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

2021 marks the fifth time the Alpharetta CVB has earned certification

ALPHARETTA, GA - (Oct. 7, 2021) – The Alpharetta Convention and Visitors Bureau has received a Benchmark of Excellence CVB, Gold level status recertification from the Georgia Association of Convention and Visitors Bureaus (GACVB) for the fifth time. The Alpharetta CVB is one of nine CVBs in the state to attain the prestigious Gold level designation.



GACVB

GOLD CERTIFIED

Benchmark of Excellence

2024

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 99 CVB's that are GACVB members, nine 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 very first CVB to achieve Gold level status in 2009. The bureau then received renewals in 2012, 2015, 2018, and now again in 2021 equaling 15 years of Gold level status. 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 Gold level 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 Awesome Alpharetta.”

For more information on the Alpharetta Convention and Visitors Bureau visit 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. With so much to do, why not stay the weekend? Book a hotel stay at one of the Alpharetta’s 30 modern and upscale hotels directly at www.awesomealpharetta.com. Alpharetta was 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.

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