

March 1, 2010

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## Feature in Full - Durham Bulls

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

To kick off the 2010 season—and in response to the large crowds anticipated—the 2009 Triple-A Baseball National Champion [Durham Bulls](#) have extended the annual [Fanfest](#) by an additional day.

This Friday, March 5, and Saturday, March 6, are “Opening Days” for individual ticket sales; season tickets, and mini-plan are currently available. Fans who purchase at least one ticket to a 2010 regular season [Durham Bulls](#) or [Duke Blue Devils](#) baseball game during “Opening Day” will get a free lunch of the ballpark concession stand favorites.

Other events during Fanfest include pictures and autographs with Wool E. Bull and Blue Monster, 20% off selected Bulls merchandise, and a chance to participate in the creation of a video message to run on the giant video board on opening night.

The Bulls will take part in an [exhibition game](#) against the 2008 American League Champion Tampa Bay Rays at the Durham Bulls Athletic Park on Saturday, April 3. The two teams have announced an extension to their working agreement through the 2014 season, making the relationship with the Rays the second longest in club history.

For the past 108 years, the Durham Bulls have been an important part of all the great things happening in Durham.



Playing their first exhibition game on April 24, 1902, the then Durham Tobacconists beat a team from Trinity College (now Duke University).

The first game as the Durham Bulls was played on April 24, 1913, at Hanes Field on the Trinity College Campus. Given the mutual history of Durham Bulls baseball and Duke University baseball, it is only fitting that both teams are suiting up at the Durham Bulls Athletic Park this season.

Click here to [continue reading](#).



## Gaga for Google

The possibility of internet that is hundreds of times faster than most have in their homes and businesses is a prospect that is igniting an aggressive move to action for thousands of Durham residents.

In case the headline slipped by unnoticed, Google is looking for a community with between 50,000 and 500,000 residents to install a fiber optic network that would bring 1 GBS speed to the home. Most homes with broadband service have 1.5 MBS, and 1 GBS is 1,000 MBS. In other words, at this speed one could download everything in the Library of Congress in a single day.

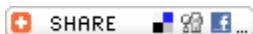
Getting this project to come to Durham is a remarkably big deal and considerable effort is being devoted to the process by local government and business and civic leadership.

However, none of that effort matters if the public is not fully engaged in the process.

To make it easy to be involved, a website devoted to the project, [www.hifiberdurham.com](http://www.hifiberdurham.com), has links to Google's nomination page, the Google Moderator stream where people can write about what they would do with this service if they had it, links to the Twitter feed, Facebook page, You Tube Channel, and other information.



Click here to read more [important notes](#) about the project.



## Lights, Camera, (Real Life) Action!

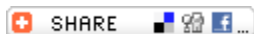
According to the *New York Times*, [The Full Frame Documentary Film Festival](#) is the premier documentary film festival in the United States. Dedicated to the theatrical exhibition of non-fiction cinema, the Festival has attracted such superstars as Martin Scorsese and Michael Moore.

As a prelude to this year's festival, Full Frame is hosting a party to celebrate the Oscars on Sunday, March 7th at [Rigsbee Hall](#). From 7:30 to 11:30pm, guests can snack on hors d'oeuvres and adult beverages, and participate in a silent auction. Break out the fancy duds for this one and click here for [tickets](#). Register by March 3rd and mention the *Durham News Service* to receive \$25 off the ticket price. All the proceeds benefit the festival and their educational outreach programs.



Now in its 13th year, the festival runs April 8-11. As roughly half of those in attendance are locals, this is an excellent opportunity for Downtown businesses to reach thousands of local and out-of-state filmgoers who won't want to stray too far from the theater for food and beverage. Sponsorships and advertising opportunities are available. Click here to get [more information](#) – just do it in the next week if being featured on the silver screen is appealing as a marketing opportunity.

Full Frame is one of [14 signature annual events](#) in Durham and documentary film has been a significant part of Durham's history. Along with the Center for Documentary Studies at Duke University and the Southern Documentary fund, Doc Arts Inc.—producers of the Full Frame Documentary Film Festival—have brought much recognition to Durham as a creative, unpretentious place.



## How do Visitors to Durham Create more than 10,000 Jobs?

(In simple terms for those who are not economists - Part 3 of a 4-part series)

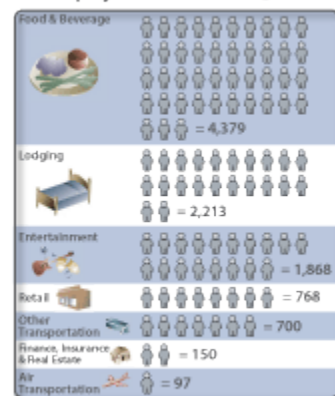
*Part 1 of this series focused on the amount of money visitors spent in Durham while Part 2 focused on the tax revenue these visitors contributed to local, state, and federal governments. Part 3 focuses on the jobs created by visitors.*

In 2008, the travel and tourism sector accounted for 5.3% of all jobs in Durham, making it the tenth largest job generator, behind manufacturing, health care, educational services, professional services, and government. This is down slightly from the 5.6% of jobs it held in 2006 when it was the eighth largest generator of jobs in Durham, but still accounts for more than 10,000 jobs.

Some people assume that hospitality jobs are all low wage jobs, but that's like assuming everyone who works in a hospital is an orderly. There are a variety of full and part-time jobs in hospitality that run the gamut from entry-level to management and executive-level positions in everything from food service and lodging to retail, transportation, and other services.

The primary generator of visitor-related jobs in Durham is the food service industry. But the 4,379 jobs noted here are not all of the food-related jobs in Durham. Visitors support a little over one-third of those jobs. Durham has long prided itself on its culinary offerings and without those six million visitors annually, there would be approximately 185 fewer restaurants in the Bull City.

Durham, NC Travel & Tourism:  
2008 Employment 



[click to enlarge](#)

It's fitting that the U.S. Congress passed legislation last week to create economic growth and thousands of new American jobs by welcoming millions more international travelers to the United States. The Travel Promotion Act is expected to become law within 10 days and is estimated to drive \$4 billion in new consumer spending annually and create 40,000 U.S. jobs nationwide. Further, it is expected to reduce the federal budget deficit by \$425 million over the next 10 years, according to the Congressional Budget Office.

“Durham is already benefiting from international travelers to the tune of about \$50 million in spending annually,” said Shelly Green, President and CEO of the Durham Convention & Visitors Bureau. With a renewed emphasis on international visitors at the federal level, Durham will have the opportunity to increase its share of overseas travelers, which in turn will promote more spending, tax revenue, and jobs for Durham residents.

Reread [part one](#) and [part two](#) of this story.



**SATURDAY, MAY 29TH**  
**DOUGHMAN**  
 EAT, BIKE, RUN, SWIM, AND MAKE DURHAM GREENER!  
 REGISTER NOW!

## Duke-Durham Health Summit

*Many Minds, Many Hands, One Goal: A Healthy Durham*

**Monday, March 29, 2010**

**8:00am – 4:00pm**

**Durham Convention Center**, 201 Foster Street, Downtown

No admission fee, but registration is required

Continental breakfast and lunch provided

A community gathering to hear updates on the landmark Durham Health Innovations Projects and an opportunity for community dialogue discussing the question:  
*What would a healthy Durham look like?*

[Register Online](#) – [Additional Information](#)



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