

**Arrowtown Promotion &  
Business Association**

**FEBRUARY 2009**

**STREET FESTIVITIES TO CELEBRATE MARCH EVENTS**

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**New Brochure  
Launched**

**Arrowtown's revamped brochure was launched in December at the newly opened Arrow Micro Brewery. Print Central generously sponsored the design costs for the clean, fresh style of Arrowtown portrayed in the new brochure.**

**Shown as a great, fun place to visit, with all kinds of activities through the year, the new brochure style will be continued into the website and town's signage for branding consistency.**

**S**aturday March the 14th from 5.30pm to 10pm Arrowtown will come alive to music, with food stalls and wineries all along Buckingham Street. It's a celebration of the New Zealand Golf Open and the Motatapu Icebreaker taking place that weekend.

Hosted by the Arrowtown Promotion & Business Association this celebration will feature local entertainers, local businesses and community groups. The street party will be simple and fun for all, and the organizers are planning to build it to an annual event.

Familiar local, Julie Hughes, has been contracted by the APBA committee to co-ordinate the event. Entertaining us will be the Miners Band, Middle Earth, and the Master Blasters, while the finale features Flame Fire Productions.

A stage will be set up on Buckingham Green, while local eateries, wineries and community groups will set up food and beverage stalls all along the main street.

Competitors in both the Golf Open and Motatapu, and their families, as well local residents are all welcome to enjoy the carnival atmosphere. Retailers along Buckingham Street have been encouraged to stay open until 8pm to showcase their products to the visitors, who can then return the following day for further shopping.

Buckingham Street will be closed on the



*These flyers will be distributed to all NZ Golf Open and Motatapu competitors promoting the event.*

day from 5pm until 10.30pm to allow for set up. Support has been received from the Queenstown Lakes District Council and Lakes Environment.

## ARROWTOWN GROWTH BOUNDARY DISCUSSIONS

Submissions have now closed on Arrowtown's proposed growth boundary. The Queenstown Lakes District Council wants to establish a district growth management plan, and is looking at how to establish growth boundaries for urban areas throughout the district. Arrowtown was first off the block.

The proposed boundary change includes residential, industrial, commercial and reserves. The current feeling from the community has been for nil growth, and to keep the present boundary. The 1995 Arrowtown charrette clearly stated that existing sewerage and water services could not cope with any further housing development.



*Janene Austin's winning entry in the APBA Photo Competition showing one of the Chinese Settlement miner's huts. The competition attracted a variety of topics capturing the essence of Arrowtown. Local resident, Janene has been taking photographs for 14 years.*

## ARROWTOWN AUTUMN FESTIVAL UPDATE

This year's programme has already been finalized and is about to go to print. Celebrating 25 years, it will feature many familiar events as well as new ones, including a fashion parade by local retailers.

Organizer, Julie Hughes, reports that this year's Festival street parade has received tremendous response from local businesses, and looks set to be the best ever.

There will be a supplement in Easter's edition of The Mirror promoting both the Autumn Festival and Arrowtown

businesses. Next week an email will go out to all APBA members with details about this supplement, offering a good opportunity for local businesses to advertise.

Dates are about to be set for the 2010 Arrowtown Autumn Festival. A new Festival committee also will need to be elected so any volunteers are welcomed. An incredible job is done each year by the Festival committee to help promote Arrowtown, its businesses, as well as provide entertainment for local residents and visitors.

## SNIPPETS FROM AROUND THE AREA...

**Our** new town custodian, Tony Lynch, is doing a great job keeping our village in top shape. You'll see his eco-friendly little white truck buzzing about the town.

**Roading** contractors, Works Downer, have started on "traffic calming" on the Lake Hayes Road from Butel Avenue to the intersection with McDonnell, Malaghans and Berkshire roads. They are going to narrow the road by planting hedges on either side. It's hoped this will slow down the traffic before it

reaches the intersection.

**Parking** plans for Arrowtown's CBD have been approved by Council and the new parking lines will be painted on the roads next month.

**Local** Jan Forward has been appointed the new secretary/treasurer of APBA. Jan takes over her part-time role this Friday. She brings with her a wealth of experience and local knowledge. You can contact her on [info@arrowtown.com](mailto:info@arrowtown.com).

### UPCOMING EVENTS

- March – 'Our Piece of Paradise' Exhibition Lakes District Museum Gallery
- 12 – 15 March NZ Golf Open
- 14 March Motatapu Icebreaker
- 14 March Arrowtown Street Party
- 18 – 26 April Arrowtown Autumn Festival