

Experience
COBOURG

Your STORY BEGINS HERE!

**Virtual Community Events
2020**

#ExperienceCobourgAtHome

COBOURG *Box Office*

BRINGING ENTERTAINMENT
TO YOUR HOME

#ExperienceCobourgAtHome

Experience
COBOURG
Your STORY BEGINS HERE!

#ExperienceCobourgAtHome



Experience Cobourg shared a link.

Admin · March 31 · 🌐

BOX OFFICE: On this gloomy day, if you need a reminder that the world outside your four walls is a beautiful place to explore and appreciate, take a look at this stunning promotional video from the 2019/2020 [Banff Centre for Arts and Creativity Mountain Film Festival World Tour](#). Thanks to our partners [Green Canoe Outfitters](#), we here in Cobourg got to [#Experience](#) this stunning film festival at the Concert Hall at Victoria Hall in January. Can't wait for the next adventure!

https://www.youtube.com/watch?time_continue=443...

[#ExperienceCobourgAtHome](#)



YOUTUBE.COM

2019/2020 Banff Centre Mountain Film Festival World Tour (Canada/USA)



Experience Cobourg is in Cobourg, Ontario.

Admin · April 16 · 🌐

BOX OFFICE: Tonight's edition of [#ExperienceCobourgAtHome](#) brings us a glimpse of The Royals Big Band Series. Feel free to dance at home in your living room if you like.



Experience Cobourg

April 16 · Cobourg · 🌐



Experience Cobourg shared a post.

Admin · March 27 · 🌐

ART GALLERY OF NORTHUMBERLAND: The [Art Gallery of Northumberland](#) is bringing art and enlightenment to our living rooms with their new series [#ArtAtHome](#). And for added fun, they are challenging us all to a home art challenge! See details below [#ExperienceCobourgAtHome](#) [#ArtAtHome](#) [#AGNAtHome](#) [#waterfalls](#) [#PermanentCollection](#) [#TownofCobourg](#) [#NorthumberlandTourism](#)



Art Gallery of Northumberland

March 27 · 🌐

Welcome to our first in a series of video shorts! Join us on Fridays for a look at our Permanent Collection and exhibitions – engaging you with art!

Today we a... See More

#ExperienceCobourgAtHome

 Experience Cobourg shared a link.
Admin · March 31 · 🌐

BOX OFFICE: For those of you who were looking forward to experiencing Celebrate the Irish in Words, Music and Song, at the Concert Hall at Victoria Hall, today we have a preview of [Steafan & Saskia](#) playing some contemporary Celtic tunes.

Thank you community partners at [The Loft Cinema at 201 Division Cobourg](#) and <https://www.lesamisconcerts.org/>

#ExperienceCobourgAtHome

See More



YOUTUBE.COM

Steafan & Saskia: The Slippy Jigs

Steáfán Hannigan and Saskia Tomkins play 3 contemporary Celtic t...



Experience Cobourg shared a link.

Admin · March 26 · 🌐

BOX OFFICE: Thanks to our community partner, Ken Prue, we here in Cobourg are fortunate enough to experience truly inspirational musicians like pianist Erika Crino' in an intimate performance at [The Loft Cinema at 201 Division Cobourg](#). Unfortunately due to **#SocialDistancing** we were not able to see Erika perform alongside Violinist Joyce Lai this past Sunday, but that doesn't mean you can't enjoy a little clip. Tonight for your dinner entertainment, we encourage you to listen ... [See More](#)



YOUTUBE.COM

Debussy, Clair de lune (Erika Crino')

Live Recording - Sala Corelli, Ravenna 17 Dicembre 2019 Erika Crin...

Like

Comment

Share



Comment as Experience Cobourg



Experience Cobourg shared a post.

Admin · April 7 · 🌐

BOX OFFICE: tonight, we are sharing a memory from January when the [@ConcertBandofCobourg](#) performed this beautiful Canadian tune, I Believe, at the Concert Hall at Victoria Hall. Still gives us goosebumps! (Please forgive the bad Cinematography)

[#ExperienceCobourgAtHome...](#) [See More](#)



11

1 Share

Virtual Canada Day

SHOW YOUR NATIONAL PRIDE

VIRTUAL CANADA DAY!

Many ways to get involved,
many ways to win!

Experience
COBOURG
Your STORY BEGINS HERE!

Canada 

Virtual Canada Day



DECKED OUT IN CANADIAN SPIRIT!

**WE ARE CHALLENGING LOCAL
INDIVIDUALS AND FAMILIES TO FLY THE
CANADIAN FLAG AND DRESS THEIR HOUSE
IN RED AND WHITE**

**PUT THE CHALLENGE TO YOUR
NEIGHBOURHOOD!**

Experience
COBOURG
Your STORY BEGINS HERE!

