

# Hamilton Central Business Association (HCBA) SIX MONTHLY UPDATE JANUARY – JUNE 2023



**Hamilton Central**  
Business Association

## HCBA 6 MONTHLY REPORT JANUARY - JUNE 2023

2022 ended on a high note for the central city with record CBD Spend levels for the December Quarter, up 27.0% from December 2021 and the highest annual spend on record. This has primarily been attributed to a rebounding Accommodation and Hospitality sector, which was up 87.9% from the same quarter last year.

In terms of the distribution of those who spend in the CBD, local Hamiltonians made up 60% of the total spend, the Waikato region made up 27%, and those from outside the Waikato region accounted for the final 13%. The drive market to Hamilton has been heavily marketed to domestic tourism operators and the accommodation sector has recognised the increase in additional weekend visitors when major events are happening in the city.

Although this was a positive end to 2022, it should be noted that recession impacts are expected to be prevalent in the latter half of 2023, which will likely see spending shift towards necessity goods and services and away from luxury goods and services. This is expected to have an impact in both CBD spend statistics and the number of businesses operating in the city.

### EFFECTIVE OUTCOME 1 - ADVOCACY

To represent the central city business voice on issues and projects of strategic importance to the central city.

#### 1. Submissions

- HCBA provided a submission on the proposed bike rack installation outside Torpedo 7, supporting the permanent bike station but not the proposed seating area. HCBA proposed an alternative location on Victoria Street outside Electrify.
- HCBA completed a submission supporting commuter parking options in underutilised shopper carpark areas within the CBD.
- HCBA provided a submission to the HCC proposed annual plan 2023.

#### 2. Central City

- HCBA contributed to the street furniture renewal programme being implemented in Garden Place and provided financial support for the upcycling of planter boxes.
- HCBA has provided Council with a proposal for the installation of a permanent hanging pit to be installed at the Victoria Street end of Garden Place. Having successfully utilised a temporary hanging pit during the Matariki Ki Waikato Festival for the past two years, HCBA recognises the potential for ongoing utilisation from both businesses and community groups.
- HCBA attended a consultation with stakeholders meeting, as an Embassy Park Working Group member, to provide feedback on the proposed design of the former Embassy Park space in front of the entrance to the new Waikato Regional Theatre.

#### 3. Commercial and Residential Development

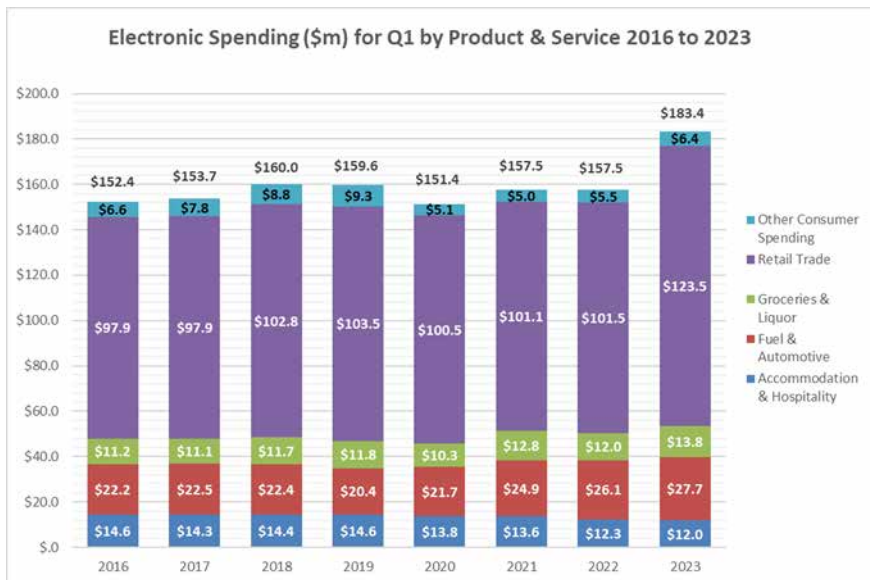
- HCBA worked through the process with Council of the requirements for businesses to have a building consent when opening in a Council Precinct 13 area that runs from the south end of town through to Anzac Bridge. This recently negatively impacted on Confinements move to their new premises at Sapper Moore-Jones Place.

