



Fueling Durham's economy through visitor-related economic development

Dec. 10, 2003
Circulation 3800+

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New CD-ROM Makes Planning Easier

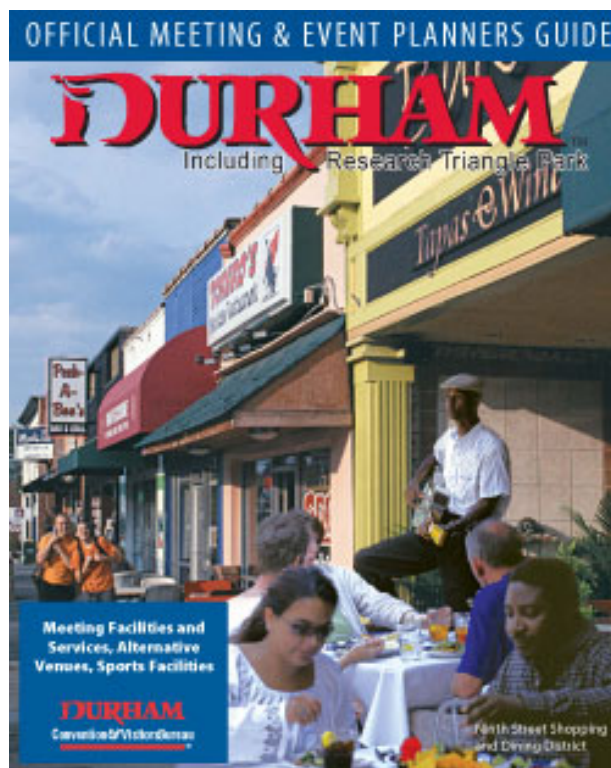
DCVB and Visitor-Sector Partners Join Forces to Showcase Durham

The 2004 *Official Durham Meeting & Event Planners Guide* is now available—as a 48-page booklet or as an interactive CD-ROM. The Durham CVB completely designed the printed guide in-house and, for the first time, produced a corresponding CD version for on-screen browsing.

The Guide is the most comprehensive and widely distributed publication about Durham as a place to host a convention, meeting, reunion, special occasion or sports event. It is an invaluable group sales tool for the Bureau in both assisting and attracting planners to Durham as a destination.

The annual publication is not produced for profit or as a fundraising gimmick; rather, its scope is determined foremost by editorial needs and the informational needs of planners.

Years ago, Durham's visitor-related businesses asked that, instead of offering traditional memberships, Durham CVB offer them value-added opportunities to showcase visitor-related products and services and to demonstrate community pride. The *Official Durham Meeting & Event Planners Guide* is one such opportunity.



Co-sponsors of the 2004 Guide are:

[Carolina Theatre of Durham](#)

[Comfort Suites RTP](#)

[Durham Bulls Baseball Club](#)

[Durham Marriott At The Civic Center/](#)

[The Durham Civic Center](#)

[Hayti Heritage Center](#)

[Hilton Durham Hotel](#)

[Holiday Inn - RDU Airport](#)

[Millennium Hotel Durham](#)

To put the 2004 Guide on compact disc, DCVB partnered with [21 CD](#), a Durham-based digital marketing company. When viewed on screen, the digital Guide looks much the same as the printed piece, with the same comprehensive content on all of Durham's meeting, event, and sports venues.

[Museum of Life and Science](#)
[R. David Thomas Executive Conference Center](#)
[Radisson Hotel Research Triangle Park](#)
[Sheraton Imperial Hotel and Convention Center](#)
[Southern Coach Company](#)
[Washington Duke Inn & Golf Club](#)

However, users of the CD version of the Guide can quickly hyperlink to more information found on the websites of Durham venues and local sponsors, and these planners can interface directly with DCVB's website—to chat live with a group sales specialist or to submit a request for proposals.

DCVB brought production of the 2004 Guide completely in-house—writing, updating, and redesigning the piece with planners foremost in mind. The piece's freshened look and layout is the result of feedback gathered from past users of the DCVB guide.

New features include:

- additional, larger photos and images
- smaller chunks of easier-to-read text
- more detailed floor plans of meeting facilities
- expanded dining, shopping, and golf sections

The striking cover of the 2004 Guide is based on [recent research by economists](#) that suggests the importance and appeal of [active and vibrant street scenes](#), like Durham's Ninth Street.

