



Fueling Durham's economy through visitor-related economic development

Wednesday, August 21, 2002

VOLUME 2 ISSUE 3

Circulation 3600+

[FORWARD TO A FRIEND](#)

**TOPICS**

[Research and Surveys](#)

[Events and Community Calendar](#)

[People and Changes](#)

[What's New](#)

[Positive News About Durham](#)

**REGULARS**

[What They Are Saying](#)

[Knowalls](#)

[Collect-A-Bull Correct-A-Bulls](#)

[Durham Community Calendar](#)

[Durham Note-A-Bulls](#)

[Recent Durham Sales Promotions](#)

**ARCHIVES**

[\[Click here\]](#)

## [Durham's Stately Mansions Impress Visitors](#)

**STORY** Hill House, Morehead Manor, and Greystone...

## [Durham: Capital of Oom-Pah-Pah](#)

**STORY** Local Businesses Display Unique Collections...

## [Pioneers Paved Way for American Tobacco](#)

**STORY** Efforts to Revitalize Downtown Began in the 1970's...

## [Three Signature Annual Events in September](#)

**STORY** Blues Festival, CenterFest, Beer Festival Widely Recognized...

## [New Member on Economic Dev. Team](#)

**STORY** DeLisle Heads City Office

## [Survey Shows Taxi Ordinance Is Working](#)

**STORY** Appearance Still Needs Improvement...

## [DCVB Named to National Panel](#)

**STORY** Bureau Recognized for Technology Initiatives...

**PRINT THIS ISSUE**

About DCVB

[click]

Send a Postcard

[click]

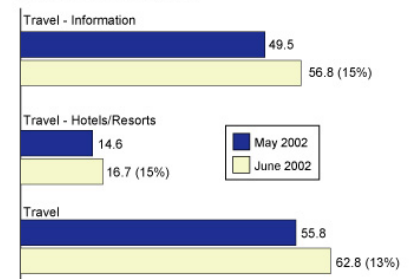
**SHOWCASE YOUR BUSINESS TO DURHAM VISITORS**

### Online Travel Sites Grow

comScore Media Metrix reports that the total number of US internet users grew from 119.1 million in May 2002 to 119.5 million in June 2002.

**(click on chart to enlarge)**

Growth of Unique Visitors to Travel Related Web Sites, May 2002 and June 2002 (in millions and % growth)



Source: comScore Media Metrix, July 2002 available: www.eMarketer.com

## [What They Are Saying](#)

**STORY** National or Southeast Media Quotes About Durham...

## [Knowbulls](#)

**STORY** Recent changes, promotions and awards...

## [Collect-A-Bull Correct-A-Bulls](#)

**STORY** Defending Durham's Brand/Identity...

## [Durham Community Calendar](#)

**STORY** Click the title for the Searchable Durham Event Calendar and a Printable 3-week Snapshot of upcoming Durham events...

## [Durham Note-A-Bulls](#)

**STORY** Recognizing Durhamites Who Bring Conventions & Meetings Home to Durham...

## [Recent Durham Sales Promotions](#)

**STORY** Taking Durham on the Road...

### SUBSCRIBE

To enable someone else to subscribe, please click on TELL A FRIEND option below. To unsubscribe, enter email address, click Remove and Submit. [Durham Convention & Visitors Bureau Privacy Policy](#)

Email Address:

First Name:

Last Name:

Add Remove

Send as HTML

Published by Durham Convention & Visitors Bureau. [TELL A FRIEND](#)  
Copyright © 2002 Durham Convention & Visitors Bureau. All rights reserved. Images used by the Durham Convention & Visitors Bureau are for promotional use only.



## Durham Convention and Visitors Bureau

HOME

EMAIL  
THISClick on  
colored and  
underlined  
text for  
more  
information.Click on  
charts and  
photos to  
enlarge the  
view for  
easier  
reading.

## Durham's Stately Mansions Impress Visitors

### *Hill House, Morehead Manor, and Greystone*

Visitors to any destination often have a natural interest in seeing its large, historic homes or mansions. In Durham, many of these remain private residences that are scattered throughout the community or set back from major roadways. However, three of Durham's mansions are very visible, centrally located just south of Downtown (on Vickers Ave. going south and Duke St. going north), and easy to drive by.

The Hill House, Morehead Manor, and Greystone are all within blocks of each other in the historic Morehead Hill neighborhood, and all three also have a direct visitor connection—Hill House as a unique meeting venue and Morehead Manor and Greystone as bed & breakfast inns.



*Click on map to enlarge*



Hill House (900 S. Duke St.) was constructed in 1910 for Durham attorney, banker, and philanthropist John Sprunt Hill. The Spanish Colonial Revival style mansion was designed by Kendall and Taylor of Boston, also the architects of Watts Hospital. Hill became one of Durham's most notable businessmen, founding Home Savings Bank (forerunner of CCB) and Durham Bank and Trust Company; he served as a state senator from 1933–38. The house is currently used exclusively as a meeting place for women's civic organizations according to his will. It is also the headquarters of the [Junior League of Durham and Orange Counties](#).

[Morehead Manor Bed & Breakfast](#) (914 Vickers Ave.), formerly known as the Cobb House, was constructed in the mid- to late-1910's for Durham tobacconist and Liggett and Myers executive James S. Cobb. The Colonial Revival style mansion features a finely detailed archway with Corinthian columns at its main entrance and identical porches on each side supported by Doric columns. The home's brickwork was originally a natural ocher color, then painted white, and now appears as ocher once again. Its brick and green tile roof were chosen to complement the Greystone mansion directly across Vickers Ave. [Contact innkeepers Daniel and Monica Edwards](#) to make reservations.





Greystone (618 Morehead Ave.) is a granite and brick mansion built in 1911 for James Edward Stagg, a Durham banker, textile manufacturer, and railroad executive. Stagg was the nephew of Dr. Bartlett Durham (for whom the city and county are named) as well as a great-nephew of Washington Duke. Greystone is the last remaining Chateausque style dwelling in Durham and one of only a few such houses remaining in the state. Its most dramatic feature may be its stone porch and deck, which run along the full front of the house. Now a unique venue for meetings and receptions, Greystone's current owners, the Brame family of Durham, will open the property as a bed & breakfast in the coming months. Chris Bull will be innkeeper.

