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[Source of Negative Word of Mouth Pinpointed](#)

*Image Is Strong at Home and Nationally,
But Weak In Neighboring Communities*



Durham has a strong image nationally and among Durham residents. Research pinpoints that any image issues stem from opinions among residents in a 100-mile radius.

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[2.6 Million Attend Durham Features and Events, Up 8.6%](#)

DCVB Tracks National Perception of Durham As a Place for Features



In its role to not only draw visitors but get them to circulate within Durham, DCVB collaborates with 45 facilities and events to monitor overall attendance trends. Nearly 2.6 million people (both visitors and residents) were measured by the attendance indicator in 05-06.

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[DCVB Partners With Red-Hatted Gnome](#)

www.durham-nc.com's Online Booking & Packaging To Be Powered By Travelocity's World Choice Travel



Anyone who has seen or heard advertisements for the mega online agency Travelocity is familiar with the red-hatted "Roaming Gnome" campaign created by Durham-based McKinney. Now Durham is partnering with Travelocity to draw visitors to the home of its famed kidnapped gnome by powering the booking engines on Durham's official website for visitors including newcomers.

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[Chamber Takes Role In Image Collaboration](#)

15 Durham Messenger Organizations Coordinate Through Council



To have any hope of being effective, addressing a community's image requires close coordination and collaboration among all messenger organizations. Durham's way to coordinate and be accountable for image issues is through the 15-organization Durham Public Information & Communications Council, now 10 years old.

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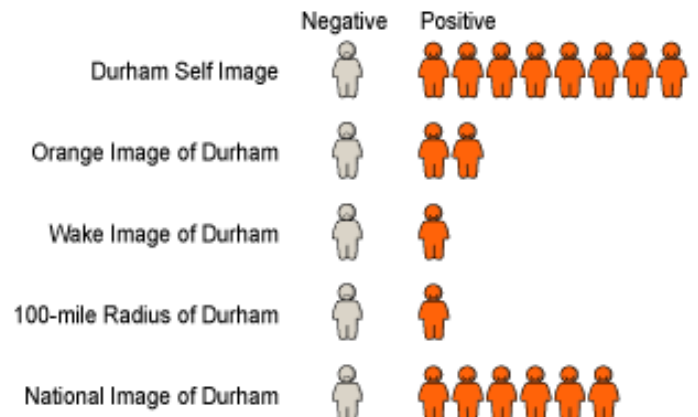
Source of Negative Word of Mouth Pinpointed

Image Is Strong at Home and Nationally, But Weak In Neighboring Communities

Durham has a strong image nationally and among Durham residents. Research pinpoints that any image issues stem from opinions among residents in a 100-mile radius and, particularly, nearby counties. The condition is serious because residents from these areas with negative images of Durham make up the majority of people working in state government or at RDU, and more than half of the people working in Durham live outside of Durham.

Durham's Image Inside and Out

Ratio of Positive to Negative Responses



- Durham residents have a strong self-image of the community, with an 8-to-1 positive to negative ratio. Equally strong is the positive to negative ratio nationwide at 6-to-1 overall, 14-to-1 nationally (18-to-1 in the South) as a “place that has many cultural, educational, and entertainment features,” and 13-to-1 as a place for business.
- Among residents of Orange County, the ratio of positive to negative drops to 2-to-1, and in Wake it is 1-to-1, meaning in the State’s second-most populous county, there is someone negative about Durham for every person that is positive.
- The 1-to-1 ratio holds true in a 100-mile radius, with people to the east more negative than people residing to the west.

So, the question is how to address this negativity. Many experts question if it is possible to change people’s minds if they are caught up in a pattern of negative word of mouth. What’s crucial is to bring solid, accurate information to the rescue of residents in a 100-mile radius who remain uncertain or unaware of Durham, and most importantly, to inoculate potential newcomers, visitors, and relocating executives.