In the coming weeks, DCVB will launch a direct mail campaign to thousands of planners, offering the updated 2004 *Official Durham Meeting & Event Planners Guide* in print or on CD.

DCVB will distribute more than 2,000 printed Guides in 2004, as well as 2,500 interactive CDs.

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UN Recognizes Special Role of World Tourism

Across the Globe and in Durham, Visitors Generate Phenomenal Economic Impact

Until the last decade or so, visitor-related economic development has been a red-headed stepchild compared to traditional business recruitment. But last month, the United Nations (UN) approved the transformation of the [World Tourism Organization](#) (WTO) into a UN specialized agency, bringing visitor-related economic development to the forefront worldwide.

Specialized agencies, like the [International Monetary Fund](#) and [World Health Organization](#) and others, are autonomous organizations that work with the UN and each other through the UN's top-level Economic and Social Council.



The elevated affiliation with the UN reaffirms the WTO's role as a leader in international tourism issues. Over the past 50 years, travel and tourism between countries has skyrocketed, from mere millions of arrivals to 703 million international arrivals last year. (They are projected to swell to one billion in seven years.)

In the United States, the [Travel Industry Association of America](#) reports 1.02 billion domestic person-trips in 2002—up from 941 million in 1994. And in Durham, visitation has doubled in little more than a decade.

Increasing recognition of visitor-related economic development (as a means to fuel local, state, and national business climates and taxable spending) underlies the phenomenal worldwide growth in domestic and international travel.

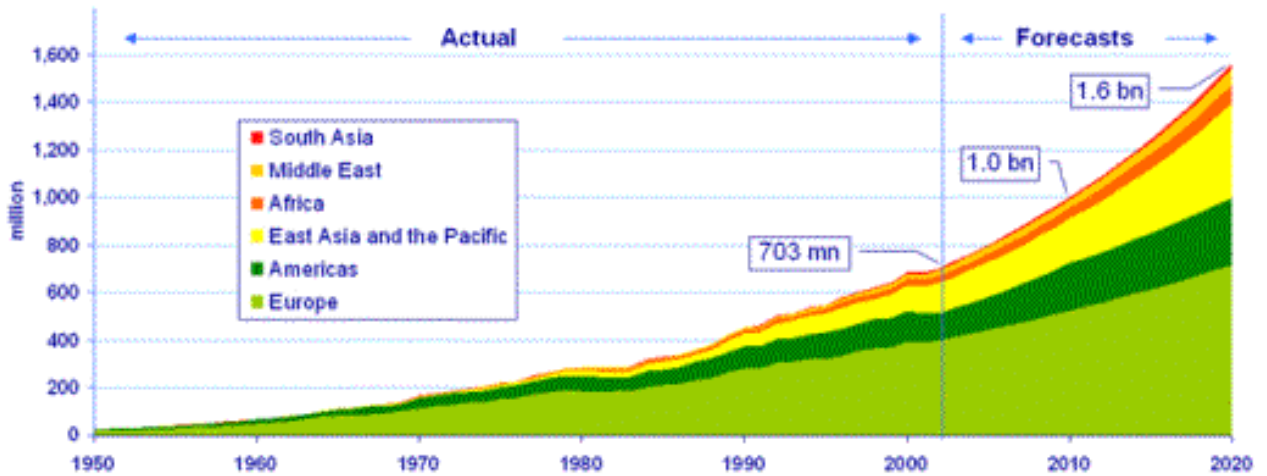
As destination marketing organizations (DMOs) [like DCVB](#) actively promote their destinations, more visitation and positive economic impact will be realized. DCVB achieves [its mission](#) of attracting and serving additional visitors to the City and County of Durham with a variety of destination marketing strategies.

In 2002, DCVB served 5.1 million visitors to Durham, who spent \$493.3 million while here. This translates into \$115 million in local, state, and federal tax revenues and an overall economic impact of \$690 million for the community.

Durham visitors also support 9,428 local jobs (2002), making the visitor sector Durham's fifth largest employment segment.

Futurists like John Naisbett project that visitor-related jobs will fuel employment growth during the first part of this century. Durham is preparing for this growth with programs like [Durham Careers In Hospitality](#), a partnership between DCVB and Durham Public Schools.

