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October 17, 2005 ~ Vol. 5, Issue 3

Nearly A Dozen New Features Follow Nasher and WADU

Durham Has Added 30 Major Visitor-Related Facilities in 10 Years



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Groups Work to Highlight Durham's Textile and Trading Path Heritage



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New Feature: Spotlight Cuisine

Restaurant Starlu – A Hidden Durham Gem



Durham is now known nationally for its growing colony of chefs, and one of the most recent to earn acclaim is Chef Sam Poley at Restaurant Starlu...

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DCVB Annual Tribute Luncheon
honoring
Mary Duke Biddle Trent Semans
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There's a lot going on in Durham...



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Durham Appearance Survey
 click here to take the survey before November 1

8 BONDS FOR A BETTER DURHAM
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[Map of Durham Civic Center's Future Unfolds](#)



Consultants Recommend Operational and Physical Enhancements

While the Durham Civic Center is an effective billboard to help draw Durham's fair market share of conventions and meetings, Downtown does not reap its share...

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Nearly A Dozen New Features Follow Nasher and WADU

Durham Has Added 30 Major Visitor-Related Facilities in 10 Years

Together the recently opened [Nasher Museum of Art at Duke University](#) and expanded and renovated [Washington Duke Inn & Golf Club](#) represent nearly \$50 million in capital investment to enhance Durham as a destination for travelers.

Nearly 30 major visitor-related facilities have been built in Durham over the past 10 years—not to mention more than 3,000 new [lodging guest rooms](#) and several hundred new restaurants added during that span.

Even more exciting, nearly a dozen [new visitor-related facilities and features](#) will open in Durham over the next 12 months—all either inspired or made sustainable by Durham's growth as a visitor destination:

- **Northgate**'s \$16 million redevelopment and expansion project wraps up in Late Summer 2006, though its first phase—including a new outdoor plaza—welcomes shoppers on October 29, 2005.
- Beginning with the March 2006 opening of the **Four Points by Sheraton at Southpoint**, Durham will see the development of five new lodging properties and 678 additional guest rooms.
- **Explore the Wild**, the first in a new series of BioQuest exhibits at the Museum of Life and Science will debut April 29, 2006. A second exhibit in the 40-acre BioQuest expansion plan, **Catch the Wind**, will come on line in September 2006.
- Phase one of a new home for the **Durham Farmers' Market** in the Central Park District of Downtown will open its 40 stalls to shoppers in April 2006.



photo courtesy Nasher Museum of Art at Duke University



- In Spring 2006 (tentatively April), the **Parrish Street Revitalization and Commemoration Project** takes a major step, coordinating the first in a series of events/installations for the historic street's "museum without walls."
- Also opening in April 2006, the new **CCB Plaza** at the corner of Corcoran and Parrish

streets will become the permanent home for a one-ton, 10-foot-long bronze bull—a photo icon for the Bull City's visitors.

- At the northeast corner of Mount Moriah Road and U.S. Hwy. 15-501, **Indigo Corners** will feature six buildings and 14 tenants, including Carrabba's Italian Grill, Lonestar Steakhouse, Red Robin, Jimmy John's, Starbucks, and Verizon Wireless—opening Spring 2006.
- At **401 Foster Street**, a former auto dealership and former photography studio will re-emerge as a space for art galleries and studios; the first tenant, Branch Gallery, is slated for a January 2006 opening.
- The **Ingram Collection**, providing meeting and event space in a setting that features some of the world's finest vintage automobiles will open in the Brightleaf District

Traditional economic development has been supply-side oriented, looking to draw businesses and industries. Visitor-related economic development is demand-side, responding to increased consumers.

RELATED ARTICLES:

[Museum Launches Threefold Expansion](#) [Mar. 24, 2004]

BioQuest Harnesses the Wind and Brings Bears, Wolves, & Dinosaurs Closer to Durham Visitors

[Durham Lodging Raises the Bar](#) [Oct. 23, 2003]

Long Road to Overall Recovery Will End with a Good Night's Sleep

[A Loop Runs Through It](#) [Aug. 26, 2003]

Activists and Ardent Durhamites Lead the Way for Historic Downtown Redevelopment

[Frenzied Pace of New Durham Visitor-Related Developments Continues](#) [Feb. 27, 2003]

DCVB 's Website Tracks All Visitor-Related Projects



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Two New Heritage Trails to Mark Durham History

Groups Work to Highlight Durham's Textile and Trading Path Heritage

DCVB is involved with the tourism aspect of a number of heritage tourism trails, such as the recently publicized [N.C. Civil War Trails](#) program (see [last issue](#)).

