



Fueling Durham's economy through visitor-related economic development

Nov. 7, 2003
Circulation 3800+

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Eat Out Much? Visitors Want Your Opinion

8th Annual Survey Recognizes Restaurants That Have Not Yet Garnered National Attention

[Click Here to Complete Survey](#)

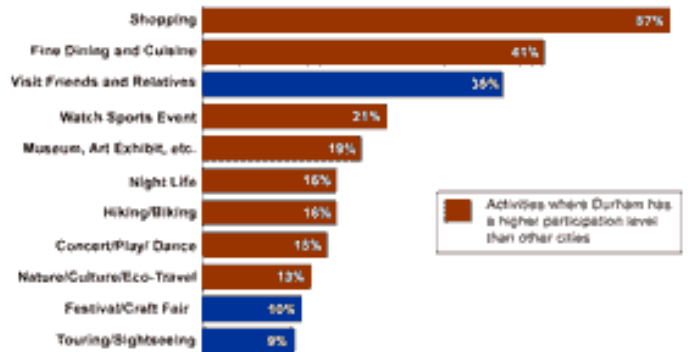
Starting today, DCVB is surveying Durham residents (and non-residents who work in Durham) to find out which local restaurants are overall resident favorites.

DCVB's annual survey can be completed via the Web or by return mail. The online survey format, however, makes participation easy and convenient!

The 2003 surveys also will be mailed to DCVB's database of contacts and will be available throughout the survey period at the official [Durham Visitor Information Center](#), Downtown at Morgan and Mangum Sts. The paper surveys may be completed, folded/sealed, and dropped in any mailbox—no postage necessary.

Cuisine is a key ingredient of cultural tourism and part of a community's cultural fingerprint, setting it apart from other destinations. Restaurants are the nation's top employers, and \$1 billion a day is spent nationwide by people dining out.

Top Activities of Durham Day-Trippers



Source: D. K. Shaffer & Associates, DCVB

Durham visitors dine out more often than visitors to other destinations within a 100-mile radius.

Visitors are much impressed by Durham's [Celebrated Cuisine](#) (the local cluster of independently owned, nationally/regionally acclaimed restaurants), but they also want to know where residents eat most frequently. These may be other restaurants that have not yet garnered regional or national attention.

Top vote-getters of the Resident Favorites survey are given additional recognition in Durham visitor materials, including the [Durham Dining &](#)

[Shopping Map](#), *Official Durham Visitors Guide*, and [DCVB's website](#).

For example, when using the DCVB website's [Places to Eat search](#), visitors may select all restaurants, Resident Favorites (Local Favorites), or those with Celebrated Cuisine (Uniquely Durham) distinction. From there, interactive maps, driving directions, and a restaurant's homepage are only a click away.

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Durham Pops with Pint-Sized Players

This Weekend's Invitational Bowl Honors Regional Sports Legend



It was the mind/body connection that first drew Chuck Norman to [Pop Warner Little Scholars, Inc.](#) (PWLS), a non-profit organization that now provides youth football and cheer & dance programs for participants in 41 states and several countries.

Having researched other youth football organizations, Norman decided in 1972 to associate with PWLS; he liked that Pop Warner requires its participants to maintain [academic standards](#). Norman started the [Pop Warner](#) tradition in this part of the state and went on to promote youth football here for more than 30 years.

Now the [Durham Eagles Athletic Association](#), a Durham Pop Warner affiliate, will serve as host to this year's Pop Warner football championship, the Chuck Norman Invitational Bowl.



Photo courtesy the Durham Eagles

A sanctioned invitational bowl, the 2003 championship will consist of eight games held between 8:00 a.m. – 8:30 p.m. on November 8 at Durham County Stadium. Teams from North Carolina as well as Virginia will play. Admission to the games is \$5.00 for adults; \$3.00 for children and students. good

"It's youth football play at a very high level," says Durham Eagles Commissioner Don Jones.