International Arrivals by World Region



Source: World Tourism Organization

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Durham Visitors Stay Connected with Wi-Fi

Visitor Information Center Among the First in the State to Offer Wireless Access

In mid-January, the official [Durham Visitor Information Center](#) (VIC) will become the community's latest wi-fi hot spot—a place where wireless Internet connectivity is available to residents and travelers.

**Durham's
Hot Spots**

At a rapid pace, Durham visitors and other travelers are adopting wireless Internet (wi-fi or wireless fidelity) technology to stay connected. Experts project that more than 700 million people worldwide will be using wi-fi by 2008.

Selected Search Engines for Wi-Fi Hot Spots:

- www.hotspot-locations.com
- www.jiwire.com
- www.wi-fihotspotlist.com
- www.wifinder.com
- www.wi-fizone.org

In addition to Web-surfing on cell phones or PDAs, millions of Americans are tapping into the Internet with mobile laptop PCs. While in transit or on the move, these wi-fi users find a hot spot to connect to the Net, where they check email, search for directions, telecommute, and more.

At the Durham VIC hot spot, Internet access will be complimentary, like other DCVB services designed to make a visit to Durham successful. VIC guests can also

access a wealth of printed literature at the Center as well as personalized service from a Durham visitor information specialist.

Already Durham has more than 15 hot spots, both free and fee-based, with bookstores, coffeehouses, restaurants, and lodging properties among them. However, the Durham Visitor Information Center is one of the first official visitor centers in the state to provide this service.

DCVB will reach potential hot-spot users by advertising this new service in Bureau publications and in online search engines for wi-fi hot spots.

Durham's hot spots as listed on major search engines:

[Apple Store](#)

[Bean Traders, Inc.](#)

[Bear Rock Café](#)

[Blue Coffee Company](#)

[Candlewood Suites Durham/
RTP at Southpoint](#)

[Courtyard by Marriott RTP](#)

[Duke University Libraries](#)

[Durham Courtyard by Marriott](#)

[Hilton Durham Hotel](#)

[Holiday Inn - RDU Airport](#)

[Holiday Inn Express - Guess Road](#)

[Marriott RTP](#)

[Regulator Bookshop](#)

[Sheraton Imperial Hotel and
Convention Center](#)

[Starbucks Coffee \(MLK Jr. Pkwy.\)](#)

[Wyndham Garden Hotel RTP/
RDU Airport](#)

To report a hot spot to DCVB, email ronald@durham-cvb.com.

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School System Parity Frees Newcomers to Focus on Lifestyle Choices

EOG/SAT Comparison—One of Many Measures in State of Durham's Economy Report

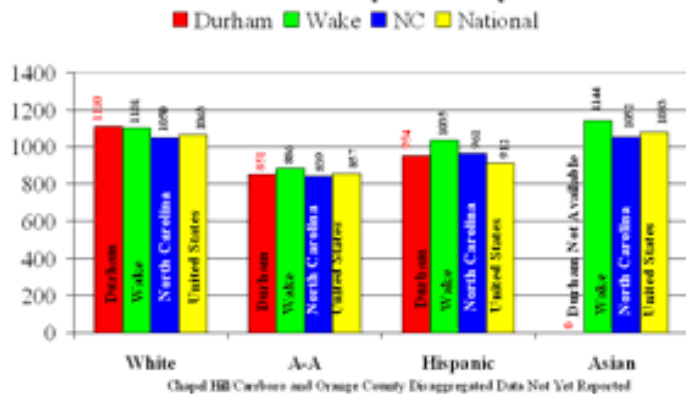
[Click to View Report Online](#)

For years, newcomers to the Triangle have been frightened away from a community that best fit their lifestyle and preferences by “apples and oranges” comparisons of school systems here. Use of aggregate averages masked differences in the socioeconomic makeup of various Triangle communities and resulted in bias toward communities with less diversity.

Now, a new report from the 6th Annual State of Durham's Economy Breakfast reveals that, when performance is disaggregated so that each community can be analyzed fairly, [Durham Public Schools](#) are meeting or exceeding the averages for a state peer group and are near or above averages for highly regarded systems in nearby communities.

