

Imbalanced Raleigh Headlines

Venture capital rises sharply in Triangle

EDITOR'S NOTE: While not acknowledged, Dufferin's new data shows that 50% of the venture capital distributed in the Triangle and 60% of all venture-capital deals are in the Triangle.

Area's crime statistics are mixed

The number of violent crimes reported in Raleigh rose markedly last year, while Cary's increased murder rates and Durham's saw the rise of government jobs.

Five months earlier:

Durham homicide rate high

2 Durham officers charged in bar incident

Two, including a Troopmaster, charged with sexual assault.

While it isn't clear what role news stories play in shaping negative word of mouth, it is clear that media can create an imbalance in coverage that skews opinions, driving people who are "undecided" about Durham towards negativity.

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[Durham's Official Tourism & Information Site Overhauled](#)

Award-Winning www.durham-nc.com Gets New Look, Moves Closer to Content Management System



DCVB has revitalized www.durham-nc.com, Durham's official tourism and information site. The award-winning website provides users (visitors, newcomers, meeting planners, film producers, media and residents) with the most up-to-date information about Durham and its assets.

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August 21, 2006

Expert Identifies Why Communities Fail at Branding

Too Many Mistake Branding as a Jazzy Logo, Catchy Tagline, and Costly Ad Campaign

Karen Post, one of the foremost experts on branding cities and towns, recently wrote, "communities, cities, and even states all compete in the world of everything -- commerce, tax bases, cultural riches, hometown intellectuals, the creative class, and happy folks using it all. It's the fuel to keep geographic areas going and growing."

Post continues that this competition "brews healthy combat zones, the seduction of buyers to destinations. For business or pleasure, the game is called branding...For decades, this practice has existed, but more recently it's become...a powerful economic advantage."



Post also noted the difference between community branding efforts that work and those that don't by writing "clearly there are well-branded cities and places...These destinations have crisp stories, distinct attributes, and consistent messaging. They deliver the brand promise at all touch points. They affix a vivid brain tattoo on the minds of their markets."

"On the other side of the map are many lost destinations and leaders who don't quite get it," wrote Post. "They think the brand is their jazzy logo or a catchy tagline. They think a costly ad campaign is the big ticket, and most of all, they are oblivious to the destructive power of un-united forces within their destination."

She went on to note that "as people and companies decide where to plop down their roots and cash, just like with any other buying decision, they need to feel the emotional connection to their needs and the earned trust to reduce their fears."

Destination branding is about:

- being distinct
- consistently communicating a persona
- clearly defining a purpose
- delivering on a promise

RELATED ARTICLES:

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

Clear Associations With Assets Strengthen the Community's Brand

[Diverse Group Guides Overarching Brand for Durham](#) [May 31, 2006]

Re-articulation of Brand to be Completed by Fall

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August 21, 2006

Taking the Wider Road

DCVB, NCDOT Collaborated On Driver-Friendly Signage

All lanes on Interstate 85 in Durham are expected to be open by the weekend of August 26, according to [N.C. Department of Transportation](#). Most of the northbound lanes were opened last week where U.S. 15-501 and I-85 meet, but NCDOT will open the southbound lanes throughout this week. The nearly \$189 million project in Durham took seven years to complete.



The opening of the I-85 lanes corresponds with the August 25th grand opening of the Phoenix 10 on the Plaza at [Northgate](#), a new ten-screen multiplex. The 160-store regional mall sits directly off I-85 at exit 176.

In all, I-85 covers 668 miles from Montgomery, Alabama to Atlanta, to Petersburg, Virginia (near Richmond). Through Durham, I-85 covers 13 miles and serves an average of 81,000 vehicles each day.

[NCDOT](#) collaborated closely with DCVB to audit signage all along I-85 as it passes through Durham to make it as visitor- and newcomer-friendly as possible.

DCVB and the [City of Durham](#) also collaborated with NCDOT to erect a more accurate sign at the point in Orange County where I-85 and I-40 split coming east/north. Prior to this, the [overhead sign was confusing for travelers](#) destined for South Durham, giving the impression the next stop on I-40 was Raleigh and misleading many guests destined for properties in South Durham to take I-85 North. Now a [smaller roadside sign](#) provides clarification that both I-85 and I-40 cut through Durham first. A permanent solution will be put in place when the [big overhead sign](#) is corrected.

To track new developments and projects under consideration in Durham, visit DCVB's comprehensive New Visitor Developments page at: http://www.durham-nc.com/about/new_visitor_developments_chart.php.

