

A large graphic of a Christmas tree ornament. The top half is a dark teal semi-circle containing the text "MIRACLE on PEACHTREE" in white, with "on" in a smaller, orange script font. The bottom half is a white silhouette of the Peachtree City skyline. In the upper left, Santa Claus is shown in his sleigh, pulled by three reindeer, flying across a light blue background with white stars and snowflakes.

MIRACLE *on* PEACHTREE

Buckhead Shines Bright

PRESENTED BY LIVABLE BUCKHEAD

Miracle on Peachtree Participation Guide



livablebuckhead.com/holiday





2025 marks the fifth year of Miracle on Peachtree and the Hot Chocolate Crawl. What began with one night at Lenox Square and about 300 attendees has grown into a multi-weekend tradition spanning Buckhead Village, Lenox Square, and Phipps Plaza. Today the event welcomes thousands and drives measurable traffic to businesses across the district.

This steady growth demonstrates the value of coordinated promotion. By aligning with Miracle on Peachtree, your business benefits from increased visibility during the busiest shopping and dining season of the year, amplified by citywide media and travel campaigns.

Anchored by Miracle on Peachtree, the holidays in Buckhead are not just about celebration. They are about turning Buckhead into Atlanta's holiday destination, filling hotel rooms, restaurant tables, and storefronts while strengthening the brand of Buckhead as a place to shop, dine, and stay.

2025 Theme: Buckhead Shines Bright

This year's theme celebrates the magic of light, sparkle, and holiday cheer that brings people together. Buckhead becomes the heart of the season and businesses play a key role in making it shine.

- Learn how to align with the Buckhead Shines Bright theme and key event dates
- Discover marketing opportunities through press, digital ads, and social media
- Explore activation ideas that fit any budget
- Find tips to drive foot traffic and grow visibility
- Get answers to common questions and connect with our team

Miracle on Peachtree 2025 Participation Guide

Why Join?

Boost Visibility: Gain exposure through Livable Buckhead's holiday PR, social, and marketing support, including graphics, maps, and event promotions.

Strengthen Community Ties: Connect with neighbors, visitors, and fellow businesses while contributing to Buckhead's most festive season.

Surprise and Delight: Holiday experiences create memories, lift spirits, and keep visitors coming back. Be part of the magic that makes Buckhead shine.

Get Creative: From simple touches to show-stopping activations, your efforts help shape the holiday celebration and showcase your brand.



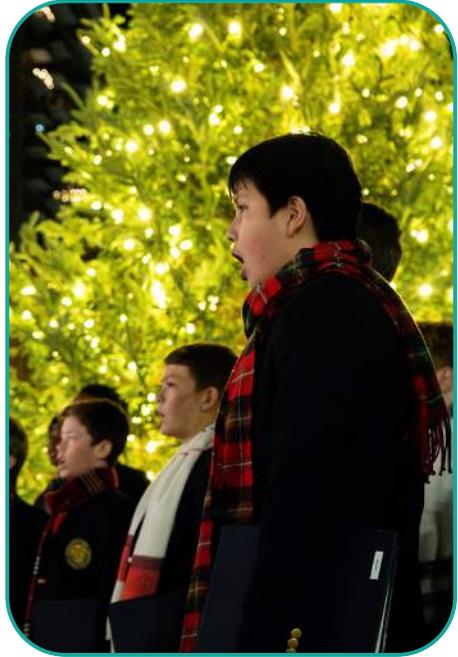
How to Sign Up: Visit our website and fill out the simple form to let us know how you'd like to participate. Have questions? Our team is here to help brainstorm ideas that fit your space, budget, and goals.

Sign up today at: www.livablebuckhead.com/holiday

Traditions That Make Buckhead Shine

Holiday Tree Lighting **Saturday, December 6 | 7:00** **PM | Charlie Loudermilk Park**

The Holiday Tree Lighting in Charlie Loudermilk Park is one of Buckhead's most festive evenings, attracting families, visitors, and media attention. The centerpiece is Buckhead's magnificent 24-foot holiday tree, provided by Tradition Trees, brought to life in a spectacular community celebration.



Live holiday music will fill the park with festive sounds leading up to the official lighting ceremony. In past years, performances have ranged from choirs to DJs, and this year promises more seasonal favorites. For businesses, the Tree Lighting is a high-visibility anchor event that attracts large crowds, offering a prime opportunity to increase visibility, welcome new customers, and showcase holiday offerings.

Wreath Decorating for Atlanta's Heroes **Saturday, December 6 | 12:00 PM | Veranda at Buckhead** **Village**

Each holiday season, Livable Buckhead partners with the community to decorate wreaths and create holiday cards for Atlanta's Fire Rescue and Police Departments. Volunteers gather to design festive gifts for all 43 fire stations and precincts across the city, a gesture that brings holiday cheer to those who serve and protect.

