

November 18, 2004
Volume 4, Issue 7

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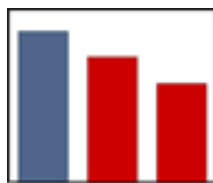
UPCOMING DURHAM EVENTS:

Durham Art Guild's Annual Juried Art Show
Nov. 12—Dec. 16
Durham Arts Council
Durham and regional artists
join to compete and display
in a variety of media.



[CLICK HERE for Complete Durham Event Calendar](#)

[Durham Confronted With Dual Challenge to Crime Fighting](#)



Crime Rate Falling But Not Rapidly Enough to Impact Perception

Although the community's crime rate continues to fall, Durham must take an intense, determined dual approach, both to fight the reality of crime and to create a more accurate perception...

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Trio of Awards Is the Latest of Several Significant Achievements and National Recognitions for DCVB

DCVB earned three MarCom Creative Awards, including a Platinum Award, the organization's most prestigious, in the "Web site/Overall Site" category for www.durham-nc.com...



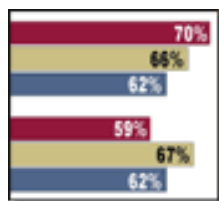
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Durham, Chapel Hill and Research Triangle region's home for up-to-the-minute news, sports and weather.

[Internet Used for Planning & Booking by 67% of Travelers](#)



69% of U.S. Adult Population Now Travels Each Year

More than 145 million U.S. adults traveled last year, and 98 million of them used the Internet to make travel-related plans or purchases. Destination marketing organizations like DCVB provide information and services for the growing number of "online travelers"...

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*DCVB Commemorates the First 15 Years of Durham
Visitor-Related Economic Development*

On Wednesday, June 1, 2005, DCVB, community and business leaders, and representatives from 2,000 visitor-related businesses and organizations will look back on 15 years of achievement at a luncheon at the Washington Duke Inn & Golf Club...



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Durham Confronted With Dual Challenge to Crime Fighting

Crime Rate Falling But Not Rapidly Enough to Impact Perception

Many communities face crime problems similar to Durham's, but this community is also undermined by an exaggerated perception of crime. The perception is driven by many things, including a perceived lack of consistent intensity, as well as slow movement in both using good statistical analysis and implementing fundamentals. This perception spreads a negative image within the Triangle and nationally—inhibiting economic development and undermining the tax revenues needed to fight crime.

Business leaders are joining civic leaders in the realization that Durham must take an intense, determined but dual approach both to fight the reality of crime and to create a more accurate perception: (1) continue to drive crime down but more emphatically and intensely, and (2) manage the misperceptions of crime by providing more accurate or current information with an intensity equal to the perceptions (predominantly negative) being fueled by news coverage that often isn't comprehensive or evenly covered from community to community and then perpetuated by word-of-mouth from both residents and the non-residents, the latter of whom hold [one of every two jobs in Durham](#).

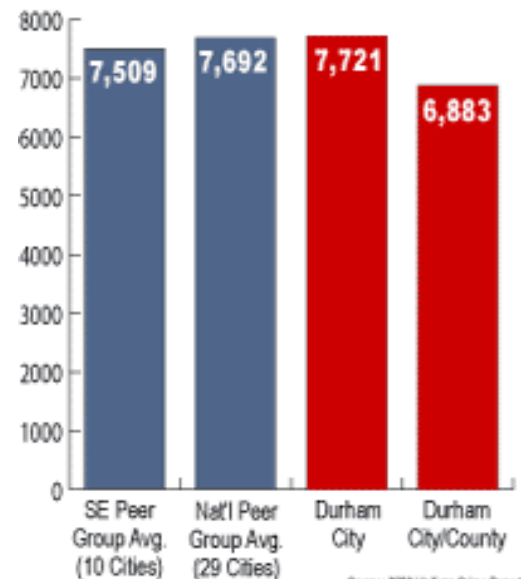
Intensifying the Fight

Crime in Durham has been driven down substantially in recent years. The number of reported murders, robberies, aggravated assaults, violent crimes, and motor vehicle thefts in Durham were at [four-year lows during 2003](#).

