

Click on the (+) button in your browser to zoom in.

"I just finished reading your strategic plan. It's one of the best... if not the best I have seen...."

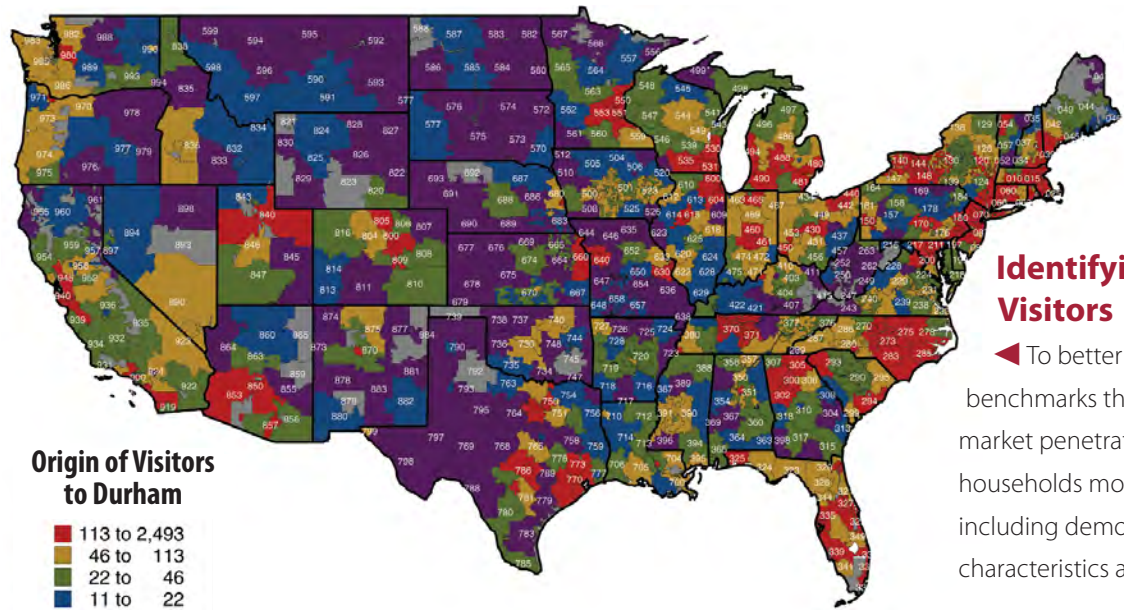
- Michael Gehrisch, President, Destination Marketing Association International

Durham Accolades

► DCVB documents and transforms into databases tools such as [Durham "accolades"](#) that are reasons to believe in the overarching Durham brand and makes these available to other organizations, messengers, and residents to leverage awareness.



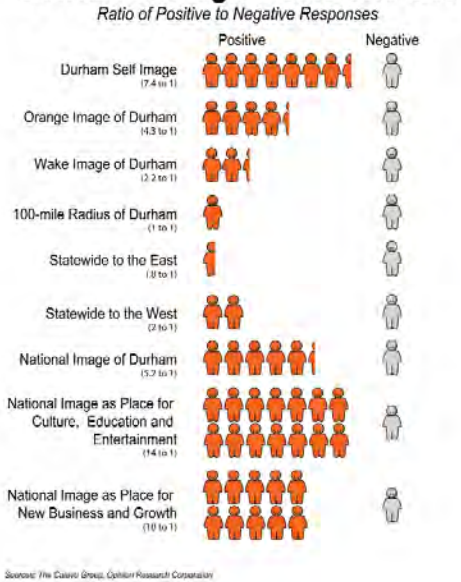
Diagnosics and Planning



Identifying Prospective Visitors

◀ To better target promotions, DCVB benchmarks the origin of Durham visitors, market penetration, and clusters of households most likely to visit Durham, including demographic and consumer characteristics and travel proclivities.

Durham's Image Inside and Out



Benchmarking Performance

► DCVB uses diagnostic tools like research to document results, unwrap problems, target marketing activities, and serve more than 5,400 requests a year for information to aid marketing, conduct reappraisals, identify needs areas, and conduct feasibility analyses.

