

## **Update on Usage of Non-Recurring Funds Provided to DCVB As Compensation for the 101 East Morgan Street Building**

In a work session on September 6, 2016 the Durham County Board of Commissioners voted unanimously to compensate DCVB \$1,021,641, to be paid over a three-year period beginning with FY17, as payment for 101 East Morgan Street, DCVB's former office building. Commissioners requested that DCVB attend a future work session to advise them on how they intended to use the funds.

To date – two uses have been identified by DCVB as targets for these funds, which are articulated below.

**First – The DCVB governing board has established a goal of addressing the critical need of having a full complement of qualified individuals to fill the available jobs in Durham's visitor sector businesses.**

As Durham has recovered from the economic recession of 2008-2011, a significant increase has been realized in the number of new hotels, restaurants and other hospitality-related businesses. But business owners have been unable to attract and retain enough qualified employees to fill these jobs.

DCVB just hosted its first hospitality job fair last week with 38 employers—several with multiple locations—which was its first attempt at matching interested employers with prospective employees in this type of format. Partners in the endeavor included NC Works Career Center, Durham Tech, NCCU, and the Durham Convention Center. This will be an annual event.

DCVB also did a 2-week pilot training program last summer for youth, mostly in the 18-25-year range, exposing them to a variety of careers in hospitality. Partners on that endeavor included Made in Durham, Durham Public Schools Career and Technical Education, Durham Tech, NCCU and several hotels and restaurants which provided emersion activities in their businesses. Additional training programs are being planned with other target audiences such as Veterans, youth, and seniors. DCVB is also continuing to expand the breadth of partners that can help identify and encourage candidates.

Future plans include employers' workshops on topics such as retention, encouraging employers to utilize the services of NC Works, promotions to increase awareness of hospitality jobs and careers, continued work with DPS, Durham Tech and NCCU on curriculum, guest speakers, and continued outreach to communities looking for training opportunities and employment.



**Secondly – DCVB intends to embark on a study in FY19 of what Durham needs as a destination to continue to attract and serve visitors, but with careful emphasis on identifying those things that will also enhance Durham’s quality of life for residents.**

Sometimes referred to as a Tourism Master Plan, this study will focus on everything from the size of the convention center and infrastructure needs to visitor features, attractions, parks, facilities, venues and other amenities that would enhance our destination and sense of place.

These projects are the only two identified at this time. What is most important to convey is that DCVB’s governing board has affirmed that these funds are for new initiatives as opposed to being used for ongoing marketing activities. We hope to draw upon these funds for many years to come.