

# Vice President of Tourism Development

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**Overview.** The Cumming-Forsyth County Chamber of Commerce ([www.cummingforsythchamber.org](http://www.cummingforsythchamber.org)) is searching for a senior level tourism professional. The Chamber has chosen The Chason Group ([www.thechasongroup.com](http://www.thechasongroup.com)) to lead the talent search.

**About The Chamber.** Since the inception of the Cumming-Forsyth County Chamber of Commerce in 1954, the purpose has remained the same: increase prosperity and promote and better community life for all. The membership driven organization continues to be the leader in economic development, advocacy on issues of interest to business and engaging business leaders to ensure the long term economic health of the community.

**Location, Demographics & Existing Business Base.** Forsyth County is recognized as one of the fastest growing areas in the United States. The 2016 Census estimate indicates approximately 221,000 citizens live in the county and a strong growth trend for the next ten years. Located in the northern sector of the Metro Atlanta MSA, the county is served by Georgia 400 which is a major corridor leading to Interstates 285, 75, 20 and 85. Over half of the US population is a one day drive from Forsyth County.

For over 20 years, the Cumming-Forsyth County Chamber of Commerce 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.

Lake Lanier, modern sports complexes, filming locations with support, and theatre performance venues are a sampling of the tourist attractions found in Cumming and Forsyth County.

**The Position.** The Vice President of Tourism Development is a senior level position that functions within the Chamber of Commerce. All tourism related initiatives, as outlined by the organization's "business plan", will be the guiding framework for the tourism professional. Primary responsibilities will include securing over 6,000 room night leads annually for local hotel operators; attending trade shows to promote the assets of the community to travel groups; work with film and sports organizations to grow tourism; and develop a social media strategy for the community's tourism marketing program.

The ideal candidate for the position will be a professional who has proven experience in building alliances with high-level decision makers. Tourism requires creativity in many aspects, including a keen sense of what works for sporting venues, film locations, and the general tourist looking for attractions in the area. The Vice President of Tourism Development should have a desire to learn new trends in the industry and hold communication skills that lend themselves to building teams.

Minimum requirements for the position include: Bachelor's degree, ideally with an MBA or other post-graduate work, from an accredited college; or equivalent experience; minimum of two years experience in the economic – tourism development and/or marketing field(s). The successful candidate must be eligible to obtain a valid State of Georgia driver's license within the first 90 days of employment. It is preferred that the professional reside in or relocate to Forsyth County, but not a requirement.

## How To Apply

For more information regarding the executive search process for the Vice President of Tourism Development position with the Cumming-Forsyth County Chamber of Commerce, please contact Tim Chason at 404/735-0540. A cover letter and resume may be submitted to [tchason@thechasongroup.com](mailto:tchason@thechasongroup.com). The position will be open until filled.

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