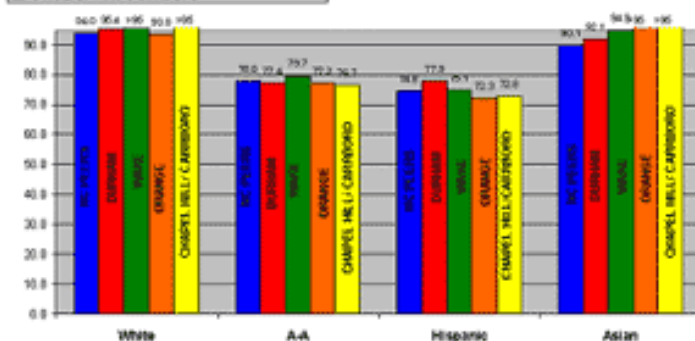
There is even evidence that Durham is making progress in closing various achievement gaps more rapidly than first anticipated. (Durham Public Schools have set a goal of closing the achievement gap

SAT Scores By Ethnicity



SOURCE: NC Department of Public Instruction, Durham Public Schools, Wake Public Schools

Math End-of-Grade, Composite, Grades 3-8, % of Students At or Above Grade Level



NC Peers include school systems in Asheville, Brunswick County, Chapel Hill/Carroll, Charlotte/Mecklenburg, Forsyth County, Guilford County, High Point/Rowan County, Orange County and Wake County

SOURCE: NC Department of Public Instruction

among various groups by the end of the 2006–07 school year.)

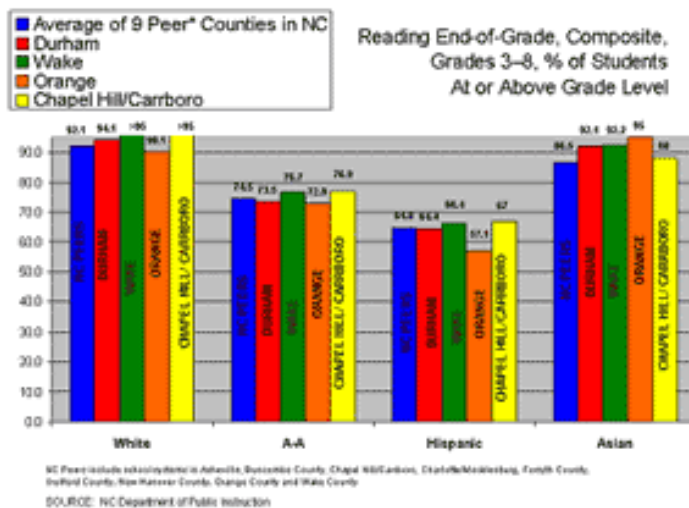
The State of Durham's Economy Breakfast is jointly produced each year by DCVB in concert with the City, County, Greater Durham Chamber, and Downtown Durham Inc.

This year's 85-page report on various indicators is now available online, and copies also have been distributed to the 500 people who attended the presentation and to Durham's major employers. Durham civic and business officials, organizations dealing with newcomers or relocating businesses, and the media can easily share the online information with clients and other audiences.

State of Durham's Economy data also can be used to update business plans, conduct environmental scans, and overcome the misperceptions that have previously undermined Durham's image.

DCVB will disseminate the information nationally through the Durham News Service, and the [Durham Public Information and Communications Council](#) will use it to update and improve the online [Self-Guided Orientation to Durham](#).

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Good News Travels Fast

DCVB Orientations Hope to Overtake Word-of-Mouth and Watercooler Chat

Area relocation directors given a Durham orientation in mid-October left the session abuzz with excitement. DCVB conducted the orientation on behalf of the [Durham Public Information and Communications Council](#), and to keep the excitement going, the Bureau held a second orientation session on October 29, this time inviting the human resources directors of all Durham-based corporations.

Both the relocation directors and the human resources directors found DCVB's [Self-Guided Orientation to Durham](#) especially useful and versatile, both as a standalone tool and as a resource to update in-house presentations.

The online orientation can be forwarded easily to newcomers who are shopping the various Triangle housing markets.



During the sessions, Bureau staff reviewed the many remarkable details about Durham as a place to live and also taught important lessons in overcoming the popular myths of a [high Durham crime rate](#) and [low school test scores](#).

The directors also requested that DCVB go a step further and work with counterparts and the various school systems to compose new one-page, emailable flyers with crime and school system comparisons between communities.