Many other fine historic homes in other parts of Durham also serve as B&B's: [Arrowhead Inn](#), [Blooming Garden Inn](#), [Carol's Garden Inn](#), and [Old North Durham Inn](#). For more information on these and other accommodations, see Durham's [Places to Stay](#), or check out special [Packages & Values](#).

[\[PRINTER FRIENDLY VERSION\]](#)

[HOME](#)

Powered by **iMakeNews.com**<sup>™</sup>

## Durham Convention and Visitors Bureau

HOME

EMAIL THIS

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

## Durham: Capital of Oom-Pah-Pah

### *Local Businesses Display Unique Collections*

Durham's great historic sites and traditional museums aren't the only features to bring national attention. Places like [The Tuba Exchange](#) and [Rick's Diner](#) also contribute to Durham's celebrated texture. Both are unique in adding extra visitor appeal to their primarily commercial establishments.



*Click photo to enlarge*

[The Tuba Exchange](#), the nation's only retailer selling nothing but tubas, has earned Durham the accolade "The Capital of Oom-Pah-Pah." [A feature article on the tuba retailer](#) under this headline recently ran in *The New York Times*. In addition to selling around 1,000 new and used tubas a year, owners Vincent and Ethel Simonetti proudly display a collection of over 200

vintage, low brass instruments. Visitors need not be tubists or even trained musicians to find this historical collection intriguing. The Tuba Exchange is open Monday–Friday, from 9:00 a.m.–5:00 p.m. and by appointment on weekends.

At [Rick's Diner](#), patrons take a trip back in time, gazing at the historic black-and-white photos that line the walls, while munching on classic Southern menu items and daily specials. The photos highlight historic events and places in Durham's past. In addition, a new mural painted on the outside wall commemorates other Bull City landmarks, such as the Liggett & Myers cigarette plant, the NC Mutual Life Insurance Building, and Duke Chapel. The mural, by local artist Mignon Renee Tucker, offers the restaurant's alfresco diners another glimpse of Durham history.

Of course, Durham's more traditional, non-commercial collections are always impressive to visitors. [Bennett Place State Historic Site](#), where the Civil War ended in 1865, includes an interpretive center and museum of Civil War-related artifacts. [Duke Homestead State Historic Site](#) features a museum of tobacco production and cigarette manufacturing and marketing memorabilia, in addition to the Duke family's mid-1800's home, barns, and original factory. The [Museum of Life and Science](#) offers a never-ending variety of [exhibits](#), ranging from rockets to locomotives, from caterpillars to red wolves.

Durham also offers plenty of opportunities for visitors to enhance their own

personal collections. DCVB maintains [a listing of Durham's many antiques and collectibles shops](#) online.

[\[PRINTER FRIENDLY VERSION\]](#)

HOME

Powered by **iMakeNews.com™**

## Durham Convention and Visitors Bureau

HOME

[EMAIL THIS](#)

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

# Pioneers Paved Way for American Tobacco

*Efforts to Revitalize Downtown Began in the 1970's*



*Graphic courtesy American Tobacco Historic District*

Redevelopment of the Old Bull complex and former Lucky Strike Factory will break ground in October. The revitalized [American Tobacco complex](#) represents a huge public/private partnership. Local government already built the [Durham Bulls](#)

[Athletic Park](#) in this part of Downtown, and a recent City and County agreement will provide approximately \$40 million in incentives and parking decks for the new project.

Additionally, Durham visitors and lodging properties are being assessed a 1% occupancy tax on the rental of guest rooms to partially fund the prep work and construction costs of a [new performing arts theater](#) in this same area of Downtown.

In return, Raleigh-based [Capitol Broadcasting Company](#), with major tenants [Duke University](#) and [Compuware](#) signed on, plans to invest \$145 million to convert the historic complex into office, restaurant, hotel, and retail space. (Already the 153,000-square-foot Strickland Building is fully leased.)

But, this new partnership owes its potential to another dedicated group of individuals, many of whom, with little or no local government participation, paved the way for the revitalization of Downtown Durham.

In the 1970's, even before the final demise of Downtown as a retail center and while the Lucky Strike Factory was still in production, urban development grants laid the foundation for transformation.

[Clay Hamner](#) and Terry Sanford Jr. launched the private revitalization of Downtown in earnest, with the renovation of [Brightleaf Square](#) in 1981. Since then, it has anchored an entire shopping and entertainment district on the west end of Downtown and spawned other development, like Richard and Jacqueline Morgan's [Peabody Place](#).

[Andrew Widmark](#) and [Todd Zapolski](#) followed later in that decade with redevelopments along the length of Main Street. A new City Hall and the [Durham Arts Council](#) Building represented public reinvestments. The decade ended with the construction of the [Durham Civic Center](#) by the City and County and a private hotel atop the public building by Allen Nester (now owned by [Shaner Hotel Group](#)). Franklin Wittenberg developed the tower across from the Civic Center atop a City parking deck. Mutual Community Savings Bank renovated the old Home Savings and Loan Building. In 1989, [DCVB](#) was formed to fuel the local business climate and tax base, including that of Downtown, through the promotion of visitors who generate demand and spur further revitalization.

In the 1990's, the County renovated the [Old County Courthouse](#), [Self-Help](#) redeveloped the Bull City Business Center, Widmark developed loft condos, and [Tom Niemann, Brian Davis and Christian Laettner](#) created [West Village](#) apartments near an extremely successful condo project. [Measurement Inc.](#) began development of facilities across from the [Historic Durham Athletic Park](#) and near Zapolski's redevelopment of the old City Stables into City Place. Local government renovated the [Carolina Theatre](#) and the [Durham Armory](#). [Downtown Durham Inc.](#) was formed to lead further revitalization of Downtown Durham.

Spearheaded by City Councilman Chuck Grubb, Durham leaders mounted a guerilla campaign to block efforts by Capitol Broadcasting to move the Durham Bulls to a site in Raleigh, on the Wake County line. When the proposed move failed, the City then built Durham Bulls Athletic Park, while Capitol Broadcasting built the adjacent Diamond View Office Building. Carl Webb and others began to revitalize Black Wall Street, and the City completed a Downtown Master Plan.

