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July 11, 2006 ~ Vol. 6, Issue 1

## [Tools for Planning Meetings & Events](#)

*Search for Meeting & Event Facilities In Durham*



DCVB maintains complete inventories at [www.durham-nc.com](http://www.durham-nc.com), and even though these resources are designed to help lure state, regional, and national meetings to Durham, they are accessible to residents looking for venues for local meetings or even events like wedding receptions.

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STRATEGIC Partners:



## [Digging Into Culinary Tourism In Durham](#)

*New Durham Farmers' Market Pavilion Adds Another Dimension to Culinary Tourism Product*



The steady rise of the new pavilion for the Durham Farmers' Market in the Central Park District of Downtown signals another dimension of Durham's place-based culinary tourism. A culinary reputation like Durham's is a key ingredient wrapped by DCVB into the destination's overall identity.

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## [Official Durham Community Event Calendar](#)

*Searchable Calendar Details 2,000 Durham Events Each Year*



Since DCVB launched the official Durham Community Event Calendar in 1990, Durham's official source for events and happenings has evolved from a hard-copy listing to an online, interactive, searchable graphic calendar that includes 2,000 events and happenings in Durham annually.

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## [Place-Based Tourism Feeds Three Community-Wide Outcomes](#)

*Visitor-Related Performance Measures Dovetailed to City-County Plan*



DCVB has retooled the formatting of its performance measures to dovetail semantically with the model adopted jointly by the City and County of Durham called "Results Based Accountability." DCVB's three major outcomes feed directly to three of the eight outcomes established for the community.

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

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## Tools for Planning Meetings & Events

*Search for Meeting & Event Facilities In Durham*

It's easier than ever to search meeting and event facilities in Durham. DCVB maintains complete inventories at [www.durham-nc.com](http://www.durham-nc.com), and even though these resources are designed to help lure state, regional, and national meetings to Durham, they are accessible to residents looking for venues for local meetings or even events like wedding receptions.



photo by Les Todd/DCVB

Click on the links below for a sample of venue searches:

- [Durham Civic Center Complex](#)
- [Lodging Properties With Meeting Space](#)
- [Restaurants with Meeting Facilities](#)
- [Unique Meeting and Reception Sites](#)
- [Major Sports Venues](#)

For residents or meeting planners bringing a meeting to Durham that will also require lodging guest rooms, there is a convenient online way to [request proposals online](#). DCVB's role is to then work with the planner to determine the feasibility of holding the meeting in Durham and to serve as a clearinghouse to gather responses from qualified meeting facilities including availability and costs.

Once Durham is chosen and meeting facilities are reserved, DCVB also provides [other resources](#) for planners bringing in conventions and meetings from outside Durham, including suggestions for pre- and post- convention tours or trips, welcome letters, transportation and shuttle assistance, calendars of events and other destination information, spouse/guest event planning ideas, name badges, registration and welcome information and assistance, and name badges.

### RELATED ARTICLES:

[Only in Durham](#) [October 18, 2004]

*Durham 's Large Inventory of Unique and Alternative Meeting Venues Grows with American Tobacco's New Meeting Sites*

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## Digging Into Culinary Tourism In Durham

*New Durham Farmers' Market Pavilion Will Add Another Dimension to Culinary Tourism Product*

The steady rise of the new pavilion for the [Durham Farmers' Market](#) in the [Central Park District](#) of Downtown signals another dimension of Durham's place-based culinary tourism. Part of overall [cultural tourism](#), the number of culinary-motivated travelers is far eclipsed by the number of visitors who will take in these activities during trips to Durham for other purposes.

A culinary reputation like Durham's is a key ingredient wrapped by DCVB into the destination's overall identity and involves [noted chefs and restaurants](#), [festivals](#), [local coffee roasters](#), [bakeries](#), [farms and markets](#), [locally/regionally grown foods](#), and [vineyards and wineries](#).



Durham Farmers' Market Pavilion as of July 10, 2006

Findings from a recent study by [D.K. Shifflett & Associates on behalf of DCVB](#) show that Dining/Cuisine was the main purpose for a visit to Durham for [3% of day-trip travelers](#). Dining was the [top activity \(47%\)](#) for Durham day-trippers regardless of the main purpose of their visit. Dining is also the top activity (36%) among Durham's overnight leisure travelers, based on a separate D.K. Shifflett study.

