

# Person County Tourism Development Authority Monthly Event Advertising Policy: Digital & Print

6-5-2023 Policy

Updated Visitor Center Address 6-11-2025

## Overview of Policy

All advertisements of events must be considered specialty events that are outside the norm of a normal day at the hosting business/location.

Events should have appeal for visitors to the Person County area (from 50+ miles away).

Events that are judged to have little or no appeal for either day trip or overnight visitors cannot be posted in the calendar. Sometimes these events with little or no visitor appeal may be local charity fund-raising, philanthropic endeavors, political rallies, or religious events. These will better reach their intended audiences through listings on other, community-oriented calendars.

Events should be open to the public. Events for “members only” cannot be posted in the calendar; the general public must be able to attend, though admission can be charged at events posted.

Events should not be a commercial, profit-making venture only. Events whose primary purpose is to sell the products or services of a particular business cannot be posted in the calendar; examples include product demonstrations and some educational seminars. Many consumer shows, trade shows featuring multiple businesses and grand openings have greater entertainment or visitor appeal, however, and can be posted.

**Purpose:** To establish standards and guidelines for advertising events within the Person County area to specifically reflect tourism and support the county’s tourism partners. These policies were created so that the TDA may be consistent and avoid the appearance of favoritism and controversy.

**Location:** All advertisements of businesses/events must be within a **15-mile radius** from the Visitor and Information Center located at 2800 Durham Road, Roxboro NC 27573 with the exception of a venue/event (i.e., VIR) where patrons may stay in a local lodging establishment due to its close proximity to the venue/event.

**Monthly Event Print Advertising:** All events that fall under the category of arts and entertainment for the month will be listed on a graphic and distributed in the Visitor and Information Center, local hotels, and social media channels connected to the PCTDA.

To qualify under arts and entertainment, events must have an activity scheduled that would attract visitors that is out of the norm of the hosting business/location.

For example, weekly food trucks will not be listed onto this graphic unless there is something else to go along with it like trivia, painting classes, music bingo, etc.

- Events that are included:
  - Crafting Classes
  - Live Music
  - Holiday Themed Events
  - Races
  - Music Bingo
  - Trivia
  - Karaoke
  - Free Movies
  - Public Library Events
  - Business Open Houses
  - Theater Shows
- Events that are not included:
  - Food Trucks (by themselves)
  - Business Sales/Discounts
  - Local dance recitals
  - Local sports that do not attract overnight stays
  - Restaurant/Bar Specials
  - Club Meet-Ups
  - Private Events

Policy Adopted 5th day of June 2023.

*Dr. Claudia Berryhill*

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Dr. Claudia Berryhill, Chair  
Person County Tourism Development Authority