

THE GRAND



CATHEDRAL SQUARE

**Your opportunity to own a piece of
Christchurch's The Grand Cathedral Square
Your Place, Your Space**

INFORMATION MEMORANDUM 2021

**Your
opportunity to
own a piece
of Christchurch**

**Your Place,
Your Space**

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Letter from the Founder

DARIN RAINBIRD

Welcome to The Grand, Cathedral Square – Your Place, Your Space.

Inside the 140-year-old former Chief Post Office in Cathedral Square, (est. 1879). The Grand has been part of this city's fabric for generations. Through city developments, earthquakes and the toll of the years, The Grand remains as impressive today as the day it was built.

The Grand's next life aims to be a world-class destination for our world-class city, and we believe this will be a part of the redevelopment of Christchurch's future. This will include an artisan French bakery, a people-focused food court experience, visitor information centre, iconic restaurants and bars – and one of New Zealand's largest outdoor plazas.

Our experienced and accomplished team intends to lead this project from development to service and we are pleased to offer this opportunity for you to join us. We're excited to work with likeminded investors to bring this worthwhile endeavour to life.

After 18 months of planning, exhaustive examination and lessons learned from successful overseas examples, we believe our business model will deliver on the promise of this location. We envision adding a Grand Plaza feel to the Square to showcase everything that is great in Canterbury, the South Island and New Zealand.

Gordon Chamberlain is the building owner. Gordon is viewed by Christchurch as part of the fabric of this city,

and it has been through his foresight and determination that the building remains and will be presented to us structurally sound and restored visually to its grandeur. We have worked together to agree on a favourable 25-year lease, ensuring this business has the ability to be around for many years to come.

Given our location, our team and the developments that are planned around Cathedral Square, we believe we are well positioned to take advantage of and add to the revitalisation of our city. We anticipate we will be welcoming you into The Grand in February 2022.

The Grand, Cathedral Square. Your Space, Your Place. At the Heart of Christchurch.

The Grand Business Model

What We Do

The Grand will be a leased venue inside the prime location of the old Chief Post Office building, with access to Cathedral Square. The lease agreement is for a 25-year period, commencing 1 October 2021 (or clear and free hand over date) and ending 30 April 2046. The businesses located within what we believe will be a world-class destination shall be owned and operated by The Grand Cathedral Square Limited. These include an artisan French bakery, a people focused food court experience, visitor information centre, iconic restaurants, and bars – and one of New Zealand’s largest outdoor plazas.

Our vision is for The Grand to be a place that Canterbury locals are proud of, and a must-see destination for out-of-town visitors – a place where people will meet, greet, socialise and play. Our plan includes being capable of adapting to change quickly

and easily. That might be offering the latest craze to hit Christchurch – think the Bruffin – or introducing an up-and-coming food experience. Our vision is when our customers are dining with us for breakfast and lunch, our evening entertainment and events will be advertised and communicated to our customers by means of table talkers and our friendly wait staff. The Council event space is located right next door which we believe may present opportunities to collaborate and further promote The Grand’s dynamic event and entertainment offerings.

Market Opportunity

Our core market opportunity is the local people of Christchurch and the surrounding Canterbury population. As Christchurch continues to grow in size and amenities, we believe it will become more attractive as a destination of choice for the wider New Zealand population. The Grand

intention is to be placed as a must-see destination within Christchurch, and our marketing efforts are aimed to be focused on promoting that to the local community and other domestic visitors to Christchurch.

As we start to see international visitors return, we have strong strategies ready to capitalise on our location and offerings in food and experience. We’ll also be able to leverage the Visitor Information Centre to further increase our market share. The hospitality sector has experienced a rethink post COVID-19, and it’s important to factor into all plans the flexibility to pivot quickly in a changeable environment. By controlling all aspects of the experience within The Grand, a proactive and nimble business plan allows us to adjust swiftly in response to those challenges.

The Christchurch hospitality sector is a competitive environment. Our analysis of possible competitors

has helped shape concept development and marketing strategies. Based on extensive competitor analysis, we are confident that The Grand has strong appeal to a large segment of the potential market, and our marketing budget and strategies align strongly to market needs and wants.

Scale of The Operation

The Grand plans to employ 40 to 50 employees involved in the day-to-day operations of The Grand, with more staff hired as and when required for certain events and functions. As the complex develops and our clientele grows, we will continuously focus on customer service, we will in turn see a gradual and manageable increase in staffing levels.

The Grand intends to own and operate nine separate business units. Each business has had its own forecasting methodologies applied.

See our financial projections on page 21-22 covering the

detail which consolidates all of the business units.

1. The Bakery
2. The Eatery / Deli
3. The Bar and Restaurant – Branded ‘1879’
4. The Visitor Information Centre
5. Entertainment Restaurant – Branded ‘Stamps’
6. The Tasting Experience / Wine bar
7. The Bakery / Patisserie school
8. Retail
9. Advertising. (The forecast for this business component has been omitted in the financial forecasts as there are too many unknown variables at this stage but we believe will result in a positive income stream.). We have identified various opportunities for advertising within each business unit.

Team Management

After an exhaustive recruitment process, where we were very impressed at

the calibre of applicants, we are well pleased with the appointment of our Executive Chef who comes from an extensive background of delivering on large projects and operations such as The Grand.

Our retail Manager has over 30 years in the sector and is a proven high performer. His insight and skills in early discussions have already led to a number of innovative approaches on retailing throughout the complex.

We have also appointed other key management roles for the different business operations and are very confident in the expertise that we have brought onboard to join our team.

Due to contractual arrangements, we cannot name some of our team but believe we have engaged a strong team to deliver our vision.



Design Concept Image. Photo source: Chris Tonnesen

Fit Out Budget

We have completed the design concept for the entire fitout ready for when we gain access to the building, see our design concept section for all the spaces stated on pages 12-17. The budget for the entire fitout is complete. As seen in our Use of Capital Table on page 18 that should the full 2M raise not be met, the shortfall is intended to be funded by Founder Capital to complete all the Ground Floor spaces, including the fabulous outdoor plaza. Our modelling shows that when The Grand is fully open, we believe that 70% of our forecasted revenue would be generated by the Ground Floor business operations. Therefore, the First Floor could be delayed and be completed as revenue allows. If the maximum raise of 2M is achieved, we intend to complete the fitout for the Ground and First Floor.

Building Access and The Possible Effect of Covid and Lockdown.

We will receive the building structurally sound from the landlord and ready to start our fit out. The landlord's contractor has advised a completion date is expected at the end of September 2021 for the internal works. The external work is scheduled to be completed by November 2021. We are in constant discussion with the landlord's contractor to ensure the indicated timelines are achievable. We are therefore able to start the internal fit out work whilst the landlord's contractors are completing their work. It's our intention to provide weekly updates on the construction and fit out work being completed, via our campaign page on the PledgeMe website. We intend to use Founder funding and contractor funding will be used to complete interior linings, plumbing and electrical work. We aim to undertake this work as soon as we gain full access to the

building. The budget has been completed for this work. The funds raised through this crowdfunding campaign will cover the fit out, as per our Use of Capital Table. We have been fortunate enough to not experience any delay from the end of August lockdown. Our designers are working closely with companies based in New Zealand to ensure supply availability. We are mindful that further lockdowns may delay the project, however we have a workable plan to adjust our project should that eventuate.

The Grand Cathedral Square Limited intends to go ahead irrespective of the level of crowdfunding. Further Founder Capital will be introduced to The Grand Cathedral Square Limited, should it be necessary but the vision of the Founders for this project has always been for the Community to not only be able to enjoy this amazing space once completed, but to also be able to become an Investor and Owner through this Crowdfunding Campaign. "Your Place, Your Space."

Investor Information

\$500

Minimum investment

\$800,000

= 21%
Ownership

Minimum raise

\$2,000,000

= 40%
Ownership

Maximum raise

September 2021

Go live date

\$3,000,000

Company valuation
pre crowdfunding

\$5,000,000

Company valuation post
crowdfunding assuming
full subscription

We're building The Grand for the Christchurch and Canterbury community. This is your opportunity to own a piece of Christchurch's redevelopment.

We want it to be owned by this community. Our crowdfunding campaign is your opportunity to become a Shareholder in The Grand Cathedral Square Ltd. Aside from the opportunity to be an investor in The Grand and share in its potential commercial success, there will be rewards for our investors. The Grand Cathedral Square Limited own and run all businesses within the historic building, assuring an extremely high standard of service and experience with an exceptional team.

In addition to potential future healthy investment return's, you will receive the following bonus rewards for the different level's you invest at.

Rewards

1

1,000 shares for \$1,000 and receive a \$70 voucher to use at the 1879 Bar and Restaurant.

2

2,500 shares for \$2,500 and receive a \$200 voucher to use at the 1879 Bar and Restaurant.

3

5,000 shares for \$5,000 and receive the "Forever Happy Hour card" valid seven days per week and entitles the holder to \$2 off all alcoholic beverages, \$1 off other beverages, 10% off all food across all outlets, 15% off retail, furniture and art. plus a \$100 voucher to 1879 Bar and Restaurant. (each multiple of \$5,000 receives a new card).

4

10,000 shares for \$10,000 and in addition to number 3, receive 2 weeks per year to feature a business at The Grand's featured owners area. High visibility and foot traffic (each multiple of \$10,000 receives another 2 weeks).

If you are investing and you do not take up the commercial opportunity, you could nominate a charity of your choice and we will offer that charity the opportunity to host one event for the charity, in one of our spaces within a 12 month period from the date of your investment. i.e. no hosting fees.

