at many Alpharetta restaurants, Topgolf and Avalon. For more information about live music and concerts in Alpharetta, visit **awesomealpharetta.com**.



VENUES

THE VELVET NOTE

4075 Old Milton Pkwy., 30005

(855) 583-5838 | thevelvetnote.com

This beautifully appointed soundstage and club room showcases exceptional musical talent to the accompaniment of outstanding food, spirits and service in an intimate living room atmosphere. Designed by musicians for musicians, the soundstage has been crafted to provide the purest vocal and instrumental reception available to a live audience. The Velvet Note is quickly gaining visibility as one of the most unique things to do in the Atlanta area with nods by Downbeat Magazine and Creative Loafing as "Best Jazz Venue."

VERIZON AMPHITHEATRE

2200 Encore Pkwy., 30009

(404) 733-5010 | vzwamp.com

Enjoy performances by today's leading artists at this state-of-the-art venue on 45 beautifully-landscaped, wooded acres during its April to October season. It's the exceptional alfresco setting, paired with big talent like the Eagles, Keith Urban, Gwen Stefani and performances from the Grammy award-winning Atlanta Symphony Orchestra, which earned this venue top honors from Insight Magazine as "Best Concert Venue". Whether you sit in one of the 7,000 covered seats, on the lawn or in a box suite, you will enjoy world-class entertainment surrounded by large heritage trees, plants and flowers native to the area.



HIKING &

Immerse yourself in Alpharetta's Mother Nature while enjoying nearly 15 miles of trails. Find picturesque scenery and nature preserves on these well-shaded, mostly flat paths. All trails are open year round, dawn to dusk, and free to the public. Restrooms are available at all locations for your convenience. Motorized vehicles are prohibited, providing a secure pedestrian-friendly and traffic-free environment.

ALPHARETTA BIG CREEK GREENWAY

Trail Length: 8 miles one way, joins 1.5-mile loop.

Type of Trail: Out and Back. Easy.

Features: 12-foot-wide paved concrete path that meanders through the deciduous woods along Big Creek, ideal for biking, walking, roller blading and inline skating. Dirt mountain bike trails are located on the east side of the creek. A soft mulch trail encircles a large wetland between Haynes Bridge Road and Mansell Road. Wildlife such as blue heron, deer, ducks and Canada geese can be observed in this preserved water setting.

Zagster Bike Share stations are located along the Greenway, Alpharetta YMCA and at Avalon. Bikes are available for rent at the stations and the first three hours are free. Download the Zagster app to learn more.

NEW in 2018!

PEDEGO ELECTRIC BIKES

6480 North Point Pkwy., Ste. 1100B

(404) 281-0264 | pedegoalpharetta.com

Explore all that Alpharetta has to offer on a relaxing Pedego electric bike rental.



BIKING

Note: Restrooms available along the Greenway and at all parks. No bicycles permitted on park trails listed below.

COGBURN ROAD PARK

Trail Length: 0.2 miles

Type of Trail: Loop

Access Point: 12825 Cogburn Road

NORTH PARK

Trail Length: 1.0 mile

Type of Trail: Loop

Access Point: 13450 Cogburn Road

WAGGY WORLD PAW PARK

Size: 1.5 acres, fenced, off-leash

Access Point: 175 Roswell Street

WEBB BRIDGE PARK

Trail Length: Approximately 1.7 miles

Type of Trail: Loop

Access Point: 4780 Webb Bridge Road

WILLS PARK

Trail Length: 1.8 miles

Type of Trail: Loop with spurs

Access Points: Old Milton Parkway or 11925 Wills Road



ARBORETUMS



ALPHARETTA ARBORETUM AT BROOKE STREET PARK

2 Park Plaza, 30009

Established in 2016, this arboretum features a variety of springtime flowering trees that will delight visitors with vibrant colors. Flowering trees are a staple in landscapes and are used as ornamental and specimen plantings. Flowering trees add color to the landscape with their wide range of sizes and flower color choices. Take your time to enjoy the park and arboretum at your own pace with a winding concrete path, a beautifully landscaped stream, open lawn, **Veterans War Memorial** and a small reading garden.

ALPHARETTA ARBORETUM AT COGBURN ROAD PARK

12825 Cogburn Rd., 30009

This arboretum showcases a fine collection of mature trees, including oaks, yellowwood, ginkgo, pecan, flowering dogwoods and southern magnolias. It also features a rain barrel demonstration area on the north side of the restroom. The rainwater collected here is used for watering trees and other plants at the park.