Funded by the Government of Canada
Financé par le gouvernement du Canada

Canada 



ICONICALLY CANADIAN!

**CREATE SOMETHING THAT IS ICONIC TO
CANADA**

**MAYBE IT'S A PAINTING OF A BEAUTIFUL
NORTHUMBERLAND COUNTY LANDSCAPE,
A MAJESTIC ANIMAL CARVED OUT OF
WOOD OR AN ORIGINAL SONG OR POEM**

**SHOW US WHAT MAKES YOU PROUD
OF OUR HOME AND NATIVE LAND!**

Experience
COBOURG
Your STORY BEGINS HERE!

Funded by the Government of Canada
Financé par le gouvernement du Canada

Canada 

Virtual Canada Day



Virtual Sandcastle Festival

INTRODUCING THE

-VIRTUAL-
**SANDCASTLE
FESTIVAL**
World Tour

Experience
COBOURG

ENTER FOR YOUR CHANCE TO WIN

Virtual Sandcastle Festival

-VIRTUAL- SANDCASTLE FESTIVAL



Name that Sandcastle Festival
-YOUR CLUES-



This festival is named after
on the southwest coast of India



The beach where this festival is held is
Gasper Dias beach



Participants of this festival
where it meets the Arabian Sea



-VIRTUAL- SANDCASTLE FESTIVAL



Name that Sandcastle Festival
-YOUR CLUES-



This is the home town of Stanley Cup Champions
Justin Williams and Steve Smith



Victoria Hall stands at the heart of downtown



Participants of this award-winning Sandcastle Festival
enjoy stunning views of Lake Ontario



Experience
COBOURG

Visit www.experiencecobourg.ca
for contest details.

-VIRTUAL- SANDCASTLE FESTIVAL



World Tour

Beach at the
address

Presented by TSAR Events

the Baltic Sea

Experience
COBOURG

Visit www.experiencecobourg.ca
for contest details.

5 of 18

1 of 18

Seasonal Photography Contest



Experience
COBOURG

Your STORY BEGINS HERE!

SEASONAL PHOTOGRAPHY CONTEST

Sharing the Cobourg Experience through
photography!

3 WINNERS ANNOUNCED EACH SEASON

PRIZES VALUED AT \$200 EACH

PHOTO CREDIT IN FUTURE

EXPERIENCE COBOURG MARKETING MATERIALS

SUMMER PHOTOGRAPHY CATEGORIES:
DISTINCTLY LOCAL/HEALTH & FITNESS/
#INTHISTOGETHER

Visit ExperienceCobourg.ca to learn more

In partnership with



Seasonal Photography Contest

Serena Thompson



**62 Photo
Submissions
Received!**

Chris Knox



Carol Ann Bell Smith



Kayla Gumb



Seasonal Photography Contest

Category - In This Together



Carol Ann Bell Smith

Luca De Ciccio

Seasonal Photography Contest

Category – Distinctly Local



Carol Ann Bell Smith

Marc Venema

Seasonal Photography Contest

Category – Health & Fitness



Taryn Ovens

Carol Ann Bell Smith

Regional Relief Recovery Fund



Carol Ann Bell Smith
Carol Ann Bell Smith



Federal Economic Development
Agency for Southern Ontario

Agence fédérale de développement
économique pour le Sud de l'Ontario

Fall in Love with Cobourg Challenge



Carol Ann Bell Smith
Carol Ann Bell Smith

Fall in Love with Cobourg Challenge



Food & Drink

- Order your favourite dish from a local restaurant
- Purchase something fresh and local from the Cobourg Farmers Market
- Dine or enjoy a drink outside on a patio
- Devour cookies, sweets or ice cream
- Drink a local beer, or Cobourg inspired cocktail
- Purchase a fall inspired coffee or tea

Shop Local

- Get some vinyl, a new or used instrument, sheet music or take a music lesson
- Purchase flowers/plants or a decorative item from a nursery or home décor shop
- Buy a new piece of clothing, a new pair of shoes or accessory
- Purchase something used or vintage
- Purchase a new or used book to read
- Clean your wedding rings, or purchase a gift from a local jeweller
- Purchase something from a local artist or artisan

Pamper Yourself

- Enjoy a manicure, pedicure, facial or massage
- Get a new tattoo or piercing
- Purchase a new pair of glasses or sunglasses
- Get your hair cut or coloured
- Have a Chiropractic adjustment or get fitted for Orthotics
- Work out at a gym, do Yoga or take a fitness class
- Purchase some vitamins, aromatherapy or essential oils