Hot Chocolate Crawls

Sip, savor, and celebrate the season at Buckhead's signature holiday stroll. The Hot Chocolate Crawl draws thousands of residents and visitors to explore Buckhead's shops, restaurants, and hotels while enjoying free festive drinks, live music, and holiday cheer.



For businesses, it is a direct way to drive foot traffic, showcase seasonal offerings, and increase awareness with new audiences. Guests can also take home a commemorative holiday mug with a \$5 donation, adding a fun keepsake that keeps the event top of mind.

2025 Dates

- Saturday, December 6 | 4:00 – 7:00 PM | Buckhead Village District
- Saturday, December 13 | 4:00 – 7:00 PM | Lenox Square and Phipps Plaza, ending with an all-ages holiday party at InterContinental Buckhead Atlanta

As a participating merchant, you can make your spot a must-visit on the Hot Chocolate Crawl:

- **Provide a Free Non-Alcoholic 4oz Drink:** Choose a warm or cold, beverage to offer crawlers. Your beverage does not have to be hot chocolate. Any festive drink works.
- **Entertainment Options:** Provide music or entertainment, or let Livable Buckhead help you set it up.
- **Adult Drink Specials:** Offer spiked hot toddy or other festive drinks for purchase.
- **Special Menus or Offers:** Consider creating a special holiday-inspired offer to complement the event.

Hot Chocolate Crawls: Entertainment Support



Livable Buckhead is partnering with Mike Zarin, also known as DJ Zegi, to source live musical acts and performers for Miracle on Peachtree venues. From holiday choirs and acoustic musicians to DJs and specialty entertainers, Zegi's network makes it easy to bring professional, high-quality performances to your business.

For merchants who want to add energy and attract more visitors but don't have the time to book talent directly, Livable Buckhead and DJ Zegi can help coordinate live entertainment that fits your space and adds to the festive atmosphere.

Contact:

Donna Dodson, Community Engagement Manager,

donna@livablebuckhead.org

How to Participate

To ensure your location is featured on the official map and promoted through all media and social campaigns, businesses can sign up to be a stop on the Hot Chocolate Crawl at:

livablebuckhead.com/holiday.



Ways to Participate – Tailored for Your Business

Participation Examples by Budget

Miracle on Peachtree participation is flexible. Every business can join in, whether you want to keep it simple, go mid-level, or create a big holiday moment. Here are examples for different types of businesses:

Restaurants & Cafés

Easy Wins: Feature a festive hot chocolate, cider, or holiday dessert.

Memorable Moments: Add holiday décor to your dining room or outdoor seating, plus a themed drink or menu special.

Show-Stopping: Host a holiday prix fixe dinner, live music night, or immersive dining experience.

Hotels & Hospitality

Easy Wins: Offer guests a holiday-themed welcome treat or lobby décor.

Memorable Moments: Host a wreath-decorating class, holiday tea, or cocktail tasting.

Show-Stopping: Create an immersive lobby installation with large décor, photo ops, and holiday programming.

Retailers & Boutiques

Easy Wins: Add festive window displays or in-store decorations.

Memorable Moments: Provide a small holiday giveaway with purchases or offer a limited-time promotion.

Show-Stopping: Host a holiday shopping party with entertainment, seasonal exclusives, and refreshments.



Multi-Family Residential Properties

Easy Wins: Organize a door or balcony holiday decorating contest.

Memorable Moments: Host a resident holiday gathering or craft event.

Show-Stopping: Partner on a holiday market, large-scale décor, or community tree lighting.

Office & Commercial Properties

Easy Wins: Add festive lobby decorations or a communal holiday tree.

Memorable Moments: Host a holiday coffee break or small reception for tenants.

Show-Stopping: Create a large décor installation, holiday concert, or seasonal pop-up activation in shared spaces.



Media and Social Strategy for Miracle on Peachtree

Livable Buckhead is backing Miracle on Peachtree with a robust and layered multi-channel media strategy modeled after the proven success of Buckhead Restaurant Week (BRW). That campaign showed how a coordinated push can generate millions of impressions, expand visibility beyond Atlanta, and can translate directly into more heads in beds and bottoms in chairs.

What Livable Buckhead Will Provide

As an official participant in Miracle on Peachtree, your business will be included in a professionally managed holiday campaign designed to drive awareness and visits throughout Buckhead. We expect results on par with BRW 2025, which generated:

- 805M+ media impressions (730M earned + 75M paid) across outlets like MSN, Yahoo! News, Fox 5, WSB, and 11Alive.
- 22,000+ unique website visitors with 414,000+ interactions in just one month.
- 240,000+ digital ad impressions and over 6,000 engagements through highly targeted Google and Meta campaigns.

