

# POSITION ANNOUNCEMENT



## VICE PRESIDENT OF TOURISM DEVELOPMENT

Cumming, Georgia  
Metro Atlanta Region

**The Ideal Candidate.** The ideal professional candidate for Vice President of Tourism Development for the Forsyth County Chamber of Commerce a/k/a Discover FoCo must be innovative and experienced in the tourism and/or hospitality sector(s); have a proven track record for brand acceleration; possess excellent collaboration and relationship building skills; understand the role of government in tourism; and knowledgeable in tourism marketing and messaging. The individual will be accountable for building brand relevancy, developing alliances with hotel, dining, catering, and venue operators, and communicating at all levels with leaders in the industry sector. Key Forsyth County venues and revenue generators for hotel/motel tax include sports complexes, outdoor leisure recreation sites, filming locations, and business travelers.

## About the Forsyth Chamber and Discover FoCo.

For over 20 years, the Forsyth County Chamber of Commerce, based in Cumming, Georgia, has served as the outsourced visitor development service for the City of Cumming and Forsyth County governments through Discover FoCo. Forsyth County's professionally driven tourism development efforts began in 2011. Just last year, visitors generated \$14 million in state and local taxes, which is equivalent to \$170 in tax savings for every household. During this same time period, Discover FoCo's marketing efforts generated 6,362 hotel room night leads for local hotel operators. These room nights alone generated \$ 29,825.06 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.



The chamber has a total budget of over \$2 million and a team of 11 professionals who serve the membership. James McCoy has served as President and CEO of the business organization since 2003. In addition to tourism, the chamber also contracts with the City of Cumming, Forsyth County Board of Commissioners, and Development Authority of Forsyth County to deliver economic development services to potential and existing businesses locating in the area.

## About Forsyth County.

Forsyth County, Georgia is one of the fastest-growing counties in Georgia and was recently named Best County for Outdoor Activities in Georgia by Niche.com. The county is located at the foothills of the North Georgia Mountains and offers miles of hiking, biking, and walking trails as well as golfing, fishing, and boating for their visitors. Forsyth County features access to the Chattahoochee River and Lake Lanier and offers a wide selection of parks and recreational facilities. Forsyth County has been recognized by many publications for its innovation, community health, charm and being one of the best places to live in the state. The county is home to six state parks, two nature preserves, a strong performing arts community, and a rich history complete with several historic attractions. Forsyth also has continued to receive excellence awards for the public school system, and a cutting-edge healthcare community. The population of Forsyth County is 260,206 according to the 2021 US Census Bureau count.



## Key Skill Sets Required of Candidates

- Sports tourism experience
- Understanding of regulations regarding hotel/motel taxes
- Excellent communication skills
- Outgoing
- Organized
- Exceptional public speaking skills
- Strong networking skills
- Strategic
- Creative
- Collaborative
- Goal Driven

### More About the Position.

Candidates applying for the Vice President of Tourism Development position should have earned a bachelor's degree from an accredited college; or equivalent experience in the marketing, public relations, hospitality management and tourism, chamber of commerce, communications, or similar field(s). Applicants should have at least three years of experience in the tourism industry or a related area and eligible to obtain a valid State of Georgia driver's license within the first 90 days of employment.

The Vice President of Tourism will be responsible for monthly correspondence with the chamber's executive board as well as community stakeholders. Additionally, the role is responsible for maintaining regular communication with hotel operators, event venue managers, restaurateurs and other business professionals who benefit from tourism dollars.

Collaborating with these community members will be key to the success of this position. The professional will be responsible for growing and maintaining all film related tourism for the county through special events, marketing and participation in the Georgia's Camera-Ready program and the Georgia Production Partnership organization. Sports tourism will also be a major focus of this position. Increasing the amount of travel sports traffic to the community will increase overnight visitors who will also patronize local establishments.



### How To Apply.

The Forsyth County Chamber of Commerce has retained The Chason Group, an executive search firm specializing in chambers of commerce, to lead the recruitment process.

Candidates interested in applying for the Vice President of Tourism position may upload a cover letter and a copy of their resume at [www.thechasongroup.com](http://www.thechasongroup.com).

All cover letters and resumes must be received no later than November 27, 2023. The most qualified candidates will receive a detailed application to complete prior to the interview process.

The start date for the position is early 2024.