# Emerience COBOURG

Your STORY BEGINS HERE!

Virtual Community Events 2020

#### #ExperienceCobourgAtHome

COBOURG Box Office

BRINGING ENTERTAINMENT TOYOUR HOME

#ExperienceCobourgAtHome



#### #ExperienceCobourgAtHome



Experience Cobourg shared a link.

O Admin · March 31 · O

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 Festi World Tour. Thanks to our partners Green Canoe Outfitters, we her Cobourg got to #Experience this stunning film festival at the Conor 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 Tou (Canada/USA)



Experience Cobourg is in Cobourg, Ontario.

O Admin · April 16 · O

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



coëours

Experience Cobourg shared a post.

O Admin · March 27 · O

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

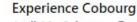


#### Art Gallery of Northumberland

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



April 16 · Cobourg · 3

#### #ExperienceCobourgAtHome



Experience Cobourg shared a link.

O Admin · March 31 · O

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 · 3

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



YOUTUBE.COM

Debussy, Clair de lune (Erika Crino')

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

ா Like

Comment Comment

Share



Comment as Experience Cobourg









Experience Cobourg shared a post.

O Admin · April 7 · 3

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





### Virtual Canada Day

SHOW YOUR NATIONAL PRIDE

### VIRTUAL CANADA DAY!



### **Virtual Canada Day**











### **Virtual Canada Day**



#### Virtual Sandcastle Festival



#### **Virtual Sandcastle Festival**

### -VIRTUAL-SANDCASTLE FESTIVAL



### Name that Sandcastle Festival -YOUR CLUES-

- This festival is named after on the southwest cost of Ir
- The beach where this festive Gasper Dias beach
- Participants of this festiva where it meets the Arabiar





#### -VIRTUAL-SANDCASTLE FESTIVAL

Name that Sandcastle Festival
- 40UR 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 Lakd Ontario



COBOURG

Visit www.experiencecobourg.ca
for contest details.

each at the tress

resented by TSAR Events

the Baltic Sea

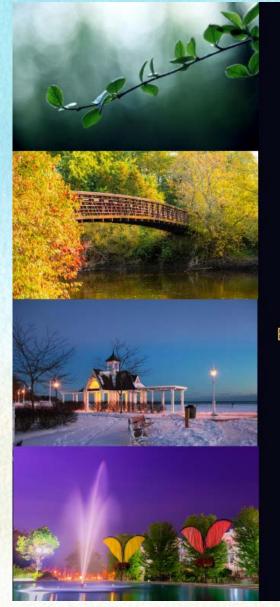


Experience COBOURG

8

Visit www.experiencecobourg.ca for contest details.