Things every resident can do that will have an impact:

- Explain that [RTP is predominately based in Durham County](#), four miles from Downtown Durham and encompassed on three sides by the City of Durham. This alone will swing opinions by as much as 37%.
- Explain that the Triangle is polycentric, and not centered around any one city. That the Triangle is a family of communities, each with its own unique and positive personality.
- Explain that Durham is not a suburb. It is a colorful, creative, accepting and entrepreneurial community, proud of its diverse population.
- Distribute [crime comparison flyers](#) and [Public School Achievement Guides](#) or documents like [300+ Great Things About Durham](#) or [25 Common Misperceptions About Durham](#) to educate and help overcome misperceptions.
- Intervene during negative water cooler talk and encourage those with an open mind to get more information before buying into negative word of mouth.

- Consistently remind airline crews that RDU International Airport is not located in Raleigh and that it is co-owned by and located midway between Durham and Raleigh and their respective counties.

RELATED ARTICLES:

[Opinion Survey Shows Little Erosion From LAX Impact](#) [June 27, 2006]

For 76% of Durhamites, Self-Image Remained Unchanged

[Connecting the Dots Between Durham and RTP](#) [June 27, 2006]

Clear Associations With Assets Strengthen the Community's Brand

[Durham's Image Holds Tough](#) [May 2, 2006]

31% Positive, 21% Neutral, 7% Negative, 39% Uninformed

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2.6 Million Attend Durham Features and Events, Up 8.6%

DCVB Tracks National Perception of Durham as a Place for Features

In its role to not only draw visitors but also get them to circulate within Durham, DCVB collaborates with 45 facilities and events to monitor overall attendance trends. For most visitor features and events, more than 50% of attendance is from non-residents. The Bureau also works with Opinion Research Corporation to track national perceptions of Durham as a place with “many cultural, educational, and entertainment features.”



Downtown's Carolina Theatre was one of six Durham performing arts venues whose combined attendance was up 21.8% last year.

The good news:

- Measuring only entities reporting last year and the year prior, attendance at Durham features and events grew by 8.6%.
- Nationally, Durham's reputation for cultural, education, and entertainment features has reached a ratio of nearly 14-to-1 positive vs. negative. The ratio in the South is 18-to-1.
- Hearteningly, 40% of those yet to be informed about Durham are interested.

Measuring only entities reporting in both years, attendance at:

- 5 historic sites was up 6.1% over the prior year.
- 5 museums/galleries was up 20.3% increase.
- 6 performing arts venues was up 21.8%.
- 3 nature areas was up 3%.
- 8 sports venues was up 7.3%.
- 15 festivals and events was down 4.1% (weather and timing were factors).

2.6 million people (both visitors and residents) were measured by the attendance indicator in 05-06.

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DCVB Partners With Red-Hatted Gnome

www.durham-nc.com's Online Booking & Packaging To Be Powered By Travelocity's World Choice Travel

Durham is partnering with Travelocity to draw visitors to the home of its famed kidnapped gnome by powering the booking engines on Durham's official website for visitors including newcomers, www.durham-nc.com. Durham was one of the early pioneers to adopt online booking in the late 1990s.

Anyone who has seen or heard advertisements for the mega online agency Travelocity is familiar with the red-hatted "Roaming Gnome" created by Durham-based [McKinney](#). The icon is a take off on the longtime European tradition of "gnome-napping," where travelers secretly borrow a garden gnome and send the owner snapshots of it posed with various tourist landmarks. The original Roaming Gnome used in the campaign was taken from a Durham residence.



So it's appropriate that in the home of the Roaming Gnome, [DCVB](#) as Durham's official destination marketing organization (DMO) is partnering with Travelocity to power online bookings via www.durham-nc.com, the official tourism and information site for the Bull City. DCVB is the second DMO in the state and one of the first 20 nationally to partner with Travelocity's World Choice Travel to private brand its tools to facilitate booking of lodging, flights, car rentals, feature and event tickets, and inclusive vacation packages online.