The [Consolidated Football Federation](#) (CFF), which Norman first organized, has grown from modest beginnings to 15 member associations representing approximately 3,500 children from Durham, Wake, Chatham, Johnston, and Lee counties.

**CHUCK NORMAN
INVITATIONAL BOWL**

Pop Warner Youth Football
Durham County Stadium
November 8, 2003

Eight games

8:00 a.m. – 8:30 p.m.

\$5.00 admission for adults

\$3.00 admission for
children/youth

(including high school
students)

www.durhameagles.com

www.popwarner.com

Norman remained commissioner of the CFF for 30 years, only retiring in 2001. CFF's standing as one of the most successful and well-respected Pop Warner member organizations in the nation can be significantly attributed to his vision.

The Durham Eagles Athletic Association (est. 1993) is a non-profit organization that promotes youth football locally, fielding teams in five divisions for boys from 7- to 14-years-old. The association is the oldest and largest Pop Warner affiliate in the Durham area.

“In a short period of time, the Durham Eagles have developed a reputation for producing quality football players from both middle and high schools,” says Jones. “Typically teams from the CFF that have advanced to the playoffs do very well in the Pop Warner national tournament.”

Over the years, Durham has been the location of [many notable sporting events](#) and continues to be a popular sports destination. [Durham Convention & Visitors Bureau](#), in consensus with the Durham Sports Facilities Council, takes the lead for Durham in bidding on sports events and is part of the Triangle Sports Consortium, which makes decisions on [mega, multi-city events](#). DCVB is also Durham's official representative in the [National Association of Sports Commissions](#) (NASC).

For a full list of upcoming sports events in Durham, [search the Durham Community Calendar](#) online.

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360 Degrees of Information

New Durham Feedback Mechanisms Are Part of All-Around Effort to Shape Improvement

DCVB is [widely known](#) for leading other Convention & Visitors Bureaus nationwide to be more data- and information-driven. Better information, when acted upon, leads to continuing and never-ending improvement (CANI).



Recently the Bureau expanded and improved its own customer feedback mechanisms, introducing five revised stakeholder surveys—for [Visitor Information Center walk-ins](#), [meeting planners](#), [users of www.durham-nc.com](#), [taxicab passengers](#), and [other Durham visitors overall](#).

Already a number of Durham lodging properties have adopted the survey as part of their guest checkout process. DCVB strongly encourages other local visitor-sector leaders to make the [Durham Visitor Survey](#) available in their places of business.

For more information on distributing DCVB's surveys to customers and guests, contact Carolyn Carney by phone at 680-8313 or [by email](#).

The Durham CVB is increasingly recognized for its ongoing, periodic surveys of local stakeholders and customers, conducted as part of a 360-degree effort to gather input and shape CANI. Other examples of these periodic surveys are: the [Durham image survey](#) (including resident perceptions of visitor-related economic development), a [civic/business leader survey](#), DCVB's [mystery shopper program](#), and the [CVB workplace benchmark survey](#).

The 360 degrees of accountability include: civic officials, business leaders, visitor-sector leaders, major employers, their employees, and residents at

large, as well as customer groups—Durham visitors, meeting planners, event planners, and potential visitors (including visitors that frequent other destinations).

Input ranges from visitor experiences at the airport or on the roadways, at lodging properties, and at features (such as entertainment, retail, dining, etc.) to local stakeholders' appraisal of DCVB's progress and performance as Durham's official Local Tourism Development Authority...with many other topics in between.

All of this feedback from Durham visitors and stakeholders becomes part of an ever-growing database, which DCVB uses to benchmark expectation vs. satisfaction with the destination and to detect critical areas for improvement.

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Walkers & Bikers Find Urban Oasis

Anchor of Downtown District, North of City Center, Changes with Each New Season

[Durham Central Park](#) anchors a vibrant Downtown district, north of City Center, which continues to evolve with new and exciting developments. As it evolves, the district will unite commercial, industrial, educational, and even residential land use around a recreational park setting filled with visitor features.

