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January 15, 2007 ~ Vol. 6, Issue 8

[Durham No Longer Blue Collar](#)

Working Class Roots Have Grown Into White-Collar Powerhouse



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[NCCU to Add Culinary Lab](#)

\$150K Grant Will Give Hospitality Degree Students Hands-On Training



The Hospitality & Tourism Administration degree program is adding a new culinary lab thanks to a \$150,000 grant from the Darden Restaurants Foundation.

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[Durham Visitor Participation Outperforms State and Piedmont Averages](#)

Getting Visitors To See and Do More Is A Major DCVB Outcome



Part of destination marketing is to draw visitors, and another part is to get them to circulate, see, do, and spend more while they are here.

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[Durham Festival & Event Season Goes Year Round](#)

Nearly 8,000 Events Populate the Durham Community Calendar

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Festivals and events in Durham are not just limited to “warmer” months — they span all seasons.

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

[Visitor-Related Performance Indicators](#) [41k PDF]

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Durham No Longer Blue Collar

Working Class Roots Have Grown Into White-Collar Powerhouse

Durham is proud of its working class roots in tobacco, textiles, and manufacturing. But today, Durham outpaces the State and peer group averages for proportion of jobs that are "white collar."

Durham has a greater proportion of white-collar workers than Charlotte/Mecklenburg, Raleigh/Wake, Greensboro/Guilford, Winston-Salem/Forsyth, Asheville/Buncombe, Fayetteville/Cumberland, and even Chapel Hill/Orange County, according to *Demographics USA 2005, County Edition*.

In addition to the greater proportion of "white-collar" workers, Durham also has a lower proportion of blue-collar workers than the group other than Chapel Hill/Orange and Fayetteville/Cumberland.

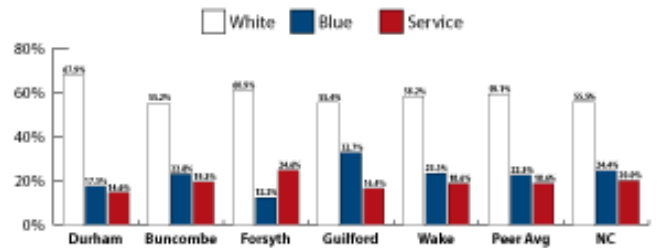
White-collar workers are salary workers who typically work in an office environment whose jobs are not "physically laborious" (examples include doctors, lawyers, administrative or clerical professionals, etc.). The name derives from the traditional white shirts worn by such workers.

Blue-collar workers are those that work in labor-intensive jobs, such as manufacturing, construction, and mechanical work, and earn hourly wages. The term "blue collar" originates from the uniform dress codes of industrial workplaces and their usual blue work shirts.

Service workers are also typically paid hourly and provide intangible goods and services. While Durham has led the State into the current economic era, the results indicate the community must be vigilant to creating or attracting a healthy balance of job types.

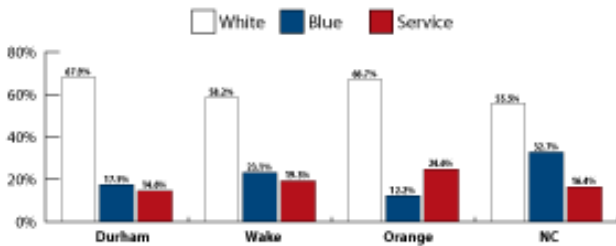
Job Mix by County (Peers)

"White Collar," "Blue Collar," and Service Jobs



Job Mix by County (Triangle)

"White Collar," "Blue Collar," and Service Jobs





January 15, 2007

NCCU to Add Culinary Lab

\$150K Grant Will Give Hospitality Degree Students Hands-On Training

North Carolina Central University's [Hospitality & Tourism Administration](#) degree program (part of NCCU's School of Business) is adding a new culinary lab thanks to a \$150,000 grant from the Darden Restaurants Foundation. The new culinary lab (including a kitchen, a classroom, and a dining room to accommodate up to 40 people) will be added as part of NCCU's Pearson Cafeteria renovations.



[Darden Restaurants, Inc.](#) is the largest casual dining restaurant company in the world, and all of its restaurants are company owned, including Red Lobster here in Durham.

[NCCU's Hospitality & Tourism Administration program](#), which began in 1998 and now has 190 students, gives students the opportunity to rotate through the different aspects of hospitality and tourism, including hotel and lodging, travel and transportation, tourism, food service, and convention and event management.

The four-year degree program at NCCU is a higher education opportunity for students in [Durham Careers In Hospitality](#), an award-winning workforce partnership between DCVB, Durham Public Schools, and 3,000 visitor-related organizations and businesses. Plus, there are also three other dedicated cooking schools located in Durham ([Chez Bay Gourmet Cooking School](#), Lans Gourmet, and Milestones Culinary and Hospitality Institute), as well as several restaurants and chefs that offer seminars and demonstrations.