Explore the Arts and Outdoors

- Visit a local museum or historical centre
- Take in an exhibit at the Art Gallery of Northumberland
- Go see a movie or a film
- Go for a walk, hike or bike ride
- Visit a Cobourg monument or outdoor sculpture
- Play a round of Golf at Cobourg Creek Golf Course

Get out and Move

- Purchase or rent a canoe/kayak or stand up paddleboard
- Purchase a new or used pair of skates
- Buy a new or used bike
- Thinking of moving? Speak with a Mortgage Adviser about current rates.
- Book an oil change or tire rotation
- Replace your windshield wipers
- Visit the Town of Cobourg Skateboard park

For your Kids or your Best Friend

- Take your pet to the groomer
- Visit the Cobourg Dog Park
- Purchase your pet a new accessory or fancy treat
- Purchase a game or toy to enjoy as a family
- Take an art or pottery class or purchase art supplies
- Book a family photography session

Cobourg Staycation

- Treat yourself to an evening at a local hotel, Inn or B&B
- Invite close friends or family to Experience Cobourg
- Order takeout or have a meal delivered to your home
- Purchase some paint, fabric or decorate your home
- Take a tour of a local model home
- Book a site at the Victoria Park Campground
- Purchase a Town of Cobourg statue, t-shirt or souvenir
- Enjoy a meal at a local hotel or Inn

Fall in love with Cobourg Challenge

Rediscover Cobourg with the Fall in Love with Cobourg Challenge! Weekly prizes will be awarded along with two grand prizes of \$500 gift cards to any local business of your choosing.

How to Play

- Check off one activity per category.
- If you can, post a photo participating in or completing each activity on social media with #FallCobourgChallenge or upload your photos to ExperienceCobourg.ca
- Once you have completed one activity per category (seven total), enter to win exciting prizes by completing your form on www.ExperienceCobourg.ca or download the form and email it to jchapmandavis@cobourg.ca.

The Fall in Love with Cobourg Challenge will start on Monday, September 28th and will run through to Monday, December 21st. Weekly winners will be announced starting October 30th. The grand prize winners will be chosen Tuesday, December 22nd.

You may enter the contest more than once, but you must complete the checklist in increments of seven (one activity per category). Winners will be asked for proof of purchase so be sure to hold on to your receipts or take a photo of you participating in the program.

For more information visit ExperienceCobourg.ca or call 905-372-7371

This program has been made possible thanks to FedDev Ontario Regional Relief and Recovery Fund (RRRF) funding.



in Bell Smith
an Bell Smith


Remembrance Day 2020



ell Smith
Bell Smith

Remembrance Day 2020

Poppy Trail Walking Tour



CENTENNIAL | 1918-2018
ARMISTICE18
COBOURG | ONTARIO

THE

POPPY TRAIL

Come Walk Our History!



Carol Ann Bell Smith
Carol Ann Bell Smith

Remembrance Day 2020

Virtual Wreath Laying



Carol Ann Bell Smith
Carol Ann Bell Smith

Remembrance Day 2020

Interview with Veterans



Carol Ann Bell Smith
Carol Ann Bell Smith

Winter Campaign

Christmas Magic in Cobourg



Carol Ann Bell Smith
Carol Ann Bell Smith

Winter Campaign Interactive Floats



Carol Ann Bell Smith
Carol Ann Bell Smith

Winter Campaign Tree Lined King Street



Carol Ann Bell Smith
Carol Ann Bell Smith

Winter Campaign Home Decorating Challenge



Carol Ann Bell Smith
Carol Ann Bell Smith

Community Impact

- 22,790 Unique Web page views on ExperienceCobourg.ca from May 5th – October 1st
- \$7,000 of gift cards to local businesses
- Multiple letters of gratitude from members of the community

Carol Ann Bell Smith
Carol Ann Bell Smith

Budget Update – Tourism Marketing

Budget Line	2020 Approved Budget	2020 Reserved Budget	2020 Actual
Advertising & Promotion	\$75,000	\$39,000	Est \$29,000

NEW Revenue	2020 Approved Budget		2020 Actual
Regional Relief Recovery Fund	\$0		\$60,808

Budget Update – Community Events

Community Event	2020 Approved Budget	2020 Reserved Budget	2020 To Actual
Sandcastle Festival	\$25,000	\$5,000	\$5,000
Canada Day	\$27,000	\$0	\$0
Movies in the Park	\$5,500	\$5,500	Est \$1,500
Sandcastle Festival	\$25,000	\$5,000	\$3,500
Christmas Magic	\$50,000	\$50,000	Est \$50,000
Winter Festival	\$5,000	\$5,000	Est \$5,000
Christmas Market	\$3,000	\$3,000	Est \$3,000
Santa Claus Parade		\$2,000	\$2,000
Total	\$140,500	\$75,500	\$70,000