Collaboration has begun on two new heritage trails, one themed around textile heritage and another themed around the Great Indian Trading Path.

The idea of an I-85 Textile Heritage Corridor was introduced at this year's first-ever [Southwide Cotton Mill Reunion & Convention](#). Planning is now being coordinated by the [Textile Heritage Center at Cooleemee, N.C.](#), for a potentially 464-mile trail along I-85 from Alabama to Virginia.

Along with Durham, stops could include Carrboro, Glencoe Mill Village (Alamance Co.), Greensboro, Lexington, Salisbury, Kannapolis, and Greenville, S.C.

Durham has several sites with a rich textile heritage. For example:

- Founded in 1898, the Durham Hosiery Mills were once the nerve center of the world's largest hosiery mill complex; the mills manufactured cotton hosiery for men, women, and children. Today Mill #1 provides housing for seniors.
- Across East Main Street, the Golden Belt Manufacturing Company descended from a firm that first manufactured drawstring cloth bags for the Blackwell Tobacco Co. (circa 1887). As Golden Belt later became a producer of paper and cardboard packaging, its early cotton mill heritage is sometimes overlooked.
- Pearl Cotton Mills, whose smokestack and tower still stand alongside Duke Tower Residential Suites, were incorporated in 1892 by Brodie Duke; they produced extra-wide sheeting. The mills later were managed by Erwin Cotton Mills (1930s–50s).
- [Erwin Cotton Mills](#), which also were established in 1892 but by Benjamin N. Duke, originally produced tobacco bags and later became nation 's largest producer of denim. Now the remaining buildings serve as office space and apartment homes.



Pearl Cotton Mill, c. 1900, has been converted into Duke Tower Residential Suites on Trinity Ave.

*photo courtesy Durham County Library,
Durham, NC*

In fact, today's Ninth Street Shopping District, one of Durham's thriving dining and shopping spots, and the [Old West Durham](#) neighborhood had their genesis as the commercial district and mill village alongside Erwin Cotton Mills.



**Erwin Mills, from Main St. c.
1920.**

**Part of the mills near Ninth St.
have been preserved as office
space and apartment homes.**

*photo courtesy Durham County Library,
Durham, NC*

Erwin mill houses and mill buildings, such as ones redeveloped for apartments and offices, once stretched all the way from Ninth Street to Grey Stone Baptist Church and beyond.

About 10 miles north of Old West Durham and the proposed I-85 corridor, the Great Indian Trading Path cuts through Durham along present-day Saint Marys, Mason, and Snow Hill roads. Today it passes by Hardscrabble plantation, [Arrowhead Inn](#), and [Historic Stagville](#), all dating to the late 1700s, as well as the Treyburn neighborhood.

But, many centuries ago Native Americans alone traversed the North Carolina mountains and Piedmont, using this route through Durham to facilitate fur and deerskin trade. After 1670, it continued to be used by European explorers, hunters, and settlers as well.

Today the [Trading Path Association](#), based in nearby Hillsborough, works to document and preserve the richly historic Trading Path as a national heritage treasure. The Association aims, in part, to integrate local Trading Path preservation initiatives into a linked matrix of heritage sites suitable as a non-contiguous national park, historic transportation corridor, heritage corridor, trail, or area.

DCVB already has woven Durham's textile heritage and Native American heritage into the community's marketing and promotion for visitors, but the Bureau is currently expanding its strategic partnerships to help make these statewide trails a reality.

Heritage trails are used to draw attention to a series of destinations that share some history: they are followed as an actual trail by a small number of travelers but intersected by far more travelers who may be visiting a community for other purposes.