### **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**



### Seasonal Photography Contest Category - In This Together



## Seasonal Photography Contest Category – Distinctly Local



### Seasonal Photography Contest Category – Health & Fitness



Carol Ann Bell Smitl

### Regional Relief Recovery Fund



Carol Ann Bell Smit Carol Ann Bell Smi



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 Smit

### Fall in Love with Cobourg Challenge

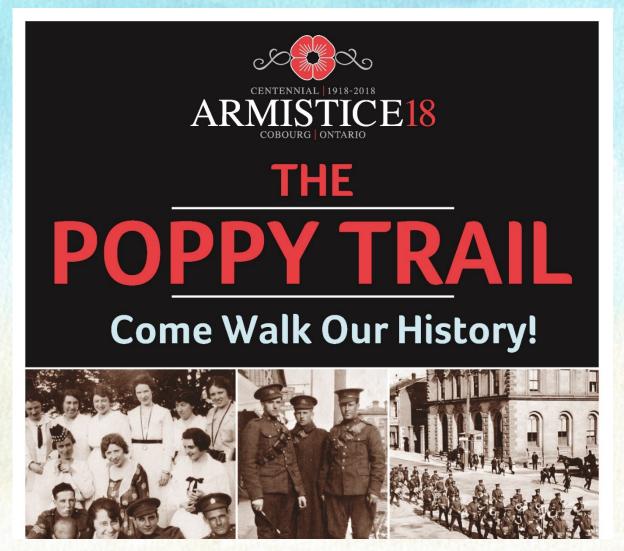
Experience	<b>美工企业</b>
COBOURG Fall in	ove
YOUV STORY BEGINS HERE!	
with Cobour	g Challenge
Visit ExperienceCobourg	
Food & Drink	La (Ulivarie) II Will Portion SQL (Constitution Section)
Order your favourite dish from a local restaurant	Devour cookies, sweets or ice cream
Purchase something fresh and local from the Cobourg Farmers Market	Drink a local beer, or Cobourg inspired cocktail
Dine or enjoy a drink outside on a patio	Purchase a fall inspired coffee or tea
Shop Local	Purchase something used or vintage
Get some vinyl, a new or used instrument, sheet music or take a music lesson	Purchase a new or used book to read
Purchase flowers/plants or a decorative item from a nursery or home décor shop	Clean your wedding rings, or purchase a gift from a local jeweller
Buy a new piece of clothing, a new pair or shoes or accessory	Purhase something from a local artist or artisan
Pamper Yourself	Have a Chiropratic adjustment or get fitted for
Enjoy a manicure, pedicure, facial or massage	Orthotics
Enjoy a manicure, pedicure, facial or massage Get a new tattoo or piercing	
=	Orthotics  Work out at a gym, do Yoga or take a fitness class  Purchase some vitamins, aromatherapy or essential
Get a new tattoo or piercing	Orthotics  Work out at a gym, do Yoga or take a fitness class
Get a new tattoo or piercing Purchase a new pair of glasses or sunglasses Get your hair cut or coloured	Orthotics  Work out at a gym, do Yoga or take a fitness class  Purchase some vitamins, aromatherapy or essential
Get a new tattoo or piercing Purchase a new pair of glasses or sunglasses Get your hair cut or coloured  Explore the Arts and Outdoors	Orthotics  Work out at a gym, do Yoga or take a fitness class  Purchase some vitamins, aromatherapy or essential oils
Get a new tattoo or piercing Purchase a new pair of glasses or sunglasses Get your hair cut or coloured  Explore the Arts and Outdoors Visit a local museum or historical centre	Orthotics  Work out at a gym, do Yoga or take a fitness class  Purchase some vitamins, aromatherapy or essential oils  Go for a walk, hike or bike ride
Get a new tattoo or piercing Purchase a new pair of glasses or sunglasses Get your hair cut or coloured  Explore the Arts and Outdoors Visit a local museum or historical centre Take in an exhibit at the Art Gallery of Northumberland	Orthotics  Work out at a gym, do Yoga or take a fitness class  Purchase some vitamins, aromatherapy or essential oils  Go for a walk, hike or bike ride  Visit a Cobourg monument or outdoor sculpture
Get a new tattoo or piercing Purchase a new pair of glasses or sunglasses Get your hair cut or coloured  Explore the Arts and Outdoors Visit a local museum or historical centre	Orthotics  Work out at a gym, do Yoga or take a fitness class  Purchase some vitamins, aromatherapy or essential oils  Go for a walk, hike or bike ride
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Get a new tattoo or piercing Purchase a new pair of glasses or sunglasses Get your hair cut or coloured  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  Get out and Move	Orthotics  Work out at a gym, do Yoga or take a fitness class  Purchase some vitamins, aromatherapy or essential oils  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  Thinking of moving? Speak with a Mortgage Adviser about current rates.
Get a new tattoo or piercing Purchase a new pair of glasses or sunglasses Get your hair cut or coloured  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  Get out and Move Purchase or rent a canoe/kayak or stand up paddleboard	Orthotics  Work out at a gym, do Yoga or take a fitness class  Purchase some vitamins, aromatherapy or essential oils  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  Thinking of moving? Speak with a Mortgage Adviser about current rates.  Book an oil change or tire rotation
Get a new tattoo or piercing Purchase a new pair of glasses or sunglasses Get your hair cut or coloured  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  Get out and Move Purchase or rent a canoe/kayak or stand up	Orthotics  Work out at a gym, do Yoga or take a fitness class  Purchase some vitamins, aromatherapy or essential oils  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  Thinking of moving? Speak with a Mortgage Adviser about current rates.

	For your Kids or your Best Friend		
	Take your pet to the groomer		Purcahse a game or toy to enjoy as a family
	☐ Visit the Cobourg Dog Park		Take an art or pottery class or purchase art supplies
	Purchase your pet a new accessory or fancy treat		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 at local hotel or Inn
	Fall in love with Co Rediscover Cobourg with the Fall in Love with Co awarded along with two grand prizes of \$500 g choosing.	obo	ourg Challenge! Weekly prizes will be
	How to Play		
	<ul> <li>Check off one activity per category.</li> <li>If you can, post a photo participating in or completing each activity on social media with #FallCobourgChallenge or upload your photos to ExperienceCobourg.ca</li> <li>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 .</li> </ul>		
	The Fall in Love with Cobourg Challenge will star through to Monday, December 21st. Weekly win October30th. The grand prize winners will be ch	ner:	s will be announced starting
The state of the s	You may enter the contest more than once, but increments of seven (one activity per category). purchase so be sure to hold on to your receipts program.	Wini	ners will be asked for proof of
	For more information visit ExperienceCobourg.c	a or	call 905-372-7371
	This program has been made possible thanks to	I	Federal Economic Development Agence fédérale de développement

### Remembrance Day 2020



## Remembrance Day 2020 Poppy Trail Walking Tour



### Remembrance Day 2020 Virtual Wreath Laying