August 21, 2006

Durham Goes with Smaller Lineup but Scores Big

Durham Exceeds State and National Benchmarks

While some destinations continue a '70s style "arms" race to build mega convention centers, Durham is one of many destinations now exceeding market share for convention and meeting tourism by going with a "smaller lineup" in terms of meeting spaces still suitable for 80-85% of the nation's meetings.

Total Room Nights Generated in Commercial Lodging, 2005

	Total Number of Visitor Person-Trips	Fair Market	Goal
Total Room Nights	1.65 million	1.63 million	Sustain Relative to Supply
	Percent of Total for Durham	Percent of Total for U.S.	Goal
Total Day Visitors	79.9%	51.6%	Grow
Total Overnight Visitors	20.1%	48.4%	Grow
Total Overnight Business Overall	36.6%	19%	Supplant
Transient Business	21%	15%	Supplant
Convention and Meetings	15.6%	4%	Sustain
Total Overnight Leisure and Personal Overall	63.4%	81%	Grow
Getaway/Vacation/Events	28.5%	40.5%	Grow
Visiting Friends and Relatives	14%	16.2%	Grow
Personal (healthcare, weddings, etc.)	20.9%	24.3%	Grow

Among Durham's 60 lodging properties and more than 7,200 guest rooms, the community has 4 accredited conference centers and 6 major convention hotels (7 including the City/County-owned Durham Civic Center, contract-managed by the Durham Marriott at the Civic Center). On average Durham's peers have 39% more meeting space in major convention hotels, but based on DCVB bookings alone, there is evidence Durham hosts 47% more groups using 30% more lodging room nights per 1,000 square feet of major convention space than the benchmark for statewide peers.

Durham's share of lodging room nights related to conventions and meetings is nearly 16%, much higher than the 4% nationwide benchmark. Similarly, nearly 5% of all Durham visitor person trips are related to conventions and meetings tourism, higher than the nationwide benchmark of 4%.

Also indicative of Durham's smaller line-up, the Durham Civic Center is 74% smaller and there are 67% fewer hotel rooms within a half mile of the center than statewide benchmarks. Even with additional lodging properties downtown, any plans for updating the Durham Civic Center will still be geared to niche/specialty markets rather than the behemoth spaces some communities build, targeting local consumer shows and the largest 15-20% of the nation's meetings.

Growth in overall lodging supply follows rather than precedes growth in visitor demand, but one cannot happen without the other. The supply of guest rooms overall in Durham has grown a net 30% since the early '80s, with another 20% currently under development. In terms of quality, Durham has a higher proportion (57%) of guest rooms that are 3-and 4-Diamond AAA-rated than its statewide peers.

A good measure of Durham's overall vitality as a visitor destination is also demonstrated by an average rate per guest room sold that is 22% higher than either nearby MSAs or the average of competitive MSAs.

One-fifth (1.06 million) of Durham's 5.26 million annual visitors are overnight visitors, spending more than \$538.4 million annually.

August 21, 2006

Durham Tops Triangle & State for Venture Capital

Example of Imbalanced Coverage That Contributes to Negative Image

A recent Raleigh news article about the amount of venture capital gained by companies in the Triangle Region missed an important point. It is true that the Triangle drew 78% of the venture capital statewide, but Durham alone drew 69% of the venture capital distributed in the Triangle and more than half (54%) of all of the venture capital statewide.

This is an example of “damned with faint praise,” to quote Alexander Pope, that occurs in news media coverage of Durham around the state, as contrasted to the ultra-specific attribution to Durham in headlines for troubling stories. While it isn't clear what role news stories play in shaping negative word of mouth, it is clear that media can create an imbalance in coverage that does.

Imbalanced Raleigh Headlines

Venture capital rises sharply in Triangle

EDITOR'S NOTE: While not acknowledged, Durham alone drew 69% of the venture capital distributed in the Triangle and 54% of all venture capital statewide.

Area's crime statistics are mixed

The number of violent crimes reported in Raleigh rose markedly last year, while Cary's increased far more and Durham's sank, the federal government says.

Five months earlier:

Durham homicide rate high

2 Durham officers charged in bar incident

Lee, who lives in Franklinton... Tanner, who lives in Raleigh...

Another example of this effect is found in a *News & Observer* article about crime statistics with the headline “Area's crime statistics are mixed.” The article begins with the sentence, “The number of violent crimes reported in Raleigh rose markedly last year, while Cary's increased far more and Durham's sank.” If the shoe was on Durham's foot, past experience shows it would have been a much harsher headline. Durham resident Curtis Eshelman pointed out the imbalance in a letter to the editor on May 19 by writing, “Why is it that when you write about a murder in Durham, the city is identified three times in the first 15 words? But when you write about a similar murder close to Raleigh, the location waits for paragraph seven?”