Through all of this [CCB](#) stood tall and maintained its corporate headquarters building. Downtown churches renovated and maintained their structures and congregations. Now in the new millennium, we look forward to the [American Tobacco Historic District](#), the completion of [Durham Central Park](#), and the pending redevelopment of the massive [Liggett](#) complex.

[\[PRINTER FRIENDLY VERSION\]](#)

[HOME](#)

Powered by **iMakeNews.com**<sup>™</sup>

Durham Convention and Visitors Bureau

HOME

[EMAIL THIS](#)

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

## Three Signature Annual Events in September

*Blues Festival, CenterFest, Beer Festival Widely Recognized*

Durham has a lot to offer fans of blues music, arts and crafts, and unique brews, with signature festivals on three consecutive weekends during the month of September.



The [15th Annual Bull Durham Blues Festival](#) brings a dozen, world-class blues artists to Historic Durham Athletic Park, September 6–7. Such legendary performers as Chief Bo Dollis, Bobby Rush, and James “Blood” Ulmer will showcase their musical talents here in the birthplace of Piedmont Blues. For tickets, call Ticketmaster at (919) 832-4000 or call the festival sponsor, [St. Joseph’s Historic Foundation at the Hayti Heritage Center](#), at (919) 683-1709.

On September 14–15, Durham Arts Council presents the [29th Annual CenterFest Arts Festival](#) in Downtown Durham, promising fun for the whole family.

The longest running street-arts festival in North Carolina, CenterFest features a market for arts and crafts by juried artisans from across the country as well as continuous live music from regional bands on two stages. Hours are Saturday, 10 a.m. – 6 p.m., and Sunday, 12 – 6 p.m., and admission is free.



Durham-based [All About Beer Magazine](#) presents the [7th Annual World Beer Festival](#), September 21, at Historic Durham Athletic Park. Here festival-goers can sample from 300 of the finest beers

from around the world, including American microbrews, European legends, and Pacific Rim exotics. The festival also offers a live music stage, booths with local restaurant favorites, a cigar-friendly garden, and children’s entertainment. [Order tickets online](#), or call (800) 977-BEER. Proceeds from the event benefit the historic Carolina Theatre of Durham.

To learn more about these or any of Durham’s annual festivals, check out DCVB’s [Major Annual Events listing](#), or search the [Durham Community Calendar](#) by date and event type.

[\[PRINTER FRIENDLY VERSION\]](#)

HOME

## Durham Convention and Visitors Bureau

HOME

[EMAIL THIS](#)

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

# New Member on Economic Dev. Team

## *DeLisle Heads City Office*

Four organizations currently work in concert to shape Durham's economic development. Though each one has a different mandate, they all share the common goal of promoting economic well-being.



Alan DeLisle is the newest member, heading the [City of Durham Office of Economic and Employment Development](#). Alan comes to Durham from Buffalo, where he was also raised. He holds a master's degree from New York State University at Albany and was most recently President of the Buffalo Economic Renaissance Corp. and Commissioner of the Department of Community Development (City of Buffalo).

Alan will work closely with the [Durham Convention & Visitors Bureau](#) on visitor-related economic development. DCVB is a tourism development authority chartered in partnership with the visitor sector by state and local government to attract and serve visitors to the City and County of Durham, as a means to fuel the business climate and expand the tax base. This includes business, pleasure and personal travelers, conventions, film productions, group tours, and sports events.

DCVB was formed in 1989 as a state provision to granting a local-option room occupancy and tourism development tax. The Bureau reinvests 2% of the \$121 million in tax revenue generated annually by visitors to Durham. Durham draws the highest market share of travelers through RDU, and DCVB has been nationally recognized for marketing initiatives through technology.

Another member of the team is the [Greater Durham Chamber of Commerce](#), a private, non-profit, voluntary-membership organization that advances economic well-being through business recruitment. The Chamber is funded in part by the County to conduct its economic development. It was founded in 1906 and now has 1600 members. Durham is ranked second in the state in investment and first in job creation through June 2002—the highest rankings of any county in the Triangle.

Rounding out Durham's economic development team is [Downtown Durham Inc.](#), a private, non-profit, voluntary-membership organization,

funded in part by the City to revitalize Downtown by creating an environment for private investment. DDI was formed in 1992. Along with DeLisle's City office, DDI has been instrumental in the huge American Tobacco project.

[\[PRINTER FRIENDLY VERSION\]](#)

[HOME](#)

Powered by **iMakeNews.com™**

Durham Convention and Visitors Bureau

HOME

[EMAIL THIS](#)

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

# Survey Shows Taxi Ordinance Is Working

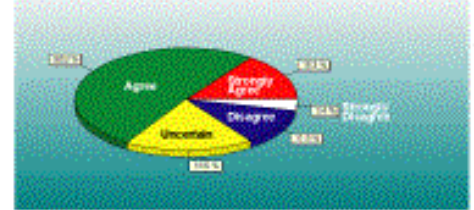
## *Appearance Still Needs Improvement*

In September 1999, the City of Durham adopted a sweeping new ordinance regulating passenger vehicles for hire, such as taxicabs. Recently DCVB, in cooperation with the City, launched a follow-up survey to benchmark the progress of the new ordinance, by sampling the opinions of those most likely to refer customers to taxicabs—[lodging properties](#) and [restaurants](#).

The new ordinance incorporated recommendations from the UNC [Institute for Transportation Research and Education](#), following complaints from visitors and residents about the state of Durham's taxicab service, following several years of deregulation. The goals of the new ordinance were to improve cab safety and appearance, to cut wait times, to improve driver awareness of Durham as a destination, and to ensure a sufficient number of cabs at all times of day and night.

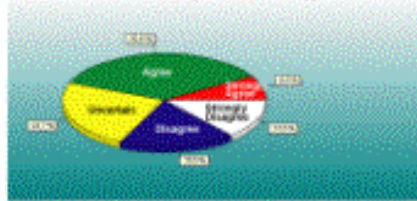
Taken as a whole, survey responses indicate that Durham's taxi ordinance is working. The majority of respondents agree that there have been noticeable improvements in the number of cabs available at night and overall; the majority also agree that there has been noticeable improvement in wait time.

There has been noticeable improvement in the number of cabs available overall.



Click on chart to enlarge

There has been noticeable improvement in the appearance of cabs.