[Durham's dining](#) has earned a reputation as arguably the most sophisticated in the state, thanks to a thriving colony of [nationally acclaimed](#) chefs who call Durham home. Visitors to Durham spent \$159.29 million in 2004 on food and beverage.

Nationally, visitors represent:

- 15% of Quick Service customers
- 25% of Family Dining customers
- 25% of Casual Dining customers
- 40% of Fine Dining customers

RELATED ARTICLES:

[Durham Restaurant Turns Twenty](#) [Sept. 19, 2006]

Ranked 11th in Nation by "Gourmet" Magazine

[Digging Into Culinary Tourism In Durham](#) [July 11, 2006]

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

[Tabletop Competition to Benefit Durham's DCIH](#) [August 23, 2005]

Event Will Feature Dinner, Silent Auction, and Tabletop Design Competition



Durham Visitor Participation Outperforms State and Piedmont Averages

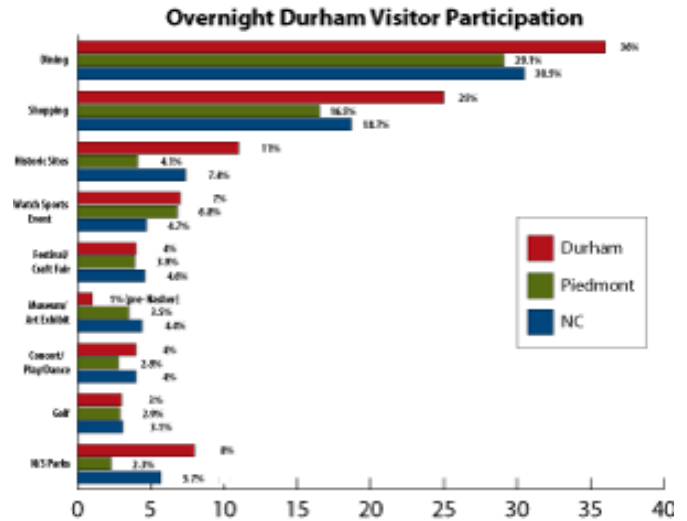
Getting Visitors To See and Do More Is A Major DCVB Outcome

Part of destination marketing is to draw visitors, and another part is to get them to circulate, see, do, and spend more while they are here. This optimizes taxable spending and helps make place-based facilities and events sustainable.

DCVB measures progress from two directions: one, a [monthly survey](#) of 45 facilities and events, and two, DK Shifflett & Associates research to [monitor visitor participation](#). Recent results provide useful comparisons with the Piedmont area of the State (which includes Raleigh, Greensboro, Charlotte, Winston-Salem, Pinehurst, and Chapel Hill) and the State as a whole.

Evaluating visitors from 50+ miles, Durham is outperforming the Piedmont in visitor participation in dining, shopping, historic sites, spectator sports events, festivals, concerts/plays/dance, golf, and State parks, with room to grow in museums/art exhibitions (the data predates the opening of the Nasher Museum of Art).

Durham is even in participation in concerts/play/dance and golf compared to the State average, and behind in festivals and museums/art exhibits (again, the study did not include the impact of the Nasher Museum of Art at Duke University).



RELATED ARTICLES:

[2.6 Million Attend Durham Features and Events, Up 8.6%](#) [August 2, 2006]
DCVB Tracks National Perception of Durham as a Place for Features

[Study Points Out Power of Point-of-Sale Marketing](#) [June 14, 2006]
13% Cite Shopping As Primary Reason for the Day-Trip to Durham

[10-90 Rule](#) [May 31, 2006]
10 Ways Market Research Makes Marketing More Effective



Durham Festival and Event Season Goes Year Round

Nearly 8,000 Events Populate the Durham Community Calendar

Festivals and events in Durham are not just limited to “warmer” months—they span all seasons. More than 50 Durham events are classified as [Major Annual Events](#) because of their continued annual presence in Durham and high profile with both residents and visitors. Upcoming events include:

- February 10 – [Durham Art Guild Sweet Arts Festival](#), Durham Arts Council Bldg
- February 15-18 – [Black Diaspora Film Festival](#), Hayti Heritage Center
- February 17 – [Native American Powwow](#), North Carolina School of Science and Mathematics
- February 23-25 – [Nevermore Horror and Gothic Film Festival](#), Carolina Theatre

The [5th Annual Dr. Martin Luther King Jr. Parade](#) (which just took place this past weekend) and the [Black Diaspora Film Festival](#) are the latest Durham events to be selected among the Top 20 Events by the Southeast Tourism Society.

