



**2022 UPDATE**

# Unique Attractions ONLY Found in Randolph County, the Heart of North Carolina



North Carolina Zoo

Asheboro, NC



Petty Family Attractions

Randleman, NC



Seagrove Pottery Community

Seagrove, NC

# Marketing Family-Friendly Activities Throughout the Heart of North Carolina



Millstone Creek  
Orchards

Ramseur, NC



Linbrook Heritage  
Estate – Linbrook Hall

Trinity, NC



The Liberty  
Showcase Theater

Liberty, NC

# Affordable & Memorable Experiences



Creekside Park

Archdale, NC



Pisgah Covered Bridge

Asheboro, NC



Faith Rock Trail

Franklinville, NC

# I-73/74 Visitor Centers Operation

Northbound Visitor Center



Southbound Visitor Center



# Successes in 2021



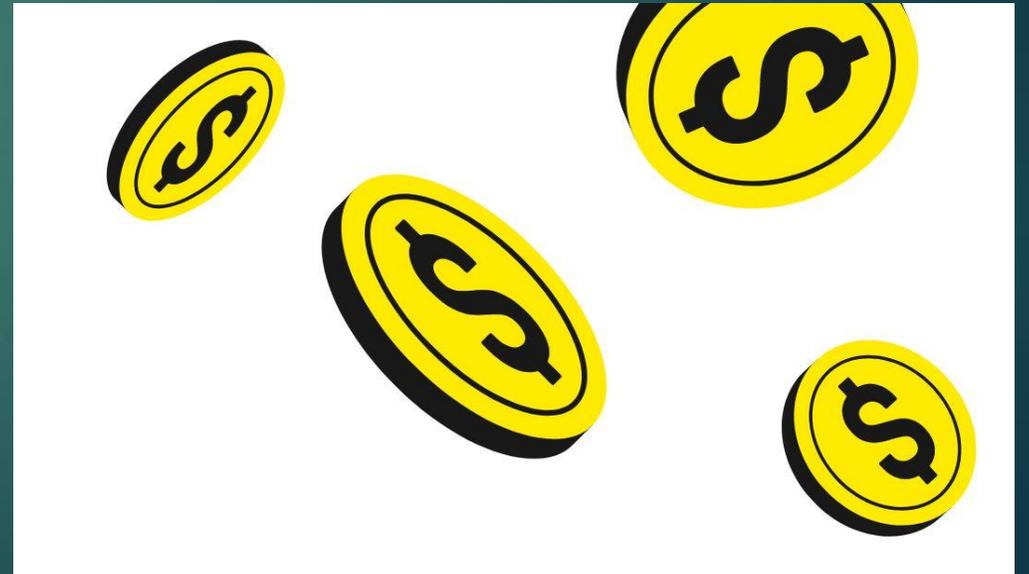
➤ \$172.06 million in 2021 – an increase of 65% from spending in 2020

➤ Each resident in Randolph County saved \$90.90 on their annual household taxes

➤ Directly employed 1,127 people with total payroll generated of \$41.4 million

➤ Generated \$8.2 million in state sales tax

➤ Generated \$5 million in local taxes



# New personnel – new faces – new relationships



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# New office location – 500 Albemarle Rd, Asheboro



# Creative Solutions for Everchanging Climate



Vanessa Infanzon & NC Tripping (smaller groups of media hosting Opportunities) = BIG results!



2022 Brand Ad & Official Travel Guide Cover Art

# Upcoming aspirations of the TDA team:

