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NEWS SERVICE

**DURHAM**

*Where great things happen*



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DURHAM CONVENTION & VISITORS BUREAU

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February 8, 2010

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### Raising a Glass for Durham's Beer Scene

Durham is a well-known haven for foodies, and it is quickly becoming known for its beer scene. Now Durhamites have something to be really jazzed about...a [beer engine](#).

[Triangle Brewing Company](#) is working in conjunction with [Alivia's Durham Bistro](#) to expand the local beer scene with the installation of Durham's first such apparatus. The result is a frothier head on the beer. Casks will be tapped each Thursday with the beer offered through the weekend or until it gives out. Be on the lookout for upcoming events by visiting their websites...and make haste in hoisting a pint.

[USA Today](#) ranked Durham's World Beer Festival as one of the ten Great Beer Festivals. [The World Beer Festival](#), scheduled for Saturday, October 2 this year, features over 300 beer vendors from all over the country as well as local restaurants, vendors, and family entertainment.

Now in its 13th year, many credit the growth of Durham's beer scene to Daniel Bradford, publisher of [All About Beer Magazine](#).



The farm to table movement is also gaining traction in the beer arena. "Plow to pint" is the way [Fullsteam Brewery](#), set to open this spring on Rigsbee Avenue, is describing their use of "southern farmed," local, seasonal, and organic ingredients used whenever possible.

Fullsteam and Triangle Brewing both make seasonal beers that complement their standard offerings. A benefit to them both was the statewide change in the alcohol by volume law.

Beers can now be made to have 15% ABV (alcohol by volume...otherwise referred to as “high gravity” beers) and this opens up the potential spectrum of styles that can be made to include gourmet Belgian ales, hoppy IPAs, as well as others. This gives Durham brewers more flexibility when deciding what flavors to create and how much alcohol per volume to include.



**DURHAM'S Annual Tribute Luncheon**

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

## What's a Visitor Worth These Days? *(In simple terms for those who are not economists - part 1 of a 4-part series)*

That’s often the first question DCVB is asked by local stakeholders, closely followed by, “And how do you know that? Do you stand there and count them all?”

No one stands there and counts them all, but there are some pretty smart companies out there using impressive ways to quantify the number of visitors to any given community and the amount of spending that occurs each year. The bottom line is:

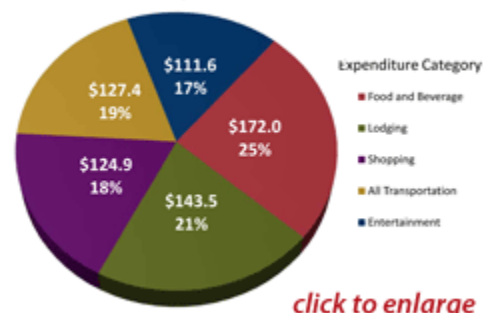
In 2008, visitors spent \$679.4 million **IN DURHAM**  
which generated \$40.5 million in tax revenue  
for the City and County of Durham.

The most important thing for readers to know up front is that DCVB did not calculate any of these numbers. It uses two nationally-known research firms, [D.K. Shifflet & Associates](#) and [IHS Global Insight, Inc.](#) to do the analysis. If you are curious about how they do this, [click here](#).

Some readers may know just enough about economics to wonder if this figure includes what economists refer to as “multipliers.” The answer is no. The \$679.4 million was spent in [these five categories](#). This figure also does not include any spending by local Durham residents in these categories.

What some may not realize is that when calculating the full economic impact of tourism or any other sector or industry of the economy, you can **add in** indirect and induced spending, but then you must **subtract out** what is called leakage.

**In 2008 Visitors Spent \$679.4 million in Durham**



[Click here](#) to continue reading.



## Two Great Film Festivals - One Great Weekend

Durham plays host to a great many cultural events and celebrations with a strong commitment to film both as an industry and an art form. Two upcoming film festivals taking place February 18–21 are a testament to Durham’s interest in film and to the taste of its citizens.

[The Hayti Heritage Film Festival](#), formally known as the Black Diaspora Film Festival, will celebrate its 15th year by showcasing the diverse works of and about people of African descent. In addition to their traditional events, they have added competition categories, competitive awards to recognize and hone the talents of established and up-and-coming filmmakers, a financial short film challenge, all day student workshops, celebrity panel discussions, and much more. Special industry professionals at the film festivals will include Cedric Pendleton, Dante James, and Christine Swanson. Visit [www.hayti.org](http://www.hayti.org) for ticket and additional event information. View the schedule [here](#).