Click on chart to enlarge

Those surveyed noticed less improvement in Durham taxicab appearance.

The survey's written responses also confirmed that cab and driver appearance issues are among those that will require further attention.

For an up-to-date [list of approved Durham taxicabs and airport shuttles](#), visit DCVB's website. These licensed Durham taxis are the only ones that can legally pick up passengers at Durham locations, including 90% of the companies in Research Triangle Park.

[\[PRINTER FRIENDLY VERSION\]](#)

HOME

## Durham Convention and Visitors Bureau

HOME

[EMAIL THIS](#)

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

# DCVB Named to National Panel

## *Bureau Recognized for Technology Initiatives*

On August 24–27, DCVB staff will join other destination marketing professionals at [ESTO, the Educational Seminar for Tourism Organizations](#), in Portland, Oregon. Members of two key organizations—the National Council of Destination Organizations (NCDO) and the National Council of State Tourism Directors (NCSTD)—regularly attend this Travel Industry Association of America (TIA) annual seminar.



Many of the seminar's offerings are geared toward these state and destination-level tourism leaders, providing best practices, tips, and marketing concepts that attendees can adopt in their home destinations. Thanks to its State counterpart, DCVB has been selected as a panelist for the ESTO general session entitled "Charting New Courses with Technology," which 450 delegates are expected to attend. Portland CVB will moderate the presentation featuring DCVB and two other presenters—Visit Technology Group (a vendor) and Visit Florida (a state tourism office).

DCVB's Executive Vice President of Marketing Shelly Green will discuss the Bureau's [use of LivePerson technology](#) on its [website](#) as well as the Bureau's [online packaging initiative](#), [www.durhamgetaways.com](http://www.durhamgetaways.com). DCVB is one of the first CVB's in the nation to offer "live chat" connectivity to website visitors. Also, the Bureau's new, interactive getaway packages are the first of their kind to be offered in NC and are among only a handful offered nationwide.



*Shelly Green*

Earlier this year, Lynn Minges, executive director of the [NC Division of Tourism, Film & Sports Development](#) (NCDTFSD), asked for ideas to bring before a national session on best practices in travel and tourism technologies. Later, when TIA's Educational Planning Committee sought nominations for presenters at ESTO, Minges submitted for the committee's consideration DCVB's initiatives to represent the state's innovations in technology.

The Educational Planning Committee considered 17 ESTO nominations. In the end, DCVB was the only CVB selected to present. Of DCVB's selection, Minges said, "You all really are pioneers in many areas—particularly in the area of using technology to market your destination. We all recognize that in NC and think your initiatives will be inspiring to state travel offices and other DMO's that will participate in the conference."

[\[PRINTER FRIENDLY VERSION\]](#)

## Durham Convention and Visitors Bureau

HOME

[EMAIL THIS](#)

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

### What They Are Saying

#### *National or Southeast Media Quotes About Durham*

"If there is something to write home about in the dance world, it is the startlingly imaginative work of the Chinese-born choreographer Shen Wei...[presented] this week at the American Dance Festival [in Durham].... New York has yet to see this special company."

—[The New York Times](#)

"EPA researchers formerly scattered among 13 different buildings are moving into a consolidated state-of-the-art laboratory facility ... in [Durham-based] Research Triangle Park, N.C. With 1.2 million sq ft, the \$273 million facility is now the largest of EPA's dozen research sites across the U.S."

—[Chemical & Engineering News](#)

"[*All About Beer* magazine], published in Durham, N.C., and delivered to 25,000 subscribers every other month, is an unabashed beer booster."

—[The Wall Street Journal / MSNBC](#)

"State capitols from Albany to Lansing, ... [are laying] down heavy bets on ... bioinformatics and other ... industries they hope will be their ticket to success.... Some regions look to mimic models like [Durham-based] Research Triangle Park in North Carolina, which drew much of its success from commercializing technology developed by academia. Others hope just to keep pace."

—[Chicago Defender](#)

"[A] book to rely on this summer is [The Foster's Market Cookbook](#) ... by chef Sara Foster.... More than a decade ago, Foster [introduced] new-style home-cooked soups, salads and sandwiches, great wines and fine coffees, to Durham's small southern community.... Voilà! [The Foster's Market phenomenon](#) ... now serves more than 1,000 customers daily."

—[The Cincinnati Post](#)

"[In] North Carolina, biotech is also flourishing...the success of local companies such as Biolex and [Durham's] Cogent Neuroscience as prime examples.... [The Triangle's] heavy concentration of research universities ... helps pump Ph.D.s into the local economy...."

—[Upside Magazine](#)

#18 – Raleigh-Durham-Chapel Hill Region

—[The Sporting News](#), "[Best Sports City \[Ranking of Regions\] 2002](#)"

"As good jobs and industries flow South, so do Northerners. Few places exemplify this more than the Research Triangle area of Raleigh-Durham-Chapel Hill, where half the residents come from out of state. Home to three major universities, a well-established high-tech sector led by IBM and more PhDs per capita than just about anywhere else in the country, 'The Triangle' has attracted more transplants than any Southern community except metro Atlanta...."

—[Los Angeles Times](#)

“The top tier [of biotech regions] includes the nation’s most populous areas, Los Angeles and New York, but also smaller areas, including Raleigh-Durham-Chapel Hill in North Carolina.... Research Triangle Park [in Durham was] created half a century ago to transform the region’s slumbering economy ... by emphasizing science and technology.”