Travelocity, as a major online travel agency, is forming alliances with official destination sites because studies show that DMOs are not only considered the most credible but also the destination is the [first decision travelers make](#). Big online booking engines like Travelocity also are drawn to the high conversion rates of DMO's websites and the official destination website's "superior search engine ranking and interactive marketing," according to Jeff Woolford, Director of Research for USDM.net, a national travel and tourism Internet marketing organization.

DCVB has already begun the process to implement the World Choice Travel booking engine on a soon-to-be released update to the award-winning official website for Durham visitors including newcomers, www.durham-nc.com.

Durham's official website for Durham rated as the top destination marketing website in North America by Destination Consultancy Group LLC's comprehensive WebEVAL® system using 119 specific criteria. DCVB was also the only CVB in North Carolina—and one of only three in the country—selected as a case study in Web marketing for the book "Guide to Best Practices in Tourism and Destination Management."

In the past 12 months www.durham-nc.com drew 1.3 million visitor sessions and more than 400,000 unique visitors.

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Chamber Takes Role In Image Collaboration

15 Durham Messenger Organizations Coordinate Through Council

To have any hope of being effective, addressing a community's image requires close coordination and collaboration among all messenger organizations.

Durham's way to coordinate and be accountable for image issues is through the 15-organization Durham Public Information & Communications Council, now 10 years old. One of the original co-founders, the Greater Durham Chamber of Commerce, is stepping up its involvement through a series of committees after getting up to speed over the last few months with some due diligence.



[Linked is a simple one page grid](#) summarizing assignments and responsibilities among the Council's 15 organizations.

The Council was initiated just over 10 years ago after DCVB research documented Durham's image issues and solutions to address it. The formation of the Council was recommended after a visit to *The Durham Herald-Sun's* editorial board and a subsequent communications audit funded jointly by [DCVB](#) and the [Greater Durham Chamber of Commerce's](#) "New Durham II." The communications audit was performed by then-Durham resident Mike Herman of Epley Associates, Inc. (now part of [The Catevo Group](#)).

"They didn't commission a study and then put the report on the shelf and go on doing business as usual," said Herman, who performed the initial audit that birthed the Council. "They put aside their differences and opened their eyes and their minds to

cooperation and a team approach to improving their community and each of their individual organizations.”

The formation of the Council was among the recommendations of the audit, which looked initially at DCVB, the [Greater Durham Chamber of Commerce](#), [Downtown Durham Inc.](#), [Durham Public Schools](#), the [City](#) and [County](#) of Durham, and [Durham Police Department](#).

DCVB took lead in forming the Council and co-facilitating it at times with the Greater Durham Chamber of Commerce, in part because DCVB is the community's agency singularly devoted to promotion, marketing, and communications.

[Collaborating & Aligning to Protect Durham's Image](#) [June 14, 2006]

Durham Public Information & Communications Council – 10 Years Old

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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

- [NCCU's Law School](#) has been named one of the [nation's top law schools](#) by [The Princeton Review](#) in its *Best 170 Law Schools*.
- NCCU graduate and former cheerleader [Krystle Coles](#) has been selected as a member of the 06-07 Charlotte Bobcats Dance Team.
- **Duke University** faculty members **Silvia Ferrari**, an Assistant Professor of [Mechanical Engineering](#), **Jonathan Mattingly**, an Associate Professor of [Mathematics](#), and **Tannishtha Reya**, an Assistant Professor of [Pharmacology and Cancer Biology](#) in the medical school, have each received the [Presidential Early Career Award for Scientists and Engineers](#).
- Former [Duke men's basketball](#) player [J.J. Redick](#) has received the [ACC's Male Athlete of the Year award](#).
- [The Triangle Transit Authority](#) set new ridership records for the 05-06 FY, boosting regional bus and shuttle ridership by 7.8% to 817,691 and vanpool ridership up 17.6% to 398,602.
- August 14 marks the 90th anniversary of the beginning of the [Durham Colored Library](#).
- [The Carolinas Chapter of Meeting Professionals International](#) has awarded **Lenore Donaldson** of [The Washington Duke Inn & Golf Club](#) its Supplier of the Year award. MPI-CC also awarded **Erin Moye** of [The Washington Duke Inn & Golf Club](#) its Presidents Award.
- [The City of Durham's Citizens' Financial Report](#) and Fiscal Year 2004-05 [Comprehensive Annual Financial Report](#) have been [recognized](#) by the Government Finance Office Association of the United States and Canada with [two awards](#).