RELATED ARTICLES:

[Virtual Peek At Durham's New Civil War Markers](#) [Aug. 23, 2005]

Civil War History Is of Interest to a Growing Number of Travelers

[DCVB Charts Out Civil War Trail Through Durham](#) [Oct. 18, 2004]

A Marker Detailing the Historical Significance and Specific Role Will Be Erected at Each Site Along the Civil War Trail



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New Feature: Spotlight Cuisine

Restaurant Starlu – A Hidden Durham Gem

In this new feature, the Bull's Eye e-news will spotlight a new/emerging eatery and/or chef in Durham that/who is making national or regional headlines. [Click here](#) to search all restaurants in Durham.

Durham is now known nationally for its growing colony of chefs, and the latest to earn acclaim is Chef Sam Poley at [Restaurant Starlu](#).

[Chef Poley](#) (a familiar face from places like Pop's when he was earning his stripes in the 1990s) offers eclectic American food in a casual but elegant setting in Southwest Durham, or as locals say, "behind SuperTarget and Sam's Club, at the corner of University Drive and Shannon, near Rick's Diner, on the back side of the [EMD building](#)." The restaurant will celebrate its one-year anniversary/birthday in November.

Restaurant Starlu serves lunch, dinner, dessert, and late night [menus](#), as well as a new limited breakfast-to-go menu. It has excellent spaces for small-group meetings, a spectacular bar, and great outdoor dining. Already Starlu has garnered out-of-town press from as near as *The (Raleigh) News & Observer* and from as far as the nationally syndicated "The Joey Reynolds Show" for night owl radio-listeners.

[Click here](#) to see all of Durham's Celebrated Cuisine restaurants, or [click here](#) for a search engine of all restaurants in Durham.



RELATED ARTICLES:

[Compliments to the Chefs](#) [June 24, 2003]

Uniquely Durham Restaurants Bring More Acclaim to Culinary Capital

[Restaurants Bring More Acclaim to Durham](#) [Aug. 1, 2002]

Reputation Leads Chains to Choose Durham as Point of Entry

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Map of Durham Civic Center's Future Unfolds

Consultants Recommend Operational and Physical Enhancements

Durham has evolved rapidly over the last 16 years into a popular destination for visitors, including convention and meeting delegates.

The [Durham Civic Center](#) has been a part of that success, but while Durham overall has drawn its fair share of conventions and meetings and has far surpassed other communities in the state as a draw for out-of-state events, Downtown Durham hasn't drawn its own share.

For years, DCVB and other experts have suggested why:

- problems with branding (the adjacent hotel markets the Durham Civic Center much like a hotel ballroom);
- too few hotel rooms as a ratio to meeting and event space available;
- perceptions of safety Downtown; and,
- lagging ancillary development of restaurants immediately surrounding the facility.

Earlier this year, the City and County, co-owners of the Durham Civic Center, contracted with [C.H. Johnson Consulting, Inc.](#) to pull together secondary research and to propose ways to improve the performance of the Civic Center and to reposition the Downtown area to get more of its share of the 4,000+ conventions and meetings that are drawn to Durham annually.

In an October 3 presentation, the consultants made the following recommendations:

- Evaluate a name change, possibly the Durham Convention Center.
- Seek out relationship opportunities with Duke University, both organizational and physical.
- Improve data collection & reporting on Civic Center operations and marketing.
- Work cooperatively with DCVB on marketing efforts.
- Address safety perception (Downtown mounted patrols, bike patrols, etc.)
- Induce development of additional nightlife and restaurants Downtown. [There are more than 40 restaurants Downtown, so it is assumed that the consultant means immediately surrounding the Center.]

Johnson Consulting also recommended that the City and County enhance and expand the Durham Civic Center and that private developers add an additional hotel tower in the air rights



photo by Bruce Feeley & DCVB

above the building. Combined, the improvements would cost \$53 million, but the private sector portion is estimated at \$19 to \$36 million of that amount. Both the public and private projects are summarized below in two phases:

Phase 1-A

- Upgrade and improve the Civic Center's lighting, air walls, and interior finishes.
- Renovate and reconfigure facilities, including kitchen, administration offices, and hotel lobby.
- Add a western entrance and drop-off at Morris Street.

