



City of
Dunwoody
Georgia

Holiday Headquarters

July 28, 2025

Inspiration:

Dazzling Dunwoody is your ultimate Holiday HQ!

In November and December, Dunwoody shines with something for everyone – from festive markets to sparkling light displays to community gatherings, theater and more.

Home to the second largest mall in Georgia and exciting mixed-used developments like High Street, Ashford Lane and Park Place, Dunwoody is the perfect place to shop, stay, dine and create holiday memories.

This is a pilot program with plans to expand in future years.



Goals:

- Establish a holiday brand for the City of Dunwoody
- Encourage community-wide participation in diverse and engaging events and activities
- Boost visitation during the holidays that support hotels, restaurants, and retailers
- Enhance Dunwoody's image and quality of life



Collaboration:

Leading the effort:

- *City of Dunwoody
- *Create Dunwoody

- *Discover Dunwoody
- *Perimeter CID/Perimeter Connects

Joining the effort:

*Dunwoody Nonprofits, Hotels & Property Managers

Spruill Center for the Arts, Dunwoody Homeowners Association,
Dunwoody Nature Center
Dunwoody Preservation Trust,
Perimeter Mall, High Street,
Ashford Lane, Dunwoody Village,
Park Place, Ravinia



Organization:

Find everything happening here:
discoverdunwoody.com/holidayhq

Holiday Lights

Light Up Dunwoody

Perimeter Mall

Dunwoody Village Holiday Celebration

Ravinia Holiday in Lights

High Street Skating Rink

Spruill Gallery Holiday Artists Market

Stage Door Theater

Ashford Lane

Park Place



Financial Commitment:

- \$10,000 – Holiday Headquarters mailer
- \$9,300 – Holiday HQ Banners
Perimeter (15), Village (5), Georgetown (5), Jett Ferry (3), Winters Chapel (3)
- \$6,200 – Lighted Snowflakes
Perimeter (15), Village (5), Georgetown (5), Jett Ferry (3), Winters Chapel (3)
- \$25,500 Marketing & Advertising - SEO, digital marketing, website, video, blog (**paid for by Discover Dunwoody**)

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TOTAL - \$51,000

Staff Recommendation:

Staff recommends using General Fund Contingency to support Holiday HQ.

