



Fueling Durham's economy through visitor-related economic development

Oct. 31, 2003
Circulation 3800+

[FORWARD TO A FRIEND](#)

TOPICS

- [Events and Community Calendar](#)
- [People and Changes](#)
- [Positive News About Durham](#)
- [Research and Surveys](#)
- [What's New](#)

REGULARS

- [Knowbulls](#)
- [Feedback](#)
- [Durham Community Calendar](#)
- [Durham Note-A-Bulls](#)
- [Factoid](#)



Archives
click here



Throughout the harvest season, Durham's **Ganyard Hill Farm** offers hayrides to the patch and pumpkin-picking directly from the vine. [click here](#)

Features

Durham Reinvesting in "Wall Street"



Heritage Consultants Will Develop Strategy to Reenergize Eight Downtown Blocks...

With other major development projects underway nearby, Durham leaders hope to tell the story of this important street...

Moving to the Head of the Class



With Surging Scores, Durham Tests Among the Best in the State and Region...

When school test scores are disaggregated by various factors, they make communities even easier to compare...

Faster Than a Speeding...Database?



Businesses, Organizations Log On to Update Internet Audience of Durham Visitors...

DCVB's new and improved system brings up-to-the-minute information to nearly a million online visitors each year...

One-Ton Bull Afoot in Durham Central Park



Downtown Park Forges New Link to the Arts in Durham and Across the State...

Surveys show that even people who are otherwise negative about Durham are positive about the term "Bull Durham"...

Regulars

Knowbulls



Recent Changes, Promotions, and Awards...

Print This Issue

How to Use This Newsletter



Durham County Bond Referendum Vote November 4

Civil Rights Heritage Day

Hayti Heritage Center November 15



Incentives That Would Encourage US Consumers to Shop Online



[Feedback](#)



Letters, Emails, Comments to DCVB from Residents, Civic and Business Leaders, and Visitors...

[Durham Community Calendar](#)



Searchable Durham Event Calendar and Printable 3-Week Snapshots of Upcoming Durham Events...

[Durham Note-A-Bulls](#)



Recognizing Durhamites for Service to Visitors...

[Factoid](#)



Incentives That Would Encourage US Consumers to Shop Online...

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Oct. 31, 2003

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Durham Reinvesting in "Wall Street"

Heritage Consultants Will Develop Strategy to Reenergize Eight Downtown Blocks

In recent months, the City of Durham has begun collaborating with Heritage Directions LLC, an urban planning/heritage tourism consulting firm hired to develop a strategy that will reenergize Downtown's Historic Parrish Street.



Parrish Street's Mechanics & Farmers Bank Building, a National Historic Landmark.

[Area](#) as designated by the US Congress.

The final strategy will mesh with street improvements and streetscapes already planned by the City but may include additional lighting, plaques, streetscape elements, historic markers, and public art along Parrish

Already the consultants are expanding upon historical backgrounders for the street developed by DCVB in the early 1990's. The success of the Parrish Street strategy also will depend heavily on the promotion of heritage tourism in Durham—long part of DCVB's marketing plan.

With other major development projects underway nearby, Durham leaders hope to tell the story of this important street during its early tobacco-warehouse phase, its "[Black Wall Street](#)" heyday, and its more recent and modern existence.

Already in the National Historic Register and the local Historic District of Downtown Durham, Parrish Street eventually may become a [National Heritage](#)

Street's four-block length.

The consultants and community stakeholders also will strategize ways to commemorate the former Parrish Street Woolworth (Geer Building) as part of ongoing site redevelopment there. The Woolworth store's segregated lunch counter was one of several places where Durham civil-rights pioneers [staged groundbreaking sit-ins](#) in the 1960's.

During the 1900's, Parrish Street became symbolic of [Durham's strong African-American enterprises](#) and once was internationally known as the "Black Wall Street." [North Carolina Mutual Life Insurance Company](#) and [Mechanics & Farmers Bank](#) are two striking examples of Historic Parrish Street's contributions during this era.

Just this month, [Mechanics & Farmers Bank](#) announced the start of a new project to document its unique history, beginning with its founding in 1907 as the nation's first African-American-owned bank.

Durham as a whole is cited as one of three [entrepreneurial enclaves nationwide](#) where African-American communities prospered in business and commerce from the time of Reconstruction onward.

The crucial importance of [developing active street scenes](#) was recently recounted and reemphasized in Richard Florida's book *The Rise of the Creative Class*.

