



CITY OF ROSWELL SOFT BENEFITS

City of Roswell employees are eligible for discounts at the following businesses when presenting their official ID badge.

The City of Roswell greatly appreciates participation by local businesses in its “Soft Benefits” program; however, the City of Roswell provides these “Soft Benefits” as a service to its employees and does not endorse or recommend any named benefit provider. The City of Roswell assumes no responsibility for errors or omissions occurring in this announcement or for the quality of services provided. All such benefits are subject to change and/or discontinuation at the discretion of the benefit provider, and the City of Roswell accepts no responsibility for altered or discontinued services.



Cozy Coop • 891 Holcomb Bridge Roswell, GA 30076 • 470.282.1793

Show your employee ID Badge and receive a 15% discount on the entire order

Restrictions:

- **One discount/coupon per order**

Southern Comfort Food Made Right

“At Cozy Coop, we believe that Southern food is more than just a meal—it’s a heartfelt celebration of family and tradition. With real ingredients and homemade sides crafted from scratch, we serve up comfort food the right way.”



Gracious Plenty Bakery & Breakfast • 1164 Canton St, Roswell, GA, 30075 • 678.878.3105

Show your employee ID Badge and receive a 10% discount for city employees and a 50% discount for fire and police employees.

Restrictions:

- **Monday – Friday**

“Our team, led by Roswell locals, is committed to serving our community by sourcing ingredients from Roswell-area farms and serving in a space where all are welcome. We work hard to provide the best service and memorable, creative southern fare.”

[SHOP NATIONWIDE](#)[LOCAL DELIVERY & PICKUP](#)[VISIT US](#)[COOKBOOK](#)[OUR STORY](#)[NOTES FROM MY KITCHEN](#)

Cristy's Kitchen • 1066 Alpharetta St. Roswell, GA 30075 • 770.518.7858

Show your employee ID Badge and receive a 10% discount.

"My Mission Is To Bring Families Together Through the Food We Make With Love. - Today, our work at Cristy's Kitchen not only allows us to give our daughters a better life, but also to help many families who have dietary restrictions and who are looking for a warm and safe space to improve their health without sacrificing the pleasure of having a delicious meal. But above all, Cristy's Kitchen allows us to thank the beautiful community that has welcomed us through what we do best: giving them all our love through the food we make."

Douceur de France



Douceur de France – French Bakery • 1173 Alpharetta St, Roswell, GA 30075 • 770.650.1173

Show your employee ID Badge and receive a 10% discount on all items on the menu.

“Douceur de France is a French Bakery and Café with two locations: one in Marietta and one in Roswell. Our dishes are made with traditional French techniques using local and organic ingredients to bring a true taste of France to Atlanta. Our sandwiches, quiches, soups, and pastries are made with our passion for maintaining classically French offerings with a dash of chef-driven creativity! We have indoor seating and a patio for guests to enjoy the tastes of France here in Atlanta!”



Ground & Pound Coffee • 8420 Holcomb Bridge Rd Ste 220, Alpharetta, GA, 30022 • 818.402.1133

Show your employee ID Badge and receive a 10% discount.

Restrictions:

- **Not applicable to friends and families of employees who do not work at the City**
- **Not applicable for alcohol purchases**

“Founded by Veteran Stuntwoman [Sophia Crawford](#). Ground & Pound Coffee offers the finest Coffee, Tea, and Pastries, as well as boutique wine, local beer, and craft cocktails. At GPC, we specialize in coffees sourced from small, quality-focused families and cooperatives around the world. We strive to find the best beans and showcase them in the seasons when they are at their freshest. Simply put, our goal is to consistently provide you with the best cup of coffee and the most refreshing cocktail you can find in Northern Atlanta.”



Belux Coffee Roasters • 1055 Alpharetta St, Roswell, GA 30075 • 678.587.5245

Show your employee ID Badge and receive a 10% discount on Food and Drinks.

