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NEWS SERVICE



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DURHAM CONVENTION & VISITORS BUREAU

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May 27, 2010

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## **DuRT: More Than Our Fair Share of Crumbs...**

*DuRT, Durham Retail Therapy, is an occasional feature that highlights various retail sectors with a focus on local vendors that are unique to Durham.*

The satisfying crunch of a freshly baked loaf of bread is rivaled by little in life...except maybe licking frosting off one's fingers from that to-die-for piece of cake, biting into that not-to-be-believed croissant, or that way-too-blueberry muffin that submarines the weight loss resolve first thing on a Monday morning. Fact is, this list could go on for pages, and in Durham the choice of which European-style patisserie or bakery to indulge from just keeps getting harder to make.

Opening next week is the latest addition to the scene. [Scratch Seasonal Artisan Baking](#) is the bricks and mortar outpost of the Durham Farmers' Market booth that has drawn Durhamites out of their slumber to head down to Central Park in droves. The line for this weekly delight is routinely 20+ people long.



Scratch will open next week at 111 Orange Street with a variety of baked goods, coffee and other offerings that will be sure to satisfy the sweet – and not-so-sweet – tooth in everyone.

Durham is also home to seven other local spots with retail bakeries that have earned community fame and national acclaim. And this list doesn't even touch the "sweet stuff" coming out of restaurants like [Magnolia Grill](#) from the award-winning pastry chef Karen Barker, also named the 2003 Best Pastry Chef in America by the James Beard Foundation.

[Amelia's](#) – Located next to [Chamas](#) in Brightleaf Square, this is a great spot for a quick fix of brownie, cookie, cake or pastry. And then there is the gelato. Prepare for extra exercise after a visit here, or at least a stroll around the shops that neighbor this spot.

[Fosters Market](#) – This nationally recognized and celebrated outpost is a regular stop for hundreds of food lovers. The scones are legendary; they also bake a mean cookie and have a massive selection of other sweets, savory items, a few gourmet groceries, beverages, and great candy.

[Read more](#) about Durham bakeries.



## Racing for Durham

Part of Durham's brand or personality is being caring, accepting, community-spirited, and collaborative. A perfect illustration of this occurred three weeks ago when the community came out in force to support Bullock's BBQ as they dealt with an 80% drop in business following a report that people had gotten ill after eating food from the restaurant.

But here's another great illustration of the brand values along with an opportunity for residents and visitors to take part. [DurhamCares](#), a unique organization bringing together innovative services in volunteer matching and success grants, has fielded a team of eight community leaders who will participate in a 3,000 mile Race Across America. For 24 hours a day, Saturday, June 12, until Saturday, June 19, the DurhamCares team will have a bike on the road as ambassadors for Durham.



Their goal? Raise \$100,000 and generate 5,000 volunteer hours to make a difference in this community. That, and of course, to spread the word about Durham being a place where great things happen.

Durham citizens can participate by supporting DurhamCares during the Race Across America Mirror Event being held at the American Tobacco Campus.

For these eight days, people can sign up for time slots to ride a stationary bike while raising money for DurhamCares' partners. Interested supporters will also be able to keep up with the riders through live feeds, learn more about DurhamCares, and enjoy food from local food vendors and live music during the eight days.

For more information:

- [Sign up](#) for mirror event time slot.
- Get information about [team members](#).
- Get information about [DurhamCares and their partners](#).

In its 29th year, the Race Across America will begin near in Oceanside, California and

finish in Annapolis, Maryland. The route includes more than 3,000 miles across the United States through 14 states, and climbing over 100,000 feet. Riders can ride as solo riders or in a two-person, four-person, or eight-person team with teams racing in a relay format.



## Central Park District Welcomes New Businesses

Durham's Downtown has undergone many changes over the past two decades. Center City received attention about twenty years ago as the Durham Convention Center opened along with a full service hotel (first an Omni, now [Durham Marriott at the Convention Center](#)). [The Carolina Theatre](#) renovation followed in the early 1990's before attention shifted to the [American Tobacco District](#) with the opening of the [Durham Bulls Athletic Park](#).

Then, the Warehouse District started blossoming with the opening of West Village in 2000, while the American Tobacco District continued its renaissance with the opening first of American Tobacco Historic District followed by DPAC – Durham Performing Arts Center. Many other additions and improvement continued in the City Center like Roger's Alley, the Kress Building, and streetscape improvements. In fact, all three of these districts have continued developing and thriving.



But the hot spot now has shifted to the Central Park District. In addition to the opening of [Durham Central Park](#), [Measurement Inc.](#), the [Farmers' Market Pavilion](#) and beautiful gardens in the 2000s, a skate park has recently opened and the [Historic Durham Athletic Park](#) received a much-needed \$5 million facelift. But there is more to come in this district very soon. Check out these two blog posts by DCVB's President Emeritus about the reopening of King's Sandwich Shop, Trinity Heights, and Trinity Lofts, among others. And beer lovers rejoice: the opening of Fullsteam Brewery is on track for this summer.

[Bull City Mutterings - Foster-Geer Street](#)

[Bull City Mutterings - Fullsteam](#)



## Official Durham Visitor Overview & Map

As Durham's official marketing agency, [DCVB](#) provides a variety of different services to our community and its many visitors. One such service is publishing and distributing Durham's official visitor collateral, including the [Official Durham Visitors Guide](#), [Durham Street Map](#), and now a brand new publication, the [Official Durham Visitor Overview & Map](#).

The new map was developed using feedback from countless visitors and distribution points. Just a few of the features include:

- A portable, easy-access size and format.
- Accurate, GIS-based map of Durham County, with an inset of RTP (including major RTP organizations) as well as a street-level detailed inset map of the I-85–15-501–Duke–Downtown–NCCU corridor.
- Highlights of Durham's varied visitor features, including all lodging properties; dining and shopping areas; historic sites; nature & science features; hospitals, urgent care centers, and other frequently-visited medical facilities; popular sports and entertainment venues; golf courses; and other "must see" cultural attractions.
- Index-style listings of all points of interest for quick reference, as well as a more "editorial" and visual presentation of the above categories for visitors just browsing for an overview of what Durham has to offer.



The new publication will better serve visitors by providing a simpler yet more engaging piece encouraging them to see, do, and spend more in the community.

DCVB will continue to produce and distribute the full-sized *Durham Street Map*, but in smaller quantities and at a cost. Businesses wishing to sell maps should contact DCVB about wholesale information.



[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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