

## Cumming-Forsyth County Chamber of Commerce Names Michelle Daniels Director of Tourism Development

*(For Immediate Release, February 2018)* – The leadership of the Cumming-Forsyth County Chamber of Commerce has promoted from within to fill a position focused on tourism growth for the community. Michelle Daniels, who previously served as associate director of events, has been named Director of Tourism Development effective immediately.

“Michelle has been a part of our team since last spring and demonstrated outstanding relationship building skills and visioning in terms of the tourism stakeholders here in Forsyth County,” said James McCoy, president and chief executive officer of the chamber. “The executive committee of the chamber and I feel she is the right choice to move our work in this area to a new level of professionalism and results. Our team looks forward to providing her the support from within to be successful.”

Prior to joining the chamber, Daniels founded her own company, Atlanta Haunt Review. The company focused on sharing through social media and a blog the latest trends of “all things haunt and Halloween related in the Atlanta area”. She has also served as social media director for several other companies in the Roswell area.



*Michelle Daniels*

“The opportunity to lead tourism development in Forsyth County is a dream come true for me,” according to Daniels. “The pure growth seen in hotel room nights, recreation events and visitors to various venues in the area proves the value tourism offers to businesses and governments. And the possibilities for movie production in the area is an incredible new growth sector that will enhance those benefits. I look forward to building new relationships and continuing cultivating existing ones in my new position.”

For over 20 years, the chamber has served as the outsourced visitor development service for the City of Cumming and Forsyth County governments. Since the inception of a professionally driven department in 2011, visitors have generated \$25 million in local taxes in Forsyth County (*Source: Georgia Department of Economic Development*). During that same time-period, the chamber’s marketing efforts generated 40,000 hotel room night leads for local hotel operators. Those hotel room nights alone generated \$7.2 million in local taxes. There is a strong commitment by local leaders, both public and private sector, to continue to build upon the foundation now in place for tourism in the community, McCoy stated.

The Chason Group, an executive recruitment firm specializing in chambers of commerce, economic development authorities and foundations, assisted the chamber with the search process for Daniels.