What we've achieved

December 2019

Business idea was created

June 2020

The Grand concept approval from the landlord

August 2020

The Grand concept approval from the council

October 2020

The Grand Cathedral Square Website and Facebook page launched

October 2020

First version of The Grand's Concept plans

November 2020

First article published about The Grand Cathedral Square

March 2021

Crowdfunding campaign video created

March 2021

HansaWorld Partnership Agreement signed

March 2021

CTRL Space Partnership Agreement signed

April 2021

Coca-Cola Partnership Agreement signed

May 2021

Concept Development: Preliminary Design

June 2021

Employment of first employee

June 2021

MediaWorks Partnership Agreement signed

July 2021

Executive Chef employed – commencement of Menus

July 2021

Successful VIP Launch event of The Grand Cathedral Square

July 2021

Several articles published about The Grand Cathedral Square. See page 8.

July 2021

Mainland Football Partnership Agreement sign

July 2021

Interviewed on The AM Show – National TV

August 2021

Lion Partnership Agreement signed

August 2021

Alcohol License Application in process

August 2021

Lease Agreement for the building signed

Media

These are some of the media articles written about The Grand Cathedral Square's progression.



<https://www.stuff.co.nz/the-press/news/125830121/old-post-office-revamp-taking-shape-in-christchurchs-cathedral-square>



<https://www.nzherald.co.nz/nz/the-grand-something-special-for-christchurchs-cathedral-square/7WKGKJ6ZYVA74RHRWMPUYGRI34/>



<https://www.facebook.com/watch/?v=894418227827983&ref=sharing>



<https://www.facebook.com/watch/?v=2616029932035724&ref=sharing>

The Star Thursday July 22 2021

10 NEWS Latest Canterbury news at starnews.co.nz

Chance to have share of The Grand

By Bea Gooding

A CROWDFUNDING campaign offering Cantabrians a stake in a new hospitality and visitor destination is launching tonight.

In the lead up to the December opening of The Grand at Cathedral Square, an opportunity has opened for residents to get a slice of \$2 million of shares.

Housed in the 140-year-old former Chief Post Office building, the venture will include New Zealand's largest outdoor plaza.

Giving residents the opportunity to take some ownership of the city's future was important for Darin Rainbird and Hien Bushell of The Grand Cathedral Square Ltd – a company they formed to run the complex.

"The philosophy from the beginning has always been about having a space for Cantabrians," said chief executive Rainbird.

"We'd love the Canterbury people to join us on the journey of The Grand."

The two-storey complex will include a vast outdoor area, with all businesses within the heritage building being run by Rainbird's company.

With the facade nearly complete, Rainbird said the next task was to start outfitting the interior for the activities to come.

The Grand will be complete with a French artisan bakery, patisserie, baking school, restaurants, bars and cafes, florist and gift store, visitor information centre and a tasting experience showcasing the South Island's best wine, beer, cheese and meat.

Outdoor dining areas will also accommodate a children's play area and a fan zone to watch televised events, such as concerts or sports.

Said Rainbird: "We wanted to create a space for Canterbury to meet, greet, socialise, enjoy and play."

The crowdfunding campaign enables residents to invest money into the company which contributed to the initial \$3.4 million build. In return, depending on how much was invested, they receive shares in The Grand and added rewards, including up to \$200 in restaurant vouchers and happy hour cards across all outlets.

As well as this, if one was to invest \$10,000, they will receive two weeks' free advertising a year at The Grand's featured owners area with high visibility and foot traffic.

"Most contractors involved are also investing in that they are swapping their normal margin for equity," he said.

"This has allowed us to reduce the build cost significantly whilst adding great craftsmen to our team."

Collett's Corner in Lyttelton was an example of another project using a community crowdfunding approach to construct an apartment building with shared spaces, hospitality and a wellness centre.

But what was meant to be the country's first crowdfunded commercial property development went up in smoke this year, with rising costs and slow apartment sales to blame.

In spite of using a similar approach, Rainbird had confidence in his team and in The Grand's future because it is based in the heart of the city.

His only concern was if the country went into another lockdown.

"[Collett's Corner] was a different kettle of fish, it's all based around location," he said.

"We've been extremely thorough with our financial forecast and I'm fairly confident in the team we've got."

VENTURE: A new hospitality complex in Cathedral Square will open in December. (Above) – The Chief Post Office building during the 1970s.

DESTINATION: The Grand will feature restaurants, bars, cafes, bakeries and retail stores.

Chris Lynch

22 Jul

Wonderful news! Housed in the 140-year-old former Chief Post Office in Cathedral Square, [The Grand, Cathedral Square](http://www.thegrand.co.nz/) has been part of the fabric of this city for generations. Now it's being turned a world-class destination! More information check out <http://www.thegrand.co.nz/> The Grand Crowdfunding info: <https://www.thegrand.co.nz/#crowdfunding>

643 84 Comments • 88 Shares • 28K Views

<https://chrislynchmedia.com/newsitems/old-post-office-in-cathedral-square-to-be-turned-into-world-class-destination>

Chris Lynch

22 Jul

A Christchurch landmark is finally being transformed. It will include an artisan French bakery, food court, visitor information centre, restaurants and bars and one of New Zealand's largest outdoor plazas. Check out the article for more details:

<http://www.thegrand.co.nz/>

CHRISLYNCHMEDIA.COM

Cathedral Square old post office to be transformed into world class destination – C...

2.5K 402 Comments • 138 Shares

Our Mission Statement

To create a thriving hospitality mainstay at the base of Cathedral Square that will deliver a multi-faceted and progressive environment for the community.

COMMUNITY - PROGRESSIVE - HOSPITABLE



Design Concept Image. Photo source: Stephen Packwood

See our Grand old lady come to life

These are some photo's we have taken of the restoration of the old post office building.

Demolition & Internal Asbestos Removal (internal)

Commencement:
February 2019
Completion:
July 2019



Strengthening

Commencement:
June 2020
Completion:
May 2021



External Façade and Roof Replacement:

Commencement:
April 2021



Current works in progress: Painting and removal of roof

Completion:
November 2021 (target)



Proposed completion of The Grand is February 2022

We have had some challenges recently with the discovery of additional asbestos which has unfortunately delayed the works on site, but subject to no further discovery, we should be complete by the end of November.

We will be working with Armitage Williams

Construction to have the fit-out works undertaken in parallel with the external works.

Due to Covid-19 some delays have occurred with regards to sourcing materials together with an increased workload for our internal contractors resulting in a slight delay to our projected completion

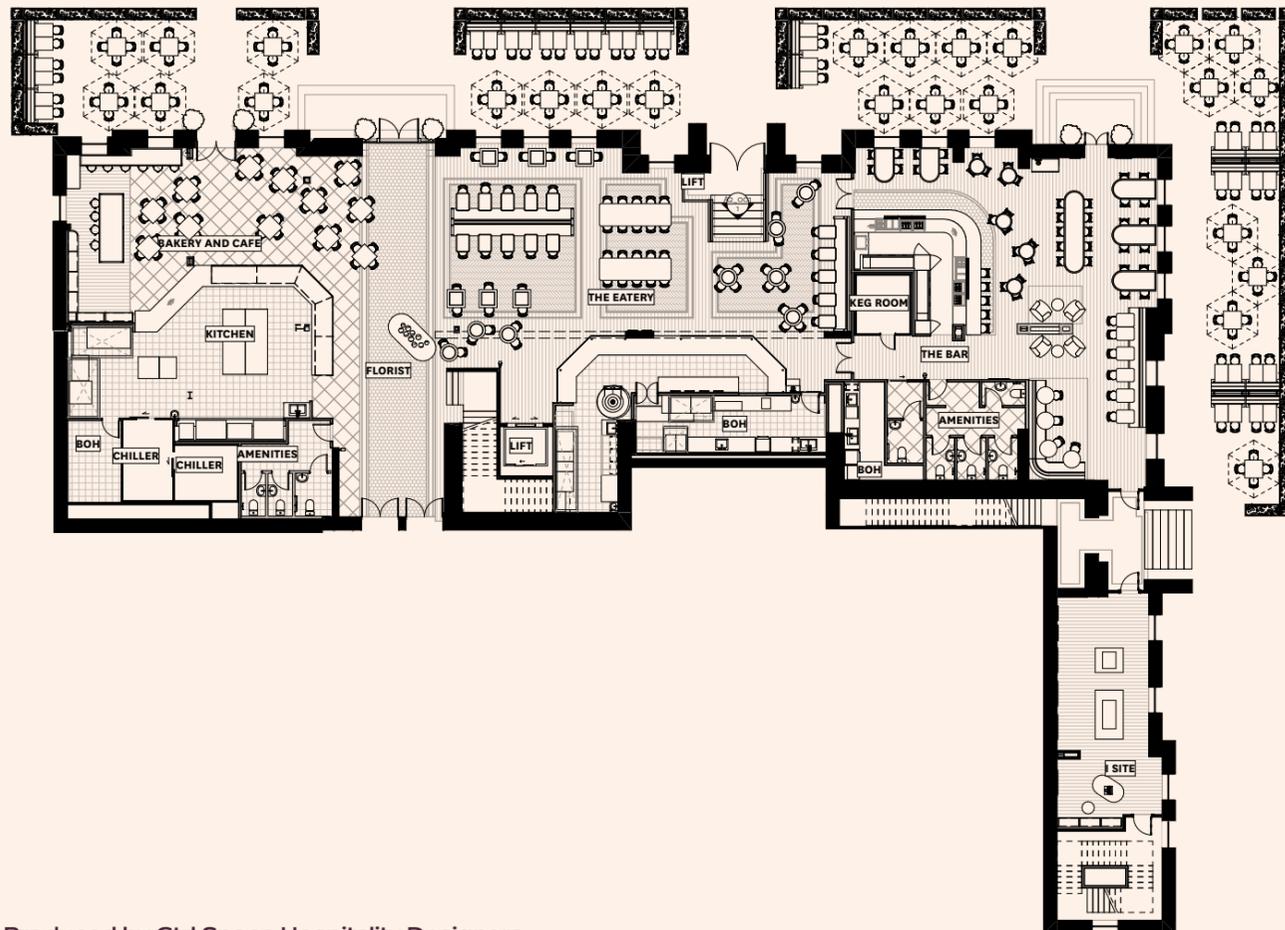
date of December 2021. We have established in consultation with our contractors that February 2022 is our new targeted opening date.