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Oct. 31, 2003

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Moving to the Head of the Class

With Surging Scores, Durham Tests Among the Best in the State and Region

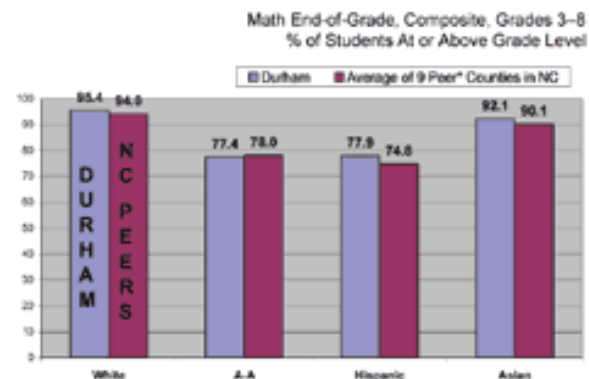
With few exceptions, Durham has quietly closed any gaps with—and in other instances surged ahead in comparison with—the end-of-grade test scores of other urban communities in the state as well as highly regarded systems like Wake County and Chapel Hill/Carrboro.

In 2002–03, all 36 elementary and middle schools in Durham Public Schools [sailed to their highest overall scores](#) since composite scores were first mandated by the state six years ago.

When test scores are disaggregated by various factors, including race/ethnicity, household income, and household education, they make communities even easier to compare. If scores aren't disaggregated, they are naturally skewed by the fact that no two communities have the same make-up.

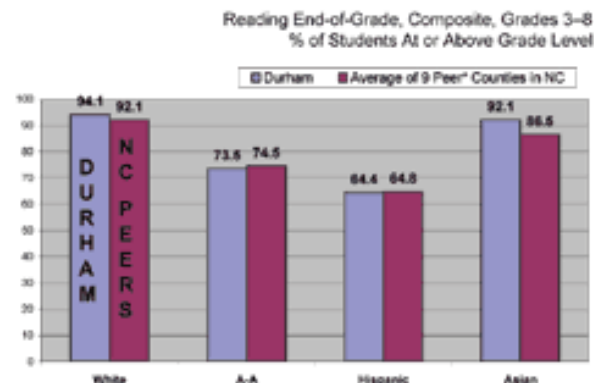
[Durham Public Schools](#) jumped on “closing the gap” of race/ethnicity before it was fashionable and began intense work in the third grade to achieve some of the great progress that is now beginning to show. Many experts suggest that if scores are additionally disaggregated by household income and household education, Durham actually may be further ahead than anyone can tell by current reports.

Durham Public Schools Superintendent Ann Denlinger and the Board of



*9 Peer Counties include: Alamogordo, Beaufort, Brunswick, Currituck, Dare, Johnston, Jones, Wayne, and Yancey counties.

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Education have set a course for increasing achievement levels for all students, with the dual goal of having at least 95% of third-graders reading proficiently and closing the achievement gap by the end of the 2006–07 school year.

There is still a long way to go to close the overall gap by 2007, but if 2002–03 scores are properly publicized and if the news media update their opinions and coverage, newcomers to the Triangle should now be able to choose the community that is best suited to them, with assurance that school performance levels here are among the best in the state and region.

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Faster Than a Speeding...Database?

Businesses, Organizations Log On to Update Internet Audience of Durham Visitors

Nationwide, Convention & Visitors Bureaus are expected to be the most knowledgeable and accurate resources for information about their communities' visitor-related businesses and organizations. Visitors and locals alike tap directly into the Durham CVB's knowledge base, primarily through its website and other official promotional materials.

Now, DCVB is introducing an improved system for gathering inventory information across the Internet. With a password login to DCVB's website, the Bureau brings its database of information directly to individual Durham visitor-related businesses and organizations, allowing them to double-check and update their pertinent details electronically, quickly, and easily.

Part of DCVB's responsibility always has been to obtain and update various kinds of information about the more than 2,000 visitor-related business and organizations in Durham. Years ago, DCVB pioneered a system of collecting this information on printed inventory forms that could be scanned directly into its database.

Example:

Organization Information: Un-Bull-ievable Bargains, Inc.

Fields with an () are required fields.*

Organization Name *

Street Address *
(Physical Location)

Check here if the Mailing Address is the same as the Physical Location. If not checked, then the Mailing Address is required!!

Mailing Address *

P.O. Box

City *

State *

Zip/Postal Code * -

Phone * ()

FAX ()

Toll Free Number ()

Secondary Phone ()

Website Address <http://www.unbullievablebargains.com>

Now with that database being synched to DCVB's website every day, any change—no matter how significant—will be reflected on www.durham-nc.com virtually overnight and also noted in other Durham promotional materials.

