

Alpharetta  
GEORGIA

Springtime  
in  
ALPHARETTA  
Shop, Dine  
& Unwind



—awesome—  
**ALPHARETTA**  
CONVENTION & VISITORS BUREAU

678-297-2811  
[awesomealpharetta.com](http://awesomealpharetta.com)

The Official Destination Marketing Organization for Alpharetta, Georgia





What better time to enjoy a getaway filled with shopping and dining galore than *Springtime in Alpharetta!* With over **250 shops**, more than **200 dining options**, and over **30 attractions** to loosen up your mind, Alpharetta is a shopper's paradise, a foodie's haven, and a traveler's sanctuary.

## Shop YOUR HEART OUT

Alpharetta's experiential retail therapy opportunities takes your favorite pastime to a new level. With more than 250 shops within a five-mile radius, this city is your one-stop shop for finding that perfect spring outfit or Mother's Day gifts for everyone on your list. What's even better: Alpharetta's three distinct shopping districts – all within 1-mile of each other – offer so much beyond what's on the rack.



Treat yourself or someone special to a custom, personalized piece of jewelry from the **Kendra Scott Color Bar** at Avalon. **Fab'rik** hosts Rockstar Parties – invite a group of friends to an in-store, after-hours private shopping party complete with refreshments and 20% off discount. **Sis + Moon's** in Downtown Alpharetta is a working studio and art gallery in the heart of downtown hosting Canvas + Cocktails classes to design something all your own. **IndieHouse Modern Fragrance Bar** in Downtown Alpharetta offers weekly scent blending workshops where guides will mix interesting info with hands on creation to give you a unique experience that culminates in your perfect custom scent. Try your hand at pottery painting at **Artrageous Potter** inside North Point Mall for a fun night out. You will have a brilliant time bringing out your inner Michelangelo.





## A *taste* FOR EVERY PALATE

In Alpharetta, you'll find a unique food culture with an unbeatable lineup of top-notch eateries and one-of-a-kind culinary hot spots. A true hidden gem, the city is home to an eclectic blend of restaurants where you can enjoy modern, craft cocktails or turn the corner for some made-from-scratch biscuits and gravy just a block away. Whatever craving you're out to satisfy, know you're in for a tour of drool-worthy meals you won't soon forget.

A homey, warm ambiance and hearty portions make **The Southern Porch** a must-try when it comes to starting the day with Deep South deliciousness. The Chicken & Waffles will not disappoint! Or opt for a visit to **The Original Pancake House** to try the Dutch Baby, a signature dish made from fresh German batter, topped with powdered sugar, and served with fresh lemon wedges and whipped butter.



As the day moves on, **Carson Kitchen's** menu is infused with Southern influences including a Secret Sunday Chicken Sandwich, a Butter Burger with Boursin Cheddar – and make sure to order the oh-so-cheesy Baked Mac and Cheese as a side. **Oak Steakhouse** presents a fresh take on the classic steakhouse in a warm, leather and wood-toned dining room. Side dishes like the Truffle Frites, Brussels Sprouts or Cauliflower are perfect compliments to any steak dinner.



Top off the day by tempting your sweet tooth. Now with two locations at North Point Mall and Avalon, **Le Macaron** satiates all your French pastry cravings with their gluten-free macarons in a wide variety of flavors like Salted Caramel, Belgian Chocolate, Lavender White Chocolate, Red Velvet, Orange Grand Marnier with Chocolate and even Bubble Gum. **Crave Pie Studio** is best known for its pies made with seasonal ingredients, with specialty flavors such as Chocolate Chess, Maple Pecan and Dutch Apple.



# ALPHARETTA CALENDAR OF EVENTS MARCH – MAY 2021



We're adding more events to our calendar every day! To stay up-to-date and see the most current list of events happening in Alpharetta, scan here with your smart phone or tablet camera.

## THE TUSKEGEE AIRMEN: THE SEGREGATED SKIES OF WWII, A KENNESAW STATE TRAVELING EXHIBIT

Weekdays through March 18

Alpharetta City Hall, 2 Park Plaza

Explore the history & heroism of the first African American pilots to fly in combat during World War II, some of the most skilled aviators during the war. The undeniable courage & skill of these pilots contributed to the desegregation of the US Armed Forces in 1948. See a glimpse into the challenges and triumphs of these unsung American heroes. Free admission.

## Unwind YOUR MIND

Whether it's a much-needed family vacation, a romantic retreat, or a getaway with friends, Alpharetta has a plethora of Springtime outdoor activities to reset and recharge with some Vitamin D. As the weather warms, put your mind in creative mode with a stroll through the self-guided **Downtown Alpharetta Arts Walk**, a curated mix of nearly 20 permanent and temporary sculptures created by renowned artists from around the country.



