



Welcome to doing business in Braselton! We appreciate the investment you have made, and we are here to support you. When you succeed, we all succeed.

The Buy Local Braselton initiative was created in 2016 as a **free** marketing program available to all businesses licensed in Braselton. Basically, it's a giveback program from us to you.

4 Counties. 4 Zip Codes. Only in Braselton! The program is devoted to promoting and supporting the local businesses that create and maintain the distinctive character, unique community and economic strength of Braselton. Its secondary mission is to educate and help area residents and visitors identify businesses in the town limits and inspire everyone to Buy Local in Braselton.

Two key components of the program and ways for you to get involved are by attending Quarterly Meetings and connecting to us through social media.

During the quarterly meetings, we offer an opportunity for your business to network with other Braselton businesses. We cover a variety of subjects such as events happening in Town, construction and road projects, and marketing tools and strategies. We aim to provide timely information that helps you and your staff stay informed and connected.

We use social media – A LOT – to promote Braselton businesses. Currently, our Buy Local Braselton Facebook page has over 5,440 followers. It's a very active page and constantly growing. We also have a presence on Instagram. We welcome your events, promotions, sales, hiring notifications and business news. In addition, we have created a special group on Facebook only for Braselton businesses. This is a place for members of the group to share ideas and ask questions, and it's also another way we can pass along information and keep businesses updated.

Another way to stay informed is by ensuring that we have a good email address – one that you check frequently. We promise we will not share your address with others and we will not bombard your inbox.

Meet the team:

Peg Sheffield is our Buy Local Braselton Program Manager – psheffield@braselton.net

Amy Pinnell is the Downtown Director – apinnell@braselton.net

Debra Swantek is our Marketing Specialist – dswantek@braselton.net

Jessica Payne is the Downtown Assistant – jpayne@braselton.net

Jennifer Scott is the Town Manager – jscott@braselton.net

Nikki Perry is our Tourism Director – nperry@braselton.net

We are glad you are here, and we look forward to assisting you as you build your business in Braselton.