Attendees noted that perceptions of Durham have improved greatly over the past 10 years. However, watercooler chat in the workplace is the primary source of the remaining misinformation and a key reason for relocation decisions that are later regretted.

A newcomer's colleagues who work but don't live in Durham often pollute the relocation process with unfair appraisals or imbalanced information—passed word-of-mouth or drawn from the perceptions of

anecdotal news reports. Coworkers also may try to win affirmation for their own living decisions by converting others to the same choice of residence.

Considering that [half of all Durham jobs are held by non-residents](#), it is easy to understand how such unfair appraisals and recommendations run rampant in the workplace. And, the mix of resident to non-resident workers holds many other [disturbing ramifications](#).

As a result of the watercooler effect, many newcomers and relocating employees never have a fair chance to pick the community or neighborhood that best suits them.

Attendees of both sessions commended DCVB, along with the [Durham Public Information and Communications Council](#), for the ongoing effort to positively balance the information available about Durham as a place to live, work, and visit.

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More Than Flipping Burgers

Nationally Recognized Program Teaches Importance of Hospitality

For many, flipping burgers is the first thought that comes to mind when considering “careers in hospitality.” To those unfamiliar with the hospitality sector, the links between burger-flipping during high school and great advancement and management opportunities later aren’t always clear.

That’s where the DCIH program, now in its second year, comes in. Durham Careers In Hospitality (DCIH) is an innovative partnership between [Durham Public Schools](#) and the [Durham CVB](#) to help students explore and experience visitor-related career opportunities.

Hospitality career opportunities can be found among lodging, culinary arts, retail and mall management, transportation and sports management, museums, entertainment, and more.

A new flyer, designed by DCVB staff, is helping students, parents, and teachers break loose from hospitality career stereotypes, like flipping burgers. The flyer showcases the diversity of career options and presents local role models—successful Durhamites who work in the visitor sector.

Also, DCIH student participants at [three elementary, middle, and high schools](#) will soon sport new T-shirts, thanks to DCVB sponsorships from the Durham Bulls Baseball Club, Durham Marriott At The Civic Center, Giorgios Hospitality Group, Marriott RTP, Sheraton Imperial Hotel and Convention Center, The Streets at Southpoint, and Washington Duke Inn & Golf Club.

The new T-shirts will raise awareness of DCIH in schools and promote a cool camaraderie among participants.

Durham Careers in Hospitality
A DCVB and Durham Public Schools Partnership

CAREER OPTIONS

General Management
Marketing (Including Sales)
Merchandising and Display
Purchasing/Buying
Mail Management
Training and Human Resources
Engineering/Grounds Keeping
Culinary Arts
Security
Accounting

Retail
Stores, shopping centers,
food centers...

"Be sure you are a 'people person....' You cannot be in the customer service business if you do not enjoy working with people."

Virginia Rand Bowman
Managing General Partner
Northgate Mall

www.durham-cvb.com/secondary/dc-ih.php

The ever-expanding [DCIH website](#) features in-depth career and career-cluster information, sample job descriptions, knowledge and skills checklists, and even career bios of successful Durham hospitality workers. Students, parents, teachers, and even local residents find it a great resource for DCIH info.

The [DCIH Task Force](#) is composed of representatives from Durham's hospitality sector, chaired by Mike Martino, general manager of the [Sheraton Imperial Hotel and Convention Center](#).

DCIH was recently recognized by the [Travel Industry Association of America](#) as a finalist in its [2003 Odyssey Awards Competition](#). The Awards honor achievement in educational initiatives for the travel and tourism sector that further enrich the US travel product.

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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](#)

To submit a Durham news tip or announcement, email jonathan@durhamcvb.com.

Awards & Recognitions

Cristina Bejan of Durham won a prestigious **2004 Rhodes scholarship** • **North Carolina** received a \$25,000 Award for Excellence in International Education from [The Goldman Sachs Foundation](#); awards officials cited Durham's [Forest View Elementary School](#) as an influential leader •

Billy G. Hudson, Ph.D., co-founder of Durham-based [Biostratum Inc.](#), received the Homer W. Smith Award, the [American Society of Nephrology](#)'s highest honor • The [Durham Public Education Network](#) awarded **more than \$20,000 in grants** to 18 innovative class projects at **15 Durham Public Schools** •