#### 4. CBD Trends

- Central City Spending maintained the momentum built during the end of 2022,

with the first quarter of 2023 reaching a recorded value of \$183.4 million, representing a 16.4% increase from the same quarter last year, and a 14.6% increase from the previous high, which occurred during 2018.

- This increased spending was distributed amongst a smaller business count, with the central city having nine fewer businesses in operation in the CBD in Q1 of 2023, as compared to the same quarter last year.
- Four of the nine businesses lost were from the Accommodation and Hospitality category and this sector had its worst Q1 performance within the data available.
- Retail trade is by far the largest contributor to this increased nominal spend, observing a 21.6% increase in spending compared to the same quarter last year.
- One of the most promising trends observed during Q1 was the number of transactions that occurred coming close to pre-COVID levels, 3246 compared to 3277. This is considered a strong indicator that the central city is returning to pre-pandemic levels of activity.



- NAI Harcourts and CBRE Research completed Q1 2023 Retail Occupancy Survey which showed following an 18-month period of continuous decrease, the Hamilton CBD retail vacancy rate increased during the second half of last year, moving from 5.5% in June 2022 to 6.1% at the end of the year. The total amount of vacant space increased from 4,296sqm to 4,875sqm in the latter half of 2022, with a noticeable

increased from 4,296sqm to 4,875sqm in the latter half of 2022, with a noticeable decrease in tertiary grade more than offset by a sizeable increase in secondary and marginal increase in prime grade. 3,608sqm of retail stock is currently under refurbishment, down from 4,605sqm in June 2022.

- NAI Harcourts and CBRE Research completed Q1 2023 Office occupancy survey which showed the overall office vacancy rate decreased from 8.5% to 8.2% with the amount of vacant space remaining essentially stable and the reduction being driven by the largely occupied additional buildings increasing the amount of occupied stock.
- The research indicated that both retail and office vacancy is likely to increase during 2023.
- 18 new business have opened in the first half of 2023 (Appendix One)

## **5. Central City Safety and Wellbeing**

- HCBA met with a team from the Police to facilitate speaking with individual businesses about city safety needs of the business community.
- HCBA highlighted with the Police some of the recent activity that has been identified by businesses including car thefts, threats with weapons and ongoing antisocial behaviour.
- HCBA has been provided a quote for a CPTED audit of the CBD which identify vulnerable areas in the central city. This would require an investment of approximately \$20,000. HCBA has spoken about this with the City Safe team and the Police.
- HCBA received the final report from the Crime Unit of Waikato University on a research project “Preventing Ram Raids”. This was intended to be completed in December 2022, however due to unavailability of retailers this was completed February 2023. The academic project was unable to provide tangible results for the central city and did not have a large enough sample size for any conclusions to be drawn.

## **6. Buying Local**

- HCBA has continued to build the Love the Centre brand to the public with promotions, events and merchandise. Anecdotal feedback received from the public and the event community has been and remains enormously positive.

## **EFFECTIVE OUTCOME 2 - COLLABORATION**

To contribute and collaborate on projects that support the CBD business economy.

### **1. Economic Development Initiatives**

#### **BID Changes**

HCBA is working with Council on the requirements for proposed BID changes:

- A revenue increase of existing members calculated as a matched increase/decrease based on the annual Council rates percentage.
- A BID expansion area to include all business on the central city fringe to extend the boundary beyond Tristram Street to include Hill, Collingwood and Thackery Streets, up to but not including Lake Road.
- A BID expansion area to include all business in Hamilton East from the Anzac Parade Bridge to the south down Grey Street and down to Wellington Street.
- HCBA has been conducting a straw poll of businesses in the proposed expansion areas to assess support before committing to conducting a formal poll. The straw poll will be completed by August with the results to be discussed at the HCBA AGM on 23 August to assess the strength of existing member support.
- All proposed BID changes will be finalised and ratified via the AGM in August 2023 to be submitted to Council by the December deadline for the annual plan 2024.

