
NEWS SERVICE

DURHAM

Where great things happen



DURHAM CONVENTION & VISITORS BUREAU

20 Years of Visitor-Related Economic & Cultural Development

June 23, 2009

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Durham's *Herald-Sun* Joins More Than 350 Organizations Deploying "Overarching" Brand

One measure of an overarching brand for a community is how well it is embraced by both internal (residents) and external (visitors) stakeholders. Having this type of unifying umbrella leads to greater awareness, respect, relevance, and of course, economic value, ultimately the purpose for a community brand.

The brand for Durham, NC, distilled over a two-year period and launched just two and a half years ago, is enjoying unparalleled success. Community engagement with the brand continues to accelerate. Adoption isn't just using the logo and tagline, but when organizations incorporate the inherent values and reasons to believe, as illustrated by just [a few recent rankings](#) Durham has earned as a community or anchored as an MSA in just the first half of this year.

More than 350 businesses and organizations are displaying and leveraging Durham's brand, but even more are now getting a lesson about it from Durham's *Herald-Sun* newspaper.

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More Examples of Hundreds of Organizations Working Collectively to Promote Durham's Overarching Brand

See More Examples | All the Brand Examples to Date



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Fourth of July in Durham - A Very Different Kind of Fireworks

It is easy to see why Durham's celebration of the nation's independence is such a draw.

This year the long weekend kicks off with the first games of the [SJG Greater NC Pro-Am](#), where NBA, Collegiate, and High School all-stars share the court, July 2nd at NCCU; and the Durham Bulls vs. Charlotte at the DBAP.



Extending July 2nd through July 4th is ADF's [Aspen Santa Fe Ballet](#) in the DPAC – Durham Performing Arts Center, which brackets the Brightleaf Square [Summer Concert Series](#) with Maria Rolls and Band on July 3rd.

The day of the 4th includes the Durham Farmers' Market and Durham Craft Market, both Downtown in Durham Central Park, the Annual [Watts Hospital-Hillandale Neighborhood Association July Fourth Parade](#) (in what was just named one of the best neighborhoods in the Southeast), followed by the Children's Independence Day Parade in Durham Central Park. John Brown and the Groove Shop Band will perform at the [Music on the Lawn](#) series in American Tobacco Complex before fireworks erupt that evening, fittingly after the USA national baseball team plays the Guatemala national team in the DBAP.

But overlaying the entire weekend is the big, three day, 30th Annual [Festival for the Eno](#), set along the banks of the famed river in West Point on the Eno City Park, July 3rd, 4th and 5th.

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Congratulations!

InterNeighborhood Council
of DURHAM 

Turning 25 this year, the InterNeighborhood Council of Durham stands for the values at the heart of the Durham's overarching brand.

A new video produced for INC's 2009 Heroes event captures the energy of the volunteer umbrella organization representing 29 neighborhood associations.

Durham Expands "Small" Line Up

Durham, NC hosts 5,000 conventions and meetings a year, more than its share without mega-facilities, but with what is affectionately known in basketball terms as a “small lineup.” And the lineup has just expanded.

This includes traditional convention hotels, luxury facilities, four accredited conference centers, and a sensational array of “unique” meeting spaces. The lineup just expanded with [The Cotton Room](#) at Golden Belt.



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Durham Follows El Greco with Sun Ra

In the tradition of [To Conserve a Legacy: American Art From Historically Black College and Universities](#) (hosted 9 years ago by NCCU), and on the heels of last year’s [El Greco](#) exhibition at the Nasher Museum of Art, the [Durham Art Guild](#) in partnership with Duke University’s [John Hope Franklin Center](#) will add to Durham’s growing reputation for hosting national art exhibitions this summer and fall.



Pathways to Unknown Worlds: Sun Ra, El Saturn and Chicago’s Afro-Futurist Underground 1954 – 1968, curated by the Chicago Art Institute, will be on exhibit in Downtown Durham from August 21 through October 18, 2009. A pre-opening fundraiser will be held on August 20th with a wine reception and screening at the Guild’s CCB Gallery in the Durham Arts Council Building, followed by dinner at any one of several restaurants in Downtown.

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Newcomer Triage

Past focus group interviews with newcomers often revealed a certain level of anger and dissatisfaction among newcomers who were persuaded to live places other than Durham. They often report feeling misled by water-cooler gossip and even bullied by real estate agents about where to live and report being angry that it results in long commutes and a bad fit between lifestyle and community.

Community-spirited

Destination Marketing Organizations like the Durham Convention & Visitors Bureau (DCVB) take concern because newcomers are almost always first a leisure visitor to a community under consideration. In fact, past surveys of relocating businesses have revealed that 80% of executives have their first experience with a community through avenues such as the *Official Durham Visitors Guide* or the Visitor Information Center and as a leisure visitor including getaway weekends, sports events, or golf.

Original

Unpretentious

Click to view other inherent Durham values

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