

Weekly community news for Durham civic, business, university and neighborhood leaders from the [Durham Convention & Visitors Bureau](#). If your e-mail is not displayed properly, please view our [online version](#); to unsubscribe, [click here](#).



DURHAM CONVENTION & VISITORS BUREAU

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## A Hi-Fiber Diet?

Durham hopes to have a “hi-fiber” diet pretty soon...thanks to Google. As many may have heard, Google is looking for a community in which they can install ultra-high-speed internet service to every home. One requirement to meet is the community selected needs to have between 50,000 and 500,000 people. Check. Durham County is nicely in the middle at a shade under 263,000. The challenge beyond that is for Durham to demonstrate in a multitude of creative ways that this community is exceptional and would make a great beta site for Google.

### Get Involved

Dozens of people are working on getting Durham on the list for consideration, but the process isn't easy, primarily because the turnaround time is very short.

A very large and arduous official response is required (26 page application – lots of numbers) for which a task force has been formed by local government with the input of a lot of really smart, interested folks and organizations like the Durham Chamber of Commerce, Downtown Durham Inc., and DCVB.



Three working groups have been established to tackle the pitch to Google. Anyone interested in helping should send an email to [hifiberdurham@gmail.com](mailto:hifiberdurham@gmail.com), where it will be routed to the appropriate party. Please be specific about the area of interest:

infrastructure, innovative implementations, or community engagement.

Click here to [read more](#).



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## Another Funky Festival

Durham is known for its great food, great historic sites, great art museums, and great sports, among other great things. Perhaps a little less well known is its penchant for quirky festivals, not surprising in a community known for its genuine, engaged, and unpretentious citizens who are proud of the community in which they live.

Consider just a handful of these “lesser-known” festivals held in Durham each year: Harley Davidson Bike Show and Chili Contest (now that’s a hot combination!); Backyard Beer Festival (Durhamites have become quite the beer connoisseurs); Holy Ghost Weenie Roast (‘nuf said!); and the wildly popular Beaver Queen Pageant.

Two years ago volunteers organized a beginner’s triathlon in Durham designed for “nontraditional athletes” (translate – couch potatoes and fathletes). The event was summed up this way: “If you think you have a shot at winning this race then this race is not for you.”



This year, however, it appeared that the event was “doomed” to move outside Durham. However, a group of people trying to keep a local event, well, local, worked with DCVB to secure a site, and the result is [The Grueling Triathlon of Doom](#), being held June 6 in Durham at the [Durham YMCA](#).

Click here to [read more](#).

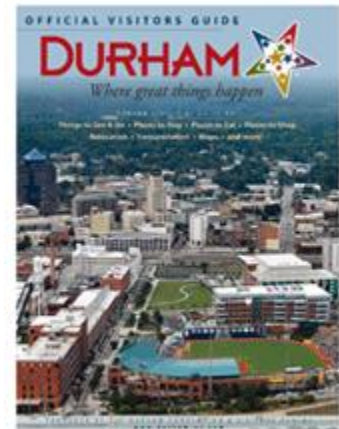


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## Introducing the 2010 Official Durham Visitors Guide

Shh. Don't tell anyone that it's back from the printer...there are only 150,000 copies.

Distribution of the 2010 Official Durham Visitors Guide began in early February, and by some accounts is the best guide yet. This year's edition contains improved charts; better and more descriptive information about shopping, dining, and attractions; and the best map DCVB has ever produced for inclusion in this publication.



[click to enlarge](#)

“Simply put, we’ve spun gold from hay in this economy and made a great end product,” said DCVB’s President and CEO Shelly Green. The guide is partially funded by co-op sponsors advertising in the guide, but the content covers all of Durham – not just businesses that advertise – making it the most complete and comprehensive guide for visitors as well as the 80% of newcomers that shop Durham first as a visitor.

A version of the guide is posted on DCVB’s website as a [virtual page-flipping publication](#), courtesy of the Durham-based company [ingage's interactive direct marketing](#). Follow [this link](#) to learn more about ways ingage uses this tool to help real estate agencies, sales people, and conference presenters.

Click here to [read more](#).



## New Feature - DuRT (Durham Retail Therapy)

*DuRT, Durham Retail Therapy, is a new feature in the Durham News Service. Look for highlights of specific sectors within retail in Durham with a focus on local retailers that enhance Durham’s unique sense of place.*

**Background:** Within its peer group of 274 medium-urban counties, Durham ranks top in the nation for its creative class. Creative class workers are knowledge workers whose primary job function is to be creative and innovative.

In the book *The Rise of the Creative Class*, Dr. Richard Florida writes, “...the Creative Class is drawn to more organic and indigenous street-level culture.” The culture is “street-level” because it tends to cluster along certain streets lined with a multitude of small venues. These may include coffee shops; restaurants and bars, some of which offer performance or exhibits along with food and drink; art galleries; bookstores and other stores. With a healthy creative class dominating Durham’s population, DCVB decided to spend some time highlighting local retailers that enhance Durham’s unique sense of place.

**Professional Women’s Apparel:** Durham is fortunate to be welcoming two new players in the professional women’s apparel arena. The US Census Bureau indicates that more than 90,000 of the women in Durham are between 18 and 65 years of age, making them prime clientele for such retailers. That Durham also has a very young-minded and significantly large senior population only sweetens the pot.

The newest addition to the lineup is [Magpie](#), located in West Village off Main Street and next to the [West End Wine Bar](#). Their focus is on clothing and accessories from both established and emerging designers, both domestic and international. They also carry some housewares and body care items. Opened at Thanksgiving by Durham residents Po-Ming Wong and Tad Schwendler, the store is currently having a [sale on winter merchandise](#) as they make room for spring goods.



Click here to [read more](#) about professional women's apparel in Durham.



## Something for Nothing

No matter what the status of the economy, everybody likes a deal – locals and visitors alike. Knowing that, DCVB is expanding the [“values” pages](#) of its website. With a desire to make it easy for businesses to use, the [My Durham Info \(MDI\)](#) tool in the bureau’s database was expanded so businesses could easily submit special offers for posting on [www.durham-nc.com](#).

“This capability adds a new dimension for businesses to market their offerings,” said DCVB President and CEO Shelly Green. “With the ability to log in and post offers to DCVB’s website, stakeholders have a very simple tool to use in letting customers know about their specials.” To learn more about My Durham Info and how to post offers [click here](#).

The site is being rolled out to restaurants and hotels this week to populate, so stay tuned for the unveiling of the special pages in the next two weeks.

Click here to [read more](#).



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[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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