“Belux Coffee was founded in 2015 in Cumming, GA by Ben and Lucy, who love to sample various kinds of coffee, and thus began to source green beans and roast their own coffees due to the limited options offered in retail venues (not everyone is so lucky to live in a metropolitan area!). Our goal is to deliver premium quality specialty coffees to people around us, and all over the world, who enjoy brewing a nice cup of coffee in their everyday life, whether at home, at the office, or even outdoors. From auction-grade coffee beans to unique or rare varietals to coffee beans that we tasted and loved, we strive to provide a variety of coffees and options to meet different needs. We continue to try new samples and work with farms and importers to ensure we are sourcing the highest quality green beans. Also, we micro-batch roast our coffee beans on demand, so our product is delivered fresh to our customers. We hope that drinking coffee becomes a luxury experience for you and an experience that enhances every facet of your life!”



Grana – Italian Restaurant • 1035 Alpharetta St, Roswell, GA 30075 • 770.421.8800

Show your employee ID Badge and receive a 10% discount on the entire bill.

Restrictions:

- **Not valid for gift cards**

“Born to an Italian immigrant family, Executive Chef Pat Pascarella has a love for authentic Neopolitan cuisine that runs as deeply as his roots. He grew up savoring the traditional Italian cooking of his mother and grandmother, and it wasn't long before he found himself training under James Beard Award-winning chefs and helming his own kitchens throughout Connecticut, New York, and Atlanta, Georgia.

Grana, Chef Pat's latest culinary endeavor, is directly inspired by the robust southern Italian cooking of his family's matriarchs. It is in their honor that our menu is kept simple and classics are left untouched.”



Ipp's Pastaria and Bar • 980 Canton St Roswell, GA 30075 • 470.375.8244

Show your employee ID Badge and receive a 10% discount

'Since 1989, the Ippolitos have enjoyed great success in bringing their Northeastern feel and authentic family recipes to Atlanta suburbs at IPPOLITO'S ITALIAN RESTAURANTS.

During these past twenty-plus years, we've grown the family business, joining our family's passion for creating great Italian food and a welcoming place for families and friends to gather.

The Ippolito family is proud to introduce its latest venture, IPP'S PASTARIA & BAR. Combining the best of old tradition with fresh new tastes and atmosphere. From pizza to pasta and all your Italian favorites, welcome to your new favorite Italian restaurant in historic Roswell and Canton St.'



Buoni amici e ottimo cibo!



Table & Main • 1028 Canton St, Roswell, GA 30075 • 678-869-5178

Show your employee ID Badge and receive a 10% discount on regular dine-in reservations and food only.

Restrictions:

- **Not valid for beverages**
- **Not valid for private or special events**
- **Not valid for takeout**
- **Limit \$100**
- **Starts 1/1/2026**

“Matthew Forsee began as a Table & Main bartender in 2013, bringing over 35 years of restaurant experience, opening corporate restaurants across the country. Connecting with guests through an innate sense of hospitality, Matt became a key employee, then Assistant Manager, and ultimately General Manager in 2019. During the COVID pandemic, Matt led our Table & Aid efforts that distributed just under 10,000 free meals to our community's newly food-insecure. If you've ever brought your dog to Table & Main, chances are Matt offered them chicken and free pets. He enjoys exploring new wines and whiskeys, and he's responsible for the T&M playlist. Be forewarned: If he slyly asks whether you like the song currently playing...and you've never heard it before...just go ahead and say yes. It's most likely his old

band.



Osteria Mattone • 1095 Canton St, Roswell, GA, 30075 • 678.878.3378

Show your employee ID Badge and receive a 10% discount on regular dine-in reservations and food only.

Restrictions:

- **Not valid for beverages**
- **Not valid for private or special events**
- **Not valid for takeout**
- **Limit \$100**
- **Starts 1/1/2026**

"OSTERIA"

oh-stir-EE-ah | Italian, noun: a community gathering place for fresh pasta and fantastic wine.

"Welcome to 'Rome in Roswell!'" Make a reservation in our elegant Trattoria dining room for a fine, coursed dinner to celebrate an occasion. Or pop into our casual Osteria bar dining room for pizza and Peroni. Our menu centers on classic Roman cuisine, including fresh, handmade pasta and traditional Neapolitan pizza. We're proud that sommelier Daniel's wine list has won Wine Spectator's Award of Excellence each year since opening in 2013. We look forward to serving you!"



Gate City Brewing Company • 43 Magnolia St, Suite A, Roswell, GA 30075 • 678.404.0961

Show your employee ID Badge and receive a 2-dollar discount on alcoholic drinks.

