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# DURHAM BULL'S EYE E-NEWS

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November 28, 2006 ~ Vol. 6, Issue 6

## [Interactive Self-Guided Orientation to Durham](#)

*Popular Tool for Newcomers Updated and Improved*



The 16-organization Durham Public Information & Communications Council has worked with DCVB to transform the Self-Guided Orientation into an interactive tool for newcomers, who almost always shop the community first as a "visitor."

[Read Full Article](#)

## [Durham Online Brand Center Launched](#)

*Durham Messenger Organizations Begin Deploying Overarching Brand*

[www.DURHAMBRAND.com](http://www.DURHAMBRAND.com)

DCVB has launched the Durham Online Brand Center to make it easy for Durham messenger organizations, Durham residents, and Durham-based organizations and their communications professionals to adopt the overarching brand.

[Read Full Article](#)

## [City, County Officials Consider 1% Prepared Food Tax](#)

*Several Communities Use Tax for Tourism Purposes*



City and County officials are considering a new proposal for a 1% prepared food tax in Durham. Several communities in the state have a 1% tax on prepared food that is used for tourism purposes.

[Read Full Article](#)

**Add Durham  
Brand Signature  
to Emails**


**State of Durham's Economy Breakfast**  
Tuesday, December 12, 2006  
7:30 am - 9:30 am  
Durham Civic Center  
**Click to Register Online**

**BRIGHTLEAF SQUARE**  
**25th Anniversary  
Holiday Celebration**  
Saturday, December 2, 10am-8pm

**Historic Building Turns 100!**  
December 7, 4:30pm - 6:30pm  
120 Morris Street

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## [Coming Soon: Durham Magazine](#)

*Full-Color, Glossy Magazine Covering Durham*



Durham Magazine, a bi-monthly glossy magazine, is in production for inaugural launch in April/May 2007.

[Read Full Article](#)

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November 28, 2006

## Interactive Self-Guided Orientation to Durham

*Popular Tool for Newcomers Updated and Improved*

Several years ago, DCVB developed an [online Self-Guided Orientation to Durham](#), which is currently downloaded nearly 4,200 times a month from [www.durham-nc.com](http://www.durham-nc.com) and various Durham web sites that link there. DCVB's involvement stemmed from its facilitation of the 16-organization Durham Public Information & Communications Council and because newcomers almost always shop the community first as a "visitor."

Now, the [Council](#) has worked with DCVB to transform the [Self-Guided Orientation](#) into an interactive tool, narrated by [WUNC's](#) Kevin Wolf and Patty Painter-Wakefield.



The [new Self-Guided Orientation](#) can be narrated or read by the user without sound; it can be taken in sections or by topic. Each animated slide can be clicked on for more information about that topic, and users have the ability to search or use a table of contents to find specific information.

Link to the orientation directly from any Durham-related website by using the link <http://www.durham-nc.com/about/orientation/player.html>.

The [Durham Public Information & Communications Council](#) was formed [10 years ago](#) so Durham messenger organizations could work in [collaboration on strategies](#) effectively to address communications as a tool to both inform and rehabilitate Durham's image.

### RELATED ARTICLES:

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

*Durham Public Information & Communications Council – 10 Years Old*

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November 28, 2006

## Durham Online Brand Center Launched

*Durham Messenger Organizations Begin Deploying Overarching Brand*

Following the rollout of an [overarching brand for Durham](#), a nearly two-year process of input by residents and external audiences, DCVB has launched the [Durham Online Brand Center](#) to make it easy for Durham messenger organizations, Durham residents, and Durham-based organizations and their communications professionals to deploy or incorporate the new overarching brand.

The [Durham Online Brand Center](#) requires registration and agreement to conditions for access and downloads. A [Spanish version](#) of the [Durham Brand at a Glance](#) is also now available.