—[Dayton Daily News](#)

[Archive of What Others Are Saying](#)

[\[PRINTER FRIENDLY VERSION\]](#)

HOME

Powered by **iMakeNews.com**<sup>TM</sup>

## Durham Convention and Visitors Bureau

HOME

EMAIL THIS

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

## Knowbulls

*Recent changes, promotions and awards*

Durham's [Latino Community Credit Union](#) received a \$520,000 federal grant from the [Community Development Financial Institutions \(CDFI\) Fund](#) to support its expansion in the Triangle • [Rick's Diner](#) will expand its business, opening a new location in the McClendon tower of the new **West Edens Link** residence complex on Duke's **West Campus** •

**Sara's Boutique** is opening a second location, called **Sara's Too**, in [Northgate Mall](#) • Durham's fifth [Dollar Tree](#) is now open at **Parkwest Crossing Shopping Center** on NC 55 • The **Rainforest Cart**, a new hands-on display at the [Museum of Life and Science's Magic Wings Butterfly House](#), showcases products derived from rare rainforest plants each day from 2–3:00 p.m. •

**Blue Coffee Company** is now open at 202 Corcoran St. in Downtown Durham • Durhamites **Ben and Snow Roberts** have penned a new book, [Bull Durham Business Bonanza](#), on the history of **Bull Durham tobacco** marketing and manufacturing • NCCU biology professor [Richard D. Bukoski](#) has been selected as a member of the **Experimental Cardiovascular Sciences Study Section** for the **Center for Scientific Review** •

**Devin Heath** is the new director of sales at [Holiday Inn - RDU Airport](#) • [Durham Tech's](#) peer-based mentoring program has received an Exemplary Practice Award from the [National Council on Student Development](#) • **Wild Birds Unlimited** will open in **Woodcroft Shopping Center** at the end of August, with an array of birdfeeding and birdwatching supplies •

**Stomp**, a smoke-free, alcohol-free, Christian nightclub, is opening at 119 Main St., upstairs from **Upper Crust** • [Durham Rescue Mission](#) met its initial fundraising goal for a down payment to purchase the **former Durham Inn building** on E. Knox St. • The former **Center View Terrace Restaurant** at the **Durham Centre** is now **Blue Point Café** •

[dBusinessNews](#) is a new online source of business news in the Triangle metro area • Two Duke researchers, [E. Jane Costello](#) and [Guoping Feng](#), each won more than \$300,000 in grants from the National Institutes

of Health to fund their ongoing projects • After closing for a week in late July, [Magnolia Grill](#) reopened with a new roof gracing the Ninth St. restaurant • [Bullock's Barbecue](#) is celebrating its 50th anniversary this year •

[Durham Health Partners](#) has awarded grants to [Lakewood Accelerated Lab Elementary School](#) and [Lowe's Grove Middle School](#) for the implementation of innovative school fitness programs • This fall **four, fun-and-functional bike racks** in the shape of a bull will be installed at [Durham Central Park](#) • **Julie M. Brenman** is the [City of Durham](#)'s new budget director • **Mary Shook** is the new senior sales manager at the [Millennium Hotel Durham](#) •

**Gregory D. Watkins** is Durham's new [Chief of Police](#) • Durham's [LC Industries](#) is expanding into a larger facility at 4500 Emperor Blvd. near Research Triangle Park • **Daniel G. Welch** has been appointed chairman and CEO of [Triangle Pharmaceuticals](#) • **Java Grill**, a new breakfast and lunch spot, is now open at **Erwin Square** •

Beginning this fall, [Duke University](#) will offer daily kosher meals to all students at its [Freeman Center for Jewish Life](#) • **2002 City of Medicine Award** recipients are: **Brian J. Druker, MD, Ronald M. Evans, PhD, and Stanley J. Korsmeyer, MD**; special community-service award recipients are: **David Satcher, MD, and Durhamite Robert E. Dawson, MD** •

"[Dawson's Creek](#)" began its second season of filming in **Durham** at [Duke University](#) on August 9 • In a recent issue of Aviation Week's [Airports](#) newsletter, [RDU International Airport](#) was ranked 39th among the "**2001 Top 100 US Airports**" and 6th among the "**Top 30 Airports in the Southeast**" • **Beth Rose** is the new director of sales at [Wellesley Inn & Suites](#) •

A new clothing store, [Aeropostale](#), is open at [Northgate Mall](#) • [Cardinal State Bank](#) has opened its [second branch-office](#) at 115 E. Carver St. • **A. Riddick Skinner** is the new assistant vice president and branch manager of [Central Carolina Bank](#) at 4235 University Dr. • Durham's new [Burlington Coat Factory](#) will open August 30 at **Oxford Commons** shopping center • [Dollar General](#) will open a new store next month at 800 Broad St. •

**Marshall's Auction & Liquidation Co.** will begin holding auctions each Sunday in a 10,000-square-foot space at the **Venable Tobacco Co.**

**warehouse** at 302 E. Pettigrew St. • Duke University's East Duke Building is host to two **interactive, cultural exchange events** on November 15 exploring "**The Minangkabau: Muslim Matriarchy in West Sumatra**"

[\[PRINTER FRIENDLY VERSION\]](#)

[HOME](#)

Powered by **iMakeNews.com**<sup>™</sup>

## Durham Convention and Visitors Bureau

HOME

EMAIL THIS

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

## Collect-A-Bull Correct-A-Bulls

### *Defending Durham's Brand/Identity*

A thank you to [WTVD](#) for helping to clear up confusion over the location of state recreation areas around [Falls Lake](#). Nearly a third of Durham was set aside as watershed in the 1970's to create Falls Lake, so that nearby North Raleigh could be built. (Otherwise the area would not have passed perk tests.) North Carolina then created recreation areas for lake access, like [Rollingview](#). Visitors are often greatly confused and inconvenienced, because these areas are often misattributed to Wake County. (An administrative office is located there, and the US Postal Service gave it a Wake Forest address.) WTVD lists the correct location on its [website](#).

Kudos to [Michael Arnold](#), program director at [WUNC](#) in Chapel Hill. The station's policy is to use "Triangle" when giving the weather from the NWS station at RDU International Airport. RDU is located nearest to Morrisville, midway between Durham and Raleigh. The station mentions Greensboro specifically in weather reports, both because [Piedmont Triad International Airport](#) is located in Greensboro and because the WUNC signal doesn't penetrate the rest of the Triad region. Neither the Triangle nor the Triad is centered around any one dominant city.

AAA Carolinas offers a convenient trip planning service via its website, [www.aacarolinas.com](#). Several Durham residents responded recently when planners referred to flights out of Raleigh, NC. The Charlotte-based organization now realizes that unlike its headquarters region, the Triangle isn't centered around Raleigh, nor is there an airport located there. (Likewise, there isn't one in Durham.) Raleigh-Durham International Airport is co-owned and located midway between each community.

Thanks to Sean Haugh for sharing that the sword of brand confusion sometimes cuts both ways. He reports a recent mailing citing the "Durham News & Observer." The [N&O](#) has always been Raleigh-based, but it maintains a newsroom in Durham.