We are the

MOVERS & SHAKERS

"Despite supporting a magnetic restaurant culture and dynamic arts environment, Roswell was once long without a craft brewery. Our growing city is now a burgeoning craft beer haven in the north metro area of a state with nearly fifty. At Gate City Brewing, we take immense pride in having, shall we say, broken the seal. As our city and the families within continue to develop, our brewhouse, taproom, and taplist do the same. We strive to brew remarkable beers with unshakable, independent roots. Thank you for your interest in our journey; it wouldn't be the same without you."



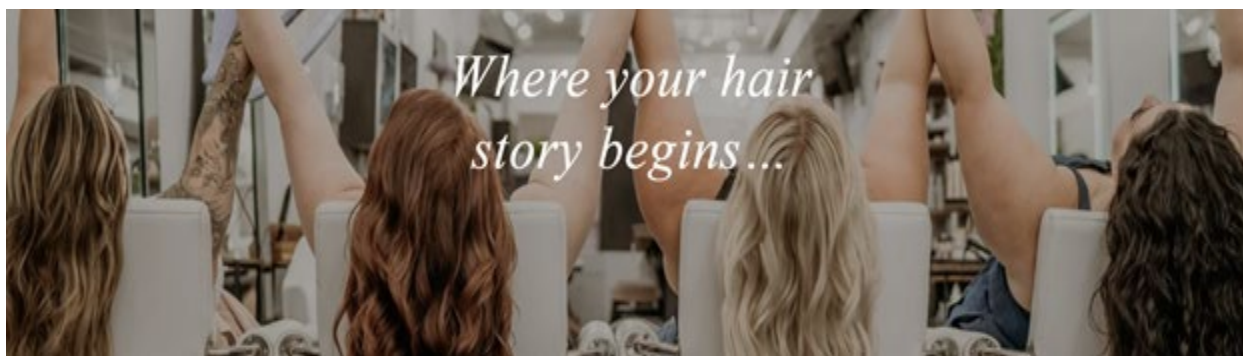
Deep Roots Wine Market & Testing Room • 1055 Canton St, #100, Roswell GA 30075

Show your employee ID Badge and receive a 10% discount.

“Owner, Dana Gurela developed a passion for wine after her first visit to Napa in 2009. When Dana and husband Todd moved to the San Francisco Bay Area in 2012, she turned that passion into an obsession. She went to wine school and began working in wineries.

The name Deep Roots symbolizes two things that are extremely important to us...**family and quality**. It represents vines with roots that grow deep into the soil—struggling to reach far and wide for nutrients, ultimately yielding the finest fruit. In addition to our dedication to delivering quality products and experiences, we are grounded in the strong family ties that brought us back home to Georgia.

In 2018, Dana opened Deep Roots Wine Market & Tasting Room in Roswell, and in 2023, she opened Deep Roots Wine + Kitchen in Downtown Woodstock!”



Matty Lee Hair • 934 Canton Street Roswell, GA 30075

Show your employee ID Badge and receive a 20% discount.

“Located in the heart of Historic Roswell on Canton St and in Cumming. Matty Lee Hair offers an extraordinary team of Rockstar Hairdressers and Creative Colorists, hand-selected for their individual style and exceptional ability.

Our handcrafted approach to hair allows us to provide a uniquely tailored experience to each client in a beautiful, relaxing, and carefree environment. The result is a look that is yours alone - created by an artist that connects with you personally - and a style that combines today's hottest trends with your own individuality and lifestyle.”



Reesha Barbershop • 1010 Mansell Rd Ste 130, Roswell, GA 30076 • 770.888.5500

Show your employee ID Badge and receive a \$5 Off discount on a Deluxe Haircut

Restrictions:

- **Applicable to services only**
- **Cannot be combined with other offers**
- **Applicable to Roswell Location Only**

“A great haircut needs to sharpen your entire look. It should fit your lifestyle, flatter your face, and hold its shape well past your appointment. That’s the bar we set at Reesha Barber. We offer smart, refined cuts that feel effortless. The kind that looks good in the mirror and even better out in the world. Here, you’ll find experienced barbers who listen, make it look good, and make it last. Whether it’s your first time in the chair or you’re a regular with a favorite cut, we’ll make sure you leave feeling fresh, confident, and ready to get back to life.”

