

# AMERICAN TOBACCO CAMPUS HISTORY

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Located in the heart of Durham, North Carolina, McKinney's offices make up a small portion of the American Tobacco Campus.

One of the founding 12 members of the Dow Jones Industrial Average, the American Tobacco Company was born in Durham in 1890 and, by the early 20th century, was responsible for over 80% of cigarettes, snuff, smoking tobacco and plug tobacco consumed in the United States. Before becoming American Tobacco, the property was part of Blackwell's Durham Tobacco, originator of the "Bull Durham" trademark, which is still very much a part of the city's identity. The earliest buildings of the campus were constructed as early as 1874, and the complex continued to grow through the mid 50s. By 1957, the factory complex was adapted to produce cigarettes only, as production of other tobacco products shifted to Richmond, VA.

Changing consumer behavior, public health concerns and the adaptation of the Surgeon General's warning led to a steady decline of domestic cigarette consumption. Cigarette operations ceased altogether in the mid 80s and the campus was shuttered, left to decay until being rehabilitated. The American Tobacco Campus reopened in 2004.

Shortly thereafter, McKinney moved from Raleigh to occupy parts of Reed (built 1902) and Strickland (built 1946). The American Tobacco Campus is now home to offices for Duke University, Square One Bank and Bronto Software, among others. It also provides a home for WUNC 91.5 studios and office and theater space for Duke Center for Documentary Studies. Beyond just workspace, the complex also features condominium and apartments on campus, as well as restaurants like Tyler's Taproom, L'Uva Enoteca, Cuban Revolution and Mellow Mushroom Pizzeria.