The Park itself, which has gradually grown up on five urban acres since its inception in 1994, now shows signs of change with each new season—most recently, the opening of [The George Watts Hill Pavilion for the Arts](#) and the installation of four new bike racks.

The bike racks, made to resemble bulls, are examples of functional art—a theme which was employed in the design of the Arts Pavilion and which also will be repeated in future park construction.

Durham Central Park began as the brainchild of [Curt Eshelman and Allen Wilcox](#) and is now being developed through a public/private partnership between the nonprofit Durham Central Park, Inc., and the [City of Durham's Parks and Recreation Department](#).

The two partners are presently collaborating on the next major upgrade to the Park's grounds—restoration of the South Ellerbee Creek in conjunction with nearby construction of Durham's North/South Greenway.

As of now, the creek surfaces only at the Park's south end (Hunt and Foster Sts.) and its north end (near Historic Durham Athletic Park). When restored, it will return to a natural-looking state, with pools and riffles and rebuilt creek banks. Rain gardens will be added alongside to filter any runoff before it reaches the creek. State grant money will cover the cost of the creek's restoration.



While restoring the creek, the City will simultaneously construct a portion of its North/South Greenway through Durham Central Park. The greenway trail will meander through the Park, passing both the historic ballpark and the new Arts Pavilion and crossing the creek over a unique bridge. The County is providing grant funding to enhance trail features inside the Park.



Groundbreaking Ceremony for Durham's Center for Senior Life, October 30, 2003

The new portion is a missing link in the overall North/South Greenway project: it will connect the existing greenway terminuses at Trinity Ave. and Durham Bulls Athletic Park. It also will become a [link in the North Carolina spine](#) of the East Coast Greenway, a [nationally designated greenway](#) running from Maine to Florida through the heart

of Durham (including Durham's [American Tobacco Trail](#)).

As Durham issues new bonds for future projects, one project from the last referendum is now becoming a reality. Adjacent to Durham Central Park, Durham's [Center for Senior Life](#) is being built with \$5.5 million in bonds approved in 2001. The [Council for Senior Citizens](#) held a groundbreaking ceremony for the facility on October 30, and the 40,000-square-foot Center is expected to be complete by Spring 2005.

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What They Are Saying

National or Southeast Media Quotes about Durham

“Durham is well-known as part of North Carolina’s Research Triangle [Region], but the tests to be conducted by beer lovers Oct. 4 will center on this question: Which brew is best? Demonstrating that suds and smarts go together like bratwurst and lager, organizers have chosen the home of Duke University and North Carolina Central University to host the annual World Beer Festival.”

—[Miami Herald](#), “**Beer Fans Pour into Durham**”

“Certified as an Oscar qualifier, Full Frame [Documentary Film Festival] this year received more documentary submissions (730) than Sundance. The Scorsese-endorsed fest in Durham, N.C., has hosted premieres and early screenings of work by Abbas Kiarostami and Jonathan Demme.”

—[Entertainment Weekly](#), “**It Documentary Film Festival: Full Frame**”

“His face and features are easily recognizable all about campus at NCCU.... Kian Brown, the 2003–2004 student body president, has already become somewhat of a celebrity....”

—[Challenger](#) (Wilmington, NC), “**New NCCU SGA President**”

“Perhaps the best known of all research parks in the United States is the 7,000-acre Research Triangle Park in [Durham,] North Carolina. Home to about 140 organizations and more than 38,000 employees, RTP is the largest research park in the country.”

—[Expansion Management](#), “**Research Parks Offer a Beginning for Startup Companies**”

“Though it’s best known for its historic and extremely successful basketball program, Duke University is also home to a world-class golf facility.... Duke University Golf Club in the heart of Durham provides a sense of utter peacefulness to golfers as the sun beams down through the pines and onto the glistening ponds surrounding many of the holes.”