*www.*  
**DURHAMBRAND**  
*.COM*

### Rapid Deployment

Durham messenger organizations, businesses, universities, and residents have moved rapidly to deploy the new brand, including:

- **DCVB:** Rapidly converting all materials used in marketing Durham, including literature, website, building signage, etc. Adapted corporate ID, and created Online Brand Center.
- **Duke University:** Implemented tagline in copy references to Durham.
- **North Carolina Central University:** Previewed the brand to its Cabinet and is incorporating the brand signature with its website.
- **City of Durham:** Deployed core elements in grants and in a video project and conducted briefing for public relations staff in all departments.
- **Durham County Library:** Adapted "great things" tagline to news releases.
- **One major stakeholder:** Coincidentally rolling out a complementary new tagline in January.
- **Northgate:** Orientation for senior staff and assisted DCVB with a plan for testing of merchandise and banners.
- **Fairway Outdoor Advertising:** Displaying the brand on billboards during the first quarter.
- **Washington Duke Inn & Golf Club:** Incorporated brand signature into ice sculptures.
- **Residents:** Many residents and businesses have applied the [brand signature to email signatures](#).
- **Greater Durham Chamber of Commerce:** Provided a briefing to its board of directors and staff and initiated planning for how to integrate the brand on its website and in publications.
- **Downtown Durham Inc.:** Provided a briefing to its board of directors and staff.
- **16-organization Durham Public Information and Communications Council:** Evaluating its role as brand advisory team.
- **The InterNeighborhood Council of Durham:** Incorporated the signature on its past president's award and used the tagline throughout its Neighborhood Hero Awards ceremony.
- **Roundtables for PR, lodging general managers, lodging directors of sales, etc.:** Received orientations and initiated brainstorming on how to deploy the brand in individual businesses.
- **Major Employers and Community Leaders:** Received full brand manuals.
- **Durham Arts Council:** Scheduled briefing for board of directors and staff.
- **Durham Housing Authority:** Using adaptation of tagline, "Where great partnerships happen," and considering adapting the logo for Community Learning Center.

Several other organizations, including the Durham Regional Association of Realtors, have plans underway to promote and implement the brand. In addition, Durham's process for developing an overarching brand is being included in a new book on place branding, and other communities have begun to inquire.

Durham leaders and residents have also responded well to the overarching brand. Dr. Phail Wynn, Jr., President of Durham Technical Community College, said the brand "was very well done. You really captured what Durham is all about."

**RELATED ARTICLES:**

[An Overview of the Overarching Durham Brand](#) [Oct. 5, 2006]

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November 28, 2006

## City, County Officials Consider 1% Prepared Food Tax

*Several Communities Use Tax for Tourism Purposes*

City and County officials are considering [a renewed proposal](#) for a 1% prepared food tax in Durham.

Several communities in the State have a 1% tax on prepared food that is used for tourism purposes. Raleigh/Wake County is using it to build a convention center and prior to that used it to build the RBC Center. Charlotte/Mecklenburg County is using it initially for a convention center. Dare County uses it for beach re-nourishment, the town of Hillsborough for cultural tourism events, and Fayetteville/Cumberland County for its combination coliseum, theater, expo center, arena.

For nearly 15 years, DCVB has worked to shape consensus among both the businesses that would shoulder such a tax in Durham and various community organizations, including those who would benefit from the resource. For Durham, DCVB has consistently proposed the bulk of the tax be used to help make place-based cultural assets more sustainable as a part of the community's tourism product.



Near success and consensus unraveled in 2001 when a proposal to increase the occupancy tax to the state limit to fund a theater leapfrogged the process, but the Tourism Development Authority was still able to get funding included for a County-wide [Cultural MasterPlan](#). Resurrected discussions stalled again in 2004 around the philosophical issue of whether the funds would be "special use" or "general fund."

Recently, at the request of Ellen Reckhow, Chair of the [Board of County Commissioners](#), [a group co-chaired by Barker French](#), who heads an ad hoc steering committee to implement the [Cultural MasterPlan](#), and E'Vonne Coleman, Chair of the [Tourism Development Authority](#), [reconsidered the tax and proposed](#) how proceeds could be designated to help make Durham's unique cultural identity sustainable, but also to benefit the businesses and employees who would shoulder the tax.

The tax faces a number of very steep hurdles, including concerns most often articulated by Representative Paul Leubke that taxes like these put an unfair burden on low-income households. Another hurdle is the coalition of organizations such as the NC Restaurant Association that oppose tax burdens targeted to only one type of business, but would be open to an incremental increase to the broader sales tax instead.