The Inspiration for the Grand

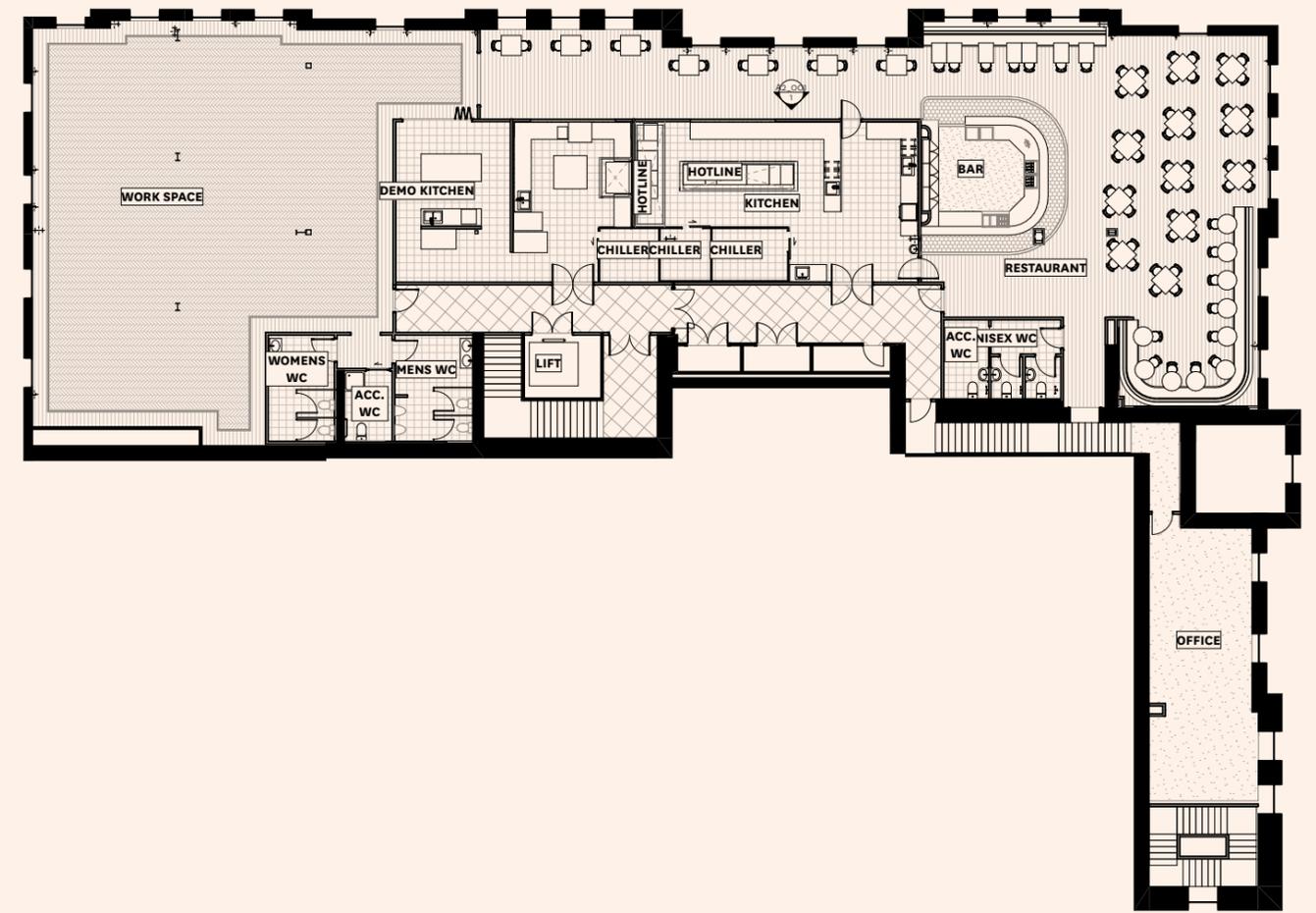
Our original source of inspiration is Denver Union Station in Colorado, USA, where their large central railway station has been renovated into an engaging and people-focused space with a bar, restaurant and retail spaces. We challenged ourselves to push the idea further and create the gold standard of customer experience: good food, great entertainment and excellent service. Below is the floor plan for The Grand based on the inspiration of the Denver Union Station in Colorado, USA.

Source: <https://unionstationindenver.com/>

The Grand Ground Floor Plan



The Grand First Floor Plan



The Design Concept

FOR ALL BUSINESS UNITS WITHIN THE GRAND

Overarching Design Ambitions

The Grand concept will be a celebration of the original building's existing holistic architecture, aimed at not only being a hospitality destination – but an iconic public amenity too. By implementing overarching design elements primarily in the ceiling and floor design, the

goal will be to create a sense of fluidity and connection between the range of independent spaces.

Please note: the below images have been used as design concepts only.

FLOORS



Photo source: <https://www.pinterest.fr/pin/4151824636818777/>



Photo source: <https://www.pinterest.nz/pin/487444359663384419/?d=t&mt=login>



Photo source: Home Depot - Lifeproof

CEILINGS



Photo source: <https://www.pinterest.nz/pin/788130003528094554/?d=t&mt=login>



Photo source: <https://www.pinterest.nz/pin/788130003528094554/?d=t&mt=login>



Photo source: Ioanna Roufopoulou

All images in this section are design concepts unless stated.



Produced by Ctrl Space Hospitality Designers

The Design Concept for The Grand Bakery and Cafe

The smells and sights of freshly-baked artisan bread and ground coffee beans will serve as The Grand's 'community backbone' and will be a key driver of how the space is designed and utilised. Visitors will be able to watch their baked goods being lovingly crafted while sipping their morning coffee, adding depth to community engagement within the space and supporting its aim of becoming a community landmark.

The bakery and cafe concept leverages the building's original architecture by highlighting the existing windows, and the introduction of a decorative architrave to create a voluminous,

bright and inviting space. Authentic materials, in collaboration with the natural lighting from its north-facing position, will give the bakery and cafe space a warm and refined, yet functional aesthetic. The palette will include rich timbers, stone counters and varying tiles. The open kitchen will allow for a sense of theatre and atmosphere, further adding to the key themes of community and engagement. A small retail offering is planned for the front-of-house to create an opportunity to expand the bakery and cafe brand further and engage with more customers in a dynamic establishment.



Photo source: <https://www.pinterest.es/pin/509047564134420293/>



Photo source: Jeremy Yap



Photo source: India Mart

The Design Concept for The Grand Eatery

Whether patrons visit for lunch, dinner or a casual drink, they will be able to approach the establishment from a variety of entrances. Clearly defined areas and delineated zones will allow the entire venue to shape-shift and adapt to different dining times, providing visitors with clarity about which establishments are available and when.

Located centrally on the ground floor, the eatery draws inspiration from the surrounding volume and light. With more informal seating arrangements and simple yet robust finishes, the eatery design will become a vibrant hub for people and groups to explore and enjoy a variety of food options. The use of authentic,

simple materials with varying textures and scales, and the intentional placement of accent colours will create a collective space that exudes energy, while allowing each food establishment to sit aesthetically independent from one another.

The counter will serve as a mainstay with its considered form and detailing, while introducing multiple food offerings through sympathetic palette selections and an astute use of graphic and type signage. A connection to the upstairs kitchen via a dumb waiter and an authentic pizza oven on the ground floor kitchen production area will add to the functionality and energetic dynamic.

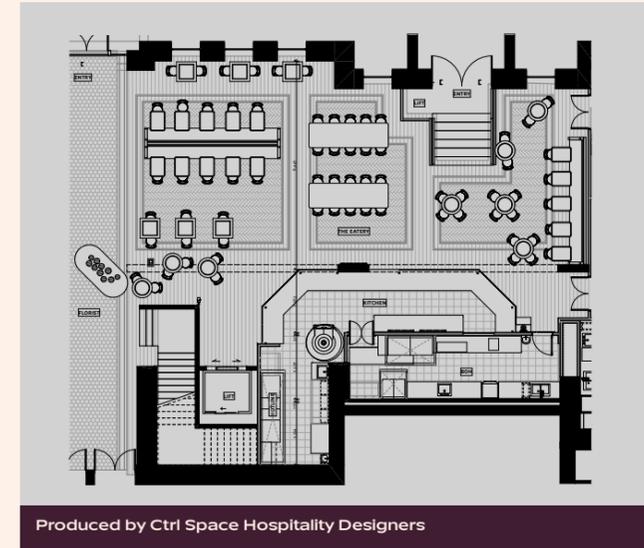


Photo source: Scandinavia Standard



Photo source: <https://www.pinterest.nz/pin/409405422353982865/>



Photo source: <https://www.pinterest.nz/pin/29191068522617267/?d=t&mt-login>



Photo source: Jakub Dziubak



Photo source: David Dworkind



Photo source: il Lazzarone



Produced by Ctrl Space Hospitality Designers

The Design Concept for The Grand Florist

Positioned in the lobby area between the bakery and the eatery, the florist will puncture the space with colour and aromatics. The contemporary, agile structure adds interest and, because of its ability to merchandise its surroundings, it will service the community with a local product in a vibrant, mixed-use setting.