Roswell General thrives with community-focused feel

By HAYDEN SUMLIN Jul 8, 2024



Roswell General • 35 Woodstock Road Roswell, GA 30075 • 770.858.5898

Show your employee ID Badge and receive a 10% discount.

Restrictions:

- **Not valid for golf carts**
- **Not valid for special cards**
- **Not to be combined with any other gift cards, discount, or sale**

“Growing up in large Italian families, we always valued family, food, and things that last. Being part of the Roswell community for over 20 years has shown us how many share these same values. Roswell General has allowed us to connect and serve our community with quality products, customer service, and an atmosphere of family. We choose our suppliers carefully and strive for a fun, innovative, and ever-changing mix of quality products, gift ideas, must-haves, and purpose-driven partners. From our family to yours - thank you for your patronage and see you up at the store!”



Strongside Fitness • 408 S Atlanta St, Roswell, GA 30075 • 678.881.0002

Show your employee ID Badge and receive a 10% discount on membership and a 7-day free pass.

"Our fitness programs are geared to help you reach your fitness goals, no matter the skill level. Try STRONGSIDE"



American Fitness Center – West Roswell • 612 W Crossville Road, Roswell, GA 30075 • 470.487.8644

Show your employee ID Badge and receive:

- 10% OFF purchase of any organic juice bar and healthy meal prep café
- 20% OFF an upscale 24-hour gym membership
- OR a complimentary Whole-Body Red & Near-Infrared Light Therapy, Pink Light Therapy, or Green Light Therapy session

Restrictions:

- This is a one-time offer exclusively for City of Roswell employees and leadership.
- Only one of the three promotions can be redeemed.
- **This promotion ends on February 28th, 2026.**

“American Fitness Center West Roswell is thrilled to announce our City of Roswell Wellness Incentives Program! At AFC, we combine holistic health, fitness, and wellness into one distinctive model. From **24-hour gym access to salt therapy steam sauna, child care, basketball, bootcamp and group fitness classes, award-winning personal training, organic juice bar, healthy fitness meal prep, natural medicine clinic, regenerative sports medicine, natural pain relief, to holistic body contouring and facials**, we offer everything at Roswell’s Luxury 24 Hour Gym, and we are eager to share this extraordinary experience with you! All city employees and council members can benefit from one of the discounts.”



SFX Fitness • 925 Woodstock Rd #102, Roswell, GA 30075 • 770.587.2389

Show your employee ID Badge and receive a 15% discount on personal training packages. You also get 10% off memberships.

"We are SFX Fitness, an independently owned, full-service fitness facility proudly serving the Roswell community for over 10 years. Our Roswell personal trainers are here to help you succeed.

Our focus is getting everyone, from beginners to advanced athletes, to their highest level of fitness by creating a supportive community that motivates as well as educates. Sustaining a lifestyle of fitness for everybody, every day, is our commitment. Improving the lives of our members is our passion.

Be prepared to change your expectations of what a gym experience should be. Think outside the big-box, cookie-cutter gym. At SFX, you'll be greeted by a staff of friendly, knowledgeable trainers and instructors in a beautiful, modern facility, filled with state-of-the-art fitness equipment. We offer a unique selection of fitness programs, with over 20 classes a week. Our membership levels are designed to fit your lifestyle and budget, for every level athlete, beginner or advanced, youth and adult."

City of Roswell Programs



City of Roswell Recreation and Parks, All full-time employees of the City of Roswell and their dependents shall receive a discount of 25% off the regular registration fee of any program offered and controlled by the Roswell Recreation and Parks Department. The 25% discount will be applied to the appropriate resident or non-resident fee. Full-time employment shall be verified through the City's Human Resources Department, and an employee ID badge is required. Contact Kiran Fatania at 770-641-3842, kfatania@roswellgov.com, or registration@roswellgov.com for any questions about registration.

Restrictions:

- This discount shall not be applied to any lab fees, supply fees, or entry fees.
- This discount shall not be applied to any room or facility rental.



