



*Bodacious*  
**BLOOMS**

April 27 - May 2

**2026 Participation Guide**

[livablebuckhead.org/bloom](https://livablebuckhead.org/bloom)



# Bodacious BLOOMS

## **Bodacious Blooms 2026 Participation Guide**

Festival Dates: April 27 - May 2, 2026

### **A Celebration of Spring, Community and Creativity**

Bodacious Blooms is a walkable, community-wide celebration of spring that invites residents, visitors, and local businesses to experience Buckhead in bloom. It takes shape through self-directed participation across retail centers, restaurants, hotels, and public spaces. Now in its fifth year, Bodacious Blooms showcases seasonal creativity through floral moments, storefront displays, and spring-inspired experiences led by participating partners. Together, these individual contributions create a shared sense of place that encourages strolling, discovery, and connection throughout Buckhead.

### **2026 Theme**

#### **Bloom & Brunch: A Leisurely Spring**

Bloom & Brunch positions Bodacious Blooms as a relaxed, daytime spring experience that blends floral design, food, fashion, and slow exploration. The emphasis is on softness, warmth, and ease. Think strolling, lingering, and discovering rather than programming that feels scheduled or intense.

#### What's Inside:

- Benefits of Participating
- Past Participants
- Prior Successes
- How to Sign Up
- Previous Activations
- Business-Specific Examples

# Bodacious Blooms 2026 Participation Guide

**Boost Visibility:** Participating locations are included in the Bodacious Blooms directory and map, supported by a coordinated press release and paid Google Search campaign to drive seasonal awareness.

**Strengthen Community Ties:** Join neighbors, visitors, and fellow businesses in a shared spring moment that encourages walking, exploration, and local connection.

**Surprise and Delight:** Flowers and seasonal design are proven to lift mood and create memorable experiences. Your participation helps bring that sense of joy to the broader community.

**Participate Your Way:** Whether subtle or bold, each contribution adds to the collective experience. Participation is flexible, self-directed, and designed to fit your space and capacity.

## Past Participants:

- Buckhead Village District
- Brush Sushi
- Shops Around Lenox
- St. Regis Atlanta
- Kimpton Sylvan Hotel
- Yeppa & Co.
- The PATH Museum
- Carmel
- InterContinental Buckhead Atlanta
- Vuori
- Carousel Fine Art
- Bella Cucina
- North Italia
- Gypsy Kitchen and more!

## Prior Successes:

- Media Placements: 15+
- Media Impressions: 728k
- Attendees: 10% increase in foot traffic
- Google Audience:
  - Women 25 - 54
  - Top Zip Codes: 30309, 30318



**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.org/bloom](http://www.livablebuckhead.org/bloom)

May 4, 2024 | 10am-4pm

# Bodacious Blooms Brunch

Join us for brunch during Buckhead's Bodacious Blooms Festival

Enjoy our brunch buffet and bottomless bodacious bubbles

\$85 per person



Scan our QR code to book your online reservation



© WillowBarAt WillowBarBuckhead.com



Example - Community Participant Activity:  
**Bodacious Blooms Brunch, Kimpton Sylvan Hotel**

PATH Museum Presents

Free but Limited

## A Fabric Collage Still Life Workshop

Led By Artists  
 Marquetta Johnson  
 Kim Karelson

In Celebration of **Bodacious Blooms Flower Festival**

Create You're Own Still Life Collage!

May 3rd 2-4pm

RSVP to [maya@masonfineartandevents.com](mailto:maya@masonfineartandevents.com)

3399 Peachtree Rd NE, Atlanta, Ga 30326



Example - Community Participant Activity:  
**Fabric Collage Workshop, PATH Museum**



## Ways to Participate – Tailored for Your Business

**Restaurants & Cafés:** Spring is the perfect time to draw in customers with fresh flavors and an inviting atmosphere! Whether you're looking to highlight seasonal dishes or create a floral-themed ambiance, the Bodacious Blooms Festival offers a fantastic opportunity to showcase your restaurant in a creative and engaging way.

**You choose your level of participation.**

**Frugal:** Feature a signature spring cocktail or floral-inspired dish and promote it through festival marketing.

**Mid-Level:** Decorate your outdoor seating with fresh flowers or floral centerpieces to enhance the dining experience.

**Extravagant:** Host a "Garden Party Brunch" or themed dining event with live music, flower-adorned dishes, and a special prix fixe menu.



