



**DTA Business Leaders Meeting - Recap**  
**Wednesday, March 1, 2023**

**Next Meeting: April 5<sup>th</sup> - The Hamilton Hotel**

City of Alpharetta – Kathi Cook, Director of Community & Economic Development provided an update regarding projects in the DTA and greater Alpharetta.

- Businesses impacted by the Highway 9 construction zone are still eligible to place banners on their property to increase visibility
- This is the lowest vacancy percentage we have seen in Downtown Alpharetta
- They are in the process of developing more branding and signage for the AlphaLoop
- New development:
  - Founders Hall at Blalock Plaza
    - Will be ½ restaurant ½ office space
  - 100 North Main office building
- Meeting with a Sports Consultant on how to incorporate sports (sports space, city team, etc.) two potential opportunities presented

City of Alpharetta/Rec, Parks, Culture - Hilary Lew – Special Events Coordinator

- Road closure emails will be sent out soon for the future events
- Taste of Alpharetta
  - Thursday, May 11
  - Plan to participate? Sign up online
  - Tickets will be mobile this year

ACVB – Kendall Bagley – Public Relations & Social Media Director

- Restaurant Week
  - February 27 – March 5
    - Largest restaurant participation ever
      - 46 restaurants
- Working with influencers to drive attention and visitors to Alpharetta
  - Instagram Influencer w/over 300,000+ followers @ATLBucketlist will create promotion around her Alpharetta bucket list.

## ABA – Lara Dolan

- Farmers Market starts April 1
- Shamrockin' for a Cure
  - March 18<sup>th</sup> 7 pm – 11 pm
  - Ameris Bank Amphitheater
  - Brew Moon June 3

## Clothes Horse

- St. Patty's Event
  - Trunk Show
  - Live Music
  - Special Mixologist class from Truck and Tap

## Magnolia Moon

- 3<sup>rd</sup> Wednesday of the month is Wine Wednesday from 5 – 8 pm
- May 5<sup>th</sup> is their 9-year anniversary

## Truck and Tap

- They will have a St. Patrick's Day special
- Currently having a deal on booking their event space
- Corn Hole begins in 2 weeks

## Chiringa

- Bringing back live music
- Espresso Martinis are coming soon
- Partnered with Barkville Dog Rescue
  - Plan to host specific adoption days in March, April, May and June
- Menu revision in the works

## The Hamilton Hotel

- March is International Women's History Month
  - Planning events with a focus on women
- Planning future cocktail class events
- Launching a Spring menu soon
- Planning a "Fill your Easter Basket" event

## Gracious Home

- Having our March sale
- Lots of beautiful items for Easter

### La Bella Maison

- Easter and Spring collection is out
- Lots of new white products and Easter décor

### Aria Salon

- Specials and sales on products and services
- Come in for your new Spring look