

Fairview's Event Venue Gets a Refresh



It hasn't taken long for Fairview residents to notice that new business, Accasia's Event Venue, is something special. Is it the stunning architecture? The elegant and spacious ballrooms?

For most, it's the owner, Accasia Martinez.

A self-professed "ordinary mom," Accasia has been planning events for sixteen years, for both corporate employers and personal connections. Get to know her, however, and you'll discover that special events have been part of her story since childhood.

Born in New York and raised in the Dominican Republic, Accasia grew up with a deep sense of family and connection. "Family" was loosely defined, with little distinction made between neighbors, friends, and blood relatives. Everyone was family and there was always a special reason to come together. For holidays, parties, and special occasions, they gathered together around a large Acacia tree at her grandparent's house.

Accasia shares, "We always gathered under that Acacia tree. Over the years we cried together, laughed together, played games, supported friends...we did everything together at that tree. It's very meaningful to me how that tree bonded us together. It's how I got my name and represents my upbringing. The bond we felt beneath it and my joy in connecting people is why I have a passion for event planning."

In late spring of this year, Accasia made the bold decision to resign from her marketing position at Frito Lay to pursue owning and operating her own event venue.

She shares, "When I said to my husband, 'I want to quit my job and do this,' it took us both by surprise. He has been amazing, supporting me every step of the way."

Her leap of faith led her to the space formerly known as Noah's Event Venue. It had been empty for well over a year and would need a little work, but was otherwise perfect.

"The architecture of the facility is beautiful," she remarks. "It's one of the reasons I knew this was the right space at the right time. We got right to work on repairs, deep cleaning, and much-needed updates, like new audio/visual equipment."

And, she added a nod to the special Acacia tree at her grandparent's house, now found in her business logo.

Accasia's Event Venue offers three event rooms, a patio,

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Formerly known as Noah's, the venue located in the Fairview Town Center has a new owner and she is ready to "meet" your needs.

hospitality suite, Chiavari chairs, audio/visual equipment, state-of-the-art decorating grids, a catering prep kitchen, and more. Clients enjoy the perks of a generous 8-hour time block, full use of the linens, chairs, and decor options. Also of note, they offer an open vendor policy, allowing clients the flexibility to play with their budget.

The best perk of all is Accasia herself. Dedicated to ensuring that each event runs smoothly, she serves as the on-site Event Coordinator for each and every event.

When a prospective client comes for a tour, Accasia walks them through her various layouts and amenities based on their wish list and then creates a custom package that will bring their vision to life.

"I want anyone who comes in here to feel like it's their home," she says. "They should feel proud to invite their guests here for a great experience."

It hasn't taken Accasia long to become small business savvy. A forward thinker, she intends to maximize the value of her new venue. On weekdays, two of the smaller rooms convert to conference-style spaces, available to rent by the hour with full use of the audio/visual equipment.

With the holiday season coming up, she also wants to help small businesses provide celebrations for their employees and partners. She shares, "After the madness these last couple of years, they deserve time to celebrate together." To that end, she has developed packages that allow business owners from Fairview and surrounding cities, such as Allen and McKinney, to gather and share the expense of holiday parties.

Accasia's Event Venue has hit the ground running. They've executed a few events already and have several more booked in the coming weeks. Accasia admits that launching a new business is equal parts exciting and terrifying, but she's fueled by her heart to foster community, just as her family did under the Acacia tree in the Dominican Republic.

"This is very personal to me, it's why I put my name on the building. Whether we coordinate on the day of the event or plan every detail from concept to execution, I want to bring your vision to life while you focus on enjoying your special day."

You can connect with Accasia today and start booking your event by visiting AccasiaEvents.com or by email at Infor@AccasiaEvents.com or by calling 972-332-5284. Let her know Super Dave sent you.