#### **BID Updates**

- The triennial signoff of the BID Policy with Council was completed in March 2023

with no changes required.

- HCBA continues to meet with the BIDs around NZ to share initiatives and support BID activity.
- HCBA met with Ken Huberts formerly from Heart of Gisborne who has recently relocated to Hamilton. Ken shared many of the initiatives and activities that were successfully implemented in Gisborne central city.
- HCBA met with Chris Pope who supports several Auckland BIDs with business advice and has recently completed a webinar about Recession Resilience for businesses.

#### Customer Relationship Management (CRM) Database

HCBA have successfully built a CRM database with Cloudland, for the businesses and property owners based in the central city. In addition to full contact details, the database provides segmentation of business sectors, details on business operations and targeted communication channels, providing efficiencies to HCBA interactions with businesses.

#### CBD Award Winners

HCBA produced and distributed a three-minute promotional video of the 2022 CBD award winners with Moving Media, to economic development agency Te Waka, Hamilton Waikato Tourism, Council, HCBA channels and local media.

#### Waikato Food Tourism Development Group

HCBA contributes to this group, led by Hamilton Waikato Tourism, to progress promotion of the food offering in the region. A number of initiatives have been discussed and looking to be progressed in the coming months.

## **2. Partnership and Networking Opportunities**

- HCBA attended an in-person judging day in Auckland for the TVNZ Marketing Awards. A fantastic networking day and the opportunity to judge Non-Profit campaigns for marketing excellence and marketing strategy. This is the second year being included as a round one judge.
- HCBA was a panel member of the Women in Business event held at the University of Waikato – talking about how to develop and achieve as a woman in business.
- HCBA provided contacts and networking opportunities to the team, proposing a Futures Film Festival in Hamilton for 2024.
- HCBA has met with the team looking to deliver a Festival of Weird in the CBD. There is high interest from participants seeking to deliver this during Halloween.
- HCBA attended the Matariki Toi o Te Tau Hou art exhibition opening at The Meteor, as part of the Matariki Ki Waikato Festival.
- HCBA attended the BA4 at Craigs Investment Partners by the Waikato Chamber of Commerce at Union Square.
- HCBA attended the Developers Forum at Hamilton Lake by Council.
- HCBA attended the launch of the French Alliance in Alexandra Street.
- HCBA attended the Hospitality Hui and Food Expo in Auckland, which provided some interesting insights into the likely future of hospitality.
- HCBA is working with the Boon team to support a three-month trial of Boon tours in the CBD to run every Saturday from August to October, to assess potential demand for the tour and their ongoing viability.
- HCBA has the confirmed list of artists exhibiting at the Pop-up Sculpture Tour in the CBD in February/March 2024. HCBA has agreed to partner with central city activations and promotion.
- HCBA met with NZ Blood to discuss the support and promotion that can be provided when they move into the CBD.
- HCBA has attended Business Connect meetings held in the CBD and met with them to discuss development plans for the membership.
- HCBA supported an intern from the University of Waikato for a 4-month project

for work experience in marketing and promotion. The student successfully completed this internship.

- HCBA attended the Tourism Symposium at the Atrium. Positive statistics on domestic tourism for the region and on future predictions for NZ on international travel.
- HCBA working with the Hamilton Waikato Tourism team on sustainability initiatives for the hospitality sector.
- HCBA has continued to provide support on central city FIFA activations for the 2023 Women's World Cup in July.
- HCBA supported and promoted the Impact Hub with their Climathon event in Garden Place. HCBA provided contacts in the central city, particularly those with a focus on biking and sustainability, to allow collaboration on the day.