Phase 1-B

- Increase exhibit hall and meeting space with two 6,200-sq.-ft. bays, extending westward to Morris Street.
- Expand entrance lobby and restaurant space to the corner of Morgan and Foster Streets.
- Optionally, add a second hotel wing with eight floors of rooms (190-room expansion) and one service floor as part of phase 1-B.

Phase 2

- Expand the Durham Civic Center west across Morris Street, linking the existing site with the new via a pedestrian bridge.
- Alternatively, use the westward expansion site for additional hotel rooms.

RELATED ARTICLES:

[Firm Proposed to Evaluate Civic Center's Future](#) [Jan. 3, 2005]

If Approved, Experienced Firm will Study the Feasibility of Improving or Expanding the Center

[Process Underway to Map Future of Civic Center](#) [June 3, 2003]

First Step: Mine Performance Data, Learn From the Flaws of Studies in Other Communities

[Civic Center – Early Catalyst for Downtown](#) [July 12, 2002]

City and County Prepare to Study Its Future

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March 1 Event Will Honor Mary Duke Biddle Trent Semans

Pre-Registration Underway for DCVB's Annual Tribute Luncheon

Pre-registration is already underway for the DCVB Annual Tribute Luncheon, to be held March 1, 2006, at American Tobacco Historic District, Bay 7. The 2006 luncheon will honor Mary Duke Biddle Trent Semans and her tireless contributions to Durham's "unique sense of place."

The prices and menu haven't been set for the March event, but tables and seats may be reserved "first come, first served" by logging on to www.dcvbluncheon.com. Those pre-registering now will receive a special Durham gift.

More than 400 people are expected to attend the annual event, which in the past has honored Dr. John Hope Franklin, Dr. LeRoy Walker, Coach K, Julius Chambers, and former City Councilman Chuck Grubb.

Each year DCVB's Tribute Luncheon honors an living individual who demonstrates:

- Long-time commitment to Durham as a "place";
- Promotion of Durham on the national stage;
- Significant contributions to Durham's "unique sense of place"; and/or
- Courage to keep Durham distinct, even with the context of the region or state.



Mary Duke Biddle Trent Semans

Returning as emcees from 2005 Tribute will be former Mayor and State Senator Wib Gulley and Duke University's E'Vonne Coleman.

RELATED ARTICLES:

[Save the Date: June 1, 2005](#) [Nov. 18, 2004]

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

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What They Are Saying

National or Southeast Media Quotes About Durham

"Once at the very pulse of the tobacco industry in North Carolina, the home of American Tobacco [in Durham] is being reinvented as a complex for work and play."

—[Our State](#), "Factory Direct"

"The highest form of recycling is embodied in the Durham Solid Waste Operations Center, designed by [Durham-based] The Freelon Group."

—[Contract](#), "Up from the Ashes"

"One of Durham's best-kept venue secrets is the [historic] Durham Athletic Park, former home of the Durham Bulls Baseball Club, but better known as the set of the 1988 movie."

—[Event Solutions](#), "Greetings from the Southeast"

"It should take only two words to sell you on Durham's Duke University: free iPod...Consider the fact that the university, unofficially dubbed 'the Harvard of the South,' allows music majors to study everything from composition and theory to ethnomusicology and music history."

—[Rolling Stone](#), "Schools That Rock"

"In Durham, N.C., chef Charlie Deal says he is on a mission to present Asian cuisine in an elegant environment. The menu at Grasshopper ranges from Chinese pork-and-shrimp dumplings and star-anise-braised short-rib Vietnamese soup to lemongrass and Riesling sangria."

—[The Wall Street Journal](#), "Chefs Gone Wild: Where to Eat This Fall"

"This is the sixth consecutive year that [North Carolina Gay Pride Parade] has taken place in Durham—largely a reflection on the welcoming attitude of Duke University, the City of Durham and the dozens of merchants along the Ninth, Broad and Markham Street parade route."

—[Front Page](#), "NC Pride Parade Organizers Expect Big Turnout for September 24 Festival at Duke's East Campus in Durham"

Leslie May, Leslie May Designs in Durham

—[HouseBeautiful](#), "America's Top Young Designers"

"The new Nasher Museum of Art at Duke University looks at first glance like a campus radical.... It expresses the self-effacing philosophy that the first job of an art museum is to frame the experience of looking at art, not to compete with it."

