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SEE ROCK CITY WELCOMES NEW COO

LOOKOUT MOUNTAIN, Ga. See Rock City Inc. is proud to announce Greg Scheid as its chief operating officer. Scheid joins the organization on Jan. 8, bringing decades of tourism and hospitality industry leadership to the role.

“I am thrilled to have Greg step into this critical role for the future of See Rock City Inc.,” said Doug Chapin, president and CEO of Rock City. “Since stepping into my role as the CEO in April of 2022, we have been working to chart the path forward for the company and we are extremely excited for all the opportunities ahead for us to continue to deliver on our mission of making memories worth repeating for our guests and our partners. Greg’s operational expertise and values-based leadership is the perfect fit that we have been looking for in a leader to join our team. We cannot wait for him to come on board and help us continue to build on our culture, steward our places and businesses well, and deliver on our mission.”

Scheid comes to SRC after an illustrious career in theme park management with Cedar Point amusement park in Sandusky, Ohio and its parent company, Cedar Fair Entertainment Company. Holding various leadership positions at each organization, Scheid became regional vice president for Cedar Fair in 2016, managing six theme parks throughout the United States and Canada. Scheid then began his own consulting firm in 2018, collaborating with private equity firms and financial analysts in the regional theme park industry.

“After serving 40-plus years in the entertainment business, the opportunity to join See Rock City Inc. during this upcoming period of growth is very exciting,” Scheid said. “Rock City holds a 91-year-old legacy that has always focused on both the guest and the partners who represent the acclaimed attraction and I look forward to joining the team.”

Scheid has served on the advisory board of A Kid Again, a charity that supports and offers events and activities for families of children facing life-threatening illnesses, as well as the Warren County (Ohio) Convention and Visitors Bureau. Scheid also proudly served in a governor-appointed position with the Ohio Tourism Board.

Amusement parks have shaped his life in many ways other than just his career – he met his wife Tracy while working at Cedar Point. The couple have two children, Hannah and Matthew, raising their family in Sandusky and Mason, Ohio, as well as Allentown, Pennsylvania, before relocating here this year.

SRC Inc. is a hospitality and entertainment company that features world-renowned Rock City Gardens high atop Lookout Mountain, just six miles from downtown Chattanooga, Tennessee. Rock City is one of the South's most popular natural attractions, known for its seven states view, unique geological and botanical wonders including massive ancient rock formations, a large waterfall that cascades down the mountain and the Swing-A-Long Bridge that spans nearly 200 feet. SRC also owns and operates Chanticleer Inn, RiverView Inn, Battles for Chattanooga, Clumpies Ice Cream Co., GOOD DOG GO!, Grandview and Starbucks; as well as the ticketing and concessions for the Incline Railway and the retail shop and café at Creative Discovery Museum. Visit www.seerockcity.com for more info.

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