### **Social Business**

- HCBA along with TGH completed a bus tour of the Ruakura Superhub with extremely positive feedback around their increased understanding on the significance of the development for the region. All 50 participants on the tour appreciated the opportunity to see and hear about the project with some fantastic posts on social media from attendee's post tour.
- HCBA and NAI Harcourts completed a North End development tour. The attendees were able to have a 'behind the scenes' look at some underway and recently completed developments including 28 Harwood, Blue Wallace, Sav Design, Parkhaven Apartments and Urban Homes. As expected, the attendees were wowed by the quality and calibre of these business environments. HCBA and NAI Harcourts will look to create a South End tour later in the year.
- HCBA with Vahry Insurance, NIB Insurance, Craigs Investment Partners and Maisey Harris created a drop-in day for people to come along and assess their business health. This also included free diabetes and blood pressure checks. There were some on the day sign-ups and further interest generated through LinkedIn. HCBA will continue to promote through social media channels.
- HCBA attended the opening of the new ACC Building by TGH. A beautiful ceremony was held to open and celebrate the partnership with TGH, Waikato Tainui and ACC.
- HCBA created a Rooftop event at Union Square with over 200 people in attendance. With support from the Property Council and Waikato Chamber of Commerce, this provided a fantastic and unique opportunity for attendees to learn more about the development happening in the south end of town, including Union Square and the Waikato Regional Theatre. Speakers on the evening included Vanessa Williams - HCBA, Rhys Harvey - Fosters Group, Greg Wills - NAI Harcourts Commercial Property Management, Gus Sharpe - Waikato Regional Theatre and Don Good - Waikato Chamber of Commerce.
- HCBA partnered with Confinement on launching their new location at Sapper Moore-Jones. A well-attended evening from the local business community and many room bookings made on the night.
- HCBA is working with the Property Council to showcase two high end developments: ACC Building and NZ Blood Centre in July and August.

### **3. CBD Safety Initiatives**

- HCBA meets monthly with new Senior Sergeant Renee Leth regarding police action and initiatives in the CBD. HCBA discusses issues identified by the business community and facilitates Police responses.
- HCBA meets bimonthly with the People's Project for a governance meeting.

### **4. CBD Accessibility Initiatives**

The HCBA attends six weekly meetings with the accessibility group to work through the Hamilton City Council Accessibility Action Plan and any necessary actions relating to the central city.

## 5. Ambassador Programme

The Ambassador Programme was relaunched in February at Novotel Tainui, with courses held monthly, funded by NZ Tourism.

### EFFECTIVE OUTCOME 3 - PROMOTION

To promote the CBD as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

#### 1. Social Media Engagement

HCBA continues to achieve extensive engagement with the public via social media promotion of the central city offerings and this has expanded into TikTok to reach a younger demographic audience. The results are showing fantastic engagement with a high level of views, comments and saves.

##### June

Facebook followers # 44,753 Instagram followers #3356 TikTok followers 400

June Facebook Reach - 40,037 and June Instagram Reach - 3751

Highlights included:

Banh Mi Caphe Bottomless Brunch Announcement - 20K Reach

Signature Dishes from LTC/Nourish Promo - 17.2K Reach

Rudi's Bakehouse coming to CBD - 16.4K Reach

Kapadoyka - New Business - 12.8K Reach

School Holiday Ideas - 12.2K Reach

Matariki Rising Stars promotion created in collaboration with Wintec School of Media Arts -Te P kenga. The Matariki Rising Stars are highlighted on Hamilton Central website and promoted through Instagram & Facebook.

##### May

Facebook followers 44,703 Instagram followers 3,318 TikTok followers 360 & Likes 2360

Facebook Posts

International Donut Day - 17.2K Reach, 155 Likes, 138 Comments

Mother's Day Giveaway - 16.8K Reach, 222 Likes, 324 Comments

Mexico New Menu Giveaway - 16.8K Reach, 329 Likes, 978 Comments

Instagram Posts

Hamiltonians supporting local - 4.4K Reach

Mother's Day Insp - 2.5K Reach

Celebrate in Style - 2.9K Reach

TikTok Reach

Hamiltonians supporting local - 9.2K Reach, 557 Likes and 11 Comments

Celebrate in Style - 4.6K Reach, 264 Likes, 2 Comments

##### April

Facebook followers # 44,734 Instagram followers #3227 TikTok followers 141

Facebook Promo Highlights

Man of War Tasting - Keystone - 12K Reach

New Weekly Rituals Giveaway - House - 10.5K Reach

Anzac Display in Garden Place - Rainbow Kids - 14.8K Reach

Central City Just Desserts Promo - 11K Reach

Instagram Promo Highlights  
Dumpling Trail Video shared from TikTok - 2K Reach  
Retail Video shared from TikTok - 2.3K Reach  
New Planter Boxes before/after - 1.3K Reach  
Easter Video shared from TikTok - 2.2K Reach  
Casabella Lane Video shared from TikTok - 2.6K Reach