Maurice O. Wallace, professor of English at [Duke University](#), received the second annual William Sanders Scarborough Prize of the [Modern Language Association of America](#) • **Andrew Foster** and **Ivana Vu**, seniors at the [NC School of Science and Mathematics](#) in Durham, won the top prize in the team category at the [Southern Regional Finals](#) of the **Siemens Westinghouse Competition in Math, Science & Technology** •

Promotions, Staff & Board Changes

Beth Eakes is interim general manager at [Marriott RTP](#); in January 2004, **Bill Long** will become the new general manager • **Jason Cunningham** is now executive chef at the [Washington Duke Inn & Golf Club](#) • **Robert Greason** is the new construction manager and **Becky Ray** is the new

development/office administrator at [Habitat for Humanity of Durham](#) •

Joseph Nevins, Ph.D., a Howard Hughes Medical Institute investigator and James B. Duke professor of genetics at [Duke](#), was named director of the [Center for Genome Technology](#), part of the [Duke Institute for Genome Sciences and Policy](#) • **Kay Williams** is the new executive director of public affairs at [Durham Public Schools](#) •

Ray Earnhardt is the new club manager at [Hollow Rock Racquet & Swim Club](#) • **Crystal Bunch** is the new community relations manager at [Triangle Transit Authority](#) •

New Businesses & New Developments

KD Restaurant Ventures plans to open a sports-themed restaurant, **The Varsity Ale House**, in February at the site of the former Damon's Restaurant on **Durham-Chapel Hill Blvd.** • The **Community Learning Center** will open in Downtown Durham on **January 1**, serving up to 10 students in an **alternative educational environment** •

Changes & Renovations to Durham Businesses and Organizations

Durham County's [unemployment rate](#) was 4.8% in September 2003—down from 5.6% only three months before • **Fowler's Fine Food And Wine Store** reopens **December 5** with new owners • **Johnny's Food Land**, 4701 Hillsborough Rd., reopened **November 22** under new ownership •

[Kemp's Seafood House](#) plans to construct a 6,000-square-foot addition • Owned since 1995 by **Scott Howell**, [Pop's, A Durham Trattoria](#) was recently sold to general manager **Matthew Beason**, executive chef **Chris Stinnett**, and chef de cuisine **John Vandergrist** • **CJ Cook's Gifts, Collectibles & Antiques** is now located at **1821 Hillandale Rd.** in Loehmann's Plaza • **Crane Creek Ranch** has a [new website URL](#) •

The **Duke University Primate Center** has a [new website](#) in HTML and Macromedia Flash • **Hollow Rock Racquet & Swim Club** has a [new website URL](#) • On **January 5**, [Park Ophthalmology](#) will relocate to **5306 NC Hwy 55, Ste 102** • **Bethesda Baptist Church** has a [new website](#) •

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Feedback

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

"I was very aware of your work when I was with the Department of Public Instruction, so I had some idea of the fabulous job that you do. In my month with DPS, I have gained an even greater appreciation for the CVB.... Many thanks for the warm welcome."

—**Kay Williams**, Executive Director, Public Affairs, [Durham Public Schools](#) (DPS)

"As a regular visitor to Durham from England, ...I have been thinking [about Ninth Street's] potential.... People currently huddle on the sidewalk, drinking their lattes and cappuccinos while squished against café frontages. [With additional street-level improvements] the place could have a real Continental buzz and be a distinctive and visitor-attracting part of Durham."

—**Nick McGeorge**, Durham Visitor from Lymington, England

"Our anniversary gathering was a hit. The Durham brochures, history information, and [Bull City Best bottled] water were great additions. You guys are on the ball!"

—**Deborah Breese**, Event Planner, [Delta Sigma Theta Sorority Gathering](#)

"You do such a wonderful job in your research and in so many other things... especially technology. We can all learn from you."

—**Dave Heinl, CDME**, President and CEO, [Greater Raleigh Convention and Visitors Bureau](#) (GRCVB)

"Many thanks to you and your staff for the [article about the park](#) in your... *Bull's Eye* e-newsletter.... Thanks for all you do for Durham."

—**Leigh Scott**, Executive Director, [Durham Central Park, Inc.](#)

"Your services were most helpful. [DCVB volunteer] Wes Brewer, who served the Southern Association of Pre-Law Advisors (SAPLA), was excellent."