For more information about Durham Central Park, visit the organization's website at [www.durhamcentralpark.org](http://www.durhamcentralpark.org).

### RELATED ARTICLES:

[Farmers' Market Will Grow into New Home](#) [March 24, 2004]

*Durham Central Park Plans New Pavilion & Variety of Events in the Coming Year*

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## Official Durham Community Event Calendar

Searchable Calendar Details 2,000 Durham Events Each Year

DCVB launched the official [Durham Community Event Calendar](#) at the request of civic and business leaders in 1990 for a single, one-stop source of calendar information. Over time Durham's official source for events and happenings has evolved from a hard-copy listing to an [online, interactive, searchable graphic calendar](#) that includes 2,000 events and happenings in Durham annually.

While the Durham Community Event Calendar is a great tool to help find events and things to do in Durham, it's also intended as a tool to help event planners identify and secure dates for their events to prevent scheduling conflicts. Event organizers and event promoters can [add items directly to the calendar](#) using a [simple tool](#) DCVB developed. Submitted events will appear on the Durham Community Event Calendar the next day.

To help convey that the calendar goes far beyond visitor interests, DCVB has also created two specialized portals to access the online Durham Community Event Calendar: [DurhamEventCalendar.com](#) and [DurhamArtsCalendar.com](#). The calendar editor for one of the largest daily newspapers in North Carolina recently wrote of the community calendar, "I use it every single day to verify and pull events from. It almost always has the most correct and up-to-date information about Durham events."

To make it even easier to get the most accurate and up-to-date event information, DCVB provides a popular weekly [Durham](#)



[Community Event Calendar email update](#). The email update is pushed out every week to more than 3,000 civic, business, university, and neighborhood leaders. Anyone wishing to receive the Durham Community Event eCalendar update each week can simply [click here](#) and fill out the required information.

In its role as an official gatekeeper, DCVB also uses its online calendar to automatically update Durham information on other websites like [www.visitnc.com](#), operated by the N.C. Division of Tourism, Film, and Sports Development.

Similarly, DCVB pushes its calendar out to regional and national media in key markets each month. The success of the calendar is due to so many organizations using it as a central repository rather than fragmenting their own.

### RELATED ARTICLES:



[Redesigned eCalendar Delivers Weekly Snapshot](#) [February 9, 2006]

*Easy Access to 2,000 Durham Events to Plan Outings or Clear Dates*

[DurhamEventCalendar.com](#) [July 26, 2005]

*New DCVB Web Portal to the Official Online Durham Community Event Calendar*

[DCVB Launches Durhamartscalendar.com](#) [Mar. 24, 2005]

*One of Several Initiatives to Implement Cultural Master Plan Recommendations*

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## Place-Based Tourism Feeds Three Community-Wide Outcomes

*Visitor-Related Performance Measures Dovetailed to City-County Plan*

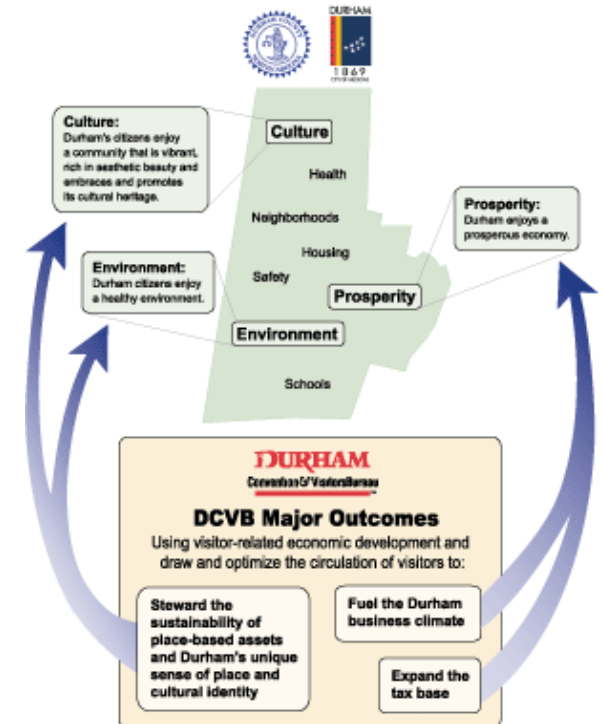
DCVB has retooled the formatting of its performance measures to dovetail semantically with the model adopted jointly by the City and County of Durham called "[Results Based Accountability](#)." The three major DCVB outcomes feed directly to three of the eight outcomes established for the community as a whole.