TikTok Promo Highlights  
Easter Promotion - 5431 Views  
Retail Promotion - 8509 Views, 162 Saves

### **March**

Facebook followers # 44,738 Instagram followers #3101

Highlights included:

- Tories in the Garden (Superheroes in Garden Place) - 28.2K Reach
- Lolly Shop opening in Centre Place - 26.4K Reach
- Sushi Train opening in Worley Place - 98.9K Reach
- Buns and Rolls opening in Centre Place - 21.5K Reach
- Festive Fun in Garden Place - 19K Reach
- Crate vending machine - 14.4K Reach
- Sevens tickets giveaway - 13.9K Reach
- Balloons Over Waikato Nightglow - 23K Reach
- Ibis Maakona voucher giveaway - 18.7K Reach

### **February**

Facebook followers # 44,641 Instagram followers #3068

Highlights included:

- Childrens Day in Garden Place Event Promo - 24.8K Reach
- Margarita Day at Mexico - 11K Reach
- Grumpy Baker Restaurant & Café Magazine Profile - 12.2K Reach
- Chinese Lantern Festival Event Promo - 20.1K Reach
- Central City Image of the River - 20.7K Reach
- Neat Places profile of Wonder Horse (Gin Jubilee) - 9.6K Reach
- Caro House Renovation Image - 15.7K Reach
- New Business - The Shoe Rack - 6.4K Reach

## **2. Sector Specific Initiatives**

Sustainability

- HCBA attended the Hamilton Waikato Tourism Sustainability Symposium. HCBA suggested a bus tour on examples of sustainability initiatives around the region. This was a fantastic tour that included a visit to Raglan Coconut Yoghurt factory, Xtreme Zero Waste, Raglan Environment Centre, Workshop Brewing NZ, West-coast Stoneware Pottery, SWOP Raglan, Raglan Falafel and Raglan Artisan Bread. An inspirational day of learning about sustainability initiatives the different businesses have in place and how a town has rallied around the need for working together.
- HCBA is having a living footpath sign created as a promotional tool using sustainable materials. This will provide a template for sustainable footpath signage.
- HCBA met with the Council sustainability team to discuss CBD initiatives to support composting and recycling.
- HCBA completed a Parks and Open Places survey for Council.

#### Hospitality

- HCBA worked with Craigs Investment Partners and the Chamber of Commerce on creating a Young Professionals Food Tour. Two tours have taken place: the dumping tour and the fried chicken tour. These have been a huge success and have provided a platform for showcasing hospitality venues to this audience.
- HCBA has promoted the Restaurant Association of NZ promotion for hospitality business to 'Cooking Up A Storm', providing a public offering of a two course meal at a set price, with the profit to go to the cyclone relief fund. This has been implemented by a selection of central city restaurants.
- Unfortunately, the CBD Progressive Dinner was cancelled in March due to lack of sales. It ended up being the same week as the 'Cooking Up A Storm' charity event raising funds for Cyclone Relief. The event has been postponed until October/November 2023 and will at this stage continue to remain as an annual event.
- HCBA has confirmed a partnership with Nourish Magazine for the first quarter Spring issue around A Day in the Life of a CBD Worker, focused on highlighting places to eat and visit.
- HCBA attended the annual Long Dinner in Orewa with a view to replicating as a Long Lunch in the Hamilton central city. The dinner attracted 320 attendees with 10 restaurants participating and entertainment throughout the event. The dinner was extremely successful, held through a road closure of the main road alongside the beach, fully fenced with security and ticket entry. HCBA is exploring the potential of doing this in a location within the CBD.