Flower Truck at Yeppa & Co.

## Ways to Participate – Tailored for Your Business

**Hotels & Hospitality:** Welcome guests with an immersive springtime experience! From floral décor to exclusive guest experiences, your hotel can become a key destination during the festival, drawing in visitors eager to enjoy Buckhead's most beautiful season.

**You choose your level of participation.**

- **Frugal:** Offer a special discount or floral-themed welcome gift for guests during the festival.
- **Mid-Level:** Host a flower-arranging workshop or a floral-inspired afternoon tea.
- **Extravagant:** Create an immersive floral experience in your lobby with a large-scale installation, photo ops, and guest giveaways.



**Floral Installation at  
Buckhead Florist,  
Atlanta Financial Center**

# Bodacious BLOOMS

April 27 - May 2

## Ways to Participate – Tailored for Your Business

**Retailers & Boutiques:** Capture the spirit of spring and attract shoppers with vibrant storefronts and engaging in-store experiences. The festival offers a chance to refresh your display, offer unique promotions, and create Instagram-worthy moments that bring foot traffic to your business.

**You choose your level of participation.**

- **Frugal:** Decorate storefronts with DIY flower garlands or window displays featuring spring fashion or products.
- **Mid-Level:** Offer in-store promotions for festival attendees and small floral giveaways with purchases.
- **Extravagant:** Host a flower-themed fashion show, exclusive shopping event, or floral design contest.



# Bodacious BLOOMS

April 27 - May 2

## Ways to Participate – Tailored for Your Business

**Multi-Family Residential Properties:** Bring residents together by celebrating spring in a beautiful and interactive way! From balcony decorating contests to community planting days, the festival provides unique opportunities to engage tenants and enhance their living experience with floral beauty.

**You choose your level of participation.**

- **Frugal:** Organize a balcony or door-decorating contest for residents.
- **Mid-Level:** Host a community planting day in shared spaces.
- **Extravagant:** Partner with a landscape designer to create a seasonal pop-up garden or floral courtyard experience.

**Floral Arranging  
Workshop at The  
Veranda in Buckhead  
Village**





## Paid Google Search Campaign Overview

To support awareness of Bodacious Blooms 2026, Livable Buckhead will execute a limited, time-bound paid Google Search campaign designed to promote seasonal discovery and drive traffic to the Bodacious Blooms landing page. This campaign is intentionally simple and capacity-aware, focused on search-based discovery rather than ongoing content creation or active promotion.

### Targeting Approach

- Primary market: Metro Atlanta region
- Secondary market: City of Atlanta
- No Buckhead-only or radius-based targeting
- Search intent serves as the primary audience filter

This approach positions Bodacious Blooms as a regional spring moment while maintaining efficiency and relevance.

### What This Means for Participants

- Participation does not require involvement in the Google campaign
- Inclusion in the landing page directory is the primary way participants benefit from paid search visibility
- Businesses are encouraged to promote their own participation through their own channels if desired

### Why Google Search Is Used

Google Search helps reach people who are already looking for spring events, shopping, and things to do. Ads appear when users are actively planning, making search an efficient way to support discovery without relying on ongoing content or social promotion.

The campaign directs visitors to the Bodacious Blooms landing page, encouraging organic exploration across participating locations rather than promoting a single event. Search advertising is cost-effective, low-lift, and well suited to a partner-led, self-directed model, providing steady seasonal visibility while allowing participants to promote their involvement in their own way.





CHILD

  
**FLOWER CHILD**  
HEALTHY FOOD FOR A HEALTHY WORLD

peace out  
TUES - SUN DAILY

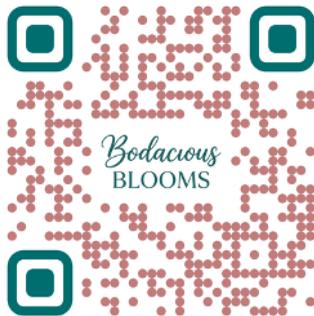
  
**FLOWER CHILD**  
HEALTHY FOOD FOR A HEALTHY WORLD

peace in  
TUES - SUN DAILY



*Bodacious*  
BLOOMS

April 27 - May 2



[livablebuckhead.org/bloom](http://livablebuckhead.org/bloom)