City of Roswell Recycling Center is located at 11570 Maxwell Road, Alpharetta, GA 30004 offers document shredding to city employees at no charge when you show your employee ID badge; a limit of 2 standard legal-size boxes per vehicle per day. The Recycling center is open Tuesday – Saturday, 8:30 am – 5:00 pm. The Recycling Center reserves the right to refuse materials that do not meet specifications. Email www.RoswellGov.com/RecyclingCenter or call 770-442-8822 for details.

The City of Roswell Transfer Station, located at 1810 Hembree Road, is available to dispose of old furniture, toys, mattresses, box springs, and other large items at no charge when you show your employee ID badge. The Transfer Station is open Monday through Friday from 7:00 a.m. to 4:00 p.m. Call 770-641-3961 for details.



Brenau University • 500 Washington St SE, Gainesville, GA • 770.534.6299

Get a 10% tuition discount for City of Roswell employees. In order to receive the 10% tuition discount, employees will need to select The City of Roswell in the "How Did You Hear" section of our online application. This will flag the record to the Accounting Office. The 10% discount applies to all classes and online programs for undergraduate and graduate business and communication programs, and is Valid on tuition and may be applied to more than one course. [**Find Out More at Brenau University**](#)

Restrictions:

- The 10% discount does not apply to supplemental course fees
- The 10% discount may not be used towards the purchase of books, supplies, and/or exam fees

“At Brenau, your future takes shape, one bold step at a time.”

“Every class, every connection, every challenge moves you closer to your purpose. Whether you’re aiming to start your career or move to the next level, opportunities are at your fingertips; all you have to do is reach.

With our small classes, dedicated professors, and career-focused coursework, you are more than just a number. You’re a part of a community that sees you, hears you, and believes in your potential. Here, we’ll equip you with the tools and confidence to turn your passions into achievements.”

“Brenau University, where dreaming becomes doing.”



Kennesaw State University • Kennesaw Campus – 1000 Chastain Road Kennesaw, GA 30144 •
Marietta Campus – 1100 South Marietta Pkwy Marietta, GA 30060 • 470.578.4636

Get a 10% discount on CCPE (College of Continuing and Professional Education) course prices.

The discount is for course fees, program prices, and may be applied to more than one course. City of Roswell employees may register and pay personally for courses of their choosing. In order to receive the 10% discount, employees need to refer to their affiliation with the City of Roswell when they register.

Find Out More at cpe.kennesaw.edu

Restrictions:

- The 10% discount may not be combined with other discounts or used towards the purchase of books, supplies, exam fees, drugs, and/or background checks.
- The 10% discount is not valid for Pedorthist Certificate program, Osher Lifelong Learning Club Room fees, Social Events, Conference Registrations, or group trips organized by CCPE.

“Our students become innovators, complex thinkers, and societal leaders. Kennesaw State University empowers students to seek, strive, and succeed in academic and beyond. In addition to offering more than 190 degrees and certificates, KSU leads in innovative teaching and learning. Boasting two beautiful campuses in Kennesaw and Marietta, KSU offers undergraduate majors in STEM fields, nursing, arts, cybersecurity, business, and many more.

KSU is a world-class institution in the University System of Georgia. We are regionally and nationally ranked and accredited. Explore our academic community, committed to engaged learning, impactful research, innovative pedagogy, and inclusive excellence.”



Troy University • 600 University Ave, Troy, AL 36082 • 800.414.5756

Get a 10% tuition scholarship for in-class and online programs; application fee is waived; and free unofficial transcript evaluation

Please note: The tuition scholarship is effective for enrollment in future terms and will not be applied retroactively. **Find Out More at www.troy.edu**

“Founded in 1887 in Troy, Alabama, Troy University is a public institution offering undergraduate, graduate, and doctoral programs through its main campus, global sites, and robust online platform. Originally established as a teacher-training school, TROY has evolved into a comprehensive university with academic colleges in business, arts and sciences, education, health and human services, and more.

With a global presence, the university serves a diverse student body—including traditional, adult, military, and international students—across the U.S. and overseas. TROY is known for its student-friendly environment, featuring a 15:1 student-to-faculty ratio and a balance of academic excellence, campus life, and online learning flexibility.

Recognized for its strong commitment to quality, especially in military and online education, Troy University consistently earns national rankings for value, accessibility, and student success.”



