

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:	Teresa Behan, Deputy Director Community Services tbehan@cobourg.ca	Meeting Type:	Open Session <input checked="" type="checkbox"/> Closed Session <input type="checkbox"/>
Meeting Date:	December 6, 2021		
Report No.:	Community Services-078-21		
Submit comments to Council			

Subject/Title: Summer 2021 Pop-Ups at the Harbour and Pop-Ups at the Beach Update

RECOMMENDATION:

THAT Council accept this report for information purposes as an update to the Pop-Ups at the Waterfront, summer 2021.

1. STRATEGIC PLAN

Pillar: Prosperity, The Town Plans for, markets and develops assets for economic growth and financial security. Action #4 Explore innovative solutions to improve connectivity between beach/waterfront and downtown Cobourg

2. PUBLIC ENGAGEMENT

This report is placed on the Agenda ten days before the Council Meeting.

3. PURPOSE

The purpose of this staff report is to provide Council with a brief update on the Summer 2021 Pop-Ups at the Harbour and Beach.

4. ORIGIN AND LEGISLATION

The Marketing and Events Department used the Province of Ontario's COVID-19 response framework: keeping Ontario safe and open as well as the Municipal Event Application and Municipal Outdoor Patio Permit, By-law #022-2002, as a basis for our recommended approval process for the Summer 2021 Pop-ups at the Harbour and Pop-

ups at the Beach (Summer 2021 Pop-up Project). All liquor licenses, Alcohol and Gaming permits as well as proof of insurance were covered under the Municipal Event Application process.

5. BACKGROUND

In May 2021, Council supported the Marketing and Events Department to work with the Downtown Business Improvement Area (DBIA) to reach out to local businesses and community organizations to engage them to see if they were interested in renting the space to operate a satellite pop-up restaurant on a rotating basis at the Cobourg Yacht Club grass area and the Lions Pavilion in Victoria Park during the 2021 summer season.

Staff and the DBIA contacted the restaurants directly, engaged in social media through Experience Cobourg and the DBIA, had radio ads and visited establishments in person.

There were numerous requests for information and site visits but in the end only two groups committed to operating pop ups, the Cobourg Highland Games and the Northumberland Players.

6. ANALYSIS

The Cobourg Highland Games ran their successful pop-up event for three weekends this summer. The patios ran from Thursday until Sunday each weekend with operating hours from noon until 10 p.m. In addition to entertainment, including dancers and local musicians, Duffer's Chip Wagon was on site serving inside the patio. An alcohol license allowed them to serve beer, ciders and coolers. The Northumberland Players ran sold out shows at 50 people per show. They held one act plays for 8 weeks, half at the Cobourg Yacht Club and half at the Lion's Pavilion Picnic Shelter in Victoria Park. All events, when reviewed with the organizers, were considered successes and organizers were thankful for being given the opportunity to expand into outdoor locations within the Town of Cobourg. With the foot traffic and tickets sold both groups found the weekends to be a success in a time when they would not have had the opportunity to raise money.

All COVID-19 regulations were followed as they were current at that time.

Throughout the season, staff worked with the DBIA to reach out to restaurants and followed up with community groups who showed interest in the Town of Cobourg. Due to staffing shortages, COVID-19 restrictions and timing, the interested parties were unable to participate in this program.

7. FINANCIAL IMPLICATIONS/BUDGET IMPACTS

As per [By-law No. 046-2019](#), a permit fee of \$100 was collected for the weekend events totaling \$200. Event permit fees were collected for each weekend event. Staff collected the refuge, and the applicants were responsible for all other costs.

8. CONCLUSION

That Council accept this report for information purposes, and as an update to the success of the Pop Ups at the Waterfront 2021. As it looks like the summer of 2022 will be a summer with normal operations, we will not be offering this program.