While the Raleigh paper dismisses this as a “Dursecution complex,” these imbalances are very real and skew opinions, driving people who are “undecided” about Durham towards negativity. The imbalances are exacerbated because Durham is the only major community in the state covered by two major daily newspapers, its own and Raleigh's. But twice the coverage doesn't mean twice the news.

Yet another recent example is the coverage of an alleged assault in Raleigh, clearly and repeatedly headlined that Durham Police Department officers were involved. What was not given equal billing is that the off-duty officers only worked in Durham and were residents of Raleigh and other nearby communities. Again, the coverage focused on the negativity of the Durham angle.

All news media are encouraged to apply equal attribution, both positive and negative, among stories about various communities in a coverage area.

August 21, 2006

Durham's Official Tourism & Information Site Overhauled

Award-Winning www.durham-nc.com Gets New Look, Moves Closer To Content Management System

DCVB has revitalized www.durham-nc.com, Durham's official tourism and information site. The award-winning website provides users (visitors, newcomers, meeting planners, film producers, media and residents) with the most up-to-date information about Durham and its assets.

DCVB collaborated with Durham-based CrossComm, Inc. on the design and development, which extends beyond the apparent visual changes. The overhaul moves the site closer to a content management system to make it much easier to revitalize and freshen the site in the future, while laying the groundwork for it to work better on handheld mobile devices like smartphones and PDAs.

Among the enhancements:

- Streamlined navigation and more visually compelling layout
- Flash photography slideshow on homepage
- Better language selection tool, expanding languages to include Chinese, Japanese, and Korean
- New site map to aid navigation and new site search by Google (site search online by the end of August)
- Improved live chat tool, engaging users who sit idle on a webpage and may need assistance
- Foundation laid for improved [online booking powered by Travelocity's World Choice Travel](#) booking engine
- New template using Cascading Style Sheets (CSS) to present the unique look and feel
- Modernization of content to use CSS-savvy formatting
- CSS-based layout and design paves the way for future, multiple presentations of the site (e.g., one especially for handheld devices)



As Durham's official tourism and information site, www.durham-nc.com has been rated as one of the most content-rich Web sites of its kind, offering more than 500 pages and serving as a portal to other Durham sites and information. The site was recently rated as the top destination marketing website in North America by Destination Consultancy Group LLC's comprehensive WebEVAL® system using 119 specific performance 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."

Because the "destination" is the first decision travelers make, in most cases www.durham-nc.com is a visitor's first contact with Durham. A Harris Interactive study shows that 77% of the U.S. adult population now has access to the Internet, up from 38% in 1998. As overall use of the Internet has grown, so has the use of it for planning and purchasing travel, with 79 million American adults now using the Internet to plan their trips and nearly 65 million to book their trips, according to the Travel Industry Association of America.

In the past 12 months, www.durham-nc.com drew 1.3 million visitor sessions and more than 400,000 unique visitors, an increase of 28.4% and 25.2%, respectively, over the previous period. Visitors from more than 90 countries access the site each month.

RELATED ARTICLES:

[DCVB Partners With Red-Hatted Gnome](#) [Aug. 2, 2006]

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

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August 21, 2006

Knowbulls

Recent Changes, Promotions, and Awards

[Awards & Recognitions](#)

[Events & Happenings](#)

[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

- **Don Ball**, Director of Food and Beverage at the [Washington Duke Inn & Golf Club](#) has been elected to serve a two-year term as Vice President of Membership for the [National Association of Catering Executives](#).
- Durhamite **Tommy Hunt** has been selected to be inducted into the [NC High School Athletic Association Hall of Fame](#).
- **Shivani Sud**, a rising junior at [NC School of Science and Mathematics](#), has been named one of three students nationwide to receive a \$50,000 scholarship from the [Davidson Institute](#) and named a [Davidson Fellow Laureate](#).
 - Durham-based **Town & Country Homes** has been named among the Top 10 Performers in the Southeast Builder Group by [R-Anell Homes](#).
 - [The Freelon Group](#) has received five [American Institute of Architects N.C. Design Awards](#).
- New [US Census data](#) shows that **Durham County** had the highest percentage of foreign-born residents in the Triangle, with 14.9 percent in 2005, a 4% increase since 2000.
- [NCCU's School of Library and Information Sciences](#) has received a [grant worth \\$756,142](#) through the [2006 Laura Bush 21st Century Librarian Program](#) from the [Institute of Museum and Library Services](#).
- [The Eno River Association](#) has received a \$63,000 grant from the [N.C. Clean Water Management Trust Fund](#) to help protect water quality in Durham County.