A more subtle threat to the effort is the possibility it could be derailed again from within by fragmentation and end-runs.



November 28, 2006

## Coming Soon: Durham Magazine

*Full-Color, Glossy Magazine Covering Durham*

*Durham Magazine*, a bi-monthly glossy magazine focusing on Durham, is in production for inaugural launch in April/May 2007.

Editor and Publisher Dan Shannon, who earlier this year launched a similar publication for Chapel Hill, says that *Durham Magazine* will initially be direct-mailed to 19,000 of Durham's affluent residences and businesses. The magazine will also be sold at more than 25 retail locations.

**Durham**  
MAGAZINE

*Durham Magazine* is currently accepting advertisers. For more information and for a special premiere issue advertising offer, contact *Durham Magazine* at [advertising@durhammag.com](mailto:advertising@durhammag.com) or (919) 933-1551.

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## 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](mailto:jason@durham-cvb.com).

## Awards & Recognitions

- [Washington Duke Inn & Golf Club](#), [Arrowhead Inn](#), [Fairview Restaurant](#), and [Four Square Restaurant](#) earned a **Four-Diamond** rating for 2007 from the [American Automobile Association \(AAA\)](#).
- Historian and [Duke University](#) professor emeritus of history [Dr. John Hope Franklin](#) has been chosen to share the \$1 million [John W. Kluge Prize for the Study of Humanity](#).
- Durhamite **Dr. Charles Sanders** has been given a prestigious [North Carolina Award](#), the highest civilian honor the state bestows.
- [Durham Mayor Bill Bell](#) has been awarded the first annual **Leadership Award** by the nonprofit, nonpartisan organization [N.C. Black Elected Municipal Officials](#).
  - [The NCCU Football Team](#) has won the [CIAA championship](#) and is seeded number one in the Southeast Region for the **NCAA** playoffs.
  - [The NCCU Women's Cross County Team](#) became the first from a historically black institution to qualify for an **NCAA** final.
  - [NCCU's volleyball team](#) went undefeated on its way to winning its third straight [CIAA championship](#).
  - **NCCU Quarterback Stafford Brown** has been named **CIAA Rookie of the Year**.
  - **Durham Coca-Cola**, in conjunction with the [Coca-Cola Bottlers' Foundation](#), has provided \$10,400 to support [Museum of Life and Science's Summer Science Camp](#).
  - The [Durham Bulls](#) have won the [2006 Bob Freitas Award](#), which recognizes outstanding operations at each level of minor league baseball. It is the Bulls' first win at the **Triple-A** level and second in the award's 18-year history.
  - [The Durham Center](#) has been recognized with a **Substance Abuse Visionary of Excellence (SAVE)** award in the "LME Leadership" category by the [Alcohol/Drug Council of North Carolina](#).
  - Tap water from the [D. M. Williams Water Treatment Plant](#), the [City of Durham's](#) oldest water treatment facility, has been judged the state's "Best Tasting Tap Water" by the [North Carolina American Water Works Association and Water Environment Association](#).
  - The [Museum of Life and Science](#) has been voted "Best Museum" in [Carolina Parent](#) magazine's [Family Favorites Poll](#) published in its November 2006 issue. The museum also was voted second place for "Best Rainy Day Activity" and third place for "Best Day Camp."
  - [Duke](#) is the leading higher-education institution for student-athlete graduation rate according to a report from the **NCAA**.
  - **Ellen Dagenhart** of [Marie Austin Realty](#) has been awarded the [2006 Ben Ball Community Service Award](#) by the [North Carolina Association of Realtors](#).