However, while the majority of Durham is as safe as or safer than similar communities, several Durham neighborhoods remain under siege. In a recent keynote address, Brad Brinegar, CEO of [McKinney and Silver](#) (M+S; an independent operating unit of Havas, the world's fourth-largest communications conglomerate), [pinpointed high-crime areas](#) in a five-mile radius around the company's new home in the [American Tobacco Historic District](#) of Downtown Durham.

M+S recently relocated from Raleigh to Durham in part due to Durham's appeal to the creative class. Although Durham ranks [#1 in the nation as a center of creativity](#) for its census group, the community ranked 227 out of 274 communities for violent crime. When compared to the 42 communities even more similar in size (200,000 – 250,000 people), Durham's violent crime rate was more than twice the average. The compilers of the [scorecard](#) also provided a unique perspective, noting that the creative class recognizes that a certain amount of crime occurs in heavily-sought urban areas and that crime cannot be

Index Crimes per 100,000
2003



[click to enlarge](#)

completely eliminated.

There is still work to be done, particularly in the categories of burglary and robbery where Durham's crime statistics are higher than the [10-city cohort and 29-city cohort averages](#). To continue to drive crime down, law enforcement officials are encouraged to express, in word and action, a greater sense of indignation and urgency.

At the same time, other organizations, including the Durham Crime Cabinet and the DCVB-facilitated 10-organization [Durham Public Information and Communications Council](#), continue to work with community and neighborhood organizations and the media to combat both crime and misperceptions about crime with better information.

Managing the Perception

Durham's crime rate is on the decline, but that isn't always the perception given to travelers and newcomers.

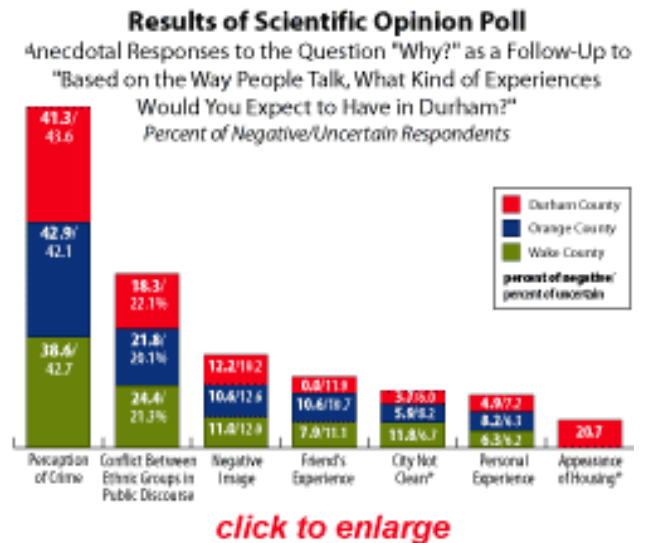
So, what causes the negative perception? Word-of-mouth often drives the perception of crime. Exaggerated hearsay, water cooler talk, misinformation on the Internet, conventional wisdom repeated by residents, and gossip contribute to negative, unjust ideas of Durham.

The most damaging misinformation or insinuation often comes from a person who would seemingly provide the best information—a Durham worker. Visitors have no way to distinguish Durham resident workers from non-resident workers, who hold [half of the jobs in Durham](#). Therefore, visitors assume that the workers they come in contact with in Durham are residents of Durham.

These preconceived ideas of non-Durham residents are reflected in conversations with visitors, newcomers, and other residents—impacting visitor marketing, as well as newcomer and business recruitment.

Although studies have shown that word-of-mouth is the overwhelming reason behind the misperception, other factors contribute to the concern, including local and national media coverage, the prevalence of crime in popular entertainment, and a natural desire to be safe.

The perception of crime is also the overwhelming reason why residents in Durham, Orange, and Wake counties expect [negative experiences in Durham](#). Experts project that the crime rate in Durham must become 20% lower than surrounding communities to alter these negative perceptions.



