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NEWS SERVICE

**DURHAM**



*Where great things happen*

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DURHAM CONVENTION & VISITORS BUREAU

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August 5, 2010

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## **Durham Knows Mobile Food**

Durham always drives ahead when it comes to innovation and opportunity. Nowhere is this more evident than in the city's growing mobile food scene.

Nationally there is an emerging love affair with food from a truck. Home to several taco trucks prior to the 2008 launch of OnlyBurger, Durham has seen a steady and rising trade in mobile food. Durham is unquestionably the most mobile food-friendly destination in the Triangle, if not the state, permitting mobile operators on city streets largely without undue restrictions.

That climate creates a very friendly environment for the food truck revolution. Durham's tech-savvy and connected population are also avid users of Twitter and Facebook, the two most popular methods mobile operators have of sharing where and when they will be purveying their goods. Durham has also hosted numerous mobile food unit "rodeos," and many food trucks can be found each week near Durham Central Park during the hours the Durham Farmers' Market is open.



The mobile food industry includes both mobile food units and pushcarts. Each must meet a set of requirements issued by that state's health department and administered locally by the county health department to ensure the food and cooking environment are safe for customers. Mobile operators are required to have an inspected commercial kitchen facility as their commissary to use for food preparation, sanitation and cleaning, and product storage.

Durham currently has 25 mobile food units and 17 pushcarts offering a wide variety of food.

[Click here](#) for a list of mobile food units in Durham.



## Annual Crime Comparative Released

As the community's official marketing agency, DCVB is charged with leading the marketing and promotion of Durham as a destination, as well as promoting and defending the community's image and brand.

DCVB co-developed this [crime comparative](#) tool with the Durham Police Department many years ago to provide the 19-organization Durham Public Information & Communications Council, as well as other civic, business, university, and neighborhood leaders, better information to assist newcomers and visitors.

The data is not intended as an apology or an excuse, nor does it suggest lessening the intensity law enforcement use to drive the crime rate even lower. The report is intended to put crime reduction efforts in perspective by showing comparisons to 10 other similar Southeast counterparts and 27 other cities nationwide.



The results? Durham's crime is at or below average within a cohort of 10 Southeast and 27 national communities of similar size and makeup. Raleigh is the only city in the cohort that is not of similar size and makeup (it is almost twice the size of some cities in the cohort) but is used because of its close proximity to Durham.

In surveys 65.5% of Durham residents feel safe in the community overall, and more than 85% feel safe in their neighborhood. Durham officials, activists, and residents are very diligent in an effort to further reduce crime in areas where it is a problem. Collective effort has lowered Durham's index crime rate by about 30% over the past 10 years.



## Get Out and Shop!

It's that time of year again. The first weekend in August is an annual sales tax holiday as declared by the North Carolina Department of Revenue. This coming weekend, August 6-8, the items specified below will be sold free of tax charges. This makes back-to-school preparations easier for families to afford, among other benefits, so get out and enjoy the

shopping.

Check out these special promotions and sales at [Northgate Mall](#) and [The Streets at Southpoint](#) as a starting point.

So, wonder what items qualify? Here is the official word.

Exempt items include:

- Clothing, footwear, and school supplies of \$100 or less per item
- School instructional materials of \$300 or less per item
- Sports and recreation equipment of \$50 or less per item
- Computers of \$3,500 or less per item
- Computer supplies of \$250 or less per item



Non-exempt items include:

- Clothing accessories
- Jewelry
- Cosmetics
- Protective equipment
- Wallets
- Furniture
- Items used in a trade or business
- Rentals

[Source](#)



## **Durham's Official Facebook Page Getting Additional Guidelines**

Durham is fortunate to have a diverse population of intelligent and entrepreneurial citizens who are among the nation's most tech-savvy and connected. One recent survey conducted by NanoPhrades on behalf of DCVB indicates that 95% of the households in Durham have at least one member of the home that accesses the internet...either at home, work, school, on a mobile device, or in an Internet café. That's something of which to be proud.

