



Person County Tourism Development Authority is committed to promoting the growth of responsible tourism through marketing strategies and programs that balance economic growth with the need to preserve the natural and cultural heritage of the Roxboro and Person County area. Our team is dedicated to going above and beyond to meet the needs of all of our tourism partners, attractions and businesses and assist them in promoting their events to encourage visitors to visit.



Julie Maybee,
 Executive Director
Katie Ann Brann,
 Assistant Director of
 Marketing &
 Communications

“Tourism” is a very broad term that reflects entertainment, relaxation, quality of life attributes and economic contribution to an area. Here in Person County, we are blessed with our lakes, wineries, various parks, farms, festivals, outdoor music, a variety of restaurant choices and cultural opportunities. We are delighted to share our wonderful assets with visitors far and near where we believe “it’s better in Person!” - Chair, Dr. Claudia Berryhill

Visitors spending within Roxboro/Person County increased 4.3% to \$57.61 (2024)

Total payroll generated was \$11.96 million (2024)

Travel and tourism industry directly employed 314 people in Person County (2024)

Awarded over \$94,625 in grants to local tourist attractions and events

State tax revenue generated in Person County totaled \$2.24 million through state sales and excise taxes (2024)



2024 Personality Festival



2024 All Carolina’s Shop Hop at Contextures Fabrics

Sponsorships and Awarded Grants

It was our pleasure to be able to support events created by local organizations and tourist attractions during the past years. Here are some of the highlights:

- Bucks N. Bass, LLC: Fishing Tour Promotions on Hyco (in Person) and Mayo Lake - \$1,500
- City of Roxboro: 2025 Fireworks - \$10,000
- Contexture Fabric Shop: 2025 All Carolinas Shop Hop (Quilting Shop Trail) - \$1,300
- 2025 Hawkins Loop Bird Festival - \$1,825
- Person County Arts Council:
 - Free Movie Fridays at the Kirby Cultural Arts Complex - \$4,500; and
 - 2024/25 Seasonal Program Guide - \$1,000
- Uptown Roxboro Group:
 - 2025 Sponsorship - \$1,500; and
 - Uptown Banners- \$2,000
- Hall's Agri-Business, LLC: Public Art (Uptown Gateway Mural) - \$7,500
- Person County Little League: 2025 Little League NC District 6 Softball Tournament (Umpires & Equipment) - \$4,500
- Person County Recreation, Arts and Parks Dept.:
 - Rotary Club of Roxboro Centennial Park (Billboards) - \$15,600
 - Promotional Banners (Movies in the Parks) - \$500
- Person Veterans Council: The Wall that Heals (Billboards) - \$8,000
- 2025 RoxFest - \$3,500
- 2024 Roxboro Area Chamber of Commerce Sponsorship (Personality, Golf Tournaments, Annual Banquet and other events) - \$10,000
- Roxboro Jaycees:
 - Golf Tournament (Hole/Team Sponsor) - \$400
 - Flem Whitt Music Festival:
 - 2024 Festival - \$3500; and
 - 2025 Festival \$5,000
- Tunnel Creek Vineyards: Bobby Wilson & Chiclettes Show - \$7,500
- 2025 Willow Oak Music Festival - \$5,000

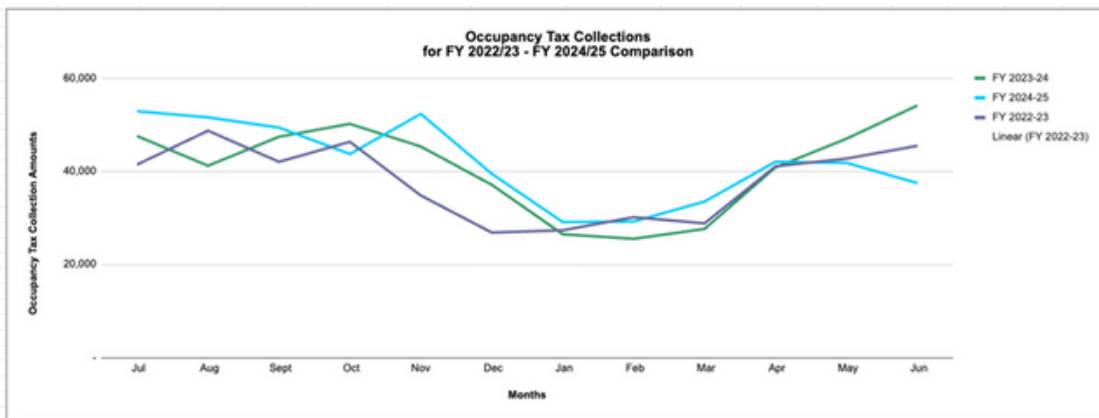
2024 Board Members OFFICERS

Dr. Claudia Berryhill, Chair
Biran Patel, Vice Chair

MEMBERS

Jeremy Buchanan
Ursula Long
Sally Humphries
Margaret McMan

New Visitor Center Location Ribbon Cutting Nov. 2024



FY 2022-2023
Total: \$455,693

FY 2023-2024
Total: \$490,325

FY 2024-2025
Total: \$502,456

Digital Marketing Insights

July 1, 2024 - June 30, 2025

Facebook
 261,400 Reach

Instagram
 11,200 Reach

Website
 31,300 Visitors