RELATED ARTICLES:

[Perception of Crime & Public Discourse Drive Word of Mouth](#) [July 28, 2004]
Poll Reveals Only 1/3rd Would Expect Positive Experience From What People Say

[Crime Reduction Continues](#) [August 8, 2003]
Durham Lower Than Average, Less Than Raleigh at This Stage

[Durham Ranks First As Center of Creativity](#) [June 2, 2003]
Economic Scorecard Compares Durham to 274 Similar-Sized, Urban Counties

[Half of All Durham Jobs Held by Non-Residents](#) [April 30, 2003]
State's Highest Commuting Ratio Also Sets Durham Apart



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International Recognition for Durham Visitor Promotion

Trio of Awards Is the Latest of Several Significant Achievements and National Recognitions for DCVB

An international marketing and communications awards competition has singled out Durham promotional efforts with a trio of awards, including platinum and gold.

The [MarCom Creative Awards](#) presented DCVB with three awards in its 2004 competition, including a Platinum Award, the organization's most prestigious, in the "Web site/Overall Site" category for www.durham-nc.com.

DCVB was one of only 5 CVBs to earn a Platinum Award. Durham's promotional efforts were ranked among those produced by several renowned national and international organizations, including [3M](#), [American Cancer Society](#), [Boeing Space & Intelligence Systems](#), [NASA](#), [T. Rowe Price](#), and [Texas Instruments](#).



DCVB was the recipient of two additional MarCom Creative Awards: a Gold Award in the "Interactive Media/CD-ROM/Other" category for the [2004 Official Durham Visitors Guide CD-ROM](#), and a Honorable Mention in the "Annual Report/Other" category for its [Annual Progress Report 2002–2003](#).

DCVB's award-winning materials were among 3,344 entries submitted by marketing and communications organizations, departments, and individuals from around the world. A panel of industry professionals judged each entry based on quality, creativity, and resourcefulness.

The trio of MarCom Creative Awards is the latest of several significant achievements and national recognitions for DCVB.

The Platinum Award is the second award DCVB has received for its official website for visitors since the site was redesigned in May. DCVB earned a [2004 "Standard of Excellence" WebAward](#) for www.durham-nc.com in September. The website's ["Live Chat" feature](#) will be highlighted as a best practice in an upcoming [International Association of Convention and Visitor Bureaus](#) destination marketing book.

In August, the [Travel Industry Association of America](#) (TIA) recognized DCVB and its [Durham Careers In Hospitality](#) program with a [Destiny Award in the Special Project category](#). DCVB was also recognized as a finalist in TIA's 2003 Odyssey Awards competition.

In June, DCVB received [five Destination Marketing Achievement Awards](#) (two platinum and three gold) at the Annual Meeting of the North Carolina Association of Convention & Visitor Bureaus.

RELATED ARTICLES:

[DCVB Again Recognized Nationally for Best Practice](#) [Sept. 2, 2004]

Partnership with Durham Public Schools Earns TIA Destiny Award

[Durham Wins Two Platinum, Three Gold](#) [June 18, 2004]

DCVB Visitor Promotion Singled Out by State Panel of Judges

[Durham Visitors Guide Goes High Tech](#) [May 13, 2004]

Strategic Partnerships Make Interactive CD-ROM Available to Visitors



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Internet Used for Planning & Booking by 67% of Travelers

69% of U.S. Adult Population Now Travels Each Year

A new report reveals that 69% (145.7 million) of the nation's adult population (age 18+) has traveled more than 50 miles to destinations in the past year. Of those travelers, 44% (64.9 million) make travel plans on the Internet, and 31% (45.7 million) purchase travel services/products on the Internet, according to the [Travel Industry Association of America's](#) (TIA) 2004 edition of *Travelers' Use of the Internet*.

The Internet has become one of the most used resources for obtaining travel information. About 98 million adults are termed "online travelers," meaning that the individual travels more than 50 miles to a destination at least once a year and uses the Internet for planning or booking.

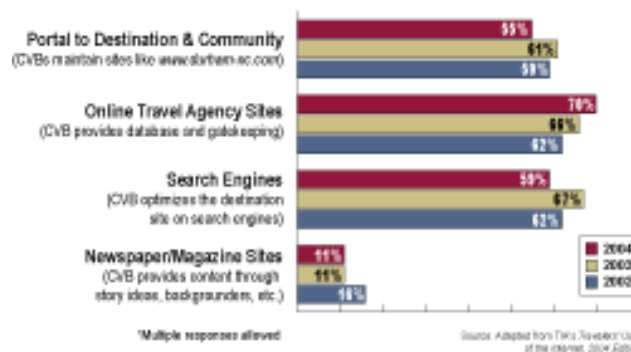
Of the 98 million online travelers:

- 65% use the Internet for **planning** travel.
- 45% use the Internet to **purchase** travel service/products.
- 93% of trips are for leisure.
- 30% of trips are for business.
- 46% are frequent travelers (five or more trips per year).

Destination marketing organizations like DCVB provide critical services to the Internet traveler:

- One-stop "destination" portals, like www.durham-nc.com, for travelers who are planning their trip based on [maps and directions](#) (used by 70% of online travelers for planning), [places to stay](#) (67%), [things to do](#) (49%), [car rentals](#) (41%), [local events calendars](#) (35%), and [travel packages](#) (35%).
- Other portals (as on DCVB's website) for travelers who are purchasing/reserving destination-specific travel products and services, including [airline tickets](#) (purchased by 82% of online travelers), [lodging](#) (67%), [rental vehicles](#) (40%), [tickets](#) for cultural [events](#) (23%), [tickets](#) for [spectator sports events](#)

How CVBs Impact Online Travelers 67% of Travelers Use the Internet for Planning or Booking



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Types of Information Accessed by Online Travelers



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(13%), [participatory sports](#) (12%), or tickets for [tours](#) (11%) or inclusive travel packages (16%).

Another crucial role played by destination marketing organizations like DCVB is that of a gatekeeper to protect their destination's brand with global online reservation services (e.g., [Expedia](#), [Hotels.com](#), [Priceline](#), [TravelHero](#))—sites used by almost 70% of online travelers for planning travel. DCVB provides accurate data from its databases and, more importantly, monitors and corrects inaccurate or dated information, including mis-references to Durham that would inconvenience travelers and undermine the Durham, N.C., brand.

RELATED ARTICLES:

[DCVB Launches Improved Website for Visitors](#) [May 28, 2004]

Stakeholders Invited to Test Drive the Community's Official Destination Marketing Tool

[DCVB Energizes Online Booking Offerings](#) [April 29, 2003]

Four Options Provide Rooms, Rental Cars, Packages & More



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Save the Date: June 1, 2005

DCVB Commemorates the First 15 Years of Durham Visitor-Related Economic Development

Durham has come a long way as a visitor destination since 1989 when DCVB was founded as a tourism development authority. On Wednesday, June 1, 2005, DCVB, community and business leaders, and representatives from 2,000 visitor-related businesses and organizations will look back on 15 years of achievement at a luncheon at the [Washington Duke Inn & Golf Club](#).

Mark calendars for this important event. The site of the event is especially appropriate. The hotel, which opened eight months prior to the official start-up of DCVB, will have just completed a \$25 million expansion.

DCVB was chartered by the N.C. General Assembly in 1989 as a provision to the 1986 authorization for Durham local governments to levy a "[room occupancy and tourism development](#)

[tax](#)" on the 20% of Durham visitors who stay overnight at lodging properties. The Bureau uses promotion and marketing to drive increased numbers of travelers to Durham, spearheading an effort to generate taxable spending that benefits both the business climate and local government.

While a late bloomer when it comes to visitor-related economic development, total visitation to Durham has more than doubled since DCVB's inception—from 2.3 million in 1990 (the first year visitation to Durham was tracked) to five million in 2003. Visitors spent \$444 million in Durham in 2003 compared to \$188 million in 1989. More importantly, Durham visitors now generate more than \$26 million in tax revenue for local government alone. Durham's visitor sector workforce has grown from 5,270 in 1989 to almost 10,000 in 2003.

Join DCVB for this important event.

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What They Are Saying

National or Southeast Media Quotes About Durham

"The gritty, redbrick grandeur of Durham's tobacco factories survives in new guises. Here [tobacco manufacturers] built grand structures, such as these in Durham, whose form outlived their function. Now another generation of capitalists is giving the buildings new life."