Staffers at the County of Durham were annoyed when the service called [ProQuest](#) redistributed an old article talking about Raleigh's prowess for dining and citing the "Raleigh Region." The story was clearly about the Raleigh-Durham-Chapel Hill MSA. DCVB staff, T. Jerry Williams (then head of the NC Restaurant Association), and Dave Heintz (head of the Greater Raleigh CVB) had given further explanations to the writer, but still the article came out all wrong. Unfortunately, one of the not-so-good things about the Internet is that good information can be re-infected with misinformation in the wink of an eye. A crucial part of marketing is to be vigilant and scrub the infection out as quickly as it is spotted...or it can

live forever, being picked up and re-transmitted by other unsuspecting media.

[\[PRINTER FRIENDLY VERSION\]](#)

[HOME](#)

Powered by **iMakeNews.com™**

## Durham Convention and Visitors Bureau

HOME

[EMAIL THIS](#)

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

### Durham Note-A-Bulls

*Recognizing Durhamites Who Bring Conventions & Meetings Home to Durham*



Ms. Kimberly A. Belinsky  
Technical Training Courses

[ISA – The Instrumentation, Systems, and Automation Society](#)

Estimated Attendance: 500

Total Room Nights: 1,000

The ISA Training Institute

Ms. Kimberly Belinsky has lived and worked in Durham for four years, having relocated from Pennsylvania in 1998. She holds a BS in office administration and MBA from Bloomsburg University of Pennsylvania. As administrator of education services at ISA, she is responsible for the training and logistical activities of the technical course offerings at ISA's headquarters facility in RTP as well as offsite venues; her responsibilities also include instructor recruitment and online/distance-learning project development. With ISA's main training center, The ISA Training Institute, located in RTP, Belinsky estimates that 500 students will visit Durham this year, each staying an average 2–3 nights in local accommodations.



Ms. Claudine Zimmerman

District Meeting

Second Episcopal District Young People's Division

Women's Missionary Society of the African Methodist Episcopal (AME) Church

Estimated Attendance: 300

Total Room Nights: 120

[Radisson Governors Inn](#)

Ms. Claudine Zimmerman is an "original Durhamite," having lived here for more than 50 years. With an educational background at North Carolina Central University and Durham Technical Community College, Zimmerman is a retired senior medical technologist—an employee of Duke University Medical Center for 26 years. As Director of the Young People's Division Western North Carolina Conference, she recently coordinated a meeting here of young people from North Carolina and Virginia as well as the Baltimore and Washington areas. Zimmerman suggested bringing this meeting home to Durham because Durham is one of the South's best places to live. "Hopefully some of the young people who attend this conference will consider making Durham their home," she says.

[\[PRINTER FRIENDLY VERSION\]](#)

## Durham Convention and Visitors Bureau

HOME

[EMAIL THIS](#)

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

### Recent Durham Sales Promotions

#### *Taking Durham on the Road*

#### [Meeting Professionals International](#)

#### [World Education Congress](#)

Toronto, Ontario, Canada  
July 21–23, 2002

Partners [Washington Duke Inn & Golf Club](#) and [Sheraton Imperial Hotel and Convention Center](#) joined DCVB at this international tradeshow. Over 3,000 attendees from across the globe participated in MPI's educational sessions, Marketplace Tradeshow, and networking events. Durham resident and DCVB Board member Rod Abraham was recognized during the opening ceremony celebrating the founding of MPI.

#### [Council of Engineering and Scientific Society Executives \(CESSE\)](#)

San Jose, CA  
July 23–26, 2002

Once again, DCVB participated as a sponsor, gaining the attention of executives, meeting planners, and decision-makers from scientific- and research-based associations and corporations. Durham's [Sheraton Imperial Hotel and Convention Center](#) was also in attendance. Several Durham organizations based in Research Triangle Park are members and also sent representatives, including [Sigma Xi](#) and the [Instrumentation, Systems, and Automation Society](#) (ISA).

#### [Destinations Showcase](#)

Chicago, IL  
August 8, 2002

DCVB was one of 750 attendees (450 planners and 300 exhibitors) and Durham was one of nearly 140 exhibits at this tradeshow targeting Chicago area meeting planners. Already DCVB has issued two leads from this show and will conduct a follow-up mailing to 38 prospects and qualified attendees.

#### **UPCOMING DCVB SALES PROMOTIONS:**

#### **HSMAI Affordable Meetings**

Washington, DC  
September 4–5, 2002

The [Sheraton Imperial Hotel and Convention Center](#) will co-op with DCVB at this upcoming tradeshow targeting DC area planners from several market segments, including associations, corporations, government, and non-profits.

### **Meetings Quest**

Atlanta, GA

September 19, 2002

Industry reports indicate that meeting planners are looking for meeting site locations within their own region. With this in mind, DCVB will attend this tradeshow targeting meeting professionals in the South.

[More Durham Sales Promotions](#)

[\[PRINTER FRIENDLY VERSION\]](#)

[HOME](#)

Powered by **iMakeNews.com™**

**Durham Convention and Visitors Bureau**

HOME

[EMAIL THIS](#)

Click on colored and underlined text for more information.

Click on charts and photos to enlarge the view for easier reading.

## Showcase to Durham Visitors & Newcomers

*Reserve Space Now in the 2003 Official Durham Visitors Guide*

With the 2003 Guide, DCVB is bringing production back in-house, with advertising, design, and printing coordinated by Bureau staff. In-house production will mean a better design, thousands of additional copies in circulation, and more flexibility overall.

DCVB is also bringing back a familiar face, Randall Sandin, who will help Durham businesses and organizations secure space to showcase events, features, services, and facilities to visitors and newcomers.

<p><b>Randall Sandin</b> Sales Representative</p> <p>Phone: 919-680-8311 Fax: 919-683-9555 Email: <a href="mailto:rsandin@quik.com">rsandin@quik.com</a></p>
--

The Official Durham Visitors Guide is the most comprehensive and widely distributed publication about Durham as a place to visit and live. Each year, more than 110,000 are distributed through the official Durham Visitor Information Center and through 125 community outlets, including Durham accommodations, major corporations, and RDU International Airport. In addition, the Visitors Guide is mailed to thousands of inquirers who are planning their visits in advance.