#### Creative

- HCBA is working with the Hamilton Arts Trust and the Riff Raff Trust on creation and promotion of the Festival of Weird to be held in the central city. HCBA provided a letter of support to the Creative Communities Fund.
- HCBA working with the TOTI team on the creation of heritage trails and signage around the central city.

#### Entertainment

- HCBA met Legends Unleashed to hear about their school's programme and discuss opportunities in the CBD. After a successful programme with the Waikato Museum, they have been booked up for the rest of the year.
- HCBA met with a Creative Studio to discuss setting up business in the CBD.
- HCBA met with Lauren & Sandra from Hamilton Live Trust to discuss activations around the CBD. A letter of support was provided to Creative NZ to support a funding application.
- HCBA met with the Waikato Museum to look at working closer together with exhibitions and promotion.

#### Health

- HCBA met with the Red Cross to understand their programmes and to promote their offering in the CBD.
- HCBA employees completed a renewal of first aid certification.

### 3. Profile Raising Activities

#### June

- HCBA interviewed by Waikato Herald on Matariki activity.
- HCBA interviewed by Stuff on Matariki activity.
- HCBA interviewed by Waikato Times on positive spend statistics for the Q1 2023.
- HCBA interviewed by Stuff on the investment of CCTV for safety in the CBD.
- HCBA interviewed by TVNZ about the Chiefs game and the positive economic contribution to the CBD.
- HCBA interviewed by Radio NZ on the Chiefs game and impact in town.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

May

- HCBA interviewed by Waikato Business News on Union Square event.
- HCBA interviewed by Stuff on economic activity.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

April

- HCBA interviewed by Stuff on the currently unnamed developer for VOTR.
- HCBA completed a photoshoot with Stuff overlooking the Waikato Regional Theatre. Photos were used to launch the new Waikato Times subscription offering.
- HCBA interviewed by Heather du Plessis-Allan Drive Time Newstalk ZB on the potential outcome of Fonterra leaving the CBD.
- HCBA interviewed by Stuff on Fonterra leaving their building in 2026.
- HCBA interviewed by Radio NZ on Fonterra leaving their building in 2026.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

March

- HCBA interviewed by Stuff on the North End Development Tour of the CBD.
- HCBA interviewed by Stuff about crime in the central city.
- HCBA interviewed by Stuff on Backdoor operating restricted entry.
- HCBA interviewed by Stuff on Hamilton business resilience.
- HCBA interviewed by Stuff on positive CBD statistics for end of year 2022.
- HCBA interviewed by TVNZ on crime and Backdoor restricted entry policy.
- HCBA interviewed by Stuff on CBD recycling and rubbish collection options.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

February

- HCBA presented to Ruakura Rotary about development in the CBD.
- HCBA interviewed by Stuff on positive CBD spend.
- HCBA interviewed by Stuff on economic outlook for Hamilton.
- HCBA was interviewed by Stuff to discuss Waitangi Day celebrations.
- HCBA was interviewed by The Breeze about the Chinese Lantern Festival.
- HCBA declined an interview with Newstalk ZB about the Battle of the Hood.
- HCBA met with NZME to discuss promotional opportunities.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

#### **4. Public Space Activation**

30 June 2023 ends the first year of the three-year activation plan. HCBA have successfully supported a number of events, activities and activations in the central city and has applied all but \$10,000 of the \$100,000 annual budget. The final \$10,000 has been allocated to a new digital promotional screen in the HCBA office. Delivery has been delayed until October 2023.

##### **February**

Story Telling by Enchanted, Lunchtime Live Music & Outdoor Movies  
These activities were held in Garden Place during the Summer months attracting lunchtime diners and family audiences.

##### Chinese Lantern Festival

The Chinese Lantern Festival was a huge success attracting thousands to Garden Place to celebrate with performance and food stalls. This annual event attracts a fantastic family audience and is well supported by the Chinese Weekly Newspaper, HCBA and SkyCity.

## Bike Month

The city held several cycling activities over this month with varying levels of attendance.

## Hamilton Arts Festival

Downtown Sounds and the Dance Battle held at Victoria on the River were enormously popular with fantastic photos and footage highlighting the success of these events.