—[Business North Carolina](#), "Feat of Clay"

"An attractive destination for meetings in the Southeast, Washington Duke Inn & Golf Club is located on the beautiful campus of Duke University in Durham, North Carolina."

—[USAE](#), "Welcome to the Washington Duke Inn & Golf Club"

"The city of Durham offers the Duke Homestead historic site and tobacco museum free of charge...Duke University's beautiful campus nearby is an attraction unto itself and draws hundreds of [thousands of] visitors throughout the year."

—[North Carolina](#), "Inexpensive Thrills"

"Durham, North Carolina, made famous by Kevin Costner's movie *Bull Durham*, attracts more than 5.1 million people to the area each year. During the late 1930s Bull City became the epicenter of Piedmont Blues...the annual Bull Durham Blues Festival celebrates Durham's rich musical heritage attracting fans from over 175 North Carolina cities, 25 states, and five countries."

—[Triathlete](#), "Your End"

"Another option is the Durham Civic Center [Complex], an 110,000-square-foot complex that includes the 40,000-square-foot Durham Civic Center, the 189-room Marriott at the Civic Center and several smaller auditoriums. Nearly half of Durham's 7,500 hotel rooms are within a 10-minute shuttle ride of this complex."

—[Association News](#), "The Coastal South – A Hospitable Ambience for Meetings"

[Fairview Restaurant & Bull Durham Lounge, at the Washington Duke Inn & Golf Club](#)
[Four Square](#)

[Nana's Restaurant](#)

—[Wine Spectator's](#) Award of Excellence

"The largest outdoor beer festival in the southeast—the World Beer Festival—is coming to Durham, NC, again on September 25th. The World Beer Festival showcases over 300 different world-class beers from more than 100 different breweries from around the world."

— [Kentucky Beverage Journal](#)

"Diversity, harmony, community come alive in Durham's Ninth Street District. We're particularly impressed by the way in which the developers have worked sensibly with the established Old West Durham Neighborhood Association. The district...has seen an influx of energy and people..."

—[Sixnewthings.com](#), "Ninth Street District serves as model for cooperation"

10 – Duke University Golf Club

"The course was carved through the pine and deciduous woodland of Duke Forest...Few

campus courses start and end in such an elegant setting, with the pro shop housed in the four-star (soon to be five-star) Washington Duke Inn.”

—[Golfweek](#), “**Campus Life Should Include Great Golf**”

“There are roughly 650 film festivals in the United States... [including] the Full Frame Documentary Film Festival in Durham, N.C., which in April screened *The Story of the Weeping Camel*, *Metallica: Some Kind of Monster*, *Control Room*, and *SuperSize Me*, all before they played in Atlanta.”

—[Atlanta Journal-Constitution](#), “**Bright Lights, Any City**”

“The Nasher Museum of Art, Duke University’s first stand-alone museum in its 80-year history, will open its doors in October [2005], creating a major center for the arts on campus and serving as a hub for the visual arts.”

—[Art Business News](#), “**Museum Matters – Art Museum Grand Opening**”

“In Durham at one of these arterial roads stands a sign... ‘Guglhupf’... They had to search out the right location: It should be warm, not far from the ocean, with an international populace. That’s all there in Durham, which has developed into one of the most important biotech centers of the USA: three universities in the area, many Germans.”

—[Die Zeit](#) (Germany), “**Baker in the USA**”



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Knowbulls

Recent Changes, Promotions, and Awards

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[Promotions, Staff & Board Changes](#)

[New Businesses & New Developments](#)

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

To submit a Durham news tip or announcement, email jason@durham-cvb.com.

