



The winner of the City Sale! SWEET Weekend for two Leigh Golding.

# Inside Napier July 2014

## All Blacks vs. Argentina

We're gearing up for this international sporting event on Saturday 6<sup>th</sup> September and have applied for funding to host a free Fan Festival in Clive Square from 11am – 2pm.

In addition to the Farmers' Market there'll be Latin American music and dancing (including impromptu dancing lessons), kapa haka performances, poi and flax weaving demonstrations, vintage car rides and face painting. Last, but not least, there'll also be a traditional Argentine barbeque (asado) – 6m long!

In order to co-ordinate the dressing of the city (including window displays), we are requesting that:

Businesses with even numbered street addresses support Argentina

Businesses with uneven numbered street addresses support the All Blacks

We are still keen to promote late night shopping until 8pm on Friday 5<sup>th</sup> September and create a night market effect with some informal food stalls. This will only be effective and create a good impression if a significant number of stores are willing to participate. Please let us know as soon as possible if you're keen to be involved.

## City Sale! SWEET

Well, overall it was a successful promotion – thanks to all who participated.

At the time of going to print, 37% of participants have responded to the survey. Here are the interim results:

30% participated for the first time.

In terms of rating the promotion, 9% stated it was satisfactory, 53% said it was good and 10% thought it excellent.

82% believe they got value for their investment.

84% indicated that they would participate again.

74% were happy with the length and timing of the promotion.

So, onwards and upwards for next year!

## Napier City Guide 2014-15

We're in the throes of producing the 2014-15 edition of the Napier City Guide. The format and style will remain much the same as the current one with a few "fresh" touches. The demand for copies has exceeded our expectations – for many visitors it becomes a keepsake. There are 40 DL pages available for advertising and given that the *Napier Life* magazine is not being published this year, we anticipate an increased demand....so, "the early bird catches the worm"! The 2014-2015 advertising costs (which include design, content and photography) will remain the same as last year and we'll be printing 20,000 copies again:

1 x DL page (colour) \$780 + GST (= 4c per copy)

2 x DL pages (colour) \$1500 + GST (= 7½c per copy)

The price **also includes** distribution of the publication to the i-SITE, local accommodation providers, the airport and advertisers. That's got to be value for money! The next edition will be available at the start of the cruise season in October.

You can view this year's edition online @ [www.napierinthecity.co.nz](http://www.napierinthecity.co.nz)

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# Getting to know...

These gentlemen wear several hats  
in the inner city.



**Neil Barber**  
Landlord/director of  
Art Deco Masonic Ltd  
& NICM Board  
member

**Where were you born?** *England, my family moved to New Zealand when I was 6.*

**What do you do for kicks?** *I love to cook for my partner and friends.*

**What do you spend too much money on?** *Cookbooks.*

**What inanimate object are you most attached to?** *Our Dick Frizzell painting – Nice work if you can get it!*

**Your idea of a perfect holiday?** *I love to travel overseas but like to be based in a location for a few days. Food & wine destinations are my favourite.*

**Do you collect anything?** *Cookbooks.*

**Favourite meal?** *Peking Duck. I've been to Beijing to try it out.*

**Name your favourite destination in the whole wide world.** *The South of France is pretty special.*

**What are you expert at?** *I know a bit about hospitality & hotel management.*



**Gary Alve**  
Landlord &  
owner/manager of  
Opossum World

**Where were you born?** *Rotorua, there was no hospital in Taupo then!*

**What do you do for kicks?** *Working in my Man-Cave - tinkering with things and restoring/making them work.*

**What do you spend too much money on?** *My wife would say the bits & pieces I love tinkering with.*

**What inanimate object are you most attached to?** *My cellphone.*

**Your idea of a perfect holiday?** *A cruise to some place that's warm.*

**Do you collect anything?** *Bits & pieces to tinker with!*

**Favourite meal?** *Pork spare ribs.*

**Name your favourite destination in the whole wide world.** *Vietnam.*

**What are you expert at?** *Not filling out forms! I've got a good eye for detail when restoring things.*

# Random Acts of Kindness Day

Monday 1<sup>st</sup> September is New Zealand's Random Acts of Kindness Day. We hook into this initiative because of all the "feel good" aspects for both the giver and the receiver. It's a win-win situation! This is the 7<sup>th</sup> year that we're participating and our unexpected gestures of goodwill have had a positive impact on lots of people. We don't attempt to measure the initiative's success – instead, it's about making someone's day and creating a lasting impression. Arguably, this is something we should do automatically and regularly, however it's helpful to be reminded.

Acts of kindness don't necessarily need to cost money e.g. go to the assistance of anyone who appears to be in trouble – the person who doesn't seem to have a coin for the parking meter; someone who looks confused or lost; a shopper who can't reach an item on a high shelf; a driver who might need to be guided into a parking spot; someone who is carrying a heavy parcel....the options are endless! We have free RAK cards (which are being used nationally) that have the message "You've been RAK'd – kindness pass it on" on the front. On the reverse side there's a space for you to either include your business stamp or write a brief message. The idea is that the card accompanies your gesture of kindness.

It would be helpful to co-ordinate activities so we're not all 'RAK-ing' the same people. Please let us know what you're planning and how many cards you'd like.

*One of the most difficult things to give away is kindness; usually it comes back to you!*  
**Anonymous**

## NICM details:

136 Dalton Street, Napier  
(rear of the car park)  
Fax: 06 650 4364  
[www.napierinthecity.co.nz](http://www.napierinthecity.co.nz)

# What's happening around town

## Welcome:

**Xpressions Fashion**  
86 Tennyson St

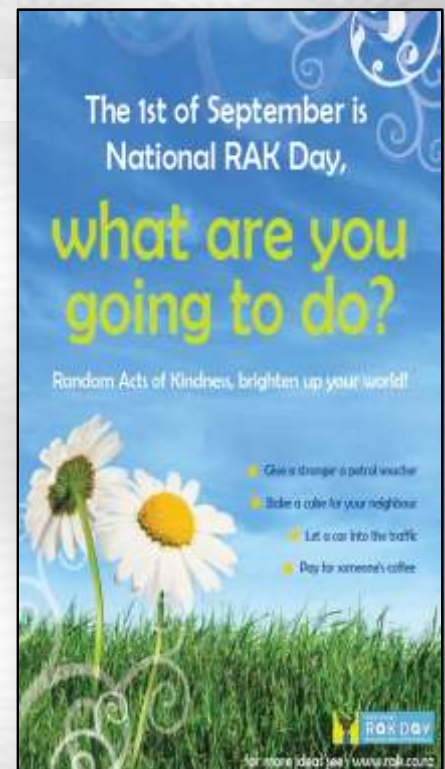
**Espresso Addiction**  
82 Dalton St

**Rustica**  
76 Emerson St

## Coming soon:

**Icebreaker**  
63 Emerson St

**Relocated:**  
**Vodafone**  
Shop 6, 1 Dickens St



## Contact us:

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