

Newsletter August 6, 2014



Project Update: Looking into the Potential of Making Downtown Cobourg a Four Season Destination

As a component of the Downtown Master Plan, the Tourism Asset Feasibility Study will concentrate on the value and potential uses of town owned land and buildings that may be developed to enhance tourism products. Emphasis will be placed upon identifying the impact of a four season destination product for downtown Cobourg with a goal of increasing overnight visitation and spending in the downtown.

The Town of Cobourg is working with "The Economic Planning Group of Canada" to screen and assess potential sites in the downtown vitalization study area. The aim will be to identify high potential tourism investment ready properties. Preliminary project development concepts will also be created based upon the highest potential opportunities. We expect this strategy will unlock the sometimes hidden value of natural, cultural and heritage assets in order to create social and economic opportunities for Cobourg as a destination. The study will describe the recommended processes and costs for taking these offers to "the market" and realizing investments.

This project commences at the end of July and will be undertaken in two phases:

1. Phase I - Completion Date September 30, 2014: Identify and assess the investment readiness (high,

medium and low development potential) of the already defined land/buildings within the study area (see map attached)

Target "highest potential" properties and provide detailed assessments including opportunities for tourism attraction, economic impact analysis, preliminary project development concepts and include challenges and costs in realizing the investment.

2. Phase II - Completion will be 4 - 6 weeks after approval: With approval of Town Council to proceed to the next stage, provide a marketing/sales document to be utilized in attracting investors and or identifying funding sources in order to undertake investment of the property.

For more information on the Henley Arcade Project contact Erin Wakely, Tourism Coordinator at The Town of Cobourg by calling 905-372-5481 ext. 4105 or emailing ewakely@cobourg.ca.



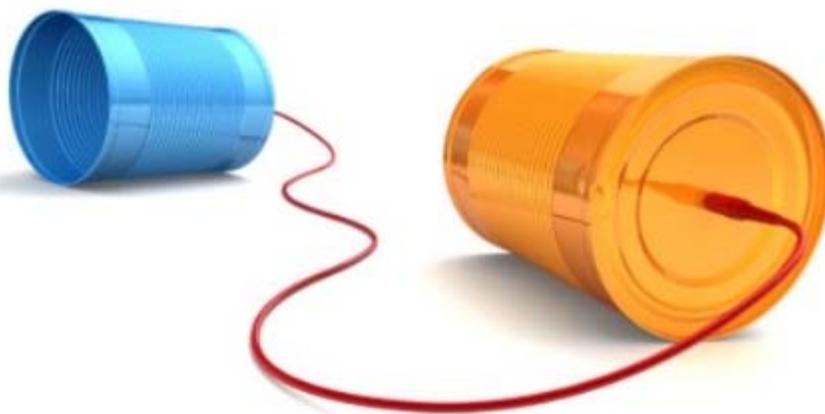
Project Update: Cobourg Community Improvement Venture Initiative

A key component of downtown vitalization will be the creation of a funding entity – a Community Improvement Venture Initiative (CIVI). The CIVI will provide bridge and mortgage financing, construction loans, loan guarantees, subordinated debt and/or equity participation for small and medium-size real estate developments. The initiative will assist owners of heritage properties in accessing heritage conservation incentives. In addition, the initiative will assist developers to explore the offerings of traditional lenders like banks and credit unions.

The venture initiative will advance low interest loans to qualified applicants best demonstrating adherence and respect for Cobourg's Downtown Master Plan as well as the established guidelines for new downtown commercial business categories, ensuring an adequate variety of shopping experiences for residents and tourists. Consideration will be given to green, affordable residential development of upper floors in downtown buildings.

A consultant will be hired to provide Council with data and evidence to make an informed decision regarding the viability of creating a CIVI in whatever form makes sense for Cobourg. Using a two phase process, a business case will be developed showing the rationale for the initiative. Stakeholder input will be integral during this phase. Once approved by Council, phase II will see creation of a business plan to provide the framework and budget to establish and operate the initiative beginning in 2015. It will outline the preferred delivery mechanism (in-house, arms-length, or other alternate viable solution). Anticipated start date of the consultant is September 16, 2014.

For more information on the Community Improvement Venture Initiative contact Wendy Gibson, Economic Development Officer at The Town of Cobourg by emailing wgibson@cobourg.ca or calling 905-372-5481.



Project Update: Keeping You Informed via our Communications Plan

The Town of Cobourg recognizes that open, honest, two-way communication is essential towards strengthening its relationship with its citizens. Being transparent and accountable is a key component of how the general public judge how well services are being delivered. We want to empower our citizens and ensure that each and every voice is heard.

Kicking off the second phase of the Downtown Vitalization initiative meant that we also needed to regroup on all aspects of the project and take into account what we did right and what we could improve on. The first phase of the initiative had huge communication components, including a radio campaign, advertisement in the local paper, feature articles, web and social media promotion and so on. However we were still encountering citizens who missed such articles or commercials and we needed to find a solution. That solution was the creation of our e-Newsletter '*Downtown News to Feel Good About*'. This e-Newsletter required interested citizens to request to be signed up (we weren't about to spam anyone) and receive direct monthly updates. So far we've had a lot of citizens signing up and that number increases each day.

The communication plan simply does not end with the delivery of a message, it's all about a circular process; listen, learn and inform. We will continue to keep you informed through a variety of ways and encourage and promote feedback.

For more information on the Communications Plan contact Ashley Purdy, Communications Officer at The Town of Cobourg by emailing apurdy@cobourg.ca.