Events & Happenings

- [The Durham Rescue Mission](#) will host its eighth annual [Back to School Party](#) on August 22 to provide school supplies to needy children.
- The [Museum of Life and Science](#) will host the [IBM Engineering Exploration Fair](#) on August 5.

Promotions, Staff & Board Changes

- **Duke** professor [Sherman James](#) has been voted president-elect of the [Society for Epidemiologic Research](#), the world's largest society for the study of diseases in human populations.
- [BASF](#) in Research Triangle Park hired [Allegra Sinclair](#) as Communications Manager and spokeswoman for the company's professional pest control group.
- [Triangle J Council of Governments](#) Executive Director **Dee Freeman** was [elected vice president](#) of the [National Association of Regional Councils](#).
- [Senior PHARMAssist](#) appointed **Gary N. Greenberg**, **Gael Hallenbeck**, **Brenda D. Jamerson**, **Kenneth E. Schmader**, **Margaret Smith**, and **Hugo Sotolongo** to its board of directors.
- [Integrian](#) appointed **Matt Mikula** to Senior Vice President of worldwide operations.
- [Clarkston Consulting](#) has appointed **Melissa McCaslin** as Director of Marketing and **Karen Whitley** as Senior Marketing Analyst.
- [Fulbright & Fulbright, CPA, PA](#), elected **Edward D. Fulbright** Chairman/CEO and **Genevia Fulbright** as President/Chief Operating Officer.

- [Sterling Healthcare](#) has [appointed Michael C. Pinell](#) Vice President of medical affairs for the hospitalist division, **Kristine-Marie Kuzenski** Senior Risk Manager, and **Mary Ellen Haynes** Corporate Compliance Officer.
- [NCCU](#) has appointed [Dr. Letitia Hazel](#) as [Medical Director of Student Health Services](#).
- **Kat y Assem** has been named [NCCU's](#) Vice Chancellor for Institutional Advancement and Executive Director of the NCCU Foundation.
- [Michael Merson](#) has been named the first director of Duke's new [Global Health Institute](#).
- **Minnie Forte-Brown** has been unanimously voted Chairwoman of [Durham's Board of Education](#).
- Land development design firm **John R. McAdams Co.** has named **Todd Parrott** Group Manager at its Durham headquarters.
- [Duke](#) has named **John Danowski** its new [men's lacrosse coach](#).