The [Official Durham Community Event Calendar](#) is maintained by DCVB. But at the request of civic officials in the early '90s, the calendar's nearly 8,000 listings go far beyond visitor-related events to serve as the official one-stop Durham event resource for residents, planners, visitors, news media, businesses, and organizations.

Detailed, searchable listings of all Durham events are available at www.DurhamEventCalendar.com. Weekly eCalendar snapshots can be subscribed to at <http://www.dcvb-nc.com/vic/emails/subscribe.asp>.

Anyone can submit a Durham event to the calendar by completing the simple, online form at <http://websurveyor.net/wsb.dll/7483/DurhamCommunityCalendar.htm>.

RELATED ARTICLES:

[Official Durham Calendar Grows to 7,800 Events](#) [September 19, 2006]

Searchable Calendar is One-Stop Source for Visitors, Residents, Media, Other Calendars





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

- Gov. Mike Easley has appointed Durhamite Shellie Pfohl to the [Governor's Task Force for Healthy Carolinas](#).
- Former [Duke men's basketball](#) standouts J.J. Redick (February 4) and Shelden Williams (January 28) will be the 12th and 13th former Duke players have their [jerseys retired](#).
- Ryan Allis, co-founder and CEO of Durham software company [Broadwick](#), has signed a publishing contract with McGraw-Hill for his book, "Zero to One Million: How to Build a Company to \$1 Million in Sales."
- [Downtown Durham Inc.](#) has reported that building permits valued at \$84.79 million were issued for construction projects downtown in 2006.
- Ten [NCCU](#) music students performed at the annual [International Association for Jazz Education Conference](#) in New York, the largest pool of musicians from one school to participate in the band since its inception in 2002.
- [Flywheel Design](#) received a 2006 Best of the Internet Award in the national 2006 DesignFirm Web Awards Competition for their website entry for Durham residential development [Mangum 506](#).
- [The Durham Bulls](#) and art teachers of the [Durham Public Schools](#) have released the second annual ["Art of Baseball"](#) calendar for 2007 featuring artwork from students in the Durham Public Schools and sold by the schools to raise funds for the art departments.
- Chip Hutchinson, founder and president of Durham's [Insider Sports Marketing](#), was featured in an article in [Street and Smith's Sports Business Journal](#).
- The Rev. Joe Harvard, pastor of [First Presbyterian](#) for the past 27 years, will received the [Samuel DuBois Cook Award](#) for his work to improve race relations in Durham at an annual dinner on Feb. 27.
- [The Solution Center](#) has received [ConventionSouth magazine's](#) annual Reader's Choice Award for meeting locations.

Events & Happenings

- The Parrish Street Project and [Preservation Durham](#) will host a grand opening of their new offices at 200 North Mangum St. on Thursday, Jan. 18 at 11:30 a.m.
- [Durham County Library](#) will hold a grand opening celebration for the new [North Regional Library](#) on Tuesday, Jan. 30 at 4 p.m. at 221 Milton Road.
- 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

- Blair Sheppard has been named dean of [Duke's Fuqua School of Business](#).
- Eric Pink has been hired as an associate producer, and Matthew Stevens as a senior designer at Durham-based [MindWorks Multimedia](#).

- Danny Adams has joined the [Freelon Group](#) as a project architect.
- Molly O'Neill of [Duke University Health Systems](#) has joined the corporate advisory board of [Action for Children North Carolina](#).
- Culley C. Carson IV has been appointed as a board member at [John Avery Boys & Girls Club](#).
- Tekla Selman has joined [Branch Gallery](#) as a partner.
- James Meese, Shlomo Elia, and Philippe Pouponnot, have been appointed to the board of directors at Durham-based [SmartOnline](#).
- Richard Shea has been named vice president of operations and John Reynolds has been named vice president of sales and marketing at [Constella Group](#), a Durham company which provides worldwide health services.
- Michelle Burns has joined the Durham real estate division of [Coldwell Banker Howard Perry and Walston](#) as a sales agent, and Michael Woods and Pearl Sharpe have joined the north Durham office.
- Annette Montgomery, associate vice president at Durham-based [Anthony & Co.](#), has been selected to serve on the Development Review Board for [City of Durham](#) and [Durham County](#).

New Businesses & New Developments

- The California-based apparel chain [Charlotte Russe](#) will open a 6,831-square-foot space in [Northgate](#) this spring.
- [Old Navy](#) and [Swoozie](#) are adding stores to The Renaissance Center at Southpoint this summer, in addition to [Best Buy](#), [Babies R Us](#), and [Ulta Salon and Cosmetics](#) which are expected to be open within the coming months.
- [Play it Again Sports](#) is now open at the new Indigo Corners shopping center at Mount Moriah Road and Chapel Hill Boulevard.
- [The Office Depot](#) is now open in [The Shops at Northgate](#), and will have a formal grand opening on Feb. 11.