—[Designer.com: World Design Portal](#), "The New Nasher Museum of Art at Duke University"



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[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

[The City of Durham](#) has been selected as one of nine cities by the [National League of Cities](#) to participate in a 16-month technical assistance project called "[Cities Helping Families Build Assets](#)" • [Durham Technical Community College](#) will name its new, 58,500-square-foot student services building after current college president [Phail Wynn Jr.](#) •

John L. Atkins II, president and CEO of Durham-based [O'Brien/Atkins Associates](#), has been awarded the [2005 F. Carter Williams Gold Medal](#) in recognition of his contributions to architecture and engineering •

Yvonne Peña, the director of the [City of Durham's Human Relations Department](#), was honored with the **Latino Advocate Award** for her work in improving the quality of life for Hispanics in North Carolina at the [10th Annual Latino Diamante Awards](#) at the [Durham Civic Center](#) on October 15 •

Angela Williams, a junior at [North Carolina Central University](#), and **Shenise Stewart**, a nursing student at [Durham Technical Community College](#), have both received scholarships from [Durham Regional Hospital](#) as a part of a long-term strategy for recruiting nurses and medical professionals •

[Duke University](#) alumni **Aubrey and Katie McClendon** have donated \$6 million to the University; \$4.5 million will go towards [Duke's new student plaza on West Campus](#) • [Keep Durham Beautiful](#) has been recognized as a local affiliate of [Keep America Beautiful](#), making it easier for the group to raise money for educational events and other cleanup and beautification efforts •

Durham has again been awarded an '[AAA](#)' bond rating from the nation's main bond rating agencies, allowing the community to borrow money with low interest rates; 'AAA' designation is the highest rating illustrating credit worthiness, and **Durham** is one of fewer than 40 cities nationwide that have the highest rating from all three agencies •

Durham-based [Expression Analysis, Inc.](#) was ranked 92nd on [Entrepreneur](#) magazine's recent "Hot 100" listing of fastest-growing new companies • Durhamite [Linda P. Foreman](#) has

been elected secretary of the [National Girl Scouts](#) • [Haden Stanziale](#) has received four statewide design awards out of eleven given in 2005 by the [North Carolina chapter of the American Society of Landscape Architects](#) •

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Events & Happenings

[Strange Matter](#) is the latest traveling exhibit at the [Museum of Life and Science](#), and it examines the science behind materials that makes up everyday things • [Northgate](#) will celebrate its 45th anniversary on Saturday, October 29, starting at 10 am; the [day-long celebration](#) will include live music, special guests, BMX stunt rides, and family activities •

The [Museum of Life and Science](#) celebrates **National Wolf Awareness Week** October 17-23, with **Red Wolf Animal Keeper Talks** on Saturday, October 22, and Sunday, October 23, at 2pm in the Museum's Mercury Meeting Room; the public program is free with museum admission •

The **City of Durham's 2005 Holiday Parade** is now accepting parade entries; parade applications, fee information, and participation requirements can be found at <http://www.lightupdurham.org/dec6th.html>; entries are due by Tuesday, November 1, at 5 p.m. •

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Promotions, Staff & Board Changes

Joyce Bealer has been named general manager of the [Holiday Inn Express & Suites](#) (formerly Clarion Hotel at Research Triangle Park) on South Miami Boulevard; **Suzanne Villani** has been appointed regional director of sales •

Durham-based [Self-Help Credit Union](#) president and CEO **Martin Eakes** has been named to **Bank of America's** new **National Community Advisory Council** to address issues affecting distressed and under-served communities and neighborhoods •

[Governor Mike Easley](#) has reappointed Durham resident **George W. Miller III** to the [NCCU Board of Trustees](#) • [Mark Johnson](#) has been named the [MCNC's](#) chief technology officer • James Scheuer has joined Durham-based Constella Group as chief financial officer •

Remona Ashford has been promoted to senior vice president of finance and operations at [The Council for Entrepreneurial Development](#) • **Karen Bell**, accounting specialist, and **Valerie Bynum**, project accountant, have joined [The Freelon Group](#) •