With that level of Internet engagement, it's no surprise there is a significant population of fans on the [Official Durham, NC Fan Page](#) on Facebook, a page administered by DCVB for over two years. As the site continues to gather new fans, it has become an increasingly powerful and important marketing tool in DCVB's battery. However, there have been issues and instances where the page's community resource intent has been clouded by other purposes.

In an effort to retain the effectiveness, spirit and utility of the page as an official marketing tool for Durham, some posting guidelines are now in place and are posted in the notes tab on the page itself. They are also posted here in full.



With the institution of these guidelines, the page is perhaps now more than ever a place for communicating about Durham, sharing accounts of experiences here, and a gathering place for those interested in the Bull City's success.

Guidelines for posting to the Durham, NC fan page on Facebook:

This page is administered by the [Durham Convention and Visitors Bureau](#) (DCVB) for the purpose of marketing Durham as a destination, promoting Durham features, properties, and events; and engaging fans in topics of interest. Additionally, it will be used to share critical information and news about Durham in the event of emergency.

Fans making posts and comments in conflict with the guidelines below will receive one request to discontinue doing so. Continued abuse of these guidelines will result in being blocked from the page.

DCVB reserves the right to delete any posts or comments that, in its sole view:

- contain offensive or vulgar language
- are personal attacks of any kind
- include prejudiced or hurtful remarks made toward any ethnic, racial, or religious group or person
- are spam
- are blatant, unsolicited attempts to sell or promote goods or services
- promote events or activities that are not held in Durham
- are clearly off-topic
- advocate illegal activity
- infringe on copyrights or trademarks

Please note that the posts and comments expressed on social networking sites (Facebook, Twitter, YouTube, etc.) do not necessarily reflect the opinions and positions of the Durham Convention & Visitors Bureau, its employees, or its governing body, the Durham Tourism Development Authority. Any non-DCVB links on this site do not constitute endorsement by the Durham Convention & Visitors Bureau.

For questions about this policy, please contact [socialmedia@durham-cvb.com](mailto:socialmedia@durham-cvb.com). DCVB reserves the right to change and supplement these guidelines without notice.



## A Great Reason to Feel Blue

In its 23rd year, the world renowned [Bull Durham Blues Festival](#) is getting a little bit more prestige, a little more cache...a few more reasons to feel blue, if you will. With a headliner like the international superstar Buddy Guy, an artist with more accolades and awards than fit here, blue might be the best way to feel.

At 74, Guy's career spans decades and he has produced better than 60 albums. He is considered among the world's best guitarists coming in at #30 on *Rolling Stone's* list of the top 100. He was inducted into the Rock and Roll Hall of Fame in 2005 by fellow Blues superstar B.B. King, who has also performed in Durham at DPAC.

Held outdoors in the Historic Durham Athletic Park for the first 22 years, famous itself for amongst other things being the back drop of much of the number one sports movie of all time - *Bull Durham*, the festival was subject to the whims of Mother Nature. No more.

Starting this year, the festival will be held at the state-of-the-art [DPAC – Durham Performing Arts Center](#). This 2,800 seat theater in Durham is quickly rising as a top theater in the south and boasts the largest stage (~6,000 sq. ft) between Washington, DC and Atlanta, GA. Without a bad seat in the house, Blues fans can now listen in style and air conditioning. For those who were wondering, dancing is permitted at each seat.



Below are the basic bits of information about the festival. Tickets are on sale now and are moving fast...and with all the attention this festival has gotten around the world, expect bigger and better events in years to come.

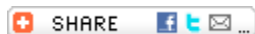
When: September 10th and 11th

Where: DPAC – Durham Performing Arts Center

Who: c'mon...the best in the Blues business, of course

Buy tickets [here](#).

Guy's acceptance speech at his induction into the Rock and Roll Hall of Fame was short and sweet, "If you don't think you have the blues, just keep living." Well, if it can bring success the likes of which Guy has enjoyed, then feeling blue seems like an awfully good plan.





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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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