Columbia Southern University • 21982 University Ln, Orange Beach, AL 36561 • 251.981.3771

Get a 10% Tuition Discount

Why CSU?

At Columbia Southern University, we bring the classroom to you. Progress through assignments completely online when it's convenient for you. No required login times, and you can access your course 24/7.

CSU Offers:

Complimentary Evaluation of Prior Education and Training. E-Textbooks Provided at No Cost, Flexible learning, Math and Writing Assistance, No Application Fee, No ACT, SAT, GRE, GMAT required, Multiple Course Schedule Options, and Career Services.

To learn more about our online degree programs, visit ColumbiaSouthern.edu/Partner or call 800.344.5021.



Atlanta Falcons • Mercedes-Benz Stadium • 1AMB Drive NW Atlanta, GA 30313 • 470.341.5000

City of Roswell employees get ticket discounts. Links will be sent monthly through internal staff communication. Employees must use the provided link to buy tickets.

"The Atlanta Falcons are the professional football team representing the City of Atlanta and the State of Georgia in the National Football League (NFL) as part of the NFC South Division. Established in 1965, the Falcons have become a key part of Georgia's identity and sports culture.

Home games are played at Mercedes-Benz Stadium in downtown Atlanta, one of the nation's premier sports and entertainment venues. The Falcons have appeared in multiple playoffs and two Super Bowls (1998 and 2016 seasons).

Beyond the field, the organization is deeply involved in community outreach, supporting programs focused on youth development, education, and health and wellness across Georgia. The Falcons continue to serve as an important community partner and source of pride for the region."



2C Facewear • 10779 Alpharetta Hwy, Suite 140 in Roswell, GA 30076 • 770.781.0127

Show your employee ID Badge and receive a discount based on your vision plan.

Restrictions:

- **Included in your Vision Plan**

“2C Facewear is a boutique-style optical practice offering comprehensive eye care and a curated selection of eyewear. With a strong reputation in the community for personalized service and quality products, the staff at 2C Facewear prioritizes building lasting relationships with their clients and guiding them toward the best solutions for vision correction and style. By blending optometric expertise with an upscale, friendly store environment, their approach goes beyond routine eyewear — they aim to ensure each customer leaves not only seeing clearly but feeling confident in their choice.”

“2C Facewear looks forward to assisting the community that they call home, as well as surrounding communities, and other local businesses in the area. They have an emphasis on helping the working class.”



Lawn Squad of North Atlanta • 925 Saddle Ridge Ct, Roswell, GA 30076 • 678.879.5296

Show your employee ID Badge and receive a 20% discount.

Restrictions:

- **Not applicable with any other promotions**

Pat Pascarella

“A longtime entrepreneur and seasoned restaurateur, Pat Pascarella brings his passion for service and detail to the lawn care industry. With prior experience in landscaping and a love for the outdoors, Pat knew Lawn Squad was the perfect next step in his business journey.

As the chef and owner of five successful restaurants in the Atlanta area, Pat knows what it takes to run a thriving business. He believes his background in hospitality, coupled with a sharp eye for detail, will help him deliver an exceptional customer experience.

Pat lives in North Atlanta with his wife and children. He is deeply involved in his local community through BNI groups, the Chamber of Commerce, and his neighborhood HOA board. In his free time, he enjoys fishing, working out, collecting sports cards, cooking, and gardening.

Pat is looking forward to helping North Atlanta **Love Your Lawn™.**”



Car Spa • 10440 Alpharetta St, Roswell, GA 30075 • 678.990.7725

30% Off Unlimited Diamond Wash Membership. Reg. Price \$40/mo. For City employees: \$27.99/mo, must present employee ID Badge. Members enjoy 20% off interior cleaning and detailing service. No contracts. Cancel anytime.

"At Car Spa, we are proud to contribute to car care for our valued customers in all aspects. We have designed each one of our stores — and assembled our teams of friendly car care associates — with the customer in mind. We offer several amenities, such as free coffee at our comfortable lobbies, and deliver a quick processing time. Always take an extra step for our customers" is our motto, and we strive to provide excellent customer service that exceeds your expectations."

The Roswell Car Spa location is currently under construction and will reopen around January 12, 2026.