Mutual Community Savings Bank has hired **Reginald W. Jones** as vice president for business development and marketing • **Tim Resser** has been hired as the new head golf professional at **Falls Village Golf Club** • [The Eno River Association](#) has hired Duke-graduate **Klugh Jordan** as its new land protection specialist •

Lorna H. Harris has been appointed the chair of [NCCU's Department of Nursing](#) • **Bret Bailey** has been named assistant vice president and new work services manager for [Cardinal State Bank](#) • **Franklin B. Carver** has been appointed [assistant provost and associate vice](#)

[chancellor for academic affairs](#) at [NCCU](#) •

Michael W. Smith, a 30-year veteran of Durham County emergency services, has been promoted to [Durham County Emergency Medical Services](#) director • **Cheryl Hunt** has been appointed as [NCCU's](#) internal auditor •

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New Businesses & New Developments

Old Bay Seafood is now open at [Northgate](#), serving fried, grilled, and boiled seafood as well as specialty soups, salads, steaks, and chicken dishes • **Mt. Fuji**, serving sushi and Asian cuisine as well as a full-service bar and a sushi bar, has opened at **Brightleaf Square** •

[The Sharper Image](#) will open at [The Streets at Southpoint's](#) Main Street in November in the space formally occupied by Eddie Bauer Home • **El Guajillos Mexican Grill** has opened at 325 W. Main St. •

[Fidelity Investments](#) has opened a new investment center at 7011 Fayetteville Road • The Clarion Hotel at RTP on South Miami Boulevard has changed flags to a [Holiday Inn Express & Suites](#) • **Gurley's Pharmacy** has opened at 114 W. Main St. •

[Durham City Council](#) has approved the rezoning of the old McPherson Hospital site at 1110 W. Main St.; preliminary plans for the property include a 70-room boutique hotel, a restaurant, town homes and condominiums, and office space •

Durham-based nonprofit [Healing with CAARE Inc.](#) has received a \$400,000 grant from the [U.S. Department of Veterans Affairs](#) to purchase and renovate a building located at 214 Broadway St. for a new shelter for homeless veterans •

[Barry Better Menswear](#) has opened at [Northgate](#), specializing in tailored clothing, suits, sports coats, and formal wear • **Halloween Express** has opened in the space formally occupied by Organized Living at [The Streets at Southpoint](#) • **The Halloween Zone** has opened at [Northgate](#) across from **Chick-fil-A** •

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Changes & Renovations to Durham Businesses & Organizations

Durham Public Schools has redesigned their website at [www.dpsnc.net](#) • [Fishmonger's Restaurant and Oyster Bar](#) at 806 W. Main St. in the Brightleaf District of Downtown has added Monday lunch to its open hours •

[Durham One Call](#) now offers Durham residents online services and reporting methods at [http://www.durhamnc.gov/detments/onecall/online_index.cfm](#) •

Ganyard Hill Farm has opened its new site on Sherron Road, offering family-friendly farm

activities like pumpkin-picking, corn and hay mazes, and animal feeding; their new website is www.pumpkincountry.com •

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Feedback

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

"You are an excellent ambassador for our city."

—**Reginald W. Jones**, vice president – business development & marketing officer, [Mutual Community Savings Bank](#)

"I was very impressed by everything I saw in Durham. It is reinventing itself in the best way possible."

—**Carol L. Timblin**, travel writer

"You do such a great job in promoting the development and quality of life in Durham. Thank you."

—**Kay James**, executive director, [Durham Public Education Network](#)

"Kudos...on the courthouse restaurant map. Home run."

—**Scott Harmon**, [Center Studio Architecture, PLLC](#)

"Thanks so much for all your work on the map! This is an excellent resource for the community, and looks great. And I like your title. I'm sure I speak for all of the downtown community in saying thanks to DCVB!"

—**Caleb Southern**, executive director, [Arts & Business Coalition of Downtown \(ABCD\)](#)

"I really do appreciate and thank you for your insight of Durham... You are truly a wealth of knowledge and I always learn something from you every time."

