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## **Alpharetta Convention & Visitors Bureau Achieves Gold Level Benchmark of Excellence Recertification From The Georgia Association of Convention & Visitors Bureaus**

*2018 marks the fourth time the Alpharetta CVB has earned certification*

**Alpharetta, Ga.** – The Alpharetta Convention and Visitors Bureau received a gold level “Benchmark of Excellence” certification from the Georgia Association of Convention and Visitors Bureaus (GACVB) for the fourth time. The Alpharetta CVB is one of nine CVBs in the state to attain the prestigious designation.



In 2008, the GACVB launched its Benchmark of Excellence Certification Program (BEC) for Georgia Destination Marketing Organizations. The program was designed to provide a road map for continually creating and maintaining a standard of excellence in all areas of operation. Out of the 91 CVBs that are GACVB members, eight have earned the gold level BEC. The BEC is available in three levels:

- Level I – The Bronze Standard: Bronze certification indicates the applying CVB/DMO has met the minimum requirements of the BEC

- Level II – The Silver Standard: Silver certification indicates the applying CVB/DMO has met advanced requirements of the BEC
- Level III – The Gold Standard: Gold certification indicates the applying CVB/DMO has met the highest level of requirements of the BEC

The certification process is exclusively offered to GACVB members and is valid for a term of three years. Once the term expires, CVBs are eligible to renew by documenting standard procedure updates/changes in an essay format. The certification is administered through The Leadership Institute at Columbus State University, a unit of the University System of Georgia.

The Alpharetta Convention and Visitors Bureau was the first CVB to achieve gold level status in 2009. It received renewals in 2012, 2015 and now again in 2018. The accreditation program allows the CVB to demonstrate to the state-wide committee that its operations, practices and procedures are in place, raising standards in all areas of the organization by measuring them against a defined set of competencies which serve to increase the overall professionalism and effectiveness of an organization.

“Receiving the Benchmark of Excellence from the GACVB is an honor because they have set a high standard of procedures and policies that must be met to attain the certification,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “The Alpharetta CVB has proven that its operations are solid now as well as when it was structured in 2004 by the optimum functions needed to be a well-oiled marketing engine for Alpharetta.”

For more information on the Alpharetta Convention and Visitors Bureau visit [www.awesomealpharetta.com](http://www.awesomealpharetta.com).

#### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. Recently named “One of the South’s Friendliest Cities” by *Southern Living Magazine* and “One of the Best Places to Visit in Georgia” by Vacationidea.com, Alpharetta is conveniently located just 22 miles north of Atlanta. For more information call 678.297.2811 or visit [awesomealpharetta.com](http://awesomealpharetta.com).

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