All of the up-to-date information maintained by DCVB is also relayed on to state and national travel websites, which serve as portals linking a wide audience of visitors back to Durham.

With the new system, DCVB is able to deliver more accurate information to visitors faster, encouraging them to see, do, and spend more while in Durham.

Bureau staff developed much of the new system in partnership with [Durham Tech's](#) Co-op Work Experience program. Four Durham Tech students earned on-the-job, problem-solving experience while contributing to this community effort.

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Oct. 31, 2003

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One-Ton Bull Afoot in Durham Central Park

Downtown Park Forges New Link to the Arts in Durham and Across the State

On Friday, October 24, state and local officials, [Central Carolina Bank](#) (CCB) executives, architect Frank DePasquale, and surviving Hill family members dedicated The George Watts Hill Pavilion for the Arts in [Durham Central Park](#).



The Pavilion, whose construction was funded by CCB, is not only a place dedicated to the arts but also a work of art itself. Built along the southwest corner of the historic Liberty Warehouse, it is an open-air structure enclosed by decorative, cut-metal gates and panels created by Durham's [Vega Metals, Inc.](#)

A sculpture studio adjoins the Pavilion inside the warehouse proper. Both the Pavilion and studio will be managed by the Durham non-profit Liberty Arts Inc.

Inside the 1,600-square-foot Pavilion, artisans will produce original metalwork pieces, making use of bronze-casting furnaces and a two-ton industrial crane. The Pavilion will be a major resource for other artists around the State producing public art.

For the next year, the Pavilion will be exclusively dedicated to the creation of a new Durham emblem—a [10-foot, one-ton bronze bull](#) for Downtown's City Center Plaza. Local artists [Leah Foushee](#) and [Michael Waller](#) have been commissioned to create the bronze bull, whose cost also will be covered by a donation from CCB.

CCB's President Richard Furr, Chairman Emeritus William Burns, and Durham Community Executive R. Dean Hamric were on-hand for the Pavilion's dedication. They recalled Durhamite and CCB founder George Watts Hill as a devotee of the arts including architecture.

Under Hill's leadership, CCB purchased 3,500 original artworks by North Carolina artists, pieces which still hang in CCB's 175 branches. Through its patronage of the arts, CCB helped to launch and sustain the careers of many artists in Durham and across the state.

Hill also made a personal contribution to Durham's prominence as the "Bull" City, raising one of the nation's finest herds of Guernsey cattle here at Quail Roost Farms. Today, Durham is home to a bull testing station for the state's [Beef Cattle Improvement Program](#).

Scientific surveys show that even people who are otherwise negative about Durham are positive about the term "Bull Durham" or "Bull City." Surprisingly, the origin of Durham's nickname has nothing to do with cattle; instead it's the result of [a fortunate marketing mistake](#).

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Oct. 31, 2003

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Knowbulls

Recent Changes, Promotions, and Awards

[Awards & Recognitions](#)

[Events & Happenings](#)

[Promotions, Staff & Board Changes](#)

[New Businesses & New Developments](#)

Awards & Recognitions

Ned Kahn, designer of the [Museum of Life and Science](#)'s popular **WTVD Channel 11 Weather exhibit**, is one of 24 recipients of the prestigious [John D. and Catherine T. MacArthur Foundation](#) 2003 Fellow Award • The **Durham Literacy Center** presented Literacy Leader Awards to [The Herald-Sun](#) and to the [Durham County Board of Commissioners](#) •

[Durham School of the Arts](#) students won first place in middle school art at the **NC State Fair competition** • [Durham Public Schools](#) occupational therapist **Evelyn Bloch, MS, OTR/L**, won the Suzanne C. Scullen Award, the [NC Occupational Therapy Association](#)'s highest honor •

Kevin G. Montgomery, director of architecture at [O'Brien/Atkins Associates](#), was elected president of the [NC Board of Architecture](#) • [Duke Children's Hospital & Health Center](#) received a **\$250,000 donation** from [Food Lion](#) in support of its new **Children's Food Allergy Education Program** •

[Duke Homestead State Historic Site](#)'s new film for visitors, a **17-minute documentary** titled *Legacy of the Golden Leaf*, was national winner in the educational category of the **Vision Award Competition 2002-03** •

Events & Happenings

Amory Lovins, the [Rocky Mountain Institute](#)'s CEO whose work focuses on energy, resource productivity, and the environment, will speak on "Natural Capitalism" (**October 27, noon**) at [Duke University](#)'s **Bryan**

Center • [The Arc of Durham County](#) is celebrating its **50th anniversary** this year •