—**Glenn Dickson**, vice president of operations, [Ninth Street North](#)

"Thanks to you and all your folks for the continued fine work you do for Durham."

—**Bill K. Baucom**, former vice president of membership services, [Greater Durham Chamber of Commerce](#)

"Thank you for your hospitality on my recent site visit to Durham. What a delight you were to work with! You certainly have a wonderful way to showcase your city and it is very evident that you are very knowledgeable about every aspect of the city, that you truly enjoy your work and that you are genuinely dedicated to your position."

—**Emily J. Gould**, national conference planner, [Health Ministries Association](#)

"Thank you for your assistance in providing customized maps, directions, and information packets for the participants of the 35th Annual Southeastern Masters Track and Field Meet. We appreciate the hard work and cooperation of...the staff of the Durham Convention & Visitors Bureau to help make the meet successful."

—**Don Lein**, president, [Southeastern U.S. Masters Track and Field Association](#)



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Oct. 17, 2005

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Durham Community Event Calendar

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

[Adrian Carroll 2005 N.C. High School Battle of the Bands](#)

Saturday, October 22, 2 p.m. — **NEW DATE!**
Durham County Stadium



Twelve high school bands from across the state will compete for prizes of \$3,000 for 1st place, \$2,000 for 2nd place, and \$1,000 for 3rd place. The bands of Hillside and Southern High Schools in Durham will be among the competitors. Special guest: North Carolina Central University Marching Band.

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

Thursday, Nov. 10 — Sunday, Dec. 18
(919) 560-2713

Durham Arts Council, Royall Center for the Arts
Durham's more than 100 working artists join with regional artists to compete and display in a variety of media.



Printable Snapshots of Upcoming Durham Events:



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Online Travel Research and Purchase Behavior of US Online Consumers, by Gender, 2005 (as a % of respondents)

Have used the Internet to research airline tickets, hotel rooms or car rentals



Have used the Internet to purchase airline tickets, hotel rooms or car rentals



■ Female ■ Male

Note: n=3,500 consumers ages 18+ who have made at least one overnight trip in the past 6 months
Source: BURST! Media, January 2005

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Durham/DCVB Visitor-Related Performance Indicators Scorecard
August 31, 2005

Even though recovery has begun for Durham's visitor-related businesses, a full recovery to levels achieved in 2000 is not expected before 2005. Because visitor promotion is funded by a portion of visitor-related occupancy taxes, DCVB has been forced to cut promotional resources by more than 20% since 2001, resulting in marketing energy that will stay basically flat from '01 through '05. The impact can be seen in several indicators below, which are down over previous years.

<u>Visitation</u> (CY as of August)	.1% dn
<u>Guest Rooms Available</u> (CY as of August)	3.1% up
<u>Lodging Occupancy/Community-wide</u> (CY as of August)	.9% dn
<u>Lodging Average Daily Rate</u> (CY as of August)	6.2% up
<u>Lodging Revenue Per Room/Community-wide</u> (CY as of August)	5.2% up
<u>Visitor Tax Revenues/Community-wide</u>	9.8% up
Visitor Literature Distributed/DCVB	45.7% dn
Media/Publicity/Stories Assisted/DCVB	93.0% up
Visitor Inquiries Fulfilled/DCVB	23.7% up
Traditional Inquiries (phone, mail, etc.)	40.0% up
Website User Sessions	23.0% up
<u>Visitor Information Center Parties Serviced/DCVB</u>	16.1% dn
<u>Conventions & Groups Serviced/DCVB</u>	6.3% up
Conventions & Groups Occurring/Community-Wide (FY as of July)	
By Groups	10.4% dn
By Attendance	8.4% dn
By Room Nights	8.4% dn
New Leads Distributed to Hotels/DCVB	73.0% dn
New Convention & Group Bookings with DCVB	
By Groups	55.0% dn
By Attendance	88.9% dn
By Room Nights	86.3% dn
New Convention & Group Bookings/Community-Wide (FY as of July)	
By Groups	25.3% up
By Attendance	39.0% up
By Room Nights	39.0% up
 <u>Durham Visitor Enplanements</u> (FY as of July)	 6.1% up
Visitor Feature Attendance	1.9% dn