

STAFF REPORT

THE CORPORATION OF THE TOWN OF COBOURG



Report to:	Mayor and Council Members	Priority:	<input type="checkbox"/> High <input type="checkbox"/> Low
Submitted by:	Brian Geerts, Director of Community Services bgeerts@cobourg.ca	Meeting Type: Open Session <input checked="" type="checkbox"/> Closed Session <input type="checkbox"/>	
Meeting Date:	May 9, 2021		
Report No.:	Community Services-094-22		
Submit comments to Council			

Subject/Title: Blue Rodeo Concert Parking at the Cobourg Community Centre

RECOMMENDATION:

THAT Council approve a one-day exception to the Parks By-Law to allow Cobourg Rotary Club, Cobourg Lions Club, and the Northumberland Sports Council to run paid parking at the Cobourg Community Centre (CCC) and Legion Fields lots on June 16th, 2022 for the Blue Rodeo Concert to support the organizations' financial recovery.

1. STRATEGIC PLAN

People: The Town supports and cares for the social and physical well-being of its citizens

Places: The Town protects, preserves, and promotes natural assets, heritage, arts, culture, and tourism

Partnerships: The Town engages in strong, sustainable public-private partnerships to improve the quality of life for everyone

Prosperity: The Town plans for, markets, and develops assets for economic resiliency and financial security.

2. PUBLIC ENGAGEMENT

This report is published on the Committee of the Whole agenda ten days in advance for public review and engagement.

3. PURPOSE

On Thursday June 16th, 2022, the Cobourg Community Centre will welcome Blue Rodeo back after 10 years + 1 day. This concert is being organized as a community event with many different local non-profits directly benefiting from it.

4. ORIGIN AND LEGISLATION

The Cobourg Cougars and the Town of Cobourg have partnered to bring Blue Rodeo back to Cobourg after a decade. This event was deferred due to Covid-19.

5. BACKGROUND

In July 2019, the Town of Cobourg was approached by the Cobourg Cougars to partner to bring live entertainment back to the Cobourg Community Centre. The Cougars are the presenting organization of the concert with the support of the Town of Cobourg. The Cougars planned this event to give back to the community in the areas of minor hockey and local organizations. The Cobourg Cougars chose the following organizations:

- Northumberland Minor Hockey Association
- West Northumberland Girls Hockey Association
- Northumberland Sports Council
- Cobourg Rotary Club
- Cobourg Lions Club
- Northumberland Youth Unlimited

The Cougars secured the Ganaraska Brewing Company as a title sponsor of the event. The title sponsor will be donating \$10,000 to be split between Northumberland Minor Hockey Association, West Northumberland Girls Hockey Association and Northumberland Youth Unlimited.

In addition to these donations, the Cougars request that the parking at the Cobourg Community Centre and Legion Fields be run as paid parking lots with the benefiting volunteer organizations running the lots.

Local service groups have been hard hit by COVID-19 for the past two years. The focus for this concert is community involvement and COVID-19 recovery. All of the mentioned groups will be providing volunteers for the concert for parking, ushers, and ticket takers.

6. ANALYSIS

The Cobourg Rotary Club, Cobourg Lions Club, and Northumberland Sports Council have all agreed to staff the lots with volunteers from their organizations. The Cobourg Rotary Club and the Cobourg Lions Club have been active in our community raising money at different events including the Cobourg Waterfront Festival. The Northumberland Sports Council has worked in conjunction with the Town of Cobourg on the fundraising initiative of the Cobourg toques that were sold in the months prior to Hometown Hockey in 2019-2020.

All three of these groups have a long history of fundraising in our community and look forward to the first large indoor event in Cobourg since the COVID-19 pandemic began.

7. FINANCIAL IMPLICATIONS/BUDGET IMPACTS

The Cobourg Rotary Club, Cobourg Lions Club, and Northumberland Sports Council will run the lots as paid lots at \$5 per vehicle. With nearly 800 spots across the Cobourg Community Centre campus this may result in revenue of \$4,000. This revenue will be split three ways between the organizations.

8. CONCLUSION

Large public events such as the Blue Rodeo concert are significant cultural and entertainment events, provide a strong source of community pride, and are effective revenue generators for local volunteer and sports organizations.

Report Approval Details

Document Title:	Blue Rodeo Parking at the Cobourg Community Centre - Community Services-094-22.docx
Attachments:	
Final Approval Date:	Apr 28, 2022

This report and all of its attachments were approved and signed as outlined below:

Brian Geerts - Apr 28, 2022 - 8:02 AM

No Signature - Task assigned to Tracey Vaughan, Chief Administrative Officer was completed by delegate Ian Davey, Treasurer / Director of Corporate Services

Tracey Vaughan, Chief Administrative Officer - Apr 28, 2022 - 8:57 AM