Release some steam in the sunshine at the **Motorcycle Safety Foundation**. This unique attraction offers internationally recognized rider safety training courses for ATVs, dirt bikes, and motorcycles. Boasting **over 25 parks on 750+ acres of park land, trails and lush green space**, find your outdoor oasis within the city limits. Whether it's a sunny day picnic spot, trails to get in your 10,000 steps, an arboretum to educate and reflect, or a place for the kiddos to get out some energy, Alpharetta's array of parks has something for everyone in your crew.

With so much shopping, dining, and outdoor fun to partake in, *why not make it an overnight getaway* to unwind at one of Alpharetta's 29 modern hotels?

Plan your getaway at [awesomealpharetta.com](http://awesomealpharetta.com)!



## LUCK OF AVALON

Friday, March 12

5:00 – 9:00PM

Avalon Boulevard

Calling all lads, lassies, and little leprechauns! Celebrate St. Patrick's Day, Avalon style, with a sipping & strolling the Boulevard with live music, Irish flair, and more to sham-ROCK the night away! Free admission.



## TRAILS & ALES

One Thursday Each Month

March 18, April 15, May 13

Jekyll Brewing, 15 Academy Street

Grab your friends and family for some fresh air and tour some of Alpharetta's scenic trails and parks. Choose between an approximate 1.5 or 3-mile guided walk. Trail tour ends downtown at Jekyll Brewing for a post-trail social. Registration includes a t-shirt and a beverage token for the social. Admission ticket required.



# ALPHARETTA CALENDAR OF EVENTS MARCH – MAY 2021

## THE MARKET AT AVALON

Daily from March 19 – May 9

Avalon Boulevard

Discover all the presents for your gifting needs this spring! Whether you're shopping for a graduation gift, Mother's Day, or just in need of a springtime treat, find everything you need at this selection of specially curated handcrafted goods from local, small businesses. Free admission.

## "NOT YOUR GRANNY'S QUILTS: QUILTING IN THE 21ST CENTURY" QUILT EXHIBIT

Daily through March 26

Alpharetta Arts Center, 238 Canton Street

This colorful display features over 60 "outside the box" quilts made by members of the Chattahoochee Evening Stars Quilt Guild. This unique exhibition features everything from flamingos to koi ponds, plates of dessert to "The Artist Formerly Known as Prince"! Free admission.



## ALPHARETTA FARMERS MARKET

Saturday Mornings, April 3 – May 29

8:30AM – 12:00PM

Town Green, 40 South Main Street

Discover local farmers with fruits, vegetables and natural meats, gardeners with fresh flowers and herbs, bakers of delicious desserts and breads, and makers of local raw honey, jellies and soaps. Free admission.



## PUNCHLINE COMEDY NIGHT

First Monday of the Month – April 5, May 3

7:30 – 9:00PM

Palmer Plaza at Avalon

Start your month off with lots of laughs from The Punchline Comedy Club featuring live comedy acts, drink specials, and more! Recommended for ages 13 and older. Admission ticket required.



## ART IN YOUR BACK YARD: FOLK ART AND WHIMSY

Daily from March 29 – May 14

Alpharetta Arts Center, 238 Canton Street

What a perfect time to honor our backyards! After spending most of 2020 at home and hosting gatherings in our outdoor spaces, let's celebrate both the humble and the elegant backyards of our dreams with photography, painting on varied surfaces, mosaics, garden decor, sculpture, folk art, and any media suitable for backyard art. Free admission.

## AVALON NIGHTS LIVE

Friday Nights, April 9 – May 28

6:00 – 8:00PM

The Plaza Lawn at Avalon  
Unwind after a long week with live music in The Plaza every Friday!  
Grab your friends and family and get ready to dance the night away.  
Admission ticket required.





# ALPHARETTA CALENDAR OF EVENTS MARCH – MAY 2021

## PAINT THE TOWN: ALPHARETTA PLEIN AIR

Daily, May 18–29  
Alpharetta Arts Center,  
238 Canton Street

Arts Alpharetta will host its Inaugural Plein Air Invitational for artists from May 18-22. Come watch an array of artists painting their works *en plein air* throughout the week at well-known Alpharetta locations all over the city, culminating with a Quick Draw/Paint competition and Awards Ceremony on Saturday, May 22. The artist paintings will then be on exhibit display at the Alpharetta Arts Center gallery from May 22-29. Many of the paintings will be available for purchase. Free admission to the public.



## CONCERTS, CONCERTS, CONCERTS

Looking for nightlife or something to do after dinner? Year-round indoor concerts are always a hit at the private acoustic “living room” setting of **The Velvet Note**. Looking for an outdoor intimate venue as the weather warms up? Kick back and relax with tunes and your own personal picnic at **Matilda’s Music Under the Pines**. Many of Alpharetta’s restaurants, bars and breweries host live music in the evenings throughout the week. Visit [awesomealpharetta.com](https://www.awesomealpharetta.com) for a full list of live music and concerts happening in Alpharetta this season.