- [Durham Public Schools](#)' high school students took a record number of **Advanced Placement exams** during the 05-06 school year, up 11.5% from the previous year.
- [Durham Public Schools Superintendent Dr. Carl Harris](#) received the [National Association for Gifted Children Annual Educator Award](#).
- [Duke's David Smith](#), Associate Professor of Electrical and Computer Engineering, and [David Schurig](#), Research Associate in Electrical and Computer Engineering, have been named to the "[Scientific American 50](#)" for their work on developing an "invisibility cloak."
- [Duke](#) English Major **Charles R. Salmen** is the university's 41st [Rhodes Scholar](#).
- The [U.S. Environmental Protection Agency](#) has awarded [RTI International](#) its annual **Award for Outstanding Accomplishments by a Prime Contractor** in recognition of RTI's commitment to supplier diversity.
- Cousins **Melodie Richardson** and **Barbara Turrentine-Bowe**, each given \$1,000 as one of talk show host [Oprah Winfrey's "Good Samaritans"](#) earlier this year, were featured on [Oprah](#) for a clothing drive/neighborhood picnic that benefited members of the **McDougald Terrace** public housing community.
- [Duke University](#) Senior **Jimmy Soni** was awarded a [Mitchell Scholarship](#) for one year of graduate study in [Ireland](#).
- [Duke University](#) Senior **Felicia Walton** was awarded a [Marshall Scholarship](#) for two years of graduate study in the [United Kingdom](#).
- **Dr. Jonathan Cohn**, a professor at the [Duke Department of Medicine](#) and a gastroenterologist at the [Durham VA Medical Center](#), has been named **16<sup>th</sup> Frank Brooks Memorial Lecturer** at the annual joint meeting of the [American Pancreatic Association](#) and the [International Association of Pancreatology](#).
- [NCCU Chancellor James Ammons](#) has been appointed to the [American Association of State Colleges and Universities'](#) board of directors.
- The [American Association for the Advancement of Science](#) has elected [Duke University](#) professors [Dr. Elwin Symons](#), [Dr. Dennis Thiele](#), and recently retired [Duke Office of News and Communications](#) Vice President and Director of Research **Dennis Meredith** as fellows.

## Events & Happenings

- The [Carolina Theatre](#) is sponsoring the [Fourth Annual Full Bowl Food Drive](#) to benefit [Independent Animal Rescue](#) through Dec. 31.
- The **Lucky Strike Water Tower** on the [American Tobacco Campus](#) will be lit with holiday lights on Friday, December 1, at 6pm.
- [Light Up Durham's Talent All Over Town](#) will take place Saturday, December 2, at various locations throughout [Downtown Durham](#) starting at 9am.
- [Duke Homestead's Christmas by Candlelight](#) will take place Friday, December 1, and Friday, December 8, from 7-9pm.
- The [Durham Art Guild's 52 Annual Juried Art Show](#) is happening now through Sunday, December 17, at the [Royall Center for the Arts](#).
- The **John Brown Jazz Orchestra** will hold its debut performance Sunday, December 3, at 7 pm at [Reynolds Theater](#).
- The [Eno River Association's 2007 Calendar](#) is now on sale at various retail outlets, [online](#) , and via phone at (919) 620-9099.
- For a complete list of events and happenings in Durham, visit [www.durhameventcalendar.com](#). [Click here](#) to have weekly eCalendar updates delivered to your email.

## Promotions, Staff & Board Changes

- **Stephen Raburn** is the new Executive Director of [The Volunteer Center of Durham](#).
- Interim [C.C. Spaulding Elementary School](#) Principal **Vandi Kelley** has been named to the position on a permanent basis.