[click]

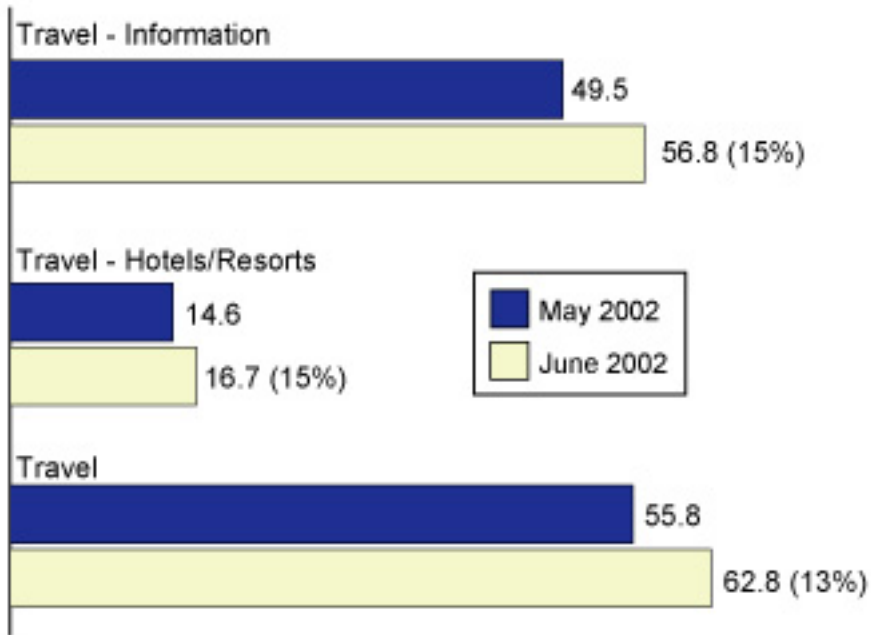
The annual publication is not produced for profit; rather, its scope is determined foremost by editorial and the informational needs of visitors. The costs of display advertising this year range from \$780 to \$5,000. Premium ad positions range from \$5,950 to \$6,950.

Years ago, Durham's visitor-related businesses asked that, instead of offering traditional memberships, DCVB offer value-added opportunities to showcase visitor-related products and services and indicate community pride. The Official Durham Visitors Guide is one of those opportunities—a good way to stretch marketing dollars, join other organizations in promoting Durham, and stimulate new visitation as well as new business.

[\[PRINTER FRIENDLY VERSION\]](#)

HOME

### Growth of Unique Visitors to Travel Related Web Sites, May 2002 and June 2002 (in millions and % growth)



Source: comScore Media Metrix, July 2002  
available: [www.eMarketer.com](http://www.eMarketer.com)

HOME

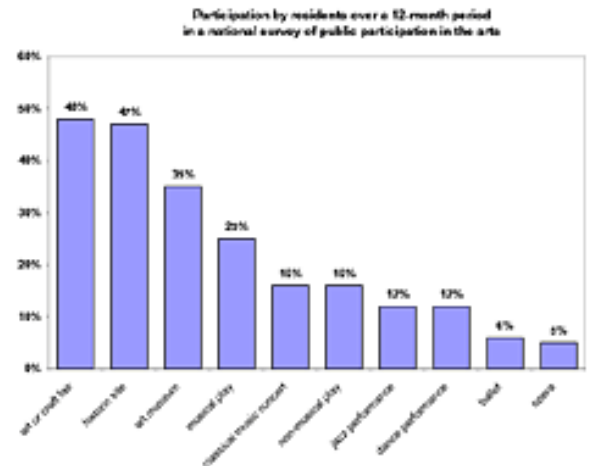
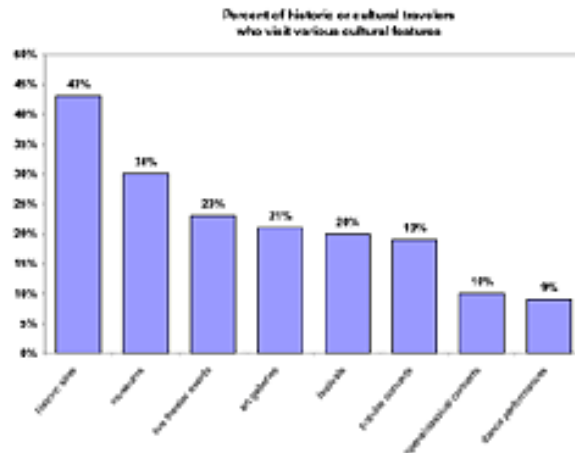
EMAIL THIS

Click on colored and underlined text for more information.

Click on charts to enlarge the view for easier reading.

## Impact of New Theater to Be Studied

*City Selects Team to Conduct Needs Assessment...*



As work on a new County-led Cultural Master Plan gets underway, the City of Durham has a momentous new cultural project in its feasibility stages—a new Downtown performing arts theater.

Earlier this year, Durham increased its special “room occupancy and tourism development tax,” which is paid by overnight visitors, from 5% to 6%. Part of the proceeds from the additional 1% tax will fund the Cultural Master Plan, part will fund prep work on the new theater, and an additional \$1.4 million a year will be available to pay off construction bonds for the theater between the years 2004 and 2036.

Commendably, Durham will pioneer a feasibility study for the proposed theater and has selected [Webb Management Services](#) to lead the “needs assessment” team. Other members of the team include [Theatre Projects Consultants](#), [Duda/Paine Architects](#), and [Hardy Holzman Pfeiffer Associates](#). The needs assessment will study the impact of the theater, including direct economic impact as well as displacement to other cultural facilities and groups, and will propose mechanisms for funding half of the theater’s cost (the half not funded by the occupancy tax increase).

Two other ways that projects of this type may be evaluated involve: (1) studying the “new traffic” and corporate sponsorship that the project will generate, as compared to the amount of traffic that will be diverted from existing facilities and needs, and (2) determining whether the project will serve as an “attraction anchor” (like a Nordstrom store) or will eliminate a category of existing stores (much as Wal-Mart stores have all but eliminated smaller, more traditional five-and-dimes).