## NATIONAL COWBOY PRO RODEO ASSOCIATION RODEO FINALS

May 6-8  
Wills Park Equestrian Center,  
11915 Wills Road

Come enjoy the NCPRA Rodeo Finals in downtown Alpharetta’s Wills Park Equestrian Center. Enjoy festival food, funnel cakes, vendors, kids activities, and more. The Rodeo includes bull riding, trick riding, roping, and more. Admission ticket required.



## WE’RE COOKING UP A CULINARY ADVENTURE!

Discover some new recipes and culinary traditions for you and your crew at one of Alpharetta’s two cooking school experiences – **Publix Aprons Cooking School** and **Williams Sonoma at Avalon**. Each location offers one-time cooking experiences that will take your cooking game from flop to fantastic. To learn more about the ways to experience seasonal flavors in Alpharetta, visit [awesomealpharetta.com](https://www.awesomealpharetta.com).



## GET ARTSY IN ALPHARETTA!

With several performing arts venues and hands-on art experiences, Alpharetta has something for every artistic spirit. Engage in a theatrical performance at the award-winning **ACT1 Theatre**, a local theatre striving to provide wholesome fellowship and entertainment to the community. Have fun and cocktails with friends while painting a new masterpiece at **Painting with a Twist** or **Sis + Moon’s Treehouse**. Pottery painting at **All Fired Up** or **Artrageous Potter** makes for a fun night out.

Visit [awesomealpharetta.com](https://www.awesomealpharetta.com) for a list of art events and performances happening during your getaway to Alpharetta.

For current information and a full list of special events, visit the Calendar of Events at [awesomealpharetta.com](https://www.awesomealpharetta.com). Event information is accurate as possible at time of printing. Please note that event dates, times and locations are subject to change.

With so much to do,  
*why not stay the weekend?*

Add **value** to your stay with **special rates** and **packages** at one of our modern and upscale hotels. Many offer a selection of **suites, local shuttle service, complimentary breakfast, free parking** and **free Wi-Fi**.

**Aloft Alpharetta** | 678-527-6800

**Atlanta Marriott Alpharetta** | 770-754-9600

**Comfort Inn Alpharetta-Atlanta North** | 770-664-7997

**Comfort Suites** | 770-649-0955

**Courtyard Atlanta Alpharetta** | 678-366-3360

**Courtyard Atlanta Alpharetta/Avalon Area** | 770-475-9955

**DoubleTree by Hilton Hotel Atlanta-Alpharetta** | 678-347-0022

**Embassy Suites by Hilton Atlanta Alpharetta** | 678-566-8800

**EVEN Hotel Alpharetta-Avalon Area** | 770-869-2546

**Extended Stay America-Atlanta-Alpharetta-Northpoint-East** | 770-475-7871

**Extended Stay America-Atlanta-Alpharetta-Northpoint-West** | 770-569-1730

**Extended Stay America-Atlanta-Alpharetta-Rock Mill Road** | 770-475-2676

**Fairfield Inn & Suites Atlanta Alpharetta** | 770-663-4000

**Hampton Inn & Suites Alpharetta** | 678-393-0990

**Hampton Inn Alpharetta/Roswell** | 770-640-5511

**Hilton Alpharetta Atlanta** | 678-240-9222

**Hilton Garden Inn Atlanta North/Alpharetta** | 770-360-7766

**Hilton Garden Inn Atlanta Northpoint** | 678-566-3900

**Holiday Inn Express & Suites Alpharetta-Windward Parkway** | 678-339-0505

**Home2 Suites by Hilton Alpharetta** | 470-479-6699

**Homewood Suites by Hilton Atlanta-Alpharetta** | 770-998-1622

**Hyatt Place Atlanta/Alpharetta/North Point Mall** | 770-594-8788

**Hyatt Place Atlanta/Alpharetta/Windward Parkway** | 770-343-9566

**La Quinta Inn & Suites by Wyndham Atlanta Alpharetta** | 770-754-7800

**Sonesta ES Suites Atlanta Alpharetta Avalon** | 770-569-7200

**Sonesta ES Suites Atlanta Alpharetta North Point Mall** | 770-587-1151

**Sonesta ES Suites Atlanta Alpharetta Windward** | 770-664-0664

**The Hamilton Alpharetta, Curio Collection by Hilton** | 770-777-1820

*(Arriving Summer 2021)*

**The Hotel at Avalon, Autograph Collection,**

**& Alpharetta Conference Center** | 678-722-3600

**TownePlace Suites Atlanta Alpharetta** | 770-664-1300



Book your Alpharetta hotel stay  
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