Produced by Ctrl Space Hospitality Designers



Photo source: @_sightunseen_



Photo source: Stocksy



Photo source: Cottonstem.com

The Design Concept for The Grand Bar

Striking a balance between creating a seamless connection to the eatery and outdoor seating spaces, whilst maintaining an independent sense of place, the bar area will be the go-to spot for a mid-week lunch, dinner or post-work drink or two.

With abundant lighting, warm familiar finishes and outward views overlooking Cathedral Square, the bar will create a warm and relaxing setting for locals and visitors. Paired with some of Canterbury's best food and beverages, the bar has the potential to

become known as a destination. It will have a timeless design that utilises a humble palette to complement the more traditional array of softer seating and table arrangements. External seating will wrap around the corner perimeter of the building, connecting the indoor and outdoor. Necessary yet subtle internal separation will be achieved through the use of framing elements, allowing for some separation from the eatery and bakery if required.



Photo source: Chiltern Firehouse



Photo source: Ioanna Roufopoulou.

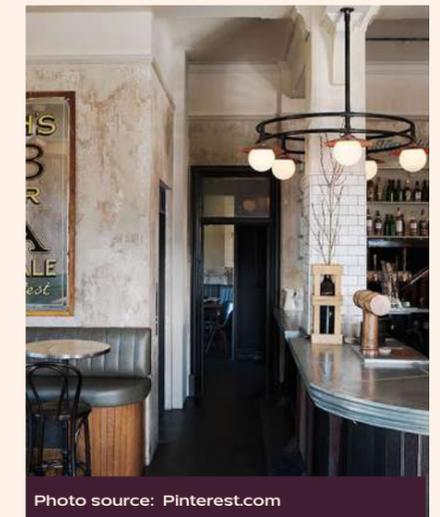
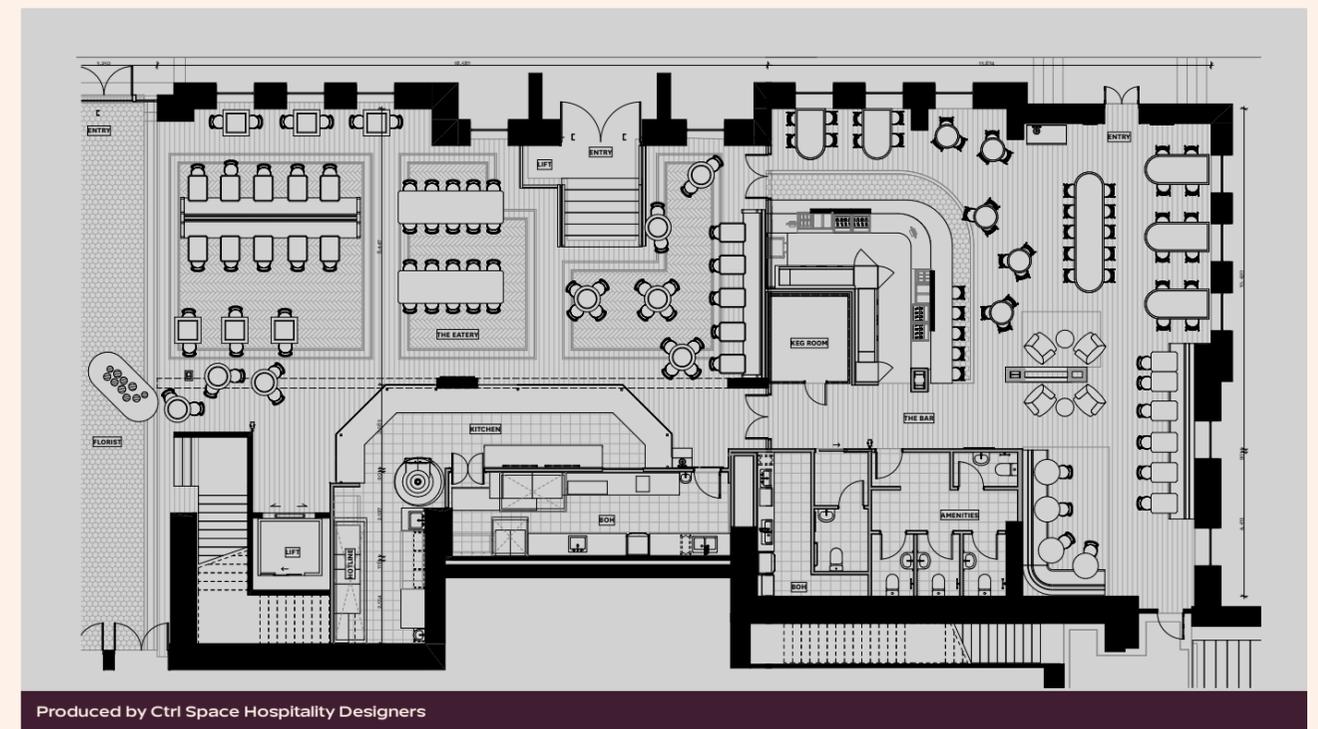


Photo source: Pinterest.com



Produced by Ctrl Space Hospitality Designers

The Design Concept for The Grand Outdoors

An extensive north-facing outdoor area is planned with arresting views serving as a functional extension to the inside offering. A variety of seating arrangements – built-in, bar leaners, tables and chairs – will provide patrons with options to suit different social gatherings. Subtle division using planters and landscaping will create a natural flow through the space, while retaining a sense of privacy within the civic surrounds.



Photo source: <https://ar.pinterest.com/pin/707909635148277854/?d=t&mt=login>



Photo source: Rocco Forte Hotels



Photo source: Elevate



Photo source: Sangría Señorial

All images in this section are design concepts unless stated.

The Design Concept for The Grand Visitor Information Centre

Finding the balance between showcasing Canterbury's extensive offerings and presenting the city's highlights in an immersive visitor experience will be the key. This will be achieved by combining curated information, common materiality and complementary furniture to reinforce this connection and create an engaging customer experience. Primary entry will be accessible from one of The Grand's main lobbies, with a statement door used to distinguish the space from the neighbouring bar.

The Visitor Information Centre will be a celebration of Christchurch and the wider Canterbury region, in a space that embodies quintessential materiality and

design characteristics unique to the area's rich architectural history – basalt floor tiles heralding from the South Island, creamy stones reminiscent of true Oamaru stone and classic motifs reflective of the grand renaissance period.

Visitors will view an experiential showcase of Christchurch's many activities and attractions: a gallery wall will present a curation of features and activities, central tables will display brochures, relevant material and a kiosk at the far end will accommodate the administrative aspects of the Visitor Information Centre. There will also be an opportunity to create a built-in display cabinet to house items for sale.



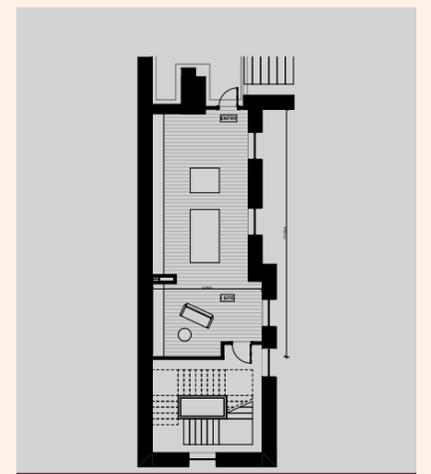
Photo source: Laura Cleffmann



Photo source: <https://www.pinterest.co.uk/pin/493284965436482324/>



Photo source: <https://www.pinterest.nz/pin/685180530785230597/>



Produced by Ctrl Space Hospitality Designers

The Design Concept for The Grand Restaurant

The upper floor will provide an array of functional amenities, from office spaces through to function rooms and gallery spaces. It will also host a full kitchen with restaurant and bar.

Overlooking Cathedral Square from the top corner of the tenancy, the restaurant will take full advantage of the building's spectacular city views and architectural character. Extending the aesthetic of the bar downstairs

,the plan is to make the restaurant light, warm and familiar with more modest finishes and furniture that can easily be re-arranged and utilised for functions. The restaurant will connect to the galleries through an moveable wall, which will allow a flexible venue space to be achieved.



Photo source: Vogue Australia



Photo source: Scandinavia Standard



Photo source: Maxlme Bocken



Photo source: Salon Sociedad

The Design Concept for The Grand Galleries and Retail

Between showcasing the extensive opportunities that Canterbury has to offer the curious visitor and presenting the city's highlights in an immersive offering, finding the balance is key. Combining info, common materiality and complementary furniture will reinforce this connection and offer a further and more experience-driven customer engagement. Overlooking Cathedral Square, the galleries and retail spaces will be washed

in natural light. Using maximum ceiling height, paired with expressed architrave and simple light wall finishes, this will be an inviting space for exhibitions and functions. A timber floor will group the areas to give a sense of warmth – without competing with adjacent finishes. Moveable walls will allow the available space to be divided to suit a wide range of environments.