"Durham has such a gem with DCVB."

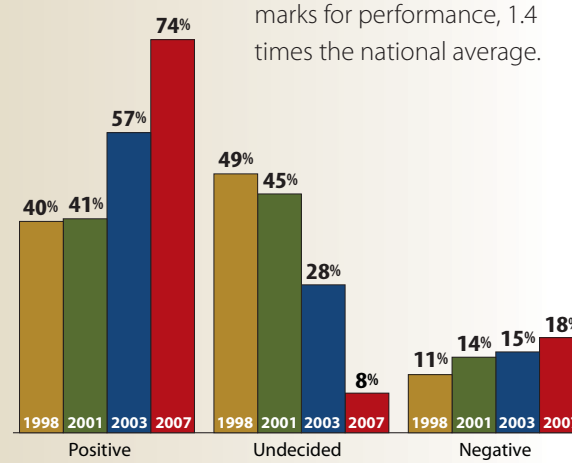
- Bob Klaus, Consultant - Durham Performing Arts Center

"We are blessed to have a DCVB in Durham..."

- MaryAnn Black, Associate Vice President of Community Relations, Duke University Health System

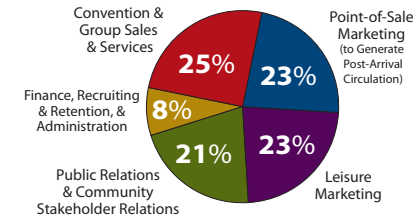
Residents Give DCVB High Marks

Residents are DCVB's core stakeholders, in terms of jobs, business climate and tax base. In scientific surveys, three out of four residents gave DCVB high marks for performance, 1.4 times the national average.



Source: The Catevo Group (formerly Digiton)

DCVB Allocation of Marketing Resources



DCVB is a public authority self-funded by 33% of a special tax on overnight visitors and deploys that with personnel skilled in marketing activities, specializing in branding and marketing communities.



Inventory Tracking

DCVB annually inventories and updates nearly 3,000 Durham-based facilities and groups. Results are deployed in real time through not only the official Durham website for visitors and newcomers but also to other databases and websites for which DCVB is a gatekeeper.

Organizational Resources

DCVB ACCOLADES

7 Platinum and Gold & 2 Honorable Mention MarCom Creative Awards in international competitions for marketing and communications professionals.

48 Destination Marketing Achievement Awards (24 Best Practice Innovation awards) in "blind" statewide judging.

DCVB president and CEO Reyn Bowman and COO Shelly Green have each received the **Barentine Special Achievement Award** for significant contributions toward state and national tourism initiatives.

2006 Good Neighbor Award given by the InterNeighborhood Council of Durham. Twice rated **#1 website** out of the 1,032 destination websites in North America.

Seal of Excellence Award from ConventionBureaus.com.

First destination marketing organization (DMO) in NC and among the first 24 out of more than 1,000 DMOs in North America **accredited to new international standards** and best practices in community marketing and promotion.



Best on the Net Award from Zeitgeist.

Five-time featured panelists for best practices at the national level.

Alfred P. Sloan Award for Business Excellence in Workplace Flexibility.

Webby Awards Worthy Selection as a website that demonstrates a standard of excellence.

One of only three CVB's in the country **selected as a case study for the book, "Guide to Best Practices in Tourism and Destination Management."**

Rated "8 on a scale of one to 10," or significantly exceeds expectations on an anonymous Community Stakeholder Survey of 500 Durham civic & business leaders.

Awarded **Readers' Choice Awards** in 2005 and 2006 by convention and meeting planner readers of ConventionSouth magazine.

Rated in top 5% of similar organizations ("8.7% on a scale of 1 to 10) in yearlong, in-depth performance diagnostic by Performance Management, Inc.

1st place Booth at the Mid-Year Meeting and Trade Show for Association Executives of North Carolina.

eMarketing Association **Site of the Year Award**.

Web Marketing Association's **WebAward Competition Standard of Excellence**.