Events & Happenings

- [NCCU's School of Graduate Studies](#) will hold its All-university Graduate Studies Orientation on Thursday, August 17, 2006, at 5 p.m. in the Mary M Townes Science Building, Room 1111.
- The [Triangle Transit Authority](#) has launched its annual, seven-week [Smart Commute Challenge](#) campaign that works to reduce traffic congestion and improve air quality. To sign up or for more information, visit www.smartcommutechallenge.org.
- [Play House Toy Store](#) on Ninth St. will celebrate its 20th anniversary on Sept. 16 from 9:30 a.m. to 3:30 p.m with cake, a fire-safety program, and children's entertainment.

Promotions, Staff & Board Changes

- [The Nasher Museum of Art at Duke University](#) has promoted **Anne Schroder** to Curator of Academic Programs and **Dorothy N. Clark** to Deputy Director for Operations.
- Downtown Durham-based **Flywheel Design** has hired Adrian Brown as Sales & Marketing Director.
- **Michael Rantilla** has joined [The Freelon Group](#) as Project Architect and **Nathan Umstead** has joined as Intern Architect.

- **Dee Freeman**, Executive Director of the [Triangle J Council of Governments](#), was elected Vice President of the [National Association of Regional Councils](#). **Freeman** will also be Chairman of the Executive Directors Committee.
- **Darian Harris** has been named the new Athletic Director of [Southern High School](#).
- **Angelica Stroud** has become the first African-American woman to be promoted to the rank of Captain in the [Durham Fire Department](#).
- [Sterling Healthcare](#) has appointed **Michael C. Pinell** as Vice President of Medical Affairs for the hospital division, **Kristine-Marie Kuzenski** as Senior Risk Manager, and **Mary Ellen Haynes** as Corporate Compliance Officer.
- [The Washington Duke Inn & Golf Club](#) recently announced the hiring of several new staff members: **Christen McCuiston**, Revenue, Reservations and Communications Manager; **John Mozart**, Director of Security; **Rich Nelson**, Hotel Controller; **Daniel Frazier**, Evening Manager; **Julie Brakenbury**, Sales Manager; **Mary Reischmann**, Catering Sales Manager; **Diane Hershfield**, Fairview Manager; and **Christopher McRoy**, Front Office Manager.
- **Julie Brenman** is now the City of Durham's [Assistant City Manager for Budget and Strategic Initiatives](#).
- **Constance Stancil** has been named Director of the City of Durham's [Neighborhood Improvement Services](#), formally a part of the Department of Housing and Community Development.
- **Ted Voorhees** and **Wanda Page's** titles have changed to [Deputy City Manager](#).
- [Economic and Employment Development](#) Director **Alan DeLisle's** title has changed to [Assistant City Manager for Economic and Workforce Development](#).

New Businesses & New Developments

- **Za Za Zsu**, a boutique fashion store, is now open at 1918 Perry St .
- [Marble Slab Creamery](#) is now open at [Northgate](#) on the new plaza.
- [Northgate's](#) new movie theater, **Phoenix 10 on the Plaza**, will open on Friday, August 25.
- [Red Robin Gourmet Burgers](#) will open its Durham restaurant at 3508 Mount Moriah Road in early September.
- **Gatsby's Restaurant and Lounge**, a 3,200-square-foot, 140-seat restaurant, will open in mid-September in the former Bread & Kabob space on West Main Street.
- **NCCU** has opened its new **Eagle's Nest food court** on the lower level of the **Alfonso Elder Student Union**, including a **Kentucky Fried Chicken**, **A & W All-American Food**, and a **Pizza Hut Express**.

Changes & Renovations to Durham Businesses & Organizations

- The Chef's table at [Restaurant Starlu](#) is now open by reservation 5-6 p.m. and 8-9 p.m. most nights, and for walk-in diners as available.
- The Infinity Road [ABC Store](#) will relocate to the former Corner Pocket Pool Hall building at 5234 N. Roxboro Road in the coming month.
- [Hamilton Hill International Jewelry Design](#) is moving across S. Gregson St to the courtyard at Brightleaf Square.
- [Durham Technical Community College](#) has opened its new, \$8 million [Phail Wynn Jr. Student Services Center](#).
- The [Triangle Transit Authority](#) has made changes to several of routes in Durham including routes 310, 311, 401, 600, and 650. Details on the changes can be found on [TTA's website](#).
- The former Durham **Department of Housing and Community Development** is now two departments: [The Community Development Department](#) and the [Neighborhood Improvement Services Department](#).