The [Nevermore Horror and Gothic Film Festival](#), taking place February 19–21 at [The Carolina Theatre](#), will have a drastically different subject matter when it kicks off. Created in 1999, the Nevermore is dedicated to screening new horror features from around the world and showing them in addition to fan favorites.



This year nine new feature films and 14 shorts, ranging from “quietly creepy” to “brutal,” will scare audience members. [Click here](#) for ticket information.

Both festivals are in close proximity to [Durham’s Downtown Dining Districts](#) so be sure to have a meal while visiting these two great events. And mark your calendar now for one of Durham’s largest and most prestigious film festivals, [Full Frame Documentary Film Festival](#), scheduled for April 8-11, 2010.



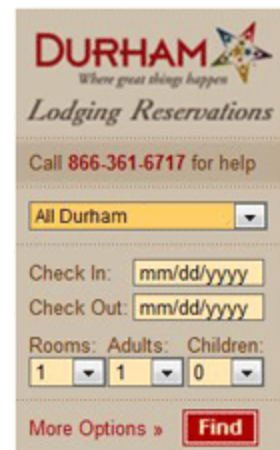
## Bots Make Booking Easier

The internet is responsible for a host of conveniences taken for granted daily; there is virtually nothing that can't be found on its billions of pages. DCVB developed a tool several months ago to assist any Durham business or organization wanting to provide easy access to customers needing hotel and other lodging accommodations. Duke Football's recruiting site was first to load this tool, but it can be embedded easily on any website.

For businesses both within the visitor sector and not, having this tool on their sites creates a convenience to their partners in commerce, clients, employees, and service providers. It also makes Durham stronger as a destination and helps those unfamiliar better realize that it is a place where great things happen.

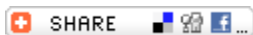
As Durham's official marketing agency, [DCVB](#) is charged with, amongst other things, fueling the local business climate and generating tax revenue for local governments.

Besides providing a convenience for visitors, this tool – also known as a “bot” or “widget” – is one way to help do that, by helping to ensure money spent by visitors stays within Durham.



[Click here](#) to see the bot, titled “Lodging Reservations,” at the left of the screen. Be sure to click the “more options” at the bottom of the tool to see all of its capabilities.

Installing the bot is extremely easy and is completely free. To request one for your site, [click here](#).



## Art for All

Durham is home to art at all levels from small local shops and artist studios to nationally known art museums and galleries...even a hair salon/art gallery combo. With that kind of commitment to artistic expression, it's no wonder that one of Durham's core brand values is creativity. Below are just a few of the galleries of note in Durham. For a complete list, [click here](#) and be sure to explore these cultural assets.

[Somershill Gallery](#) is considered one of the best galleries in the Southeast. This state-of-the-art space is home to works both abstract and representational. Recently celebrating its 38th anniversary, the gallery is welcome to both the novice and the seasoned collector. Somershill is located at the [Venable Center in Downtown](#) Durham on [Roxboro Street](#).

[Outsiders Art Gallery](#) is a new venture in Durham that specializes in work created by artists who have no formal art education. The resulting artwork is raw, honest, and genuine...just

like Durham. Opened in 2009 and located in an old house on [Iredell Street](#), the work is created by artists mostly in North Carolina. Visit their Facebook page [here](#) and become a fan to stay up-to-date on gallery events.

[LabourLove Art Gallery](#), LLG, is located in [Golden Belt](#), which is also home to [Room 100](#) and more than 40 artist studios. LLG is devoted to being a venue for young artists to gain exposure and offering art at all price points to ensure that all can partake of Durham's burgeoning art scene. [Become a fan](#) on Facebook.

[Rock Paper Scissors Salon](#) on [East Chapel Hill Street](#) in Downtown Durham is both a hair salon and art gallery. The salon displays and sells printed pieces by local artists Matt Hart and Ron Liberti as well as providing an old school pinball machine for their clientele to play. See their [Facebook](#) page for additional information.



Don't forget to also check out the [Lyda Moore Merrick Gallery](#) at St. Joseph's Historic Foundation's [Hayti Heritage Center](#), and the [Durham Art Council's](#) three galleries.



[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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