—[SCOREGolf Magazine](#) (Ontario), “**Oh Carolina: North Carolina’s Interior Is North American Golf at Its Best**”

“Transit issues are driving the design of this mixed-use complex in [Durham-based] Research Triangle Park, NC, scheduled for completion in 2007.... The hope is that [[Triangle Metro Center](#)] will be a prototype that will begin to transform the land use and transit patterns in RTP.”

—[Interiors & Sources Magazine](#), **Cover Story Caption**

“A real evolution is taking place in college and university media relations offices as astute institutions move away from the old news-bureau model toward an integrated approach.... [Duke University] staff now creates eDuke, an online service that has 9,000 subscribers, including alumni leaders, trustees, visitors....”

—[Currents Magazine](#)

“Over the [DBAP] right-field wall you’ll see a new, 90,000-square-foot office complex. Over the 32-foot Blue Monster you’ll see an empty lot that will become a 4,000-seat performing-arts center. Then over the concourse you’ll see North Carolina’s largest historic renovation project [American Tobacco].”

—(Greensboro) [News & Record](#), “Downtown Ballpark Helped Reinvent Durham”

“Monkeys that can move a robot arm with thoughts alone have brought the merger of mind and machine one step closer.... While other laboratories have helped monkeys use thoughts to move robots.... the Duke findings go furthest in the sense that their robots were mentally assimilated into the animals’ brains.”

—[The New York Times](#), “In Pioneering Study, Monkey Think, Robot Do”

Saturday, October 4 – “8th Annual World Beer Festival in Durham, N.C.”

Sunday, October 5 – “8th Annual Hangover Festival in Durham, N.C.”

—(Chicago) [RedEye](#), “Daily Plan-It” October Calendar

“DURHAM, N.C. – North Carolina Central University...received a \$19.1 million boost last month.... The Golden LEAF Foundation...agreed to award the university the money to construct an institute that would provide researchers and skilled workers for the biomanufacturing industry in North Carolina.”

—[Black Issues in Higher Education](#)

#14 – Duke University

—[The Atlantic Monthly](#), “The Selectivity Illusion” (America’s most selective schools)

“Mr. [Raymond D.] Nasher is also the prime patron of a new [Nasher Museum of Art at Duke](#), to which he contributed \$10 million.... Designed by another hot architect, Rafael Viñoly, a runner-up in the competition to rebuild the World Trade Center site, it will open in 2005.”

—[The New York Times](#)

“[Duke University Golf Club] was the most impressive—entirely secluded, the holes lined by deciduous forest and pines in a way more reminiscent of courses up north.... How can you not love a course that has standard tee blocks named after colours, along with blocks at the extreme tips named the ‘Devil’ tees, after the school’s nickname?”

—[*The Hamilton Spectator*](#) (Ontario), “**Golf: Carolina on My Mind**”

[**ARCHIVE OF WHAT OTHERS ARE SAYING**](#)

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Collect-A-Bull Correct-A-Bulls

Defending Durham's Brand/Identity

In the last "[Collect-A-Bull Correct-A-Bulls](#)," DCVB published an instance of a magazine showcasing Durham's [Grey Stone Baptist Church](#) as "nearby" to Chapel Hill, without saying it is really in Durham. DCVB clarified that it is near Duke and Ninth Street, but **John Schelp**, one of many Durhamites who assist the Correct-A-Bulls effort, kidded DCVB for a circumlocution similar to the magazine's... The Bureau neglected to note that the church is actually "in" the Old West Durham Neighborhood. Go, John! For more information on this incredibly active and vital Durham neighborhood, check out www.owdna.org.

Thanks to vigilant residents and rapid action by General Manager Bob Stallings, the **national headquarters of LaQuinta** has been alerted to a mistaken billboard in Durham on the US 15/501 Bypass headed south from I-85, which signals the LaQuinta Inn & Suites in "Chapel Hill." Actually, there is no LaQuinta in Chapel Hill. [The lodging property in question](#) is in Southwest Durham on Durham-Chapel Hill Blvd., one of two LaQuinta Inns & Suites properties in Durham.