Based on the experience of Raleigh, a 5,000-seat theater in Durham—if well-marketed within a wide radius—would generate 7,500 Durham room-nights per year, or approximately 0.004% of the overall room-nights in Durham. It is clear that, while half of the cost of the theater will be

borne by the 30% of Durham's visitors who stay overnight, it will be a much bigger draw for the 70% of Durham's visitors who come on day trips. To reach a broader and more logical funding base, many other destinations outside North Carolina fund their theaters with an admissions tax (on both residents and visitors), with proceeds dedicated to the theaters' construction costs, upkeep, and marketing.

City officials have entertained proposals from and visited projects involving [Clear Channel Entertainment](#) as theater owner or operator ([one in Rosemont, IL](#), and [one just outside Hartford, CT](#)). Officials also recently visited two theaters privately built on public land—[one in Greenville, SC](#), and [another in Phoenix, AZ](#).

[\[PRINTER FRIENDLY VERSION\]](#)

[HOME](#)

Powered by [iMakeNews.com](#)<sup>™</sup>

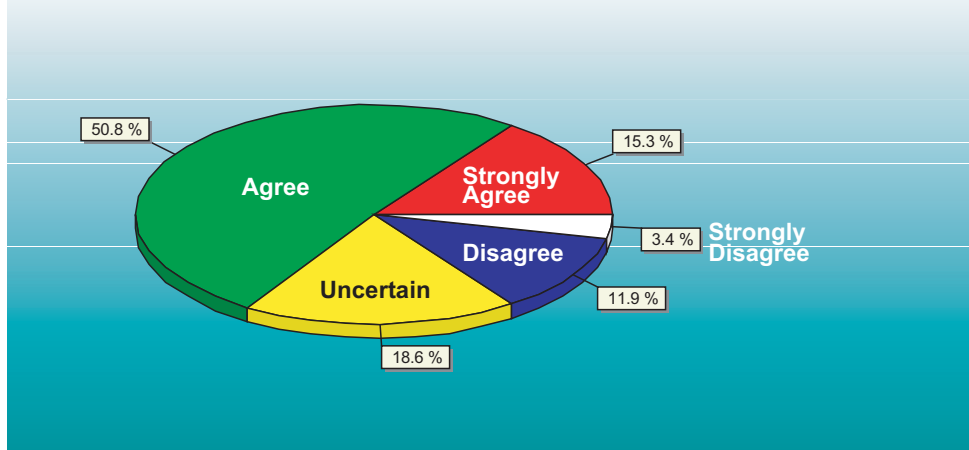
## Clay Hamner



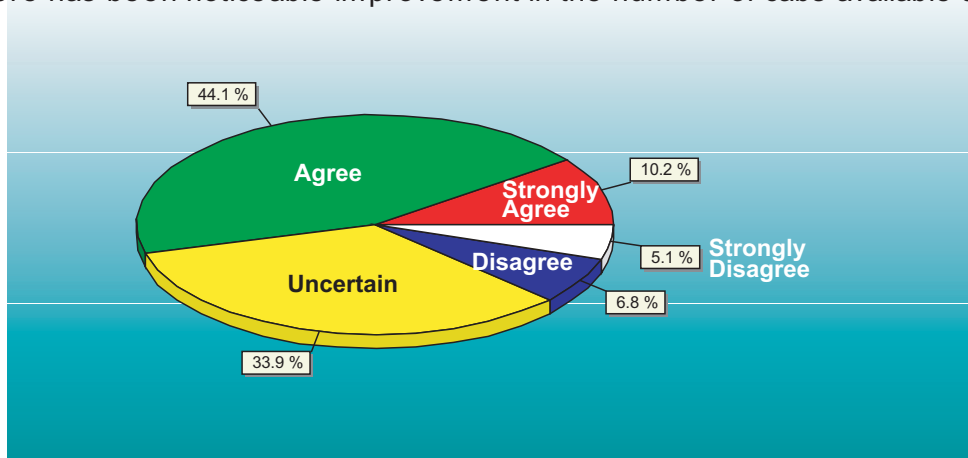
Clay Hamner has been called "the Donald Trump of Durham," He and partner Terry Sanford Jr. bought two former tobacco warehouses in virtually deserted downtown Durham and converted them into what is now called Brightleaf Square. In 1987, Hamner put together a group of investors to buy The Pantry chain of convenience stores. In 1997, he formed another partnership to purchase convenience store chains Suwanee Swifty, E-Z Serve, and Country Cupboard. The resulting Swifty Serve, with more than 500 stores, quickly became one of the largest convenience-store chains in the nation not owned by an oil company.

## 2002 Taxi Results

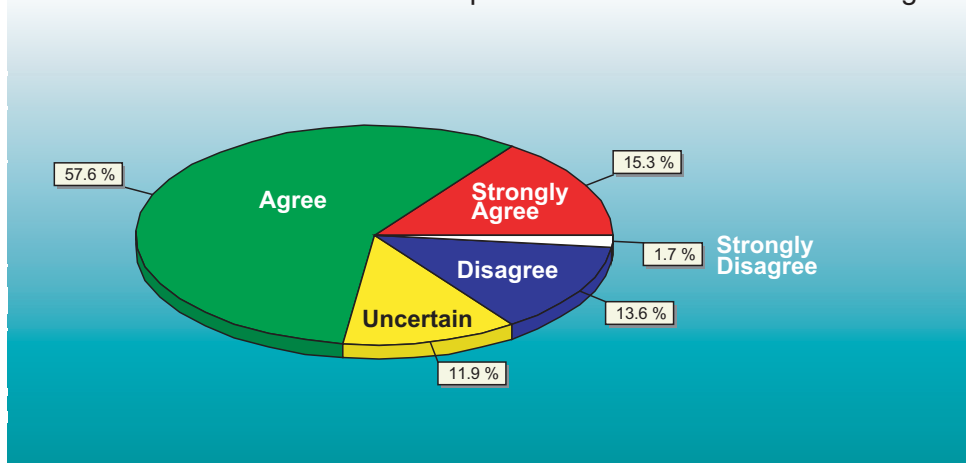
There has been noticeable improvement in the number of cabs available overall.



There has been noticeable improvement in the number of cabs available at night.



There has been noticeable improvement in the "wait" time to get a cab.



## 2002 Taxi Results

There has been noticeable improvement in the appearance of cabs.