- **Mark Gulledge** has joined [Scienta Healthcare Education](#) as a Program Manager.
- **Stephen Snyder** has been elected Corporate Officer, coinciding with his recent appointment as Vice President and Corporate Controller at [RTI International](#).
- **RTI** named **David Rosenberry** Vice President, Information Technology Services and Chief Information Officer.
- **N.C. Central University** has named **Willie Williams** as its new Campus Police Chief.
- **Dr. David Grimes**, Vice President of Biomedical Affairs at [Family Health International](#), has been elected to the Washington, DC-based [Institute of Medicine](#).
- [Intersouth Partners](#), a venture capital firm, has named [Katrin Burt](#) an Associate.
- **Mike Adkins** is the new General Manager of the [Comfort Inn RTP](#).
- **N.C. Central University** has appointed **Theodosia Shields** director of the [James E. Shepard Memorial Library](#).
- The Rev. **Haywood Holderness**, retired pastor of [Westminster Presbyterian Church](#), has joined Richmond, Va.-based [Union Theological Seminary & Presbyterian School of Christian Education](#) as Senior Development Associate.
- **Secretary of State Condoleezza Rice** has appointed [Duke Law's Dr. Curtis Bradley](#) and [Dr. Madeline Morris](#) to the **Advisory Committee on International Law** and [Dr. Donald Horowitz](#) to the **Advisory Committee on Democracy Promotion**.
- **Dr. Catherine Frank** has been named director of the [Osher Lifelong Learning Institute at Duke University](#).
- **North Carolina Central University** Chancellor [Dr. James Ammons](#) has been appointed to the [American Association of State Colleges and Universities'](#) board of directors.
- **Dr. William H. Schlesinger**, head of [Duke University's Nicholas School of the Environment and Earth Sciences](#) since 2001, has been selected as president and director of the [Institute of Ecosystem Studies](#) in **New York**.
- **Bill Holman**, director of the [Clean Water Management Trust Fund](#), has accepted a one-year appointment as a visiting scholar at the [Nicholas Institute for Environmental Policy Solutions](#) at [Duke University](#).
- **Andrew Kyngdon** has joined [MetaMetrics, Inc.](#) as a senior research scientist.
- **Leigh Benolie** has been hired as broker at [Spritzer Commercial Properties](#).
- **Nate Efries** has joined [Coldwell Banker Howard Perry and Walston](#) as a sales associate in the Durham division.
- **Ellen Bovarnick** has been named vice president of Lean Six Sigma and Global Quality at [Nortel](#).
- **Thomas Staab, II**, chief financial officer and treasurer at [Inspire Pharmaceuticals](#), and **Carl Webb**, a partner at [Greenfire Development](#), have been appointed to the board of directors at [Triangle Community Foundation](#).

## New Businesses & New Developments

- **Piedmont**, located at 401 Foster St. in [Downtown Durham](#), is now open.
- **BookDabbler**, a new bookstore at 1821 Hillandale Road in the **Loehmann's Plaza** shopping center, is now open.
- Biotechnology company [Embrex](#), whose products are used to vaccinate 80 percent of the nation's chickens and turkeys before they hatch, has agreed to be acquired by [Pfizer](#) for \$155 million.
- **Carrabba's Italian Grill** is now open at **Indigo Corners** at Mount Moriah Road and U.S. 15-501.
- **Tommy's Rubs, Grubs and Suds** is now open in **Duke University's McClendon Tower**.
- **Hot Pot**, a Jamaican restaurant at 4823 Meadow Drive (near NC 54) in southern Durham, is now open serving lunch and dinner seven days a week.
- Durhamite **Jim Reingruber** has created a new online map showing the locations of all bicycle racks in Durham at [www.durhambikeracks.com](#).
- Next year, [Durham Public Schools](#) will open two new STEM (science, technology, engineering, and math) schools at [Hillside](#) and [Southern](#) high schools.
- **Office Depot** will open at the [Shoppes at Northgate](#) later this year.
- **A Beautiful Day Bridal** is open at 1804-E North Pointe Drive.

## Changes & Renovations to Durham Businesses & Organizations

- [Fowler's Fine Food and Wine](#) is currently undergoing extensive renovations and is planning on reopening at the first of December.
- The [Durham County Library](#) now offers wireless Internet service at Main Library.
- [Durham Literacy Center](#) is operating from two temporary locations while their permanent home at 1410 W. Chapel Hill St. undergoes some work. Office operations will relocate to the [Durham Public Education Network](#), 4235 University Drive, while classes will be held at [Lakewood Baptist Church](#), 2100 Chapel Hill Road.
- The [North Carolina DMV's South Durham Driver's License Office](#) has closed it's office on NC 54 and will reopen December 4 from its new location, **Hope Valley Shopping Center, 3825 S. Roxboro Street, Suite 119.**



November 28, 2006

## What They Are Saying

*National or Southeast Media Quotes About Durham*

"En route to a Durham Bulls baseball game, I walked through Brightleaf Square and the American Tobacco Campus. There I found a tasteful array of shops, nationally acclaimed restaurants, art galleries and nightclubs located in renovated, turn-of-the-century tobacco warehouses."

—[New Castle \(Pa.\) News](#), "Durham One of America's Top Cities"

"If someone had been to Durham five years ago and they came to Durham now, it would be a very different looking downtown."

