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**COPY FOR YOUR
INFORMATION**



19 March 2009

Mr R Parker
Mayor
Mayor's Office
PO Box 237
Christchurch

Dear Mr Parker

On behalf of the Board of Ballantynes and our staff I write to congratulate your Council, your Officers and you for attracting the Ellerslie International Flower Show to Christchurch.

There is no doubt that these major events do "wonders" for the spirit and commerce of the city.

Firstly, staging the event close to the city was a great decision and one should not be persuaded into moving it. Whilst there were logistical issues around traffic and queues, these can all be solved.

Secondly, we have to ask ourselves how we can "add to" or "freshen it" each year so people come back each year and even go twice whilst in Christchurch.

Thirdly, complementary events, like the Opera, Rita Angus/Sir Miles Warren Exhibition and there may be others in the future to add to the "visitor experience".

Fourthly, we believe the criticisms that have arisen need to be acknowledged in some way as quickly as possible and apologies communicated promising that they will be resolved by next year. Maybe a half or full-page advertisement in the main newspapers thanking people for their attendance, acknowledging the criticisms and promising solutions.

After all, the success of the week is really a good problem to have and a springboard for the future.

Fifthly, we fully support announcements made by Council regarding the Convention Centre, the Bus Exchange and the proposed extension of the tram. Please consider this as a submission of support.

J. BALLANTYNE & CO. LTD

Thank you for these bold and important decisions which together with AMI Stadium, the rebuilding of the Domestic Airport and the new Council offices are all very timely as the community makes its way through some demanding and difficult times.

Yours sincerely

A handwritten signature in black ink that reads "Richard". The signature is written in a cursive style with a large initial 'R'.

Richard Ballantyne
Managing Director