The **CIO Forum & Executive IT Summit** at the [Sheraton Imperial Hotel & Convention Center](#) in Southeast Durham is another example of how the refusal of some Raleigh media to properly dateline stories in Durham including Research Triangle Park can cause confusion and harm. This big event, held in the City of Durham, is being promoted with a skyline of Raleigh and as being held at the "[Raleigh](#)" [Sheraton Imperial](#), because the planner was confused by Triangle references to the area. Fortunately, Dr. Lee Mandell of the NC League of Municipalities, a member of the event's advisory board, stepped in to make a clarification.

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Durham Note-A-Bulls

Recognizing Durhamites Who Bring Conventions & Meetings Home to Durham

Ms. Cyndi Bunn
Administrative Manager
[Duke University Department of Theater Studies](#)



“2003 American Society for Theatre Research Annual Conference”

A Duke staffer for more than six years, Ms. Cyndi Bunn now works in the Department of Theater Studies, assisting Professor John Clum. As Dr. Clum is a member of the [American Society for Theatre Research](#) as well as its conference chair, Ms. Bunn has played an important role in helping to stage ASTR's 2003 Annual Conference in Durham, November 20–23. Cyndi first contacted DCVB for help in setting up a room block and describes the Bureau's services as extremely helpful. “Hosting an event like the annual conference allows us to showcase our department along with the university and our community to our colleagues,” she adds.

Mr. Zack Wall
Program Coordinator, Faith-Based Initiative Alliance
Old North State Medical Society

“White House Faith-Based and Community Initiatives Meeting”

Mr. Zack Wall is a part-time Durham resident and part-time Winston-Salem resident, currently commuting in order to serve as a program coordinator with the Old North State Medical Society. Mr. Wall planned his program's White House Faith-Based and Community Initiatives meeting in Durham to coincide with the grand opening of the medical society's new headquarters on Historic Parrish Street Downtown. Over 500 people are expected to attend, December 12–13. Zack hopes to host all of the society's future meetings in Durham because “the Durham CVB and the management/staff of the Durham Civic Center have gone out of their way to offer great service....”

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

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Durham Sales Promotions

Taking Durham on the Road

UPCOMING DCVB SALES PROMOTIONS:

[National Tour Association](#)

[“A Toast to the Old North State”](#)

Pre-Convention Familiarization Tour

Including Durham, NC
November 12–13, 2003

[National Tour Association](#)

Charlotte, NC
November 14–18, 2003

[National Coalition of Black Meeting Planners](#)

Dallas, TX
November 19–23, 2003

[Association Executives of North Carolina](#)

Holiday Showcase

Raleigh, NC
December 11, 2003

[Chicago Society of Association Executives](#)

Holiday Showcase

Chicago, IL
December 16, 2003

[MORE DURHAM SALES PROMOTIONS](#)

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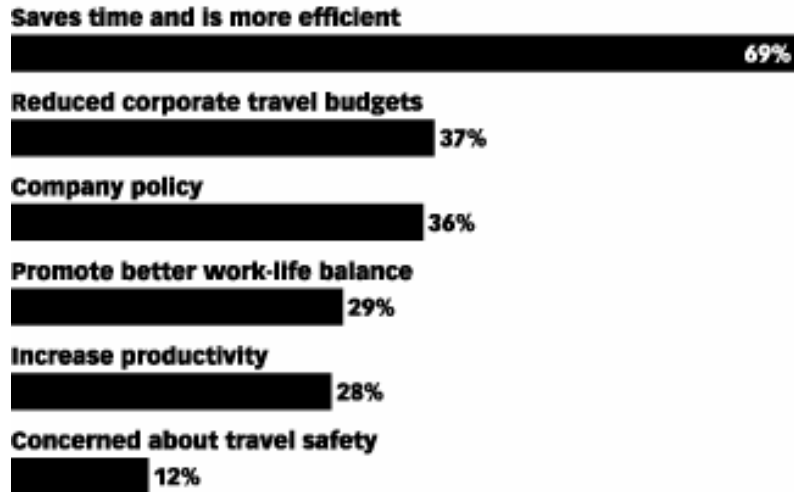
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Factoid

