

City Centre Co-ordinator Survey

1. ARE YOU A:

- Business owner in the CBD
- Employee of a CBD business
- Invercargill resident
- Other (please specify)

How much do you value the following branding initiatives?

2. INVERCARGILL DREAM BIG BRAND

- No value
- Valuable
- Extremely valuable

3. BRAND MERCHANDISE FOR SALE

- No value
- Valuable
- Extremely valuable

4. INVERCARGILLNZ.COM WEBSITE AND RETAIL PLATFORM

- No value
- Valuable
- Extremely valuable

How much do you value the following events?

5. CHRISTMAS MARKET

- No value
- Valuable
- Extremely valuable

6. CHRISTMAS SCAVENGER HUNT

- No value
- Valuable
- Extremely valuable

7. EASTER EGG HUNT

- No value
- Valuable
- Extremely valuable

8. FOOD TRUCK FRIDAY

- No value
- Valuable
- Extremely valuable

9. GINGERBREAD COMPETITION

- No value
- Valuable
- Extremely valuable

10. HALLOWEEN

- No value
- Valuable
- Extremely valuable

11. MATARIKI FESTIVAL

- No value
- Valuable
- Extremely valuable

12. REV UP (CITY CENTRE SPRING CLEAN)

- No value
- Valuable
- Extremely valuable

13. PROMOTION OF SPECIAL SHOPPING DAYS/SALES

- No value
- Valuable
- Extremely valuable

How much do you value the following retailer events?

14. RETAIL BREAKFASTS

- No value
- Valuable
- Extremely valuable

15. ENCOURAGING RETAILERS TO WORK TOGETHER

- No value
- Valuable
- Extremely valuable

To what extent do you value the following Council communications?

16. ROAD WORKS / ROAD CLOSURES

- No value
- Valuable
- Extremely valuable

17. RUBBISH AND RECYCLING COLLECTION

- No value
- Valuable
- Extremely valuable

18. CITY CENTRE NEWS (in the Southland Express)

- No value
- Valuable
- Extremely valuable

19. CITY CENTRE CATCH-UP (Email to City Centre businesses)

- No value
- Valuable
- Extremely valuable

20. COUNCIL FACEBOOK POSTS ON CITY CENTRE ACTIVITIES

- No value
- Valuable
- Extremely valuable

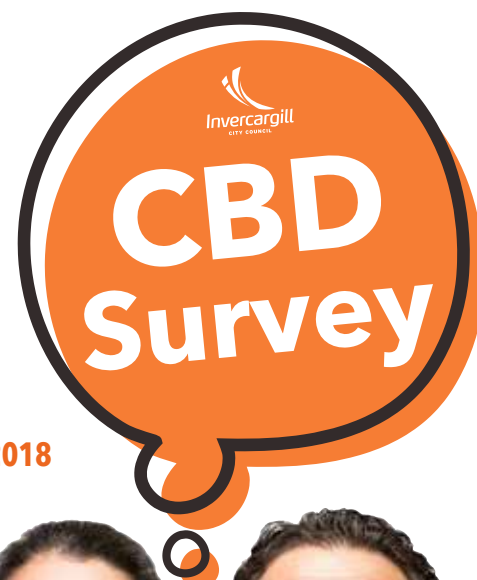
21. INVERCARGILL POCKET MAP

- No value
- Valuable
- Extremely valuable

22. SMOKEFREE CITY CENTRE

- No value
- Valuable
- Extremely valuable

Drop your completed survey off to the Invercargill City Council Helpdesk, 101 Esk Street, or mail to Private Bag 90104, Invercargill 9840. **SURVEY CLOSES FRIDAY OCTOBER 19, 2018**



City Centre Co-ordinator Survey continued

23. What has been done well over the last two years?

24. What didn't you like?

25. What would you like to see added in the future?

26. What role, if any, do you see a City Centre Co-ordinator having in relation to the proposed city centre development?

27. Do you think Council should continue providing a City Centre Co-ordinator?

- Yes
- No

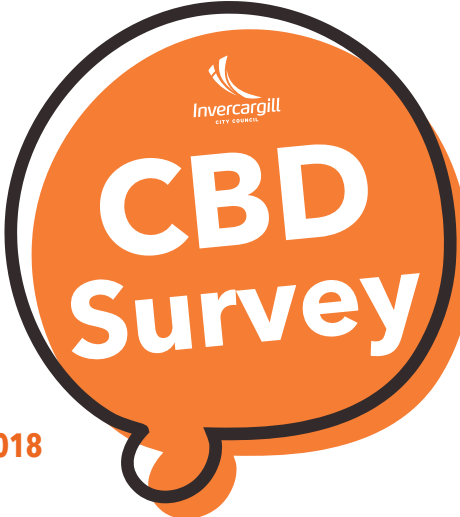
28. PLEASE TELL US YOUR:

Name _____

Company _____

Email _____

Phone _____



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