Awards & Recognitions

[Durham Public Schools](#) have been named a “National Clean Bus Leader” for their environmentally-friendly school buses by the [Environmental and Energy Study Institute](#) • [Self](#) named the 3-county Triangle region the nation’s 23rd healthiest place for women in the its annual rankings •

Oct. 26 was “[Albert George Buehler Day](#)” in Durham to commemorate the [Duke](#) track coach emeritus and head of the Health, Physical Education, and Recreation Department; [Buehler](#) has served the Durham and the Duke communities for 50 years • [Durham County Commissioner](#) and [DCVB board member Becky Heron](#) received the [Clarence F. Korstian Award](#) for her support of [Duke Forest](#) •

[The Duke-Durham Neighborhood Partnership](#) and the [Durham Public Education Network](#) were among 19 statewide winners of the [Governor’s Education First Partnership Awards](#) for their commitment to helping improve public schools; the [Durham Public Education Network](#) recently awarded \$15,000 to [Durham Public Schools](#) to fund classroom science kits • [The City of Durham’s Workforce Development Board](#) and the [N.C. Department of Commerce](#) awarded a \$100,000 grant to the new [Sales and Service Training Center](#) located at [Northgate Mall](#) •

[NCCU](#) student [Edna A. Amolo](#) received the [National Tour Foundation’s “North Carolina Scholarship”](#) based on Amolo’s academic achievement, community involvement, and work experience • [The Museum of Life and Science](#) was ranked the 8th top field trip attraction in the state for 2003 by [CarolinaFieldTrips](#) magazine • [Stacey Wilson-Norman](#), principal at [Merrick-Moore Elementary School](#), was named [Durham Public School’s 2005 principal of the year](#) •

Events & Happenings

A collection of [Durham artist Bob Blake’s](#) watercolor paintings of mid-20th century [Downtown Durham](#) scenes are on display inside the [Strickland Building](#) at the [American Tobacco Historic District](#) • The [USA Baseball](#) national team has scheduled six home games against

international opponents at [Durham Bulls Athletic Park](#) next summer; the games are scheduled as two, three-game series on Friday, July 22 – Sunday, July 24, and Friday, July 29 – Sunday, July 31 •

Promotions, Staff & Board Changes

Dr. Bijoy K. Sahoo is [NCCU's](#) new assistant vice chancellor for strategic planning and continuous improvement in the division of academic affairs • **David Schwartz**, vice chairman of research and director of the pulmonary, allergy, and critical care division of [Duke's department of medicine](#), has been named director of the [National Institute of Environmental Health Sciences](#) as of April 2005 •

Will Dean is the new art director in the Durham office of [The Republik](#), a national advertising agency • **Julie Ketner Rigby** is the [Museum of Life and Science's](#) new vice president of external relations • **Phail Wynn**, president of [Durham Technical Community College](#), has been appointed to [SunTrust Banks'](#) board of directors •

Star Sampson has been promoted from assistant principal to principal of [Eastway Elementary School](#) • **Woochan Kim** is the general manager of the [Durham Courtyard by Marriott](#) • **Karen Frush** is [Duke University Medical Center's](#) first chief patient safety officer •

New Businesses & New Developments

Cottontail Cottage, an upscale thrift store, is open at 2603 W. Carver St. near Guess Rd. • [U.S. News & World Report](#) has selected [RTI International](#) to compile the news magazine's annual "America's Best Hospitals" rankings for 2005; [RTI](#) also received a \$4.5 million grant from the [U.S. Environmental Protection Agency](#) to develop and test data collection technologies •

The [Triangle Transit Authority](#) awarded a contract to **United Transit Systems** to supply up to 32 diesel multiple unit rail cars for the planned [Regional Rail Transit System](#) • **Through This Lens**, a gallery of photography by **Roylee Duvall**, is open in Downtown Durham at 303 E. Chapel Hill St. •

Changes & Renovations to Durham Businesses & Organizations

Durham-based **PowerByHand** changed its name to [Motricity](#); the company recently became a member of the [Microsoft Mobility Partner Advisory Council](#) • The [Hilton Durham Hotel](#) has opened [BLUE Sports Bar & Grille](#) as part of the hotel's extensive renovation •



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Defending Durham's Brand/Identity

Many thanks to Durham-based [USA Baseball](#). The communications department never fails to use accurate datelines: "Durham, NC," for things happening here, "Cary, NC," for events held down at its new complex, and other cities when events occur elsewhere. Excellent work to reinforce the Durham brand.