—[Convention South](#)

Top 20 Events in the Southeast for January-March 2007:

Jan 13 – Annual Durham Martin Luther King, Jr. Holiday Parade

Feb. 15-18 – 13<sup>th</sup> Annual Black Diaspora Film Festival

—[Southeast Tourism Society](#)

"The 11th annual *World Beer Fest* took place...on an un-beerfest-like cold and rainy day. The weather didn't prevent nearly 7,000 beer lovers from coming out to sample over 300 beers available from more than 150 breweries representing U.S.-brewed and imported beers. This beerfest always takes place under huge tents on the outfield of the ball field made famous in the movie *Bull Durham*."

—[Wine Enthusiast](#), "World Beer Fest"

"[Duke University emeritus professor of history] John Hope Franklin...will share this year's \$1 million John W. Kluge Prize for the Study of Humanity...Mr. Franklin, 91, is...widely regarded as among the first scholars to explore fully the role of African-Americans in the nation's history."

—[The New York Times](#), "Two History Scholars Are to Split \$1 Million Award"

"Duke's addition of Kyle Singler was the most important college [basketball] pickup of the class. There is no one else like Singler in this class—he does it all, plays hard and doesn't have any character flaws. He'll be the next star in Durham."

—[FoxSports.com](#), "Signing Day Chatter"

"Sony Electronics has been working on a project basis with...McKinney & Silver in Durham, N.C., producing some award-winning work for its...Bravia(TM) television product lines."

—[Forbes.com](#)

"[American Idol winner Ruben] Studdard checked himself into the Duke Diet and Fitness Center in Durham, N.C., and became a vegetarian."

—[Virginia Pilot and Ledger-Star \(Norfolk, VA\)](#), "The return of a little less of The Velvet Teddy Bear"



November 28, 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 November 28–December 15:

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

To search all 8,000 events listed in the calendar, [click here](#).

To subscribe to the weekly eCalendar, [click here](#).

### 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  
October 31, 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.*

<b><u>Visitation</u></b> (CY as of October)	<b>5.1% up</b>
<b><u>Guest Rooms Available</u></b> (CY as of October)	<b>.8% up</b>
<b><u>Lodging Occupancy/Community-wide</u></b> (CY as of October)	<b>3.5% up</b>
<b><u>Lodging Average Daily Rate</u></b> (CY as of October)	<b>12.6% up</b>
<b><u>Lodging Revenue Per Room/Community-wide</u></b> (CY as of October)	<b>14.9% up</b>
<b><u>Visitor Tax Revenues/Community-wide</u></b>	<b>19.3% up</b>
<b>Visitor Literature Distributed/DCVB</b>	<b>7.8% up</b>
<b>Media/Publicity/Stories Assisted/DCVB</b>	<b>6.3% up</b>
<b>Visitor Inquiries Fulfilled/DCVB</b>	<b>22.9% up</b>
<b>Traditional Inquiries (phone, mail, etc.)</b>	<b>13.2% dn</b>
<b>Website User Sessions</b>	<b>24.3% up</b>
<b><u>Visitor Information Center Parties Serviced/DCVB</u></b>	<b>8.7% dn</b>
<b><u>Conventions &amp; Groups Serviced/DCVB</u></b>	<b>45.1% up</b>
<b>Conventions &amp; Groups Occurring/Community-Wide</b> (FY as of October)	
<b>By Groups</b>	<b>13.1% up</b>
<b>By Attendance</b>	<b>1.7% up</b>
<b>By Room Nights</b>	<b>1.7% up</b>
<b>New Leads Distributed to Hotels/DCVB</b>	<b>9.0% dn</b>
<b>New Convention &amp; Group Bookings/DCVB</b>	
<b>By Groups</b>	<b>3.3% dn</b>
<b>By Attendance</b>	<b>8.1% dn</b>
<b>By Room Nights</b>	<b>21.6% up</b>
<b>New Convention &amp; Group Bookings/Community-Wide</b> (FY as of October)	
<b>By Groups</b>	<b>4.1% dn</b>
<b>By Attendance</b>	<b>16.3% up</b>
<b>By Room Nights</b>	<b>16.3% up</b>
 <b><u>Durham Visitor Enplanements</u></b> (FY as of October)	 <b>.6% dn</b>
<b>Visitor Feature Attendance</b>	<b>.7% up</b>