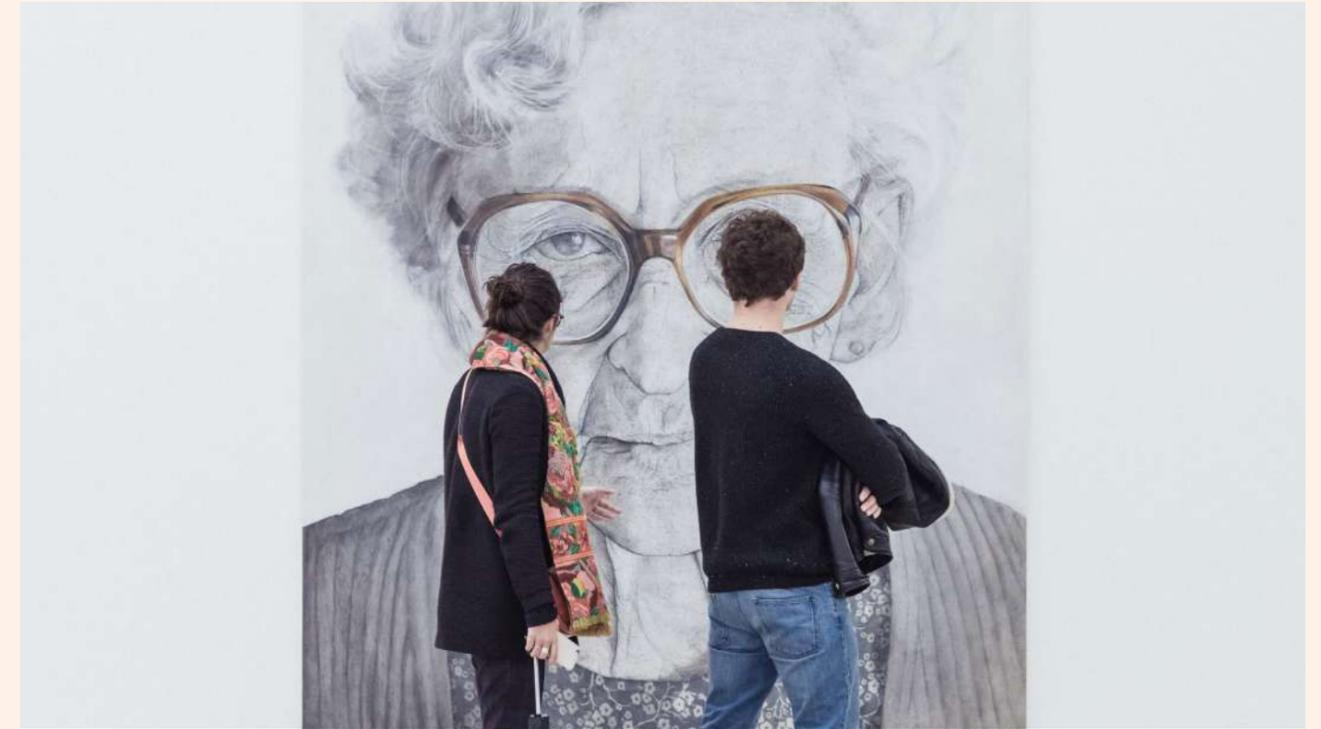


Photo source: Ryan Stefan



Photo source: Home Depot - Lifeproof



Photo source: Zac Ong

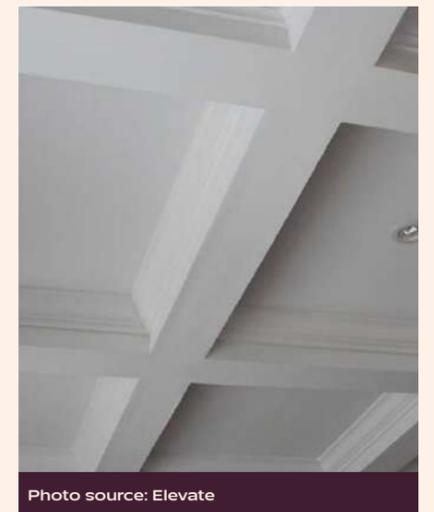


Photo source: Elevate

The Design Concept for The Grand Wayfinding

With The Grand encompassing many different areas and amenities, creating an overarching wayfinding language will be critical to the customer experience. The wayfinding throughout seeks to be complimentary to the overall design of The Grand.



Photo source: Ménard Dworkind

The Design Concept for The Grand Branding

With The Grand aiming to serve as an umbrella brand for the many different business operations under its roof, there will be an opportunity to create strong branding and identity elements that can be used to reach a wider audience and build upon existing customer interactions.



Photo source: Sabrina Rosse



Photo source: <https://i.pinimg.com/170x/e7/b4/e7/e7b4e7821645eff37f9a6393aeac2693.jpg>



Photo source: <https://mindsparklemag.com/design/seppe-pizza-bar/>



Photo source: Chris Court



Photo source: Brunetti



Photo source: The Halyard

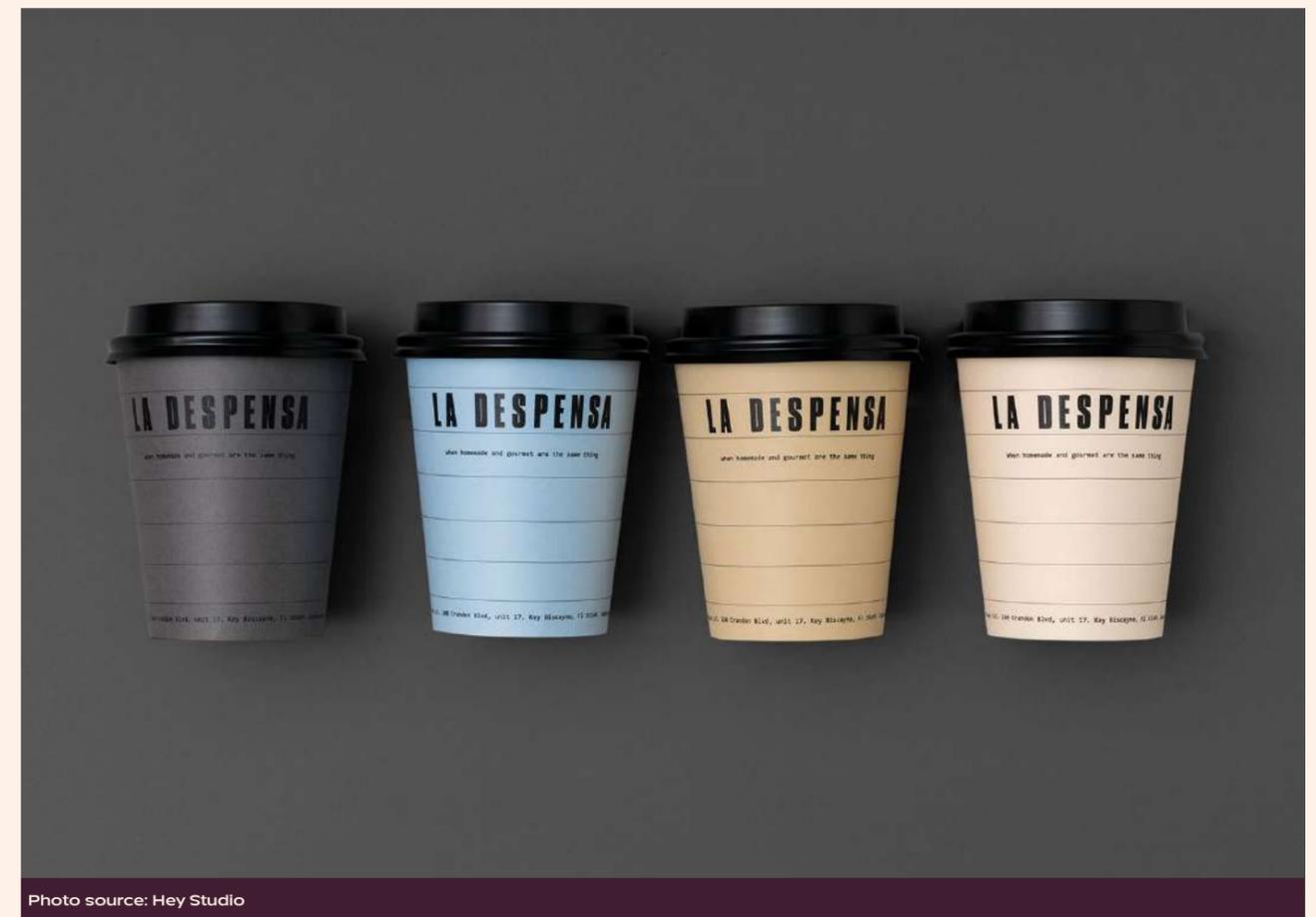


Photo source: Hey Studio

Growth Opportunities

We have increased the 2024 and 2025 forecasted figures by 5% to allow for the limited return of overseas visitors as per Tourism New Zealand's forecast and stated government goals. Our marketing budget and strategy will also contribute to maintaining customer patronage.

At this stage, we have not incorporated into the forecast the running of large events, for example, concerts or specialist events. Other revenue streams have also been omitted as they will need to be ascertained – Post, internal and external advertising space, visitor information centre subscription/advertising model.

The new conference centre, Te Pae Christchurch, would influence revenue but has been omitted due to the difficulty in ascertaining its direct effect until the Centre is open (70 events are currently planned which will see more than 129,000 through the venue).