—**Howell Smith**, Meeting Planner, [SAPLA Conference](#)

"I appreciate these [weekly lodging general managers] updates; they are very helpful."

—**Brian McGhee**, General Manager, [Hilton Durham Hotel](#)

“Just a quick note to let you know your mentioning of [our Tree City Award](#) did not go unnoticed! ... I wanted to say how good it made me feel to see it!”

—**Chris Boyer**, Roadway Appearance Superintendent, [City of Durham](#)

“Thank you so much to our registration helper [a DCVB volunteer]. I really appreciate the help.”

—**Debby Wechsler**, Planner, [North Carolina Strawberry Association Annual Meeting](#)

“Congratulations are certainly in order.... You have done a [fantastic job of collaborating](#) on the Family of Communities initiative....”

—**Thomas J. White**, President/CEO, [Greater Durham Chamber of Commerce](#)

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Collect-A-Bull Correct-A-Bulls

Defending Durham's Brand/Identity

Kudos to **Mike Martino**, GM of the **Sheraton Imperial Hotel and Convention Center**, and **Vicki Westbrook**, City Conservation Coordinator, for catching a mistake at the Starbucks located in the hotel, which put coffee mugs on display for "Raleigh, NC." The mugs have been pulled and replaced with "North Carolina" mugs until Starbucks creates "Durham, NC" mugs. The [Sheraton Imperial Hotel and Convention Center](#) is in the southeast part of the City of Durham, between RTP and the airport.

Thanks to **Leonel Zuniga**, general manager of **Maggiano's Little Italy at The Streets at Southpoint**, bar area patrons there will now get a reminder that they're being entertained in Durham. Last year the Durham location had one of the most successful openings in chain history, but all along, bar receipts have been printed with the confusing heading "Maggiano's Little Italy, Raleigh." This week, management acted swiftly to correct the error, giving assurance that Maggiano's is as happy to be in Durham as we are to have it.

A big thank you to the folks at **Hunter & Associates Commercial Real Estate** for [correcting a website](#) that lists space in Alexander Village at Brier Creek. Initially, the listing showed this facility as "Raleigh, NC," but it is really located at Alexander Drive and Page Road in Durham.

Muchas gracias to **TRI-XML**, a conference scheduled for July 23–24, 2004, at the Sheraton Imperial Hotel and Convention Center. Initial materials referred to RTP, NC, as a city but were quickly adjusted to explain that the conference is being held in the City of Durham, just outside the boundaries of the special Durham County tax district (RTP).

Many thanks to **Dr. Philip McHugh** at **Park Veterinary Hospital** in Durham for noting that a recent *Triangle Business Journal* list of the largest conventions held in the Triangle neglected to include the annual convention held in Durham for 1,175 attendees from the North Carolina Veterinary Medical Association.



Shooting the Bull

**25 Myths About Durham and
The Realities Behind Them...**



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Durham Note-A-Bulls

Recognizing Durhamites for Service to Visitors

Deborah Spivey, Cafeteria Worker, [Durham Regional Hospital](#)

“This lady supported and went out of her way to help me during the illness and death of a close family member. Her kindness, graciousness, and concern were most extraordinary. The hospital is lucky to have her as an employee.”

—Gabrielle Goode, Durham Visitor from Boston, MA

Herbert Bell, Taxicab Driver, ABC Switchboard

“I was in Durham to have surgery at Duke. Mr. Bell was very helpful and kind. I will not forget him.”

—Rebecca B. Foster, Durham Visitor from Columbia, SC

Bernadette Lipscombe, [Avis Rent-A-Car](#) (RDU International Airport)

“This lady was much more than just courteous. She did everything possible to help me and was very caring—far beyond her normal duties.”



—Gabrielle Goode, Durham Visitor from Boston, MA

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Factoid

Attitudes of US Small and Medium-Size Businesses toward Having a Company Web Site, September 2003 (as a % of respondents)

Agreed with the statement that their Web site primarily provides company credibility

51%

Believe their Web site is their most powerful marketing tool

33%

Rely heavily on their Web site to make sales goals

28%

Believe their Web site provided a critical building block for developing products they sell

21%

Web site helped lower costs

19%

Source: Interland, October 2003

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New & Updated Durham Websites

Duke University Primate Center

www.duke.edu/web/primate

Bethesda Baptist Church

www.churchatthepark.org

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