August 21, 2006

What They Are Saying

National or Southeast Media Quotes About Durham

"Now nearing the end of its 73rd year, the American Dance Festival...has been at Duke University [in Durham] since 1978. It remains one of the two premier summer dance festivals in the United States."

—[The New York Times](#), "**American Dance Festival Presents Choreographers From Worlds Apart**"

"Tucked thick in a forest and rising above the meadows, the Nasher Museum of Art at Duke University stands, a modern nod to the symbiotic relationship between art and nature. At once, the museum—a plaza of buildings that are part of the university campus—is a showcase for art created by the mind, and that which evolves organically through nature."

—[The Miami Herald](#), "**Duke's New Museum A Work of Art In Itself**"

"Durham Bulls Athletic Park isn't where Kevin Costner and Tim Robbins suited up in their classic baseball flick. But the park does have the mechanical bull used in the movie and fireworks after Friday games."

—[Newsweek](#), "**Little Big Ballparks**"

"Thousands of dieters come [to Durham] every year from around the world with one goal in mind—turning their flabby figures into svelte, healthy bodies. This city, once home to the tobacco industry, had taken on a healthier image by transforming itself into the diet capital of the world, with three major weight-loss clinics that attract up to 4,000 people annually who spend more than \$51 million during their stay."

—[The Baltimore Sun](#), "**In Durham, N.C. , There's A High Price To Be Fit**"

"The most famous minor league team in history thanks to the eponymous movie, Bull Durham, the real-life Bulls make their home at the similarly eponymous Durham Bulls Athletic Park—or, as locals call it, the "D-BAP."

—[SportsIllustrated.com](#), "**Baseball Road Trip**"

"At the American Dance Festival in Durham, North Carolina, where Tatiana Baganova has performed and created dances for seven summers, she is an ambassador of modern dance from a nation where classical ballet has reigned from more than a century...that piece of Russia owes its existence in part to the Durham Festival."

—[The New York Times](#), "**From Russia, An Ambassador of Modern Dance**"

"Next year, Duke University will open one of the more ambitious dorm projects to date, with its SmartHouse, a 4,500 square-foot dorm operated by its engineering school that will feature projects that its own students cooked up...One of the dozens of other student projects that might be incorporated into the Duke dorm is Query by Humming, where a student can enter a room, hum a melody, have the home computer recognize the song, and play the original from a library of MP3s."

—[CNMMoney.com](#), "**Dorms of the Future**"

August 21, 2006

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 21 - August 31, 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.

Durham/DCVB Visitor-Related Performance Indicators Scorecard
June 30, 2006

Even though recovery has begun for Durham's visitor-related businesses, a full recovery to levels achieved in 2000 is not expected before 2006. 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 May)	5.3% up
<u>Guest Rooms Available</u> (CY as of May)	2.1% up
<u>Lodging Occupancy/Community-wide</u> (CY as of May)	3.0% up
<u>Lodging Average Daily Rate</u> (CY as of May)	11.7% up
<u>Lodging Revenue Per Room/Community-wide</u> (CY as of May)	15.1% up
<u>Visitor Tax Revenues/Community-wide</u>	14.0% up
Visitor Literature Distributed/DCVB	1.1% up
Media/Publicity/Stories Assisted/DCVB	11.2% up
Visitor Inquiries Fulfilled/DCVB	27.1% up
Traditional Inquiries (phone, mail, etc.)	5.4% dn
Website User Sessions	28.4% up
<u>Visitor Information Center Parties Serviced/DCVB</u>	15.7% dn
<u>Conventions & Groups Serviced/DCVB</u>	7.0% up
Conventions & Groups Occurring/Community-Wide (FY as of May)	
By Groups	4.0% up
By Attendance	6.2% up
By Room Nights	6.2% up
New Leads Distributed to Hotels/DCVB	6.6% up
New Convention & Group Bookings with DCVB	
By Groups	8.8% up
By Attendance	15.9% dn
By Room Nights	23.9% up
New Convention & Group Bookings/Community-Wide (FY as of May)	
By Groups	2.5% up
By Attendance	10.0% dn
By Room Nights	10.0% dn
 <u>Durham Visitor Enplanements</u> (FY as of May)	 3.1% up
Visitor Feature Attendance	11.5% up