[Riverside High School](#) was invited to participate in the **Secondary School Excellence Program**, a three-year student and faculty exchange program, with a **high school in Charentsavan, Armenia** • [North Carolina Central University](#) will hold its **56th Annual Founder's Day Convocation** at 10 a.m. on **October 31** in **McLendon-McDougald Gymnasium**; also a **wreath ceremony** will be held at founder James E. Shepard's statue in front of the **Hoey Administration Building** •

The [Museum of Life and Science](#) presents the **26th Annual Santa Train** on **December 5–6, 12–14, and 19–21, every 20 minutes** from 5:40 p.m. to 8:20 p.m.; rain dates are **December 15 and 22**; **reserved tickets** go on sale **November 17** • **Light Up Durham** is **seeking volunteers** for a variety of jobs during the annual celebration on **December 6**; check out www.lightupdurham.org for volunteer opportunities •

Promotions, Staff & Board Changes

Sue McLaurin is the new chairwoman of [Durham's Partnership for Children](#) • **Darrell R. Crittendon** is the new director of the [Durham Parks and Recreation Department](#), effective **December 1** •

New Businesses & New Developments

Duke University is considering a [\\$55 million, 138,300-square-foot expansion](#) for its largest library, the **William R. Perkins Library**; work would begin in **December** if approved by the **Durham City Council** • A new [Quizno's Subs](#) is under development at **North Duke Crossing**, 3600 N. Duke St. •

To submit a Durham news tip, email jonathan@durham-cvb.com. Submissions must be 150 words or less. Because of limited resources, not all submissions can be published. DCVB reserves the right to edit all submissions.

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Oct. 31, 2003

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Feedback

Letters, Emails, Comments to DCVB from Residents, Civic and Business Leaders, and Visitors

“DCVB is definitely a leader when it comes to servicing customers online. Currently we have [only] three other convention and visitors bureaus that [use LivePerson on their websites.](#)”

—**Jennifer S. Regnault**, Corporate Communications, [LivePerson, Inc.](#)

“Right on target with [that lead article](#). Let us know what we can do to help get these much-needed facilities on line.”

—**Hill Carrow**, CEO, [Sports & Properties, Inc.](#)

“Thank you so much for your help! The [media] list is very useful and does include some contacts we haven't yet reached.”

—**Penny Simpson**, Publicity Committee, El Centro Hispano

“I wanted to thank you for the opportunity to learn more about Durham and all that it has to offer. I took away a lot of new facts about Durham. I think [DCVB's Bull City Hospitality Clinic] is a great program, and I will definitely recommend it to my staff.”

—**Starr Moore**, Sales Manager, [Courtyard by Marriott RTP](#)

“The trip went very well, and thank you again for your help and suggestions. Everyone enjoyed Pop's, the visit to Ninth Street District, and the Sarah P. Duke Gardens.... Your services are the best!”

—**Scott Andrews**, Group Tour Planner, [Away Games Travel](#)

DCVB staff “were all incredible resources and always willing to assist. Thank you so much for the support!”

—**Deana Merrell**, Conference Planner, [Culinary, Hospitality, and Tourism Education Alliance](#)

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Oct. 31, 2003

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Durham Note-A-Bulls

Recognizing Durhamites for Service to Visitors



Staff of [Best Value Carolina Duke Inn](#)

"Lori, Fay, Kiki, Ruby, and others were wonderful to help me and my husband find shortcuts to the hospital, drugstore, grocery stores, restaurants... wonderful people."

—Billy and Geraldine Strikeleather, Visitors from Catawba, NC

Esther-Marie Emslie, Guest Services and Front Office Manager, [Holiday Inn – RDU Airport](#)



"My husband had a choking fit, and the situation warranted a check-up trip to the hospital. Ms. Emslie got the hotel van, took us to the hospital, waited on us there, brought us back to the hotel, and was really great in our time of need. Later I even discovered that it was supposed to have been Ms. Emslie's night off."

—Shirley Melvin, Visitor from Illinois

Staff of National Jewelry & Pawn, 2334 Guess Rd.

"Prices were excellent... service was beyond that which we have ever experienced. We had a great time!"

—Hope Taylor and Charles Scott, Visitors from Richmond, VA



Beverly Fisher, [DoubleTree Guest Suites](#)

"She made me look like an organizational guru to the McLamb family."

—Henry Parker, Planner of McLamb Family Reunion in Durham

[ARCHIVE OF DURHAM NOTE-A-BULLS](#)

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Factoid

Incentives that Would Encourage US Consumers to Shop Online, October 2003 (as a % of respondents)



Source: CoolSavings.com, October 2003

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