

# Christmas CATCH-UP

## RETAILERS INVITED TO MAKE THE MOST OF SANTA PARADE CROWDS

City centre retailers are being encouraged to use the 2015 Santa Parade as an opportunity to promote Christmas and Christmas shopping, by Santa Parade Organiser Alice Pottinger.

The Santa Parade will take place on Saturday 21 November at 2pm and Mrs Pottinger says she would love to see retailers take advantage of having thousands of people in the city centre.

“While people leave the shops while the parade is on, there are opportunities for retailers before and after the parade. With the roads closed, it means people are on foot walking through the city centre, so retailers couldn’t get a better opportunity.

“They could have a Parade Day Special, dress up their shops for Christmas if they haven’t already done so, have Christmas music playing and the staff dressed up as well. They might even arrange some adver-

tising to say they’ll be open and encouraging customers to get in before the Christmas rush,” she said.

Mrs Pottinger said there were two approaches retailers could take.

“They could either look at encouraging people to shop prior to the event by inviting them into town and into the shops before the parade. Cafes could offer Santa Parade lunch specials. They could shop first, have some lunch and then watch the parade.

“Or the second option is to entice customers as the parade finishes, when lots of people are looking for things to do, so why not have them shop for Christmas and start their shopping before the rush?”

For any inquiries about the Southland Santa Parade, contact Alice Pottinger (027) 2289693 or email [southlandsanta@gmail.com](mailto:southlandsanta@gmail.com)

## ESK STREET LATE SHOPPING NIGHT

Esk Street retailers are planning a late shopping night on Thursday 26 November.

This ties in with the recent brainstorming with Esk Street retailers, where many participants suggested retailers work together to organise extended trading opportunities, pre-Christmas.

Several key retailers have already indicated they are behind the late shopping night on 26 November.

For inquiries, please contact Jan Blee at Goody Two Shoes.



## CHRISTMAS SPIRIT AT INNER CITY CARPARK

To encourage Christmas shoppers into the city centre, Council is to offer free Saturday afternoon pre-Christmas car parking at one of its inner city carparks. The carpark between Esk and Tay Streets (behind Reading Cinemas), that is accessed from a driveway in Tay Street between Hannah's and Snap Fitness will be rebranded as the City Centre Shoppers' Carpark.

The name is designed to remind people that there is car parking available in the heart of the city centre, with easy access to shops in Esk, Tay, Dee, Kelvin and Don Streets.

Every Saturday afternoon from midday, from the Santa Parade on Saturday 21 November up to Christmas, the Council will offer free parking at the City Centre Shoppers' Carpark.

The initiative is to encourage people to remain in town over the lunch hour and into the afternoon to do their Christmas shopping at the inner city shops.

Council will be advertising this free parking in newspapers, radio, online and via leaflets for shoppers between mid-November and Christmas.

For inquiries, please contact Roading Manager Russell Pearson on 2111-777 or [russell.pearson@icc.govt.nz](mailto:russell.pearson@icc.govt.nz)



## CITY CENTRE ESK STREET CHRISTMAS MARKET

Plans are well underway for the City Centre Esk Street Christmas Market that takes place on Saturday 5 December.

Council is working with Event Manager Mike Sanford and has pledged around \$11,000 to help fund the event. The aim of the event is to unite the city centre and Esk Street retailers and bring shoppers into the heart of the city, by creating a fun day for everyone, including families.

Mr Sanford will be visiting retailers, particularly those in Esk Street, to advise of plans and progress as it comes together over the next five weeks.

Esk Street will be closed to traffic for the day – and the plan is to fill the street and arcades with activities and entertainment to entice shoppers into the city centre. Santa will of course be in attendance, plus other larger than life cartoon characters to appeal to children. Retailers are invited to think of initiatives as to how their business could best benefit from the day. You may also be approached to help advertise the day by putting a poster in your shop window.

The City Centre Esk Street Christmas Market will also be advertised in local newspapers, radio, and online by What's On Invers and the Invercargill City Council. Also keep an eye on Facebook and the Southland Events Calendar.

For inquiries, please contact Event Manager, Mike Sanford at [mike@invers.co.nz](mailto:mike@invers.co.nz)

## FESTIVE DECORATIONS + LIGHTS

Christmas lights and decorations have been ordered and are on their way from China.

Given the size of the CBD and the challenge of decorating the wide streets, the plan is to start from the city centre and work outwards in stages.

Esk Street and Wachner Place will be the first to receive the new Christmas decorations. Once they

arrive, Council's engineers have the challenge of installing them for the first time. The plan is for a special ceremony to turn on the new lights. The date will depend on their arrival and installation. We will keep you posted.