## March

### Childrens Day

The Childrens Day event was extremely successful, providing a weekend of free activity for families in Garden Place, Civic Square and other locations around the central city. The team based themselves in the HCBA offices and were really pleased with attendance numbers and the positive feedback received.

### Balloons Over Waikato

HCBA has supported the creation of two events in Garden Place in March to support the Balloons Over Waikato event. This included a Saturday afternoon family day with the Walk Thru Balloon, Pops Games, Enchanted Entertainment and live music and a weeknight event featuring the Walk Thru Balloon and live music. The events were extremely popular attracting a strong family audience.

## April

### ANZAC Day

Rainbow Kids Daycare came down to Garden Place and the children installed handmade poppies, a wreath and held a small morning tea ceremony including Anzac biscuits. The children brought down service medals from their families and enjoyed their morning.

## May - June

### Matariki Ki Waikato

For the duration of Matariki Ki Waikato Festival (16 June - 26 July), HCBA created and supported a number of activities:

- HCBA had a window installation into Garden Place featuring the Stories of Matariki, which included a QR code to download Les Tuteao from Te Ahurei M ori Tourism telling the stories.
- HCBA worked closely with the Matariki in the City group, SkyCity and Wintec to offer a h ng , storytelling and entertainment in the Garden Place during Saturday 24 June.
- HCBA submitted to the Matariki Ki Waikato festival programme the Matariki in Garden Place activity which included a h ng in partnership with SkyCity and storytelling with Les from Te Ahurei M ori Tourism.
- HCBA worked alongside Wintec students to create a social media campaign of 'rising stars' in the CBD. The Matariki Rising Stars celebrated talented M ori 'Rising Stars' in our city and was a collaboration between Love the Centre, Hamilton Central Business Association and communication students from the School of Media Arts, Wintec-Te P kenga. Students completed the project as part of Agency 41, a student led marketing agency for year 3 Bachelor of Communication and Graduate Diploma students. The rising stars social media collaboration has been a great success, with positive response from both participants and the viewing audience.
- Overall Matariki central city activity had fantastic engagement from the public.

FIFA

HCBA has continued to work on FIFA activations for the 2023 Women's World Cup. HCBA met with H3 and King Street to work through the central city branding for FIFA and confirmed several buildings and developments for FIFA branded scrim, in addition to providing a range of creative ideas to create some impact in the CBD.

### **5. Advantage Club**

HCBA continues to produce a fortnightly update to Advantage Club subscribers that includes CBD events, news, special deals and the latest business openings with two lucky subscribers each month winning a \$50 voucher from central city businesses. These have included:

- February - Jacz Gastro Bar and Maple & Co Hair Salon
- March - Le Petite Creole and Nice Studio
- April - Lido Cinema and Metro By Hoyts
- May - Dot & Winnies Eatery and Shanghai Restaurant
- June - Mekong Delta Vietnamese Restaurant and Kapadoyka Turkish Restaurant

### **6. CBD Celebration awards**

Planning is continuing for the 2023 CBD awards with major sponsor Spark. The 2023 collateral was completed by the end of June, with the awards information and entry nomination being promoted in July and August. The date selected for the awards evening is Wednesday 1 November 2023.



**APPENDIX ONE**  
**January - June 2023**

Vortelli - Alexandra Street

Sushi Train - Worley Place

The Lolly Shop - Centre Place

Remax - 554 Victoria Street

Buns N Rolls - Centre Place

The Shoe Rack - 25 Ward Street

Alliance Francaise - 114 Alexandra Street

Soul Tonix - Suite 7, 1st Floor Reid House, Alexandra Street

Manor Realty - 233 Victoria Street

ALH Ltd - 2/99 Victoria Street

Hawkins Construction - 1/903 Victoria Street

Soccer United Football Supplies - Expanded to 137 Alexandra Street

Dot & Winnie - 127 Alexandra Street

Shanghai Restaurant - SkyCity Hamilton

Cool Shit - 260 Victoria Street

The Submarine - Centre Place 501 Victoria Street

Kapadokya Kebabs - 264 Victoria Street

Le Petit Creole - Garden Place