July 9, 2004 - Durham, NC

Muchas gracias to **Debra Vasserman** and [The Vegetarian Journal](#) for catching a mistaken reference to the [Sheraton Imperial Hotel & Convention Center](#). The article had the hotel located "in Research Triangle Park, near Durham, N.C." Actually, this prestigious facility is located in the City of Durham, near the RTP section of Durham County.

Durham recently hosted the **World Burn Conference**, thanks in part to the prestige of the nearby University of North Carolina at Chapel Hill. Unfortunately, the website and the media described the Conference's location as the "Sheraton Imperial Hotel, Chapel Hill, NC." Local media tried to correct it, but only mentioned Research Triangle Park. Local geographic ambiguity was a factor, but all references are being updated to correctly reflect the site as Durham. DCVB can't leverage one group event to draw others unless the location is properly attributed.

The Durham based company [Bernett Productions](#) does video work for lawyers and other legal purposes. The company recently caught references on its website to only the airport (Raleigh-Durham) and has now updated it to read Raleigh and Durham and the Triangle.

DCVB has only begun to work with the [Online Highway.com site](#), and the first step was in defense of another community. Jordan Lake had been identified as being located as "Raleigh-Durham." Very rapidly **Christine Mougeotte** responded to change the site to refer both to the "Triangle" rather than the airport and to the location of the lake relative to both Durham and Raleigh. There is still much to do, but this is a start.

Residents picked up that [www.geocities.com](#) (illustrated by [gfhotels.com](#)) failed to list the cities in the Triangle and lumped them all together. But worse, it listed mostly Raleigh info and what little existed for other communities in the region was lumped together without noting location. DCVB persuaded the site to expand its media listings to include **The Herald-Sun** and **WTVD**, as well as sorting listings like lodging by community location. Confusion like this obviously undermines the Durham brand, but more importantly, since the region is polycentric, it runs the

risk of creating confusion and inconvenience for travelers.

Travis Seward caught that the site newcomer.com had slipped back into using "Welcome to Raleigh" instead of "Welcome to the Triangle" and had lumped all listings together without regard to location. He is converting the site back to truly reflect the region as intended and to make it more newcomer-friendly by breaking listings down by community location. The site had slipped into "centric region" thinking, forgetting that the model doesn't work at all for polycentric regions like the Triangle.



Shooting the Bull

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



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Durham Community Calendar

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

[Durham Art Guild's Annual Juried Art Show](#)

November 12 – December 16

Durham Arts Council, Royall Center for the Arts

(919) 560-2713

Durham's more than 100 working artists join with regional artists to compete and display in a variety of media.

[Christmas by Candlelight at Duke Homestead](#)

December 3 & 10, Duke Homestead State Historic Site

(919) 477-5498

A celebration of an 1870 Christmas with evening candlelight tours of the Homestead featuring period decorations, caroling, hot apple cider, and other goodies.

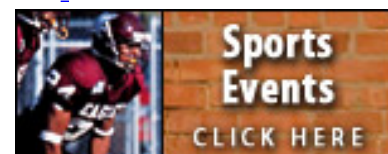
[Light Up Durham](#)

December 4, Downtown Durham

(919) 684-2572

Seasonal music, performers, tree lighting, food and fun, including a parade that brings Santa to town.

Printable Snapshots of Upcoming Durham Events:

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Durham Note-A-Bulls

Recognizing Durhamites Who Bring Conventions & Meetings Home to Durham

[Dr. Wayne Miller](#)

Director, Educational Technologies, [Duke University School of Law](#)
“[Society for Literature & Science Annual Meeting 2004](#)”

Dr. Wayne Miller has worked at the Duke University School of Law for three years and has been a member of the [Society of Literature and Science](#) (SLS) for more than eight years. Dr. Miller seized the opportunity to showcase Durham and Duke by helping to bring the SLS's [annual conference](#) to Durham.

About 200 people attended the SLS conference, Oct. 14 – Oct. 17, generating more than 600 room-nights in Durham. Dr. Miller understands the importance of bringing meetings home to Durham, and he hopes the SLS will again hold their annual meeting here in the future.