Again, we believe we have taken a conservative approach and in doing so, believe we are limiting the risk on the budget by not including numbers that are unknown.

Strategic Growth Plan

In the first three years, we plan to focus solely on cementing our place within Christchurch's hospitality sector and growing the core customer base of The Grand. We know from exhaustive examination, based on Darin, the CEO and founders 37 years of marketing development and start up experience, that we have the strategies and plans to accomplish this.

From there, we believe The Grand will be in a position to consider other opportunities. Our highly capable and experienced team plans to focus on accelerating our expansion plans by looking for complementary development opportunities that sit within our respective fields of expertise. Initially, these centre on growing our influence and offerings within Christchurch, and later include opportunities to grow sustainably beyond Christchurch and into greater New Zealand.

Once The Grand business model is proven and successful the companies intention is to look at similar projects in other locations.

Funds raised shall be used to fit out The Grand Cathedral Square. If the minimum amount is raised, the ground floor and top floor production kitchen fit-out is planned to be completed first, with the top floor fit-out as revenue allows for with capital assistance from the Founder where possible, alternatively we are aware that we may be forced to delay the fit out to recover revenue. A maximum amount raised will enable a full facility fit-out.

The new staff wages will include the salaries for the Head Chef, Head Baker, Head Pastry and Retail Manager for the month prior to the opening date.

Why We're Crowdfunding

Simply, we want the community to be part of this venture, and that means community ownership. Our crowdfunding campaign is your opportunity to become a Shareholder of The Grand. Apart from having a vested interest in its forecasted commercial success there will be bonus rewards for all investors at different levels.

Share Offer Summary

From the capitalisation table below, you can see a 40% shareholding of the company is on offer if fully subscribed, with a minimum investment amount of \$800,000 and maximum of \$2M.

Capitalisation Table

Pre-raise	If Fully Subscribed			
	No. of shares	Ownership %	No. of shares	Ownership %
Shareholder				
D C Rainbird	2,645,360	88.18%	2,645,360	52.91%
Hansaworld New Zealand Limited	75,000	2.50%	75,000	1.50%
J P Rainbird	45,000	1.50%	45,000	0.90%
S M Rainbird	45,000	1.50%	45,000	0.90%
G Crabbe	30,000	1.00%	30,000	0.60%
Fyffe Motel Limited	20,000	0.67%	20,000	0.40%
R A Williams	20,000	0.67%	20,000	0.40%
H T Bushell	20,000	0.67%	20,000	0.40%
B Baillie	20,000	0.67%	20,000	0.40%
Chosen Investments Limited	15,000	0.50%	15,000	0.30%
A L Hale	15,000	0.50%	15,000	0.30%
S L Hale	15,000	0.50%	15,000	0.30%
A Farrow	10,000	0.33%	10,000	0.20%
V N La	10,000	0.33%	10,000	0.20%
D J MacCaulay	5,000	0.17%	5,000	0.10%
P P Nguyen	5,000	0.17%	5,000	0.10%
T J Brownie	2,600	0.09%	2,600	0.05%
B A Corbett	1,040	0.03%	1,040	0.02%
H van Tongeren	1,000	0.03%	1,000	0.02%
New Shareholders			2,000,000	40.00%
Total	3,000,000	100.00%	5,000,000	100.00%

Use of Capital

Purpose	If Minimum	If Maximum
Kitchen fit out and extraction: chillers, freezers, and workspaces	\$500,000	\$500,000
Linings: walls, ceiling, floors	\$300,000	\$300,000
Lift	Founder Capital / Delay where appropriate	\$150,000
Operating fit out: chairs and tables furnishings	Founder Capital / Delay where appropriate	\$370,000
Décor elements	Founder Capital / Delay where appropriate	\$150,000
Outdoor fit out	Founder Capital / Delay where appropriate	\$350,000
Staging equipment	Founder Capital / Delay where appropriate	\$60,000
New staff wages	Founder Capital / Delay where appropriate	\$120,000

Share Classes

The Grand Cathedral Square Limited investor (or B-class) shares are non-voting and have the following rights:

Non-voting shares do not give the holder the right to vote at meetings of shareholders. In very limited circumstances (to ensure the shareholder's core rights are protected), each non-voting share gives the holder the right to one vote. This only occurs where there is a proposal or resolution that:

- Will affect the rights attached to the investor shares
- Puts the company into liquidation
- Disposes of the whole or a material part of the property, business and undertaking of The Grand Cathedral Square Limited.

Non-voting shares will give holders:

- The right to an equal share in dividends and other distributions made by The Grand Cathedral Square Limited (subject to the rights of any other class of share)
- The right to an equal share in the distribution of surplus assets of The Grand Cathedral Square Limited
- However, investor shareholders have no rights to vote on removal or appointment of directors.

You can read more about the rights attached to non-voting shares in The Grand Cathedral Square constitution.

Note: a professional service will manage the share registry and facilitate off-market transfers.

Valuation

The Grand is valued at \$3 million pre-raise which equates to \$1.00 per share. This valuation is based on financial forecasts that have been rigorously tested and scrutinised. As a start-up company, with a unique business structure running multiple departments, the comparison to other businesses becomes difficult. For these reasons, we have applied the Discounted Cash Flow method, and believe this is the best approach to arrive at a pre-revenue valuation.

This valuation has been undertaken by The Grand's financial advisors using methodologies similar to other start-up (restaurant or hospitality) companies, and peer reviewed by an external Chartered Accountancy Firm & Business Advisors, Anton James & Co.

Using our comprehensive forecasted cash flow and conservative discount rates for this analysis, we have determined a pre-raise valuation of \$12 million. However, we have decided to use a more conservative approach which we believe is prudent and fair for our new prospective shareholders, considering we are pre-revenue at this time. This valuation is \$3 million pre raise. We believe this presents a big opportunity for prospective investors to become shareholders in The Grand right from the beginning.

Sources:

Rainbird Accounting & Business Solutions Limited
Chartered Accountancy Firm & Business Advisors, Anton James and Co.

Ongoing Shareholder Relationship

Potential Returns

Our aim is to pay dividends in the mid-term. It's our intention to reinvest any profits into further development opportunities within The Grand in the first three years, at which stage the Board will take a revised look at our Dividend Policy and assess the right way forward for us to reward our shareholders.

Shareholder Communications

Shareholders can expect an informative and refreshing quarterly email newsletter that will include an update from the founder and CEO covering any new developments, events and initiatives within The Grand.

Shareholder Benefits

Shareholders will enjoy owner only nights once we have opened and will also receive priority bookings for events and special promotions. This is in addition to the great rewards for becoming an owner.

Another benefit of becoming a shareholder is an exclusive invitation to the VIP party for the opening of The Grand to celebrate in the inspirational building.

Share Registry Services

Our Share Registry post capital raise will be managed by Syndex. Syndex offer registry, compliance, investor relations and communications services, an investor portal and ongoing liquidity to the issuer and its investors.

Financials

The Grand Cathedral Square Limited Balance Sheet - As of 31st July 2021

Assets	
Current Assets	
Bank	70,472
GST	11,896
Debtors	18,333
Total Current Assets	100,701
Non-Current Assets	
Development	204,609
Preliminary Expenses	5,109
Total Non-Current Assets	209,717
Total Assets	310,419
Liabilities	
Current Liabilities	
Creditors	17,859
Accruals	117,165
Total Current Liabilities	135,024
Non-current Liabilities	
Total Liabilities	135,024
Net Assets	175,395
Equity	
Current year Earnings	(37,085)
Retained Earnings	(20)
Ordinary Shares	212,500
Total Equity	175,395

Our projected financials aligns with our expected opening date of February 2022.

To date, most expenditure and time has been incurred by the founder. Once the viability of the project was satisfied, share capital was raised to cover the initial expenses of consultants and stage one development plans.

At the time of printing, we have few creditors, but have accrued expenditure for the completion of the development plans (to date \$65,835 paid with an estimate of \$117,165 remaining).

Audit

These financial accounts have not been audited. The cost of an audit at this stage outweighs the value. We will put this forward to vote at the annual general meeting, although an estimate has been entered into the financials.

Sources:

Rainbird Accounting & Business Solutions Limited
Joane Rainbird is a director of The Grand Cathedral Square Limited and is also the company accountant.