Changes & Renovations to Durham Businesses & Organizations

- The Magnolia Grill has a new website at www.magnoliagrill.net designed by Durham-based marketing agency [The Splinter Group](#).
- [The Triangle Community Foundation](#) will move into a new space at [American Tobacco Campus](#) in March.
- The City of Durham has launched a redesigned website at www.durhamnc.gov.
- Videos of [Durham City Council](#) meetings are now available online at http://durham.granicus.com/ViewPublisher.php?view_id=2 and videos of [Durham Board of County Commissioners](#) meetings are available online at http://durhamcounty.granicus.com/viewpublisher.php?view_id=2.



January 15, 2007

Feedback

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

"I am very impressed with both the process and the tremendous outcomes of your recent [branding experience](#). Your new image really jumps off the page and reflects crisp clarity, inspired vision while retaining refreshing, eye-popping pizzazz!"

—Sharon Van Vechten, President, Van Vechten Connections

"I'm truly impressed with the speed that you respond to requests!"

—Karen Michel, Lehman Brady Professor, [Duke Center for Documentary Studies](#)

"When we first came to the Durham area, looking for info about our soon-to-be-new-home-area, we visited the downtown [Durham Visitor Information Center](#) and picked up really pertinent information. We have just about worn out our Durham map!"

— Judy and Bill Riggins, Durham residents

"GREAT JOB with the [Durham group sales] booth."

—Shannon J. Groff, Senior Sales Manager, [Wyndham Research Triangle Park](#)

"We are thrilled with how smoothly the [55th Annual SRAPPA Conference and Exhibition](#) ran and proud to have welcomed our attendees and business partners to North Carolina, Durham, and Duke University."

—Glenn Reynolds, President-Elect, [Southeastern Regional Association of Physical Plant Administrators](#)

"Thanks for keeping me informed. I sincerely appreciate the information. "

—W. Floyd Laisure, Executive Director, [John Avery Boys & Girls Clubs](#)

"Thank you for hosting me recently when I visited your city...I was most impressed with what I saw. The [Nasher museum](#) is quite a showpiece and I found Durham's textile history intriguing."

—Michelle Newman, Travel, Art, and Textiles Writer

"[Durham is] a lovely college town with beautiful settings, great restaurants, shops and lots to do and see. I love the fact that the city fathers are taking steps to preserve historical sites and treasures...the city is rich in history and embellished by the arts, sciences, sports, museums, gardens and more."

—Mary Jean Cashman, Sales Promotions/Special Events, [Weyerhaeuser](#)



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 January 15–February 2:

- [Performing Arts](#)
- [Museums and Exhibits](#)
- [Nightlife](#)
- [Sports](#)
- [Lifestyle/Literary Events/Hobby](#)
- [Lectures/Seminars/Workshops](#)
- [Community Events](#)
- [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
November 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 October)	4.8% up
<u>Guest Rooms Available</u> (CY as of October)	.8% up
<u>Lodging Occupancy/Community-wide</u> (CY as of October)	3.3% up
<u>Lodging Average Daily Rate</u> (CY as of October)	12.2% up
<u>Lodging Revenue Per Room/Community-wide</u> (CY as of October)	23.7% up
<u>Visitor Tax Revenues/Community-wide</u>	16.8% up
Visitor Literature Distributed/DCVB	14.7% up
Media/Publicity/Stories Assisted/DCVB	3.0% dn
Visitor Inquiries Fulfilled/DCVB	23.2% up
Traditional Inquiries (phone, mail, etc.)	13.2% dn
Website User Sessions	24.5% up
<u>Visitor Information Center Parties Serviced/DCVB</u>	12.0% dn
<u>Conventions & Groups Serviced/DCVB</u>	26.5% up
Conventions & Groups Occurring/Community-Wide (FY as of October)	
By Groups	.4% dn
By Attendance	10.3% dn
By Room Nights	10.3% dn
New Leads Distributed to Hotels/DCVB	27.4% dn
New Convention & Group Bookings/DCVB	
By Groups	41.7% dn
By Attendance	29.4% dn
By Room Nights	12.4% dn
New Convention & Group Bookings/Community-Wide (FY as of October)	
By Groups	9.8% dn
By Attendance	6.0% up
By Room Nights	6.0% up
<u>Durham Visitor Enplanements</u> (FY as of October)	.5% dn
Visitor Feature Attendance	71.6% up



Local Government Meetings Online



**Board of County
Commissioners
Meetings Online**



**City Council
Meetings Online**