Mrs. Charmaine Radcliff-Council
Training Coordinator, [bioMérieux, Inc.](#)

For the past three years, Mrs. Charmaine Radcliff-Council has been bringing meetings home to Durham—generating more than 8,000 room-nights each year. Her ongoing series of corporate training meetings generates an estimated \$48,000 in revenue each year for area restaurants and \$24,000 in revenue each year for Durham limousine companies.

In addition to contributing to Durham's visitor-related economic development, Mrs. Radcliff-Council is also a part of Durham's growing music scene. She is currently working on her first reggae album, *Reggae Soothin'*.



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Durham Sales Promotions

Taking Durham on the Road

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UPCOMING DCVB SALES PROMOTIONS:

[National Coalition of Black Meeting Professionals](#)

Maui, HI
November 17–21, 2004

[Association Executives of North Carolina](#)

Raleigh, NC
December 8–9, 2004

[Meeting Professional International - Professional Education Conference](#)

San Diego, CA
January 23–35, 2005

[Religious Conference Management Association](#)

St. Louis, MO
January 25–28, 2005

[North Carolina Motorcoach Association](#)

Winston-Salem, NC
January 13–16, 2005



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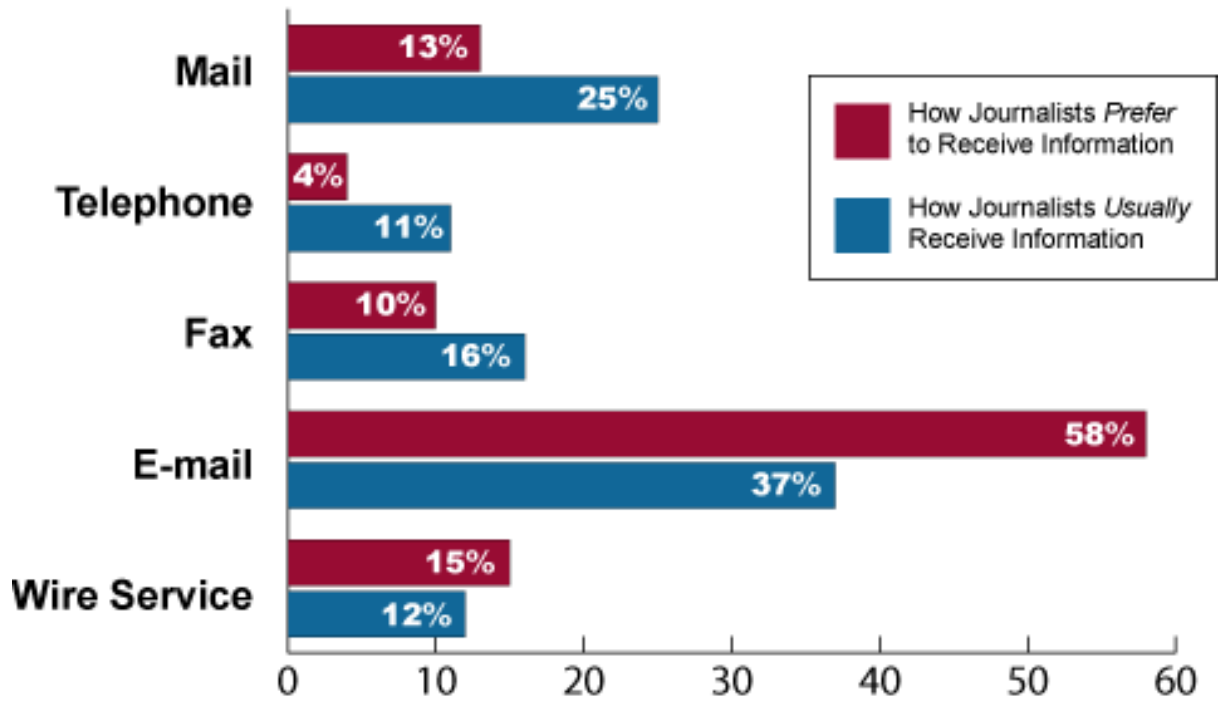
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Factoid

How Journalists Receive Information



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