

**PROJECT CITY MALL - Weekly Business Site Meetings**

Cashel Mall West - Every Wed 9am @ Initalia Cafe, Guthrey Centre  
 Cashel Mall East - Every Thurs 9am @ Starbucks, Cashel Street City Mall

# Centrestage

Keeping you up with the play in Central City

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November 9th 2008

CENTRAL CITY BUSINESS ASSOCIATION



**CCBA**  
CHRISTCHURCH

## Christchurch City Retail Map and Directory

This has been a mammoth task however we have completed our Christchurch City Retail Map and Directory. It's going to be an exceptional tool to help visitors enjoy Christchurch and spend their money!

We have negotiated with a tour operator bringing up to 15,000 cruise ship passengers into the city, to distribute a map to each passenger. Part of the deal was for us to supply the passengers with a list of special discounts as well. These visitors spend \$200 - \$1000 each in every port they

stop in, giving potential revenue into the millions of dollars to city businesses.



**Paul Lonsdale**  
Central City Manager  
Business Association

I hope to have the maps printed, folded and ready for distribution by 20 November - in time for the Christmas rush.

I would like to thank all the advertisers who supported our Christchurch City Retail Map.



The stilt walkers still managed to make an appearance and the events team gave out the very popular cup cakes.

## Central City Chic

It was a big disappointment that our promotion, Central City Chic was cancelled due to early morning bad weather. Bad weather would have damaged the equipment needed to run the promotion and early morning weather predictions said a second major front was due to hit.

## Did You Know?

### Word detective: leisure guilt







Leisure guilt is the feeling that over-worked, anxious and guilt ridden individuals get when they go on holiday or otherwise relax. The condition, noted by Raymond Folen at the University of Hawaii, is related to the ever-increasing work-ethic endemic within most modern societies.

Ref: Washington Times. US

Relax with your leisure guilt...!

## Signboard Control

Last week the CCBA gave out notice of signboard control. We have been asked by the Council to help them tidy up signboards and ensure they're placed in the correct position. The response from most businesses has been very positive and I would like to thank you all for your support. It makes a huge difference to the city's overall appearance and raises our presentation standards.

City Mall	Street Frontage	First Floor or Arcades
<b>Correct Placement</b> Against shopfront 	<b>Correct Placement</b> curb side 	<b>Correct Placement</b> 200mm out from entranceway 
<b>Incorrect Placement</b> 	<b>Incorrect Placement</b> 	<b>Incorrect Placement</b> 

Indicates photo number and direction



World class street design for a world class city.