Reasons Why US Business Professionals Prefer Conferencing* to Traveling for Meetings, August 2003 (as a % of respondents)



Note: n=1,003; * includes video, audio and web conferencing
Source: MCI/Impulse Research Corporation, October 2003

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Knowbulls

Recent Changes, Promotions, and Awards

[Awards & Recognitions](#)

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[New Businesses & New Developments](#)

[Changes & Renovations to Durham Businesses and Organizations](#)

Awards & Recognitions

Three [Duke University Medical Center](#) researchers were elected to the Institute of Medicine of the National Academy of Sciences: Rebecca Buckley, M.D., Paul Modrich, Ph.D., and Margaret Pericak-Vance, Ph.D. • [North Carolina Central University](#) received a \$100,000 donation from [GE Mortgage Insurance](#) to establish The Center for the Study of Real Estate Finance, scheduled to open in 2004 • [Durham Police Department](#) Cpl. David Addison was named North Carolina CrimeStoppers Coordinator of the Year; Addison has aided in the arrest of 98 fugitives since becoming Durham CrimeStoppers coordinator in September 2002 • Seven [Duke University](#) faculty members were selected as 2003 Fellows of the [American Association for the Advancement of Science](#): Kenneth Dodge, Anthony Means, John Reif, Keith Sullivan, Marilyn Telen, Samuel Wells Jr., and Weitao Yang • Durham-based [Mechanics and Farmers Bank](#) received its third consecutive "Outstanding" [CRA performance rating](#) from the [Federal Deposit Insurance Corporation](#) (FDIC) • Nancy J. Wysenski, president and founding member of [EMD Pharmaceuticals](#), was named City of Medicine Ambassador by the City of Medicine Committee of [Durham Health Partners, Inc.](#) •

Events & Happenings

The 300th anniversary of Methodist Church founder John Wesley's birth will be celebrated with a [Duke University Chapel](#) service at 4 p.m., [November 9](#), that will be led by the United Methodist Church's two North Carolina bishops • [The Wright School](#) celebrated its 40th

anniversary • [The American Dance Festival](#), in partnership with the [Club Boulevard Humanities Magnet Elementary School](#), will hold a one-week residency for third-grade students there, November 17–21, led by former Pilobolus dancer John-Mario Sevilla •

Promotions, Staff & Board Changes

Adrienne Lopez is now the interim director of sales at [Candlewood Suites, Durham/RTP at Southpoint](#) • Josh Neidig is the new general manager of [Fairfield Inn RTP](#) • Joi Hawkins is now the interim director of sales at the [Millennium Hotel Durham](#) •

New Businesses & New Developments

Esposito's Italian Eatery opened in Parkway Plaza II at 4201 University Dr. • The [Council for Senior Citizens](#) broke ground on its new, 40,000-square-foot [Center for Senior Life](#), to be built at the corner of Foster St. and W. Seminary Ave. in Downtown Durham • A ceremonial groundbreaking was held for a new two-story building at the [Terry Sanford Institute of Public Policy](#) on Duke's West Campus; the \$12 million building is expected to be completed before the 2005–06 academic year • As voters approved four county bond referenda, new developments totaling nearly \$124 million will proceed at [Durham Public Schools](#), the [Durham County Library](#), [Durham Technical Community College](#), and the [Museum of Life and Science](#) •

Changes & Renovations to Durham Businesses and Organizations

[Durham County's unemployment rate](#) was 5.2% in August 2003, a decline from 5.9% just 12 months prior • During the next few months, the existing Days Inn - Redwood Rd will be renovated to become two properties, a 60-room Quality Inn and a 60-room Days Inn, within the same complex; a 24-hour convenience store will be added on-site; and, a third hotel is planned for the complex, with construction slated to begin in January • [Guglhupf Bakery & Pâtisserie](#) will open its two-story addition (café and lounge) in February •

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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