

Pulse



WHAT'S HAPPENING IN GREATER RALEIGH

August 2008

AN OFFICIAL PUBLICATION OF THE GREATER RALEIGH CONVENTION AND VISITORS BUREAU

visitRaleigh.com
Benefit Concert
for the
Rock and Roll
Hall of Fame

9.19&20.08

Rock and Roll Fantasy

Imagine playing with the legends of rock and roll or winning a VIP weekend with all the perks of being a rock star? The Greater Raleigh CVB, in conjunction with the visitRaleigh.com Benefit Concert for the Rock and Roll Hall of Fame, Sept. 19-20, 2008, at Koka Booth Amphitheatre, is giving away the chance to "Rock with the Legends" by opening this once in a lifetime concert with a 15-minute set of original songs, or win a VIP Ultimate Fan Weekend with tickets to the concert, accommodations and more! Go to <http://www.visitRaleigh.com> and enter to win.

Gold Standard

HATS OFF TO THE BUREAU SALES TEAM for winning the prestigious *Meetings & Conventions' Gold Service Award*. Honoring bureaus from around the country, this award judges on dedication to quality service, professionalism of staff, support on hotels and site inspections, liaisons with vendors and services among others.

Congrats to our Sales Team; this is the first year the GRCVB has won this award.

MALINDA PETTAWAY was the recipient of the prestigious Patsy B. Smith Award from AENC. This award recognizes outstanding professionalism and exemplary service to the association community, while also recognizing a member's contribution to his or her employing organization and to other professional organizations.

Annual Luncheon

A BRAND NEW DAY is the theme of this year's Annual Luncheon, September 8, 2008, at the new Raleigh Convention Center. Celebrating all the accomplishments of the past year, the Bureau is ready to showcase successes from sales to services, communications and sports, as well as preview what's in store for the upcoming year. To purchase tickets, contact Linda Bonine at 645-2662 or by email at lboline@visitRaleigh.com

Brand New

JULY WAS A BUSY MONTH for the Bureau with the unveiling of a "brand" new look and feel for the organization, including the highly anticipated new logo, website and ad concepts, all of which will be used in strategic marketing campaigns to promote Wake County as a premiere leisure and meeting destination.

The brand promise has been defined as "Lively, smart and unexpected, Raleigh's historic landmarks and burgeoning cosmopolitan offerings—arts,

festivals, sports, hospitality and shopping—in a one-of-a kind capital setting make it a 'can't miss' cultural and entertainment center of the Southeast for leisure, business and events."



The Bureau's new logo, titled "Pulse," a palette of 12 multi-colored squares, is representative of the beautiful green environment of the region, strength and vitality of the capital city and the elegance and sophistication of the area. The word *visit* is in italics to show activity and accentuate the word as a verb and a call to action.

This logo, the colors used throughout and the attributes of smart, celebratory, unexpected and dynamic which it conveys, will be used throughout all marketing and collateral pieces.

What to Do?

LOOKING FOR SOMETHING TO DO? The Raleigh Wide Discovery Guide is a comprehensive resource listing events, festivals, sporting events and concerts taking place throughout Greater Raleigh. The free, four-month interval calendar, complete with more than 100 events and activities throughout the Capital City area, will be published three times per year. Also included are both a Wake County map and a downtown Raleigh specific map.



Grand Openings

Downtown Raleigh's most anticipated new hotel has opened its doors. **THE RALEIGH MARRIOTT CITY CENTER**, connected to the new Raleigh Convention Center, boasts 400 guest rooms, nine suites and 14,900 square feet of meeting space. Starbucks Coffee is located on site, as well as Posta Tuscan Grill.



THE RALEIGH CONVENTION CENTER is a month away from its grand opening, kicking off with the biggest community party in downtown history, Raleigh Wide Open 3! The festivities kick off

Friday, September 5, 2008, with a ribbon cutting ceremony and continue into Saturday, September 6, with music, entertainment, street vendors, a parade, the International Festival and fireworks.

Wining and Dining

Wine Spectator released its list of annual award winners and The Angus Barn received the Grand Award, the magazine's highest award, and is the only North Carolina restaurant to be honored. Herons at The Umstead Hotel and Spa, Second Empire Restaurant and Tavern, Azitra, Bella Monica, Bistro 64, Fraziers, Lucky 32, Nina's, Ruth's Chris, Sullivan's, The Melting Pot, Vivace and Zely & Ritz all received Awards of Excellence.

CHEF PAUL KELLUM has taken the lead as the new Executive Chef of Herons at The Umstead Hotel and Spa. Chef Kellum's culinary background includes Blue Moon Restaurant at Vail Resorts and The Great Wolf Lodge in Williamsburg, Virginia.

In the News

Road Tasted with the Neely's on the Food Network is dedicated to finding unique foods throughout the United States that can be shipped to your home. On a recent stop in Raleigh, the husband and wife team made stops at Ole Time Barbeque, Azurelise and Popalops Candy Shop

in an episode titled "Tasty Research in Raleigh." The episode airs Aug. 19, 29 and 31.

THE RALEIGH AREA is on the media's radar, especially when it comes to the dynamic meeting scene. *Small Market Meetings* featured the Raleigh area on the front cover as a Boomtown, while *Meetings South* included Greater Raleigh in an article on "Cities Ready for the Primetime," and as the WOW feature destination in a two-page spread.

Get Involved!

Want to find out how to get in front of the groups booked at the new Raleigh Convention Center? Do you want them to eat at your restaurant, use your transportation service or shop in your store? Or do you just want to offer a discount and say welcome?

If so, then make sure to attend the Town Hall Meeting, August 26, 2008, at 9:00 a.m. at the Raleigh Marriott City Center to learn how your business can engage with these groups. For more information or to RSVP, contact Julie Brakenbury at (919) 645-2661 or jbrakenbury@visitRaleigh.com



A SAMPLING OF AUGUST EVENTS

*For complete calendar, go to www.visitRaleigh.com

Ongoing

Dead Sea Scrolls

N.C. Museum of Natural Sciences
\$3-\$22; (919) 733-7450

August 15

Carolina Railhawks vs. Miami FC

WakeMed Soccer Park; Cary
\$10-\$20; (919) 834-4000

August 15

Smashing Pumpkins

Progress Energy Center for the Performing Arts; \$30; (919) 831-6060

August 16

Southern Bridal Show and Expo

N.C. State Fairgrounds; \$8-\$10;
(919) 873-1700

August 22 and 23

Kenny Chesney & LeeAnn Rimes

Time Warner Music Pavilion at Walnut Creek; \$ 37.50-\$75.75;
(919) 834-4000

August 22

Pop Go the Wiggles Live

RBC Center; \$18-\$38; (919) 834-4000

August 23

Lazy Daze Arts & Crafts Festival

Downtown Cary; Free
(919) 469-4061

August 31

WRAL Presents Pops in the Park

Koka Booth Amphitheatre; Free
(919) 462-2052