


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.


“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 and cultural opportunities.
 -Chair, Dr. Claudia Berryhill




Julie Maybee,
 Executive Director


Katie Ann Brann
 Digital Marketing and
 Content Manager

 **Visitors spending within Roxboro/Person County increased 12.2% to \$51.80 million (2022)**

 **Total payroll generated was \$11.0 million (2022)**

 **Travel and tourism industry directly employees 309 people in Person County (2022)**

 **Rewarded over \$73,000 in grants to local tourist attractions and events (FYE 2022)**

 **State tax revenue generated in Person County totaled \$2.1 million through state sales and excise taxes (2022)**



**2023 Rox N’ Roll
 Cruise-In in Uptown
 Roxboro**



**2023 Willow Oak
 Music Festival**

Sponsorships and Rewarded 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:

- Roxboro Area Chamber of Commerce (Personality, Golf Tournaments and other events)
- Rox N' Roll Cruise-In Series
- Mid-Atlantic Wakesurf Tournament
- Willow Oak Music Festival
- Person County Arts Council (Public Art)
- Kirby Cultural Arts Complex (Free Movie Fridays, Blue Grass Concerts)
- Person County Saddle Club (Draft Horse Pull)
- Person County Friends of the Parks Events
- Sappony 5K
- City of Roxboro (Fireworks)
- Person County Museum of History (Exhibit lighting)
- Person County Arts Council (Pickin' by the Lake)
- Uptown Roxboro Group (Pocket Park, benches, beautification project, flowers)
- Person County Recreation, Arts and Parks (Tennis Invitation Tournament, ESport Host Infrastructure*, Mayo Lake public wifi*, Mayo Lake Paddle Trail update, incentives for travel sports*)

2023 Board Members OFFICERS

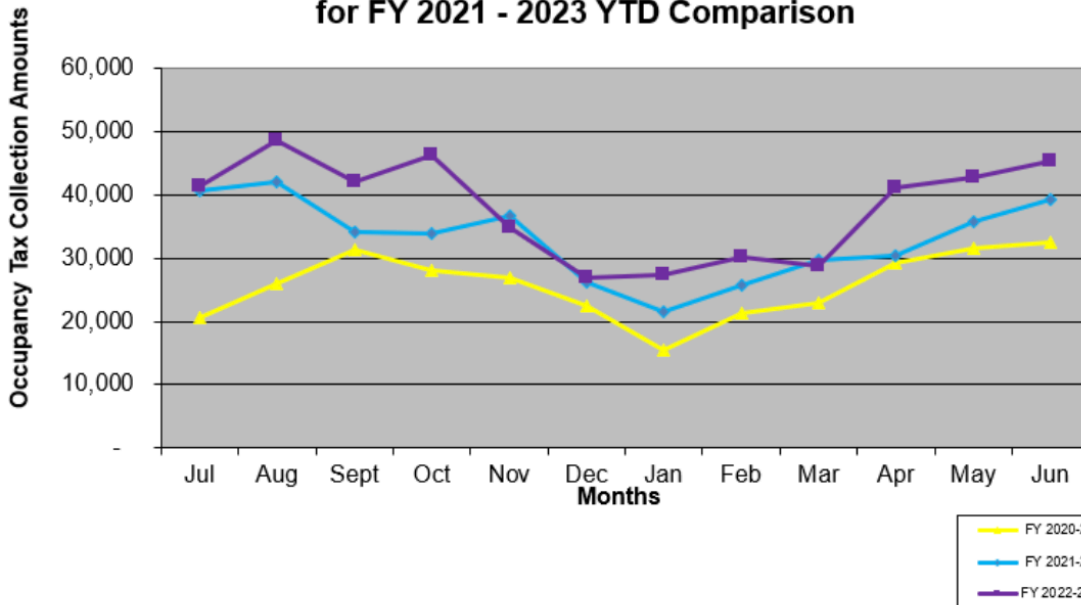
Dr. Claudia Berryhill, Chair
Biran Patel, Vice Chair

MEMBERS

Autumn Gentry
Herman Gentry
Sally Humphries
Margaret McMan



Occupancy Tax Collections for FY 2021 - 2023 YTD Comparison



**FY 2020-2021
 Total: \$308,074**

**FY 2021-2022
 Total: \$396,030**

**FY 2022-2023
 Total: \$455,693**