

NEWS SERVICE

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DURHAM CONVENTION & VISITORS BUREAU

April 15, 2010

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145th Anniversary Surrender at Bennett Place

Visit [Bennett Place](#) (then called the Bennitt Farm) on the actual anniversary dates of the largest surrender of the American Civil War 145 years ago. A reenactment of the meetings between Maj. Gen. William T. Sherman and General Joseph E. Johnston will take place on both Saturday and Sunday. Union and Confederate military encampments, sutlers (Civil War merchandise vendors), historians, artisans, and musicians will be part of this special commemorative event.

Authors and historians Mark Bradley, Jim Wise, and Jeff Toalson will give talks and be available for book signings. A final “Stacking of Arms” and “Farewell Address” by General Johnston, as well as the annual “Wreath Laying Ceremony at the Unity Monument” will also be held. Highlights of the weekend also include:



[Click here](#) for a full schedule of activities.

SHARE

A CELEBRATION IN THE CITY OF CHAMPIONS

5:30 p.m. – Celebration Rally at American Tobacco Campus with Coach K and the Duke men’s basketball team

6:30 p.m. – Head to the ballpark for pre-game fun before the Bulls take on the Norfolk Tides



Join the Fun Tonight!

Bull City Showdown

Following a successful Bull City Gridiron this past fall where Duke University and North Carolina Central University competed on the football field, the two schools will host the first (and hopefully annual) [Bull City Showdown](#) on the basketball court.

Taking place on Saturday, April 17, at the LeRoy T. Walker Physical Education Complex and McDougald-McLendon Gymnasium on NCCU's campus, the event will include four men's teams and two women's squads playing a round-robin schedule. An all-star game will cap off the day at 3:00 p.m.



The event, billed as "A History Revisited," will be highlighted by various tributes to the "Secret Game" played in 1944 when an all-white team comprised of Duke Medical School students participated in a basketball contest with the men's basketball team from the North Carolina College for Negroes, now known as North Carolina Central University.

[Continue reading](#) to learn more about the Bull City Showdown: A History Revisited.

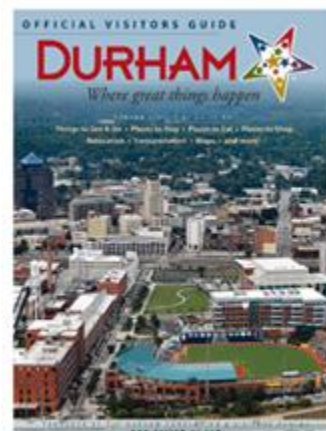


Marketing to Visitors

For over 20 years, the [Durham Convention & Visitors Bureau](#) (DCVB) has published and distributed the award-winning *Official Durham Visitors Guide* as a valuable resource for many of the six million visitors to Durham. The publication helps visitors know where to circulate in the community resulting in lots of spending...over \$679.4 million in 2008 (latest data available).

Traditional advertising is still a valid expense, especially in targeted media that are distributed directly to interested parties. That describes the *Official Durham Visitors Guide* perfectly.

[Continue reading](#) to see how sponsoring an advertisement in the *Official Durham Visitors Guide* is valuable.



[click to enlarge](#)



Signs of Recovery

There are early indications that the travel and tourism sector of the economy is showing signs of improvement. An editorial in today's *USA TODAY* is titled, "[Don't Look Now, But the Economy's Bouncing Back.](#)" Yesterday, *Newsweek* proclaimed the U.S. is "The Comeback Country" in an article titled, "[How America pulled itself back from the brink—and why it's destined to stay on top.](#)"

A little closer to home, the Durham Regional Association of REALTORS® reports the highest single home sales for March since 2004. In February 2010, (latest data available) the unemployment rate in Durham remained unchanged at 8.4% while hospitality and leisure employment grew by half a percent over the same period a year ago.

Two other indicators that Durham is poised for recovery:

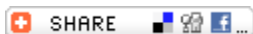
- Five straight months of increased lodging rooms sold over the prior year, and
- the opening of Durham's 66th lodging property today, April 15, 2010.

	2011-P	2010-P	2009
Total Hotel Rooms	8460	8213	7594
Rooms Added	247	619	142
Hotels Added	2	4	2

[click to enlarge](#)

The Springhill Suites on McFarland Drive is a 130-room hotel in the Patterson Place shopping center. This bustling area of Southwest Durham is part of a \$14 million development plan, including more than 176,578 sq.ft. of retail and office space and a Duke Medicine facility. This brings the total number of guest rooms in Durham to 7,724.

[Continue reading](#) to see more visitor developments on the horizon including restaurants, retail stores and music venues.



The Seventh Annual
Mahogany Dime™ Awards
Saturday, April 17, 8 p.m. - Carolina Theatre



Recipients include:
Dr. Bertha Maxwell Roddey
Sadiyah Shakur-Saleem
Joselyn Williams
Mary Ann Black
Doris Ann Shipman
Nnenna Freelon

Hosted by Roz Ryan



Spotlight - Annual Tribute Luncheon Honoree: Eddie Belk, AIA, LEED AP

On Wednesday, April 28th, DCVB is hosting Durham's Annual Tribute Luncheon, this year honoring the pioneers who laid the groundwork in the restoration and preservation of some of Durham's unique buildings. These individuals are responsible for the adaptive reuse and

“rebirth” of places like Brightleaf Square, American Tobacco, Golden Belt, Hayti Heritage Center, and the Durham Arts Council building.

For more than 30 years, Eddie Belk has been an historic preservation pioneer dedicated to recycling working architectural heritage. He understands and has performed nearly every role in the process: from in-depth historic research and meticulous documentation of existing conditions to developing award-winning designs and overseeing construction.



Belk is also skilled in executing historic tax credit applications and has both developed and taught preservation techniques to construction forces.

His company’s mission is simple – “To do what’s required for successful historic preservation of our architectural heritage.”

[Continue reading](#) to learn more about Eddie Belk and Durham's Annual Tribute Luncheon.



[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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