**Profit & Loss Projections for 4 Years
Ending 31st March 2025**

Legend:
Q = Quarter
Q1 = Apr - Jun
Q2 = Jul - Sep
Q3 = Oct - Dec
Q4 = Jan - Mar

	2022			
	Q1-3	Q4	TOTAL	%
Projected Revenue		2,437,797	2,437,797	100%
Projected Direct Costs				
Purchases		1,012,226	1,012,226	41.5%
Direct Wages	9,375	676,949	686,324	28.2%
Other Direct Cost		152,564	152,564	6.3%
Projected Total Direct Costs	9,375	1,841,740	1,851,115	75.9%
Projected Gross Profit	9,375	596,057	586,682	24.1%
Projected Other Income	120,500	22,500	143,000	5.9%
Projected Operating Expenses				
Cleaning & Security		43,833	43,833	1.8%
Marketing & Advertising	31,673	45,000	76,673	3.1%
Salaries	42,952	70,000	112,952	4.6%
Rent	54,750	16,667	71,417	2.9%
Other Operating Expenses	22,270	84,020	106,290	4.4%
Projected Total Operating Expenses	151,645	215,687	367,332	15.1%
Projected EBITDA	40,520	402,870	362,350	14.9%

	2023					
	Q1	Q2	Q3	Q4	TOTAL	%
Projected Revenue	2,656,852	2,266,459	4,008,341	4,738,272	13,669,923	100%
Projected Direct Costs						
Purchases	1,103,182	941,083	1,634,116	1,919,562	5,597,944	41.0%
Direct Wages	767,812	677,042	1,214,673	1,416,478	4,076,006	29.8%
Other Direct Cost	166,273	141,841	249,305	294,083	851,503	6.2%
Projected Total Direct Costs	2,037,268	1,759,966	3,098,094	3,630,124	10,525,452	77.0%
Projected Gross Profit	619,584	506,492	910,247	1,108,148	3,144,471	23.0%
Projected Other Income	3,257	2,778	4,233	4,731	15,000	0.1%
Projected Operating Expenses						
Cleaning & Security	65,750	65,750	65,750	65,750	263,000	1.9%
Marketing & Advertising	45,000	45,000	45,000	45,000	180,000	1.3%
Salaries	93,750	93,750	93,750	93,750	375,000	2.7%
Rent	25,000	142,000	189,250	189,250	545,500	4.0%
Other Operating Expenses	46,250	64,250	51,685	46,250	208,435	1.5%
Projected Total Operating Expenses	275,750	410,750	445,435	440,000	1,571,935	11.5%
Projected EBITDA	347,091	98,520	469,045	672,880	1,587,536	11.6%

Legend:
Q = Quarter
Q1 = Apr - Jun
Q2 = Jul - Sep
Q3 = Oct - Dec
Q4 = Jan - Mar

	2024					
	Q1	Q2	Q3	Q4	TOTAL	%
Projected Revenue	3,424,567	2,921,374	4,451,481	4,975,185	15,772,608	100%
Projected Direct Costs						
Purchases	1,387,356	1,183,503	1,803,378	2,015,541	6,389,778	40.5%
Direct Wages	1,051,161	909,629	1,340,000	1,487,302	4,788,092	30.4%
Other Direct Cost	212,548	181,317	276,283	308,787	978,935	6.2%
Projected Total Direct Costs	2,651,064	2,274,449	3,419,662	3,811,630	12,156,805	77.1%
Projected Gross Profit	773,503	646,925	1,031,819	1,163,555	3,615,803	22.9%
Projected Other Income	3,420	2,917	4,445	4,968	15,750	0.1%
Projected Operating Expenses						
Cleaning & Security	69,038	69,038	69,038	69,038	276,150	1.8%
Marketing & Advertising	47,250	47,250	47,250	47,250	189,000	1.2%
Salaries	98,438	98,438	98,438	98,438	393,750	2.5%
Rent	189,250	189,250	197,463	197,463	773,425	4.9%
Other Operating Expenses	48,488	67,438	78,754	48,488	243,167	1.5%
Projected Total Operating Expenses	452,463	471,413	490,942	460,675	1,875,492	11.9%
Projected EBITDA	324,460	178,430	545,322	707,849	1,756,061	11.1%

	2025					
	Q1	Q2	Q3	Q4	TOTAL	%
Projected Revenue	3,595,796	3,067,443	4,674,055	5,223,945	16,561,239	100%
Projected Direct Costs						
Purchases	1,456,724	1,242,679	1,893,547	2,116,318	6,709,267	40.5%
Direct Wages	1,103,719	955,110	1,407,000	1,561,667	5,027,497	30.4%
Other Direct Cost	220,890	187,226	285,288	318,852	1,012,256	6.1%
Projected Total Direct Costs	2,781,332	2,385,015	3,585,836	3,996,836	12,749,020	77.0%
Projected Gross Profit	814,464	682,428	1,088,219	1,227,108	3,812,219	23.0%
Projected Other Income	3,591	3,063	4,667	5,216	16,538	0.1%
Projected Operating Expenses						
Cleaning & Security	72,489	72,489	72,489	72,489	289,958	1.8%
Marketing & Advertising	49,613	49,613	49,613	49,613	198,450	1.2%
Salaries	103,359	103,359	103,359	103,359	413,438	2.5%
Rent	197,463	197,463	197,463	197,463	789,850	4.8%
Other Operating Expenses	50,912	71,124	86,148	50,912	259,097	1.6%
Projected Total Operating Expenses	473,836	494,048	509,072	473,836	1,950,792	11.8%
Projected EBITDA	344,219	191,443	583,815	758,489	1,877,965	11.3%

Projected Expenses

Purchases

Stats NZ's industry standard benchmarks ratios (for median category for large enterprises) were applied to the various departments for purchases. Variations to standard were the commission paid on the visitor information centre is 85% of commissioned sales and the commission paid on the Gallery sales is 50%.

We further compared these ratios with existing businesses to ascertain if the ratios were appropriate.

Wages

Stats NZ's industry standard benchmarks ratios (for median category for large enterprises) were applied to the various departments for direct wages. The exception to this is the florist/gift station which had an industry standard of 14% of turnover, we believe this was too low for the hours open and have increased it to 28%.

We further compared these ratios with existing businesses to ascertain if the ratios were appropriate.

In quarters Q4 2021 and Q3 2022 we have increased the wages due to the comprehensive staff training required preopening of departments.

Other Direct Costs

Where possible we have used ratios based on similar industries. We took 3 years of data from 6 similar industries and used the median. This was then used to derive our direct costs except where we believed a higher ratio was warranted, we have made specific judgements on the following:

Bar entertainment \$100,000.

Merchant fees have been set at 1% of sales (except for the visitor information centre we have set at 1.75% due to high credit card sales). The actual charge is 1.9% for merchant fees as set by BNZ, allowing for 53% of payments through charged payment facilities i.e., credit cards. This is due to the

changing environment to cashless society hasten with Covid 19. At this stage we have also not incorporated a charge-back of credit card fees incurred and rebates as this will only be significant once holders of overseas credit cards are used.

Although we have used these ratios for the forecasting, we believe that there will be synergies had between departments that will result in significant savings along with the use of efficient and effective technologies, e.g., energy efficient refrigeration and shared/crossover spaces.

Other Income

We are receiving two supplier incentive payments totalling \$120,000 (Jan/Feb). We have also accounted for regular volume rebates as estimated by the suppliers.

Notable Operating Expenses

ACC has been calculated at the higher rate for pub, taverns, and bars BIC H452010 as the highest levy rate must be used for multiple classification units.

Accounting has been estimated for end of year compliance and annual audit. Internal staff will be handling the day-to-day processes.

Rent - A deposit has been agreed upon signing in July, with rent of ground floor deferred until July 2022 and first floor until October 2022.

R & M - Covering non departmental areas such as common areas inside/outside and the building.

Salaries for key personnel are negotiated and confidential.

Computer maintenance - An ongoing maintenance program will be setup to allow for immediate remedy as required and maintenance of all computerised areas. This is an integral part of The Grand's philosophy of being largely paperless and incorporating the use of tablets.

Sources:
Rainbird Accounting & Business Solutions Limited

Projected Revenue Methodology

Our revenue forecast figures comprise taking components from existing businesses and applying a multiplier (based on specific industry knowledge, location and prior experience) to work on an average capacity, average spend. Revenue has been based on opening 362 days of the year and adjustments have been made for each month based on the seasonality of hospitality with peaks in December to February, accounting for 35% of total revenue, and lows in June-August accounting for 15%, beginning 2022

The Bakery, The Eatery, Bar, restaurant, wine lounge, Visitor Information Centre

Comparison from previous and current ownership of bakeries and cafes (3). Analysis of like known businesses (2). Analysis of current and past competitors' weaknesses and strengths in the CBD (4). Market size, demographics, and industry averages as per tools listed below. Multipliers plus or minus have then been applied based on location, foot traffic, marketing and cross fertilisation of the Departments.

Retail

In comparison with previous and currently owned operations (4). In comparison of known, like businesses (2). Analysis of current competitors' weaknesses and strengths (6). Market size, demographics, and industry averages as per tools listed below. Multipliers plus or minus have then been applied based on location, foot traffic, marketing and cross fertilisation of the departments.

We have formulated our projections by incorporating the methodology above and the use of several resources, including:

- Supplier forecasting from Lion NZ, Havana, Coca Cola
- The experience of the team at The Grand from previous and current operations.
- Comparison of similar businesses and their components and competitors.
- Known variables, such as seasonal variances and initially a reliance on domestic trade

given the COVID-19 impact currently restricting international travellers.

- Industry averages where applicable

Sources:

<https://statisticsnz.shinyapps.io/bpbench/>

<https://www.business.govt.nz/tax-and-accounting/business-finance-basics/cash-flow-forecasting/>

<https://ccc.govt.nz/culture-and-community/statistics-and-facts/facts-stats-and-figures/>

<https://www.stats.govt.nz/tools/2018-census-place-summaries/christchurch-city>

<https://www.tourismnewzealand.com/markets-stats/>

Risks and Mitigation

The below risks illustrate clearly that the most common requirement for success in a challenging and constantly changing environment is flexibility. That's why our

systems, strategies and plans focus on building a highly flexible organisation that is nimble, scalable and adaptable.

Risk	Mitigation tactics
Delayed opening date	Weekly meetings with the construction company's project manager and the landlord to ensure milestones and deadlines are met and if they aren't they are discussed and planned for.
Business Continuity	Long term lease agreement
Increased competition	As a major player in Christchurch's hospitality industry, we are positioned to pivot quickly to combat increased competition. As a result of having the production synergies we are able to continually negotiate better pricing and keep our cost structures low. A consistent but varied entertainment programme will allow us tap into emerging trends and customer engagement triggers.
COVID-related lockdowns	We aim to have a strong online purchasing presence utilising popular delivery platforms as well as our own web placements. The bakery has the ability to upscale to a wholesale offering as an essential services provider.
Inflation	Given what many pundits predict, inflation may be a challenge and therefore we have a robust pricing review system ready to adapt to inflationary pressures.
Under-delivering	We have an extremely strong customer service programme and staff review system where quality and service are key focus points. Staff will receive ongoing training and review, alongside an incentive-based rewards programme to encourage upselling.
Supply chain problems	We plan to make use of alternative supply chains which will be localised as much as possible. Menu development will be based on local procurement, with less reliance on imported ingredients. Where possible, we will deal with the producer in tandem with our pricing review system.
People	Staff retention and recruitment is proving to be an industry challenge. We strive to be a team-focussed employer, with the wellbeing of our staff an important consideration in delivering exceptional service. That's why we have taken a proactive approach by:
	Offering a fair remuneration package with flexibility to reward experience and achievement of KPIs
	Illustrating clear career progression within the organisation Implementing an extensive and ongoing training programme to upskill staff.
Food safety	Food safety is paramount. We plan to put robust systems in place to meet all industry standards including the ability to adjust rapidly and safely to changes within the industry. The Founder and Executive Chef holds extensive experience within the hospitality industry.
Construction and fit out delays	Delivering the project on time is crucial in managing our costs effectively. Our design and fit out teams have developed a detailed and staged delivery plan and where possible have ensured that resources required are available for delivery within those projected build timelines. Every effort has been made to ensure the project is managed efficiently and on time.

Doing our bit for our Community and Environment

1. Measure food waste.

By tracking food usage and waste, we intend to find opportunities to scale back production while still meeting customer demand. Our planning includes the use of a 'food waste inventory' to help identify how much and where food is wasted, so we can implement changes (e.g. smaller portions, menu changes or substitutions) and monitor our progress.

2. Predict food orders.

Manual or digital technology systems (e.g. predictive ordering technology) helps us collect accurate food order data, so we have a better understanding of patterns and more control over our kitchen. This will lead to less waste, and ultimately increased profits.

3. Engage staff.

We believe food handlers are valuable resources when it comes to reducing food waste. Therefore, some of the most innovative ideas for reducing food waste comes from kitchen and front-of-house staff, not from management, so investing in training and certifying The Grand staff is critical.

4. Practice strong stock control.

Efficient ordering and stock rotation are crucial when it comes to minimising food spoilage and waste. All stored food will be clearly labelled with 'best before' or 'sell by' dates and all staff who handle food will be trained on proper First In, First Out inventory management techniques.

5. Keep an eye on overproduction.

Initially, batch preparation saves time and money. Once we have food waste data to work with, shifting away from batch preparation in favour of cook-to-order preparation may be a more long-term cost-effective strategy.

6. Recycle.

All recyclable materials such as paper, cardboard, cans, bottles and other containers will be sorted in the correct recycling bins to ensure our business contributes to reducing landfill waste and saves money on waste collection. All recycling bins will be clearly labelled and used only for recycling in order to prevent rubbish cross-contamination.

7. Switch to reusable non-food items.

We will aim to avoid single-use items where we can in favour of environmentally friendly, reusable items.

Governance

We have always been a family-owned business, however now we are looking to appoint two additional independent and experienced directors to our Board, alongside Darin, Stephanie, and Jo. The timeline for this is prior to the opening of The Grand.

Please see our Constitution on the PledgeMe Campaign page

Leadership Team



Darin Rainbird
Chief Executive Officer

Darin has spent the last 25 years building and developing businesses in the hospitality, tourism, marketing and property development sectors. After taking ownership of the Akaroa Visitor Information Centre, he managed its successful transition from a substantial, six-figure loss to a stand-alone and privately-owned, six-figure profit enterprise. He consistently demonstrates his ability to see opportunity, and capitalise on it, and his unorthodox marketing acumen has seen his businesses flourish, despite recent global challenges. Darin brings a high-level of insight and development experience to the Grand team.

Notable business achievements

Founder and current owner of:

- Sweet As Bakery Café in Akaroa
- The Akaroa Adventure Centre
- The Akaroa Visitor Information Centre.

Also, founded then sold The Peninsula Trading Post (now Arkwright's) hardware and garden centre.

Areas of experience

- Equipment procurement
- Tenancy negotiations
- Supplier contract establishment and review
- Staff employment
- Marketing strategies
- Food direction (bakery, French-themed, artisan-style)
- Customer service satisfaction programmes



Stephanie Rainbird
Director

Stephanie brings a lifetime of industry experience, having owned and managed several highly successful hospitality and tourism businesses. She has developed and overseen the implementation of strategic business plans for her own companies and consulted on several other large projects from start-ups to strategic business pivots. Stephanie's experience in management and operational processes, as well as her ability to provide objective analysis, is a great addition to the team.



Joanne Rainbird
Director

Joanne brings almost 20 years of experience in financial advisory and services. She has been a Chartered Accountant for 13 years, with several current high-profile hospitality clients, and has worked extensively with start-up companies – effectively managing processes required for structure, accountability and success. She is highly-respected in her field for her no-nonsense, results-based approach and as an analytical processes expert, she brings a wealth of knowledge to the business.

Operations Team



Hien Bushell
Customer Services Manager

Hien has spent the last 11 years building phenomenally successful customer services companies. She understands very clearly the connection between business success and customer experience, and this has resulted in her achieving a repeat customer ratio of 85%, which is an industry lead. Hien's knowledge on what makes the customer experience rewarding, memorable and repeat-worthy will stand The Grand in exceptionally good stead. Her ability to implement diverse strategies and measurable applications will ensure The Grand's customers are well-served.



Bianca Baillie
Business Development Manager

Bianca brings more than 10 years of international experience in the financial advisory services sector. Her project management skills and 'let's get it done' attitude is exactly what The Grand requires to ensure we move along swiftly, build momentum, achieve the goals set out and succeed. Bianca enjoys building relationships and finding the best people to partner with to create long-term business ventures.



Business Partners



Clark Boyce Lawyers

Clark Boyce Lawyers was started in 1953 by the late Ken Gough and the still going David Clark, under the original name of Gough & Clark, what is now known as Clark Boyce Lawyers emerged from various iterations and partnership changes. Clark Boyce Lawyers has traditionally provided, and still does today, a wide range of legal services. These services include transactions that extend to domestic property, commercial enterprises, corporate entities and trust ownership structures.

The firm also provides litigation services, relationship property and family advice, estate planning and administration and most things in between. We have worked with Gerald Dwyer from Clarke Boyce in getting all the legal requirements for The Grand Cathedral Square in order.



Rainbird Accounting & Business Solutions Ltd

Rainbird Accounting & Business Solutions Limited provides services such as business advice, support and tax compliance. Cloud-based accounting is used to get real-time information to provide timely solutions for businesses.

Rainbird Accounting & Business Solutions Limited work with businesses across a broad range of industries - from retail outlets to fishing charters, from all size entities - sole traders, rental investments to medium sized companies.

Our Strategic Partners



HansaWorld

HansaWorld is a multinational software developer specialising in Enterprise Resource Planning and Customer Relationship Management. With three decades of experience and innovation, their software automates business processes for companies all over the world, and provides the best business management solutions for a wide range of industries. HansaWorld will play an intricate part in The Grand by providing the operating system for all business units.

Havana Coffee Works

Havana Coffee Works started in Wellington in 1989 and took off like a runaway train! We are excited to partner with Havana Coffee Works, as they believe in sourcing beautiful rebel and organic coffees that are ethically traded. They have a huge focus on sustainability and have kept that at the core of what they do, from their state-of-the-art Loring roaster to the Ecoware cups and hand-stamped paper bags. We feel the values of Havana align perfectly with those of The Grand and we look forward to welcoming our customers into The Grand, to be energized and uplifted by the "Coffee U Feel"!

Coca-Cola Europacific Partners New Zealand

Coca-Cola Euro Pacific Partners is one of the leading consumer goods companies in the world. It is in the privileged position of making, moving and selling some of the world's most loved brands.

Lion

Lion is New Zealand's largest alcoholic beverage company. They produce, market, sell and distribute many of the region's favourite drinks.

Mainland Football

Mainland Football is an incorporated society and is the regional governing body for football in Canterbury, Nelson, Marlborough and the West Coast. It is a membership organisation, made up of approximately 20,000 individual members who belong to Mainland Football through one of 51 associated football clubs and schools in the region, plus memberships through recreational programmes (of which Futsal is the largest).

Warning Statement

PledgeMe is licensed and regulated by the Financial Markets Authority. This share offer made by The Grand Cathedral Square Limited will only be available for acceptance through the PledgeMe website.

Equity crowdfunding is risky. Issuers using this facility include new or rapidly growing ventures. Investment in these types of business is very speculative and carries high risk. You may lose your entire investment and must be in a position to bear this risk without undue hardship. New Zealand law normally requires people who offer financial products to give information to investors before they invest. This requires those offering financial products to disclose information that is important for investors to make an informed decision. The usual rules do not apply to offers by issuers using this facility. As a result, you may not be given all the information usually required. You will also have fewer other legal protections for this investment.

Ask questions, read all information given carefully and seek independent financial advice before committing yourself.

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