New Businesses & New Developments

- Boston-based [Guggenheim Real Estate](#) bought **Regency Plaza** from [BVT Real Estate Development](#) for \$6.3 million, and plans to redevelop the 120,000-square-foot shopping center.
- **Rue Cler**, a bistro-style French restaurant under development at 401 E. Chapel Hill St. Downtown by [Pop's](#) partners **Matthew Beason**, **Chris Stinnett**, and **John Vandergrift**, is shooting for an October 1 opening date.
- **Mark Zimmerman**, broker/owner of [RE/MAX Winning Edge](#), has opened a Durham office at The City Place, 510 Washington St.
- Phase Two of **Patterson Place** development in Southwest Durham is scheduled to break ground later this year with [Moe's Southwest Grill](#), [Lonestar Steakhouse & Saloon](#), and a [Marriott](#) **flagged hotel** already signed as tenants.
- **Doug's Seafood Restaurant** is open for business in The Shoppes at Lakewood, in the space formerly occupied by **Blue Nile Ethiopian Cuisine**. Durham native **Douglas Sanford** is the owner.
- [SunTrust Bank](#) has opened a new branch at **Sherron Corners**, its first in the Triangle since 2005's merger with **CCB**.
- [Flamers Grill](#) is opening its first North Carolina location in the food court at Northgate.
- [Urban Outfitters](#), a national teen-oriented clothing retailer, will open its second North Carolina location at [The Streets at Southpoint](#) this fall.
- [JetBlue Airways](#) has began four daily nonstop flights from New York's JFK International Airport to [RDU International Airport](#).

Changes & Renovations to Durham Businesses & Organizations

- [Blue Corn Caf ](#) is expanding its dining area and adding a bar. The expansion is expected to be complete this fall.
- [James Joyce Irish Pub & Restaurant](#), 912 W. Main Street, added a **beer garden** during its recent renovation.
- **Randy's Pizza** is moving its Broad Street location to [The Shops at Northgate](#).
- Durham-based [Motricity](#) has acquired Los Angeles-based [GoldPocket Wireless](#), a firm that specializes in text messaging and interactive contests for media and entertainment companies.
- [The Durham County Tax Administrators Office](#) has completed [enhancements](#) to its records search [website](#) that allow residents easier access to property record cards as well as allow Durham residents to view, print, and pay their tax bills online.

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Feedback

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

"I really, really, really appreciate this site ([Official Durham Community Event 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."

—**Kay Wallace-Holloway**, Metro Community Calendar, *The Raleigh News & Observer*

"My staff really like getting this information ([Durham Community Event Calendar email update](#)) so they can get it to the parents that we serve."

—**Ruben Wall**, Leisure Service Manager, [Durham Parks & Recreation](#)

"Thank you so much for participating in [[American Dance Festival's](#)] media relations seminar. We really appreciate you taking the time to share your knowledge and experience. I hope you have a great summer full of all the things that make Durham so special!

—**Cayte Connell**, intern Coordinator, [American Dance Festival](#)

"Thank you for your hospitality and opportunity to write about your area."

—**"Travelin'" Sandy Katz**, Travel Writer/Photographer

"Thank you as always for [listing our recent article](#). I appreciate it very much."

—**George E. Stanziale, Jr.**, Principal, [HadenStanziale](#)

"I really think you guys are doing a great job."

—**Leslie Jones Brame**, Owner, [Greystone Inn and Conference Center](#)

"Your office is just one of the most efficient going."

—**Jerre Repass**, Travel Writer

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Factoid

US Online Leisure/Unmanaged Business Travel Sales, 2004-2009 (billions and % increase vs. prior year)

2004	\$52.3 (27.6%)
2005	\$64.9 (24.1%)
2006	\$77.7 (19.7%)
2007	\$91.3 (17.6%)
2008	\$106.1 (16.2%)
2009	\$122.4 (15.3%)

Source: eMarketer, May 2006

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www.eMarketer.com

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Durham Community Event Calendar

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

Click the following links for lists of things to see and do in Durham from August 2 – August 18, 2006:

- [Performing Arts](#)
- [Museums and Exhibits](#)
- [Nightlife](#)
- [Sports](#)
- [Lifestyle/Literary Events/Hobby](#)
- [Lectures/Seminars/Workshops](#)
- [Community Events](#)

Or, [click here](#) to search the entire Durham Community Event Calendar.

To receive the [Durham Community Event eCalendar](#) each week in email, simply [click here](#) and fill out the required information.

EVENT ORGANIZERS:

- [Submit an Event:](#)
Add or edit your event's information.
- [Sell Tickets Online:](#)
Allow your attendees the convenience of purchasing tickets online.