



Stacey Gross Named Director of Tourism Development for Forsyth Chamber

(Cumming, Georgia – March 2024) Stacey Gross has been named Director of Tourism Development for the Forsyth County Chamber of Commerce's tourism development entity, Discover FOCO. Discover FOCO is the outsourced visitor investment development service for the City of Cumming and Forsyth County governments.

The Chason Group (www.thechasongroup.com), a firm specializing in tourism, chamber, economic development, and non-profit executive searches, assisted the Forsyth Chamber in the search process for the Director of Tourism Development.

Gross previously served as Event Coordinator for the City of Johns Creek.

"Stacey is very familiar with the region and understands the assets our community has available to visitors. These visitors stay in our hotels and drive revenue to our local restaurants and businesses," commented James McCoy, President and CEO of the Forsyth County Chamber of Commerce. "Stacey's skills at relationship development and cultivation of outstanding guest experiences fits perfectly with our strategy for tourism development."

Since the inception of a professionally driven tourism department in 2011, visitors have generated \$32 million in local taxes in Forsyth County, according to the Georgia Department of Economic Development. During that same period, the Chamber's marketing efforts generated 60,000 hotel room night leads for local hotel operators. Those hotel room nights alone generated \$15.4 million in local tax revenues. Last year, Forsyth County saw increases in occupancy rates and visitor revenue generation. Hotel room night stays increased by 12.2 percent and visitor generated revenue increased by 26.2 percent over the prior year.

Gross earned a BBA in Organizational Management from the Terry College of Business at the University of Georgia. Previous positions she has held include serving as Executive Director of the Johns Creek Convention and Visitors Bureau and operated her own business.

"These are exciting times for Forsyth County, particularly when it comes to the marketable tourism attractions currently available and those forthcoming on the horizon," Gross said. "I look forward to contributing to the success of the Discover FOCO brand."

Gross 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.



New Contact Information

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