In DCVB's role to generate spending that, in turn, generates funds for local government, it can be said DCVB also helps fund the other five community outcomes:

- Children are ready for and succeeding in school
- Every citizen in Durham has access to adequate, safe and affordable housing
- Durham citizens are healthy
- All Durham citizens are safe
- Durham citizens enjoy sustainable thriving neighborhoods with efficient and well-maintained infrastructure

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### DCVB Contribution to Community-Wide Outcomes



*click to enlarge*

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## Knowbulls

*Recent Changes, Promotions, and Awards*

[Awards & Recognitions](#)

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

To submit a Durham news tip or announcement, email [jason@durham-cvb.com](mailto:jason@durham-cvb.com).

### Awards & Recognitions

- **Durham Bulls** mascot **Wool E. Bull** has been placed on the ballot for the **2006 Mascot Hall of Fame**, the only mascot from **Minor League Baseball** to make the cut. **Vote for Wool E. Bull by clicking [here](#)**.
- **F. Ivy Carroll**, **RTI International** Distinguished Fellow and Director of the Center for Organic and Medicinal Chemistry, was named the recipient of the **College on Problems of Drug Dependence's 2006 Nathan B. Eddy Memorial Award**.
- **Durham Bulls** First Baseman **Kevin Witt** has been named to the **International League All-Star Team** as a starter. Catcher **Shawn Riggins** and Shortstop **B.J. Upton** were selected as reserves.
- Former **Duke** men's basketball standouts **Shelden Williams** and **J.J. Redick** were each selected in the first round of the **NBA Draft**.
- **Wendell Tabb**, **Hillside High School** Theater Arts teacher, was recently named the 2006 Educator of the Year by the **James E. Shepard Sertoma Club**.
- **Hillside High School** student **Ashley Forte** and **Durham Academy** student **Jennifer Hambric** recently served as pages for the **N.C. House of Representatives**.
- **Scienta Healthcare Education** has won a bronze IN-AWE award from the **Medical Marketing Association's 2006 International Awards of Excellence**.
  - **Geomagic**, headquartered in Durham-based Research Triangle Park, has received the "Technology of the Year" award from the **Council for Entrepreneurial Development** for its leadership in the field of digital shape sampling and processing.
  - **NCCU** art studio major **Lauren Carlisle** was one of five first place winners at the second annual **Rhein Prize for Community Art** for her sculpture "Spiral Staircase."
  - **The City of Durham Fire Department** graduated 24 new firefighters from its 19-week Fire Academy XIX.
  - **Durham Center** Director **Ellen Holliman** has received the **N.C. Council for Community Programs'** Emerging Leadership Award. **Durham Center** Chairman **Doug Wright** has received the council's Area Board Leadership Award.
  - **Margaret Sartor**, a photography instructor at **The Center for Documentary Studies at Duke University**, has had her memoirs, "**Miss American Pie: A Diary of Love, Secrets and Growing Up in the '70s**," published and has received critical acclaim from numerous sources, including *The Washington Post* and *Oprah Magazine*.
  - **NCCU** political science major **Patrice Mobley** has received an **Institute for International Public Policy Fellowship**.
  - **Sandra F. DeLauder**, interim chair of the chemistry department at **NCCU**, has been named an **American Council on Education fellow** at **Duke** for 2006-07.
  - **Durham Technical Community College** has received a superior rating in N.C.'s annual "report card" for community colleges.
  - **The Original Q Shack** is featured in a new book called "**Killer Ribs**."
  - Durham-based **Cardinal State Bank** celebrated its fifth anniversary in June.