ALPHARETTA ARBORETUM AT WEBB BRIDGE PARK

4780 Webb Bridge Rd., 30005

This park abounds in natural beauty with trees and flora that are native to Georgia featuring upland hardwood forest, conifer forest and trees typically found in moist ravines and bottomland. Walk the mile and a half trail through the park and experience “A Walk Through Georgia”, spotting 23 trees that represent all three of Georgia’s geographic regions: the mountains, the Piedmont and the Coastal Plains.

ALPHARETTA ARBORETUM AT WILLS PARK

11925 Wills Rd., 30009

Established in 2008, this arboretum is in the 110-acre, multi-use Wills Park near the downtown center of Alpharetta. Following a paved walking path, it showcases the natural setting and beauty of native tree species of the Southeastern United States, including 25 specimens from green ash, elms and dogwoods, to oak, cherry, persimmon, cottonwood and more. These trees offer an educational perspective on the wide choices of available trees suitable for planting in our urban landscape.

The Alpharetta Arboretum Community Garden, also located at Wills Park, is an organic educational garden where Alpharetta volunteer gardeners come together to learn, teach and share their gardening experience with each other, the community and visitors. Learn how to grow fresh and delicious organic vegetables, herbs and fruits on a year-round basis.



As the shopping mecca north of Atlanta,
Alpharetta's five distinct shopping districts
have it all, from top designers to top savings,
well-known stores to unique boutiques.

DOWNTOWN ALPHARETTA

Head towards **DOWNTOWN ALPHARETTA** where specialty boutiques await your arrival along Main Street and Milton Avenue. Looking to redecorate your home? Create a timeless new home environment or design a sophisticated custom piece of furniture at **Belso Home Studio**. Browse for fashionable outfits with a philanthropic purpose at **UB4ME Apparel** – at least 15% of the profit is donated to different charities every time a customer makes a purchase. Style the guys in your life with comfortable, classic attire from **Clothes Horse Mens Apparel**. **La Bella Maison** features resplendent home adornments, locally-crafted fashion accessories and aromatic bath & body products. **Sis & Moon's** is a shop where local artists, makers and beautiful-thing lovers unite featuring curated items from both new and vintage sources.

WINDWARD PARKWAY

Start your hunt on the north side of town on **WINDWARD PARKWAY**. For the fashionista, stop in at **Dress Up Boutique** – browse through unique threads and accessories offered at dashing price points. Score big for the athlete in your life at **Big Peach Running Company**. This hometown favorite is decorated with locally inspired apparel and brand named footwear to motivate every racer as they accomplish their fitness goals.

Alpharetta is a shopping paradise! For a full list of over 200 shops and boutiques in Alpharetta, visit [awesomealpharetta.com/shop](https://www.awesomealpharetta.com/shop).



Experience Awesome SHOPPING IN ALPHARETTA!



NORTH ON MAIN

Crank up the car and head over to the **NORTH ON MAIN** district. The ultra-chic gal will love discovering high-end finds from **Designer Consigner**. Whether your style is romantic, modern or hip...you will find it all for an affordable price at **The Couture Consigner**. Shop over 250 artisan and merchants displaying antiques, collectables and home furnishings at **Queen of Hearts**.

NORTH POINT MALL

Find familiarity in Alpharetta's **NORTH POINT MALL**, a place sure to make you cheerful as you stroll through more than 100 retailers like **Macy's** and **Von Maur**. The area surrounding North Point Mall lends itself to feminine fashion boutiques like **Honey & Hazel** and **Versona** – they have something for every personal style – along with crowd pleasers like **REI**, **Nordstrom Rack** and **Stein Mart**. Find what your little ladies want from Alpharetta's **American Girl® Boutique and Bistro**. A doll hair salon and all the doll accessories you could imagine – the **American Girl® Store** has it all. Enjoy the newest Hollywood releases at state-of-the-art **AMC North Point Mall** IMAX theaters with recliner seats, full bar, food and lounge.