This proven model shows that collective investment creates massive visibility that no single business could achieve alone. Miracle on Peachtree will leverage the same strategy, ensuring Buckhead becomes Atlanta's holiday destination while driving measurable traffic to participating merchants.



Campaign Deliverables

Digital + Print Campaigns: Your business will be featured in a multi-channel campaign reaching local and regional audiences. Coverage includes RoughDraft Atlanta and a BusinessWire Southeast release to keep Buckhead in the holiday spotlight.

Holiday Splash Page: All ads and media direct to livablebuckhead.com/holiday, showcasing participating businesses and event details. During BRW 2025, the page delivered 22,000+ visitors and 414,000+ interactions in one month, results we expect to repeat.

Social Media Promotion: Livable Buckhead will highlight your business across Instagram, Facebook, and TikTok with posts, reels, and stories. Targeted Google and Meta ads will build on BRW 2025's success of 240,000 impressions and 6,000 engagements.

Meet MiguElf: MiguElf is Miracle on Peachtree's playful holiday ambassador, designed to spotlight merchants and inspire visits. He'll appear on social media, at select businesses, the InterContinental holiday party, and aboard the Buc Shuttle with Santa.



Email Campaigns: Our email list of 25,000+ subscribers consistently delivers above-average open rates. Merchants will be featured in campaigns that drive traffic, bookings, and awareness throughout the holiday season.

Promotional Toolkit: Participants receive a toolkit with logos, graphics, sample messaging, and social templates. These resources make it easy to align your promotions with the Miracle on Peachtree campaign.

How to Market Your Participation

Livable Buckhead provides the broad media campaign, but the most successful merchants are the ones who amplify it through their own marketing. By leveraging your channels alongside ours, you maximize reach and ensure your business gets the full benefit of Miracle on Peachtree's visibility.

Best Practices for Participants

Promote on Social Media: Post holiday content, tag @LivableBuckhead, and use hashtags so we can reshare.

Engage Customers via Email: Feature Miracle on Peachtree in newsletters and link to livablebuckhead.com/holiday.

Update Your Website: Add a banner or link to show your holiday involvement.

Promote On-Site: Use signage or flyers to highlight your participation.

Leverage Your Staff: Equip your team to share specials and encourage social follows.

Invite Influencers & Media: Host influencers or media to boost buzz and visibility.

Cross-Promote with Neighbors: Collaborate with nearby businesses to keep visitors engaged longer.

Be Consistent: Post, email, and display regularly so your brand is tied to the holiday celebration.

Frequently Asked Questions (FAQ)

Is there a cost to participate?

No. Livable Buckhead funds the media and marketing campaign. Your investment is in creating a festive activation that attracts and delights customers.

What's the benefit for my business?

Participation drives foot traffic, builds awareness, and ties your brand to Buckhead's holiday destination campaign. All promotions direct audiences to the central splash page at livablebuckhead.com/holiday, where your business will be featured.

Do I need a large budget?

Not at all. We provide examples for low, mid, and high investment levels. Even small touches like a themed drink, window décor, or a social post can bring measurable visibility.

How will my business be promoted?

Your activation will be listed on the Miracle on Peachtree event webpage and digital map, included in the official marketing toolkit, and amplified through press, social media, and influencer coverage. All traffic flows through the splash page, giving visitors an easy way to find you.

What is the deadline to sign up?

October 29, 2025, to ensure your business is included in media, social campaigns, and printed promotions.

About Livable Buckhead

Livable Buckhead is a nonprofit organization dedicated to making Buckhead a greener, more connected, and more sustainable community. From developing parks and trails like PATH400, to leading transportation initiatives like the Buc shuttle, to producing events that bring people together, our work is focused on creating a vibrant Buckhead where residents, businesses, and visitors thrive. Miracle on Peachtree is just one of the ways we bring the community to life. Your support helps us deliver these programs and keep Buckhead moving forward.

Ways to Get Involved

- **Donate** – Support our year-round programs that make Buckhead more livable.
- **Sponsor** – Partner with us on events like Miracle on Peachtree to showcase your business and strengthen the community.
- **Become a Member** – Join a network of businesses and residents who are investing in Buckhead's future.

Learn more at livablebuckhead.org.



Arts and Culture



Culture of Sustainability



ENERGY



Greenspace



Health and Wellness



Public Safety



Mobility



Waste



Water





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Contacts

Events (Hot Chocolate Crawl, Tree Lighting, Wreath Decorating, etc.): Donna Dodson, Community Engagement Manager - donna@livablebuckhead.org

Social Media and Collaborations: Charles Ritter III, Marketing & Business Development Manager - charles@livablebuckhead.org

Press, Website, or General Miracle on Peachtree Campaign Questions: Scott Cantrell, Communications Director - scott@livablebuckhead.org



livablebuckhead.com/holiday