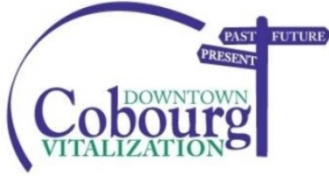


- July 2014 Newsletter –

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Downtown News to 'Feel Good' About

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Project Update: A Safer & More Well Defined Henley Arcade is on the Way

Another of the Downtown Vitalization's projects involves the physical improvement of 40 year old Henley Arcade, a shortcut pedestrians used to get from Covert Street parking lot into Downtown Cobourg.

This project will include the following:

- Pigeon-proof lighting

- Landscaping including new fencing, plants and trees designed by the Town of Cobourg's Parks Department
- Interlocking brick walkway
- Directional signage to help improve wayfinding at both entrances
- Mural on the east wall

The mural will commission the Committee for Art in Public Spaces to draw up guidelines and judge submissions.

The goal of the much needed improvement is to create a safe and well defined connection between the Covert Street parking lot and King Street.

Work is set to begin this fall.

For more information on the Henley Arcade Project contact Teresa Behan, Manager of Engineering at The Town of Cobourg by calling 905-372-4555 or emailing tbehan@cobourg.ca.



Project Update: Downtown Lighting Gets a Whole Lot Brighter!

After receiving comments from various citizens regarding the dim lighting downtown we will be making our downtown a lot brighter by increasing the lighting. We're doing this at the intersections of Division & King Street and George/Third and King Street by installing new 'cobra' type lights. You'll notice these lights above the traffic signals.

If you take a walk along King Street West of Division Street you'll also see six new heritage street lights installed. These lights are 100 watts and will replace the previous 75 watt lights that were there. We are testing the wattage increase at this location. There will be three on the north side and three on the south side that will undergo this testing.

Do you like the new lights? Let us know at communications@cobourg.ca



The Youth Entrepreneurship Program: We chat with Ellee!

We chat with Youth Entrepreneurship program candidate Ellee Hellier who is now running her own beach side business 'Under the Sun' on the Cobourg Beach this summer. She tells us all about her experiences in the program so far and thoughts for the future.

Tell Us About Yourself

Some of my favourite things in life are spending time outdoors, staying active and meeting new people. As a third year University of Guelph student studying International Development, travelling is also a main interest of mine. My goal is to work with women in developing countries aiming to improve their livelihoods by increasing their social, political and economic status.

Throughout my 15 years in Cobourg I've fallen in love with many aspects of the town, especially the beach! As a former lifeguard and swim coach, tourism ambassador, triathlete, and competitive swimmer I have spent my share of time enjoying the beach, and I am thrilled to continue my time there this summer.

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

A. First and foremost I was interested in applying for the YEP because I wanted to challenge myself this summer. I recognized how rare of an opportunity it was, and knew that the knowledge and skills I would gain from the experience would apply to anything else I chose to do in my life.

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

A. My experience at the beach over the years has led me to discover what people are looking for when they visit. People from near or far continuously have asked for simple beach items such as sunscreen, beach pails, beach balls, volleyballs, and souvenirs just to name a few. They often complain about leaving the beach to purchase these items and become frustrated. Creating a convenient beach business that catered to these requests became the solution.

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

A. The business is predicted to be a success for a few reasons. Firstly, it is the first of its kind located at the Cobourg beach, in addition to no direct competition in close proximity. Secondly, the business is selling convenience as it will be in a prime location - steps away from: the popular food canteen,

Victoria park/bandshell, outdoor swimming pool, trailer park, and beach. Lastly, the high demand for the variety of products sold will appeal to many visitors and reasonable prices will entice buying.

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

A. I hope to not only gain practical business skills but to also further life skills (ie. networking). Throughout this experience I will have learned how to successfully write a business plan and cash flow statement, locate and contact suppliers, organize shipping and manage product levels, and manage finances as well as consignment products (just to name a few). All of which as previously mentioned, will continue to apply further to my life after this experience.

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

A. Since opening the biggest thing I have learned is that organization is key! Keeping on top of products, profit, sales, revenue, etc. has been the biggest challenge. Getting the products out the door has proven to be the easiest aspect so far. There is always something that needs to be done, there is never a dull moment.

Q. Would you consider entrepreneurship in the future?

A. I would ABSOLUTELY consider entrepreneurship in the future. Even though the business has recently opened, I have already learned a vast amount in the process. I love feeling like I have control over my own success, I love networking, and I love working with people. Owning a business makes me want to push myself to be the best that I can, and that's a feeling you can't beat. I'm hooked!

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.



Collaboration: We team up with Durham College students to 'take on our Downtown'

We are thrilled to announce our partnership with Durham College!

The students in the Architectural Technician and Technology program will be undertaking some

creative conceptual design work in Cobourg's historic downtown. Five locations have been selected, and the students will be working in small groups to develop innovative designs that complement the character of the Commercial Core Heritage Conservation District. Their designs will explore the potential of selected downtown sites, and will conserve the character-defining elements of historic King Street. These concepts will be integrated into our 3D model of Cobourg's downtown, and will help to illustrate a new vision for Downtown Cobourg.

We look forward to welcoming the students to Cobourg in the Fall of 2014, and we are so excited to see the designs that they will be inspired to create!

Check out Durham College's Architectural Technology Program here:

<http://www.durhamcollege.ca/programs/architectural-technology>

For more information on the Durham College collaboration contact Alison Torrie-LePaire by emailing atorrie@cobourg.ca or calling 905-372-1005 x 4455.



Introducing 'Tasty Tuesday'!

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

When: Tuesday, July 15 & 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.