*The ability to live, work, play
and dine in Alpharetta is cemented
with the luxury development of Avalon.*

AVALON

Stop by **Kendra Scott** for custom jewelry at the Color Bar, **Soft Surroundings** for high-quality fashion and **Lululemon** to find everything for the fitness buff. Browse through **Janie and Jack**, **Gymboree** and **Pottery Barn Kids** for stylish kids apparel and decor. Don't forget the guys with picks from **Columbia PFG**, **Brooks Brothers**, **Tommy Bahama** and **Vineyard Vines**. After a long day of shopping, dine at Ford Fry's **The El Felix** for margaritas and Tex-Mex; or the famous **Antico Pizza**. Choose from 90 beers on tap at **Barleygarden Kitchen and Craft Bar**. A sweet tooth will not be disappointed after a stop at **Jeni's Splendid Ice Creams** or **Pinkberry**. **Rumi's Kitchen** is renowned for international flair with popular Persian dishes. Wind down over wine and cheese at **Crú Food & Wine Bar's** rooftop bar under the bistro lights of the boulevard. Have the family with you? Enjoy the big screen at **Regal Avalon Movie Theater** with reclining leather seats, full bar service and food. Relax around the community fire pit with s'mores or head to The Plaza lawn for an Avalon event or an evening of live entertainment.

Avalon's seasonal event calendar has something for everyone. Wellness Wednesdays are all the rage with **AvalOM's** free yoga, pilates and barre classes. **Avalon Nights Live** brings free live entertainment to The Plaza lawn each Friday night from April to October. From Kentucky Derby to Cinco de Mayo, St. Patrick's Day to Mother's Day...if there is a reason to celebrate, you can bet Avalon is hosting a party for it!

Visit **awesomealpharetta.com** for a full list of Avalon events, shops and restaurants.

COMING SOON TO ALPHARETTA!

It's an exciting time to visit Alpharetta! Here are a few new things that will be opening soon in our dynamic city.



ALPHARETTA CITY CENTER

Downtown Alpharetta | citycentralalpharetta.com

Arriving throughout 2018 and early 2019, Alpharetta's City Center will be home to over 10 restaurants and 25+ retail shops such as Citizen Soul, Highland Bakery, Jinya Ramen Bar, Restaurant Holmes, Branches, Kilwins, Natural Body Spa and Shoppe, Perched and Red Hound Gifts.

LIBERTY HALL

33 South Main St., 30009

Arriving Summer 2018, Liberty Hall will feature Chef Todd Hogan's Prairie American Kitchen & Hearth, specializing in comfort foods with a slight twist from the Great American West. Liberty Cigar Company will have a retail location on the first floor of Liberty Hall. The top floor is host to 7,000 square feet for a social club called The Founder's Club.

TEASLEY MARKET

50 Canton St., 30009

teasleyplace.com/teasleymarket

Arriving Summer 2018, Teasley Market is a unique collection of shops and restaurants within Teasley Place. The highly anticipated Coalition Food & Beverage, along with Maple Street Biscuits, are sure to make Teasley Market a dining destination within downtown Alpharetta. Several boutique shops, Youthtopia Med Spa and Oya Yoga Studio will round-out the market's space.

THE DAILY

11556 Rainwater Dr., 30009

thedailyalpharetta.com

From one of the original developers of Atlanta's Krog Street Market comes a new concept. The first of its kind, think casual restaurants meet beer garden meet food hall and event space. The result is The Daily, an engaging affair featuring breakfast, brunch, lunch, happy hour, dinner and entertainment...built just for Alpharetta. Nashville's Biscuit Love and King of Pops are the first tenants to commit to The Daily.

For a complete list of new and upcoming attractions in Alpharetta, visit **awesomealpharetta.com/about/coming-soon-alpharetta**.



Let's talk about your next meeting, event or special occasion!



A plethora of complimentary event planning services are at your fingertips from the Alpharetta CVB professionals. Our experienced staff is ready to work with you for **FREE personalized planning resources**, the most **individualized attention** and the best insider tips on how to make your event a success.

WE WILL:

- Be a single point of contact as your Alpharetta event planning resource
- Check hotel rates and availability at all Alpharetta hotels based on your needs and provide you with one comprehensive list of options
- Assist with destination and hotel site inspections
- Provide complimentary welcome bags with Alpharetta visitor information for Alpharetta hotel guests
- Offer insider tips on securing the best activities, dining and vendor options for your event
- Suggest customized itineraries for attendees

One call, one contact gets you all this for *free!*

To learn more, call our event specialists at 678-297-2811.