

Hi Councillor Chorley,

I appreciate the opportunity to sit in on the zoom meeting today, and I think there was a lot of what we consider to be constructive feedback about our Top Prize Events proposal.

I would like to shed some clarity on some of the concerns that seem to be present among the committee.

PARKING -- As we acknowledged, this will be a concern we will work on with the town. Temporarily, at least, we would like to purchase and operate 2-3 shuttles from municipal parking lots. We understand this is not a viable long-term strategy, especially in the summer when municipal lots are busy with beach-goers, but Cobourg residents would be strongly encouraged to use Cobourg Transit, and we could negotiate what that looks like (discounts for riders attending events, etc). At any rate, it would be made extremely clear on all of our signage, advertising, tickets, etc that parking on the street will result in being ticketed or towed. Our long-term goal (10-15 years) would be to become profitable enough to begin the process of designing and building a multi-tier parking structure on-site.

FUNDRAISING -- As we mentioned, we would plan to raise the money for the renovations through selling sponsorship opportunities such as the facility naming rights. We already have been approached by one local business interested in the facility's naming rights if we get the opportunity to sell them. This doesn't mean there wouldn't be plenty of sponsorship real estate the town could take advantage of. We would want the rights to the following fundraising opportunities:

BUILDING NAMING RIGHTS
CANTEEN NAMING RIGHTS
PLAQUES ON THE BACKS OF EVERY SEAT
DONATION WALL PLAQUES

Those four assets should be enough on their own to raise the money needed for renovations. Other than that, we could negotiate any number of sponsorship assets for the town; for example, signage space that could be packaged into CCC sponsorship deals.

USE OF SPACE -- When we pitched that our goal is to have the facility in use 7 days a week, we never meant to imply that 7 days a week would have to exclusively be our events. We would be actively seeking rental opportunities for the facility to outside promoters and would be very open to allocating a few days every week to town multi-use recreational activities. We also are open to discussing the use of the space by the police, either at a preferred rental rate or rent-free. That is open to negotiation, as is everything in our proposal.

EXIT CAPACITY -- This was briefly touched on, and it is something we have discussed internally. The solution for this would probably have to come from the architects, engineers, etc that we bring in to consult on the renovations. Other logistical issues, such as the improvement of public restroom facilities, would also need to be considered. The town would be consulted on all design upgrades.

BUSINESS STRUCTURE -- This concern was brought up, and is very valid. Before the pandemic shutdowns, we were operating successful events all over Ontario, and were about to begin the process of registering our business as an official partnership. After COVID hit, we put that process on hold, as we essentially weren't in operation anyway. Before entering into any contract with the town, we would register our business as a partnership, with me and Lionel Poizner as the partners. Northumberland resident Rob MacArthur would be serving on our Board of Directors and as a consultant.

I hope that this clarifies a number of the concerns the committee has about our proposal. Everything else we heard today is being taken as constructive feedback and will be used to fine-tune our plan if and when the time comes to negotiate.

Thanks again,

Derek Sharp

Top Prize Events