
NEWS SERVICE

DURHAM

Where great things happen



DURHAM CONVENTION & VISITORS BUREAU

20 Years of Visitor-Related Economic & Cultural Development

January 26, 2010

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Tell it like it is...

**How can DCVB enhance & improve
Durham News Service?**



Green Inside and Out

One of brand values that Durham believes in and upholds is being environmentally conscious. One example of this is the number of LEED certified buildings in Durham, a nationally recognized benchmark assessing the energy-saving measures in building or community designs.

At present, Durham has [30 LEED buildings that are certified, silver, gold, or platinum and 38 additional projects](#) registered to become certified, giving it one of the highest numbers of LEED Buildings per capita in the country.

Last week, [Golden Belt](#), a seven-acre campus unifying people, arts, entertainment, and commerce in downtown Durham, earned LEED Certification in a big way. Golden Belt is now the largest, all-historic, Gold-certified campus in the Southeast and one of only two LEED-certified options for large office/retail space in the region.



It is just one of the many reasons Durham has emerged as a national environmental leader and “green” advocate.

[Click here](#) to continue reading.



Blog is not a Dirty Word

To many people, social media is a mystery. It seems to have come on suddenly, and many aren't sure how to wrestle it into a manageable concept to make it work for them. Seriously, who ever thought something called a blog would be discussed openly in polite society?

Fifteen Years and Counting, But What Is It?

Actually, [social media](#) has been part of modern life for years. Anytime someone commented on a news story or gave a product review online, they were utilizing social media...they just didn't know it. As far back as 1994 people were keeping weblogs, which are essentially online journals that can be shared. The word blog emerged in 1999, basically as a mistake when someone split the word "weblog" into "we blog." Within months it had become both a noun and a verb, and now it is common vernacular.



Blogs

This article focuses on one aspect of social media – blogs. Blogs have become serious business, and some bloggers have powerful public voices. Today, blogs effectively blur the line between news and opinion outlets. They are effective tools to share information about everything from breaking news to life's mundane details.

Personal blogs have been somewhat besmirched as pulp blogs in general. However, users producing pertinent and substantial material of public import are turning that tide back to reputability. With low barriers to entry, blogs are becoming especially important for communication of topics at the local level and are rapidly gaining readership and status.

A blog can be launched in minutes and permits many users to post information, making them an excellent method for groups large and small to get the word out to constituents rapidly.

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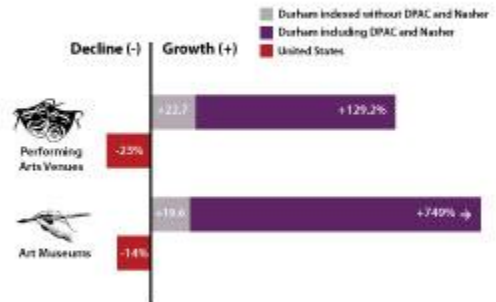


Durham Arts Participation Outperforms

The National Endowment for the Arts, in partnership with the U.S. Census Bureau, conducts an arts participation survey every ten years or so. Findings from the recently-released 2008 [survey](#) show that adult attendance at arts events declined in virtually all art forms compared to the prior survey conducted in 2002.

Comparing these results to arts attendance in Durham is interesting. Even without including the increased supply added with the opening of the [Nasher Museum of Art at Duke University](#) and [DPAC – Durham Performing Arts Center](#), arts participation in Durham grew substantially over the same period of time. With the additional venues added, the increase is significant.

Increase/Decrease in Arts Participation
2002 to 2008



[click to enlarge](#)

It is also interesting to note that the number of adults who participate in arts activities is vastly different than the number of adults who participate in arts activities **while traveling**.

In 2008, 22.7% of US adults said they visited an art museum or gallery in the past 12 months. In Durham, 4% of [overnight visitors went to an art exhibit or gallery](#), which is higher than the 2.7% of visitors to the Piedmont Region and 2.9% of visitors to North Carolina.

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Buy Tickets Now!
April 28, 2010 • 11:30am-1:00pm
American Tobacco, Bay 7
*Honoring the contributions of Eddie Belk
and Frank DePasquale*

Feature in Full - Bennett Place

*This is the first installment in a new series in Durham News Service called **Feature in Full** and is a periodic highlight of one of the many fun, interesting, and educational features in Durham.*

Durham is full of destinations for visitors and residents alike. Most of them are approachable for both the young and the young at heart.

[Bennett Place](#), a historic site that makes Durham's rich Civil War history come alive. Depending on where you went to school, you may have been taught that the Civil War ended in Virginia at Appomattox. In fact, the largest troop surrender that effectively ended the War happened at the Bennitt (only now is it spelled with a second "e") Farm.



One of Durham's three state historic sites, Bennett Place is both a popular visitor feature and a tremendous educational resource used regularly by school groups seeking a window on life at that time and the realities of the conflict.

The Bennett Farm was chosen as the site of this surrender for its location between Greensboro and Raleigh. Generals Joseph E. Johnston and William T. Sherman met there on April 26, 1865 to sign the surrender papers for Southern armies in the Carolinas, Georgia, and Florida. An interesting sidebar to the surrender is that the troops, with little to do during the days of negotiation, grew a keen interest in Brightleaf tobacco, spawning the start of Durham's role as a tobacco empire.

[Click here](#) to continue reading.



Save the Date - SODE Breakfast at DPAC

The 12th annual State of Durham's Economy 2010 breakfast has been set for Tuesday, March 23 from 7:00 am until 9:30 am at [DPAC – The Durham Performing Arts Center](#).

The event features snapshots of many aspects of Durham's economy including employment, tax base growth, high growth industry activity, retail sales, commercial real estate markets, and visitor-centric economic and cultural development. This year's event will also include a panel discussion with representatives from high growth industries who will share their perspectives on how economic recovery opportunities can be seized locally and how to connect job seekers and small businesses with high growth industries.



Coffee and registration will be from 7:00 until 7:30 with breakfast and a program for the remainder of the time. Tickets are on sale prior to March 1 for \$50 each or a table of eight for \$375. After March 1, ticket prices will increase to \$60 for an individual or \$450 for a table of eight. Register online at www.stateofdurhameconomy.org.



[Durham News Service](#) is a service of the Durham Convention & Visitors Bureau, an internationally accredited local tourism development authority and the official destination marketing organization for Durham, North Carolina, including Research Triangle Park.

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