The Youth Entrepreneurship Program: We chat with Ryan!

We chat with Youth Entrepreneurship program candidate Ryan Barrett who is now running his technology business 'Tech-Tonics' in Downtown Cobourg this summer. He tells us all about her experiences in the program so far and thoughts for the future.

Tell Us About Yourself

My name is Ryan Barrett and I'm 18 years old. I attended CDCI West and have lived in the area my whole life. I enjoyed all the tech courses in school most and took all the ones I could. I enjoy photography, play piano and guitar, fly drones, scuba dive and play various sports including curling, badminton and frisbee. I spend most of my free time trying out new things with any technology I can get my hands on.

Q. Why were you interested in applying for the Youth Entrepreneurship Program?

A. I heard about the program and thought it would be a great way to expand my existing computer repair

business, which I had been running on the side for a few years. It would be a good way to gain experience and to build a reputation in the area.

Q. How did you come up with your business idea?

A. I remodeled the way I was currently running my business significantly. Running a computer repair business from home is much different than one where you have to maintain store hours. I consulted a number of other business owners and friends who all had insight into which things might work well and others that would not. This ended up shaping the final structure of my business.

Q. Why do you think your business would be successful in Cobourg?

A. Being in the downtown core of Cobourg you have amazing visibility. I knew that the traffic on main street would be a huge boost and that the diversity of repairs I would be doing would increase greatly.

Q. What do you hope to gain from this experience?

A. I hope to (and have already gained) a lot of skills required to run a successful business. Having the chance to repair a large number of devices all with various problems allows me to gain hands on experience and increase my knowledge of repairs greatly. These skills are extremely valuable in day-to-day life as we all now rely on technology to some degree.

Q. What have you learned so far since you opened?

A. There have been a lot of things I have learned. Previously I knew all of my clients and everything I had ever done for them. Now meeting with so many different people everyday it is hard to remember every single one. I had to work on creating a system to keep things organized to avoid confusion. Many of the people you least expect to bring you more business are the ones that promote you the best and end up giving you some of your best clients. I have found that all the book work is very hard to stay on top of while performing all the repairs which I need to have done for clients to keep them happy.

Q. Would you consider entrepreneurship in the future?

A. I definitely would and do plan on having my own business in the future. It is hard to say exactly what that business will be as the technology field is changing so much every year. Wherever the demand is I will be!

For more information on the Youth Entrepreneurship Program contact Wendy Gibson, Economic Development Officer at The Town of Cobourg by emailing wgibson@cobourg.ca or calling 905-372-5481.



Tourism Ambassadors Help Promote Downtown Businesses

Cobourg Tourism Ambassador Rachel Curtis is featured here at the Cobourg Marina where she among other students provide complimentary coffee to the boaters. The Economic Development and Tourism Department have been offering this service for 10 years. While boaters enjoy their complimentary coffee, the Tourism Ambassadors are talking up the Downtown businesses, events and other Town amenities.

Rachel had the pleasure of providing information on downtown restaurants to one couple looking for a good place within walking distance to go for breakfast. Rachel mentioned how much she enjoyed the pancakes at The Buttermilk Cafe. The couple were so pleased with the service and food that they brought Rachel back a nice portion of pancakes.

For more information on The Town of Cobourg's Tourism Ambassadors contact Erin Wakely, Tourism Coordinator for the Town of Cobourg by emailing ewakely@cobourg.ca or calling 905-372-5481 x 4127.



You Asked, We **Answered!**

Each month we'll ask you for questions and provide you with answers in our next eNewsletter issue.

Question #1: Why can't the owners of the empty buildings and the town work together on some sort of incentive to fill those stores -- the rents downtown from what I hear are ridiculous and not do-able. Maybe a grocery store is needed downtown! - *Debbie Wood*

Answer: A business attraction team is currently being established and will review all aspects of attracting business to the downtown. The real challenge is in ensuring businesses have the tools to succeed so that they stay in business. Business plans are critical in examining demographics, spending patterns and the types of shoppers in the downtown. A grocery store is on the wish list based upon citizen feedback however a business case, including market analysis data must show evidence to prospective businesses that this is a good choice for Downtown Cobourg.

Question #2: (Facebook) Why do most stores close so early on weekdays? Most closed by 4 p.m.! - *Andy Tesluk*

Answer: Andy, as a Downtown business owner and chair of our DBIA I'd like to try and answer this question. Most stores are open until 5 pm with many open until 6 and very few open later than that (although there are some). Most of these businesses are owner operated or run by one person who can only work so many hours in a day. It is my feeling that most business owners don't feel that it is profitable to stay open after 5 or 6 pm or on Sundays as they would need to hire staff. The DBIA would love to see our Downtown have consistent shopping hours across the board, 7 days a week...locals and visitors could then count on the stores being open and would be more likely to choose Downtown first for shopping needs. - *Theresa Rickerby, DBIA Chair*

Have a Question?

Please send your question(s) to communications@cobourg.ca



Introducing 'Tasty Tuesday'!

A new event, Tasty Tuesday has a goal of promoting local food while raising money for the food bank.

When: Tuesday, August 12

Time: 4 p.m. - 7 p.m.

Where: Second Street & Farmers Market

In partnership with the Town of Cobourg, the Downtown Business Improvement Area, the Cobourg Farmers Market and Foodland Ontario this mid-week Farmer's Market will offer delicious food, musical entertainment and many vendors! Second Street will be closed for this event and the Farmers Market open.

Check out the Downtown Business Initiative Area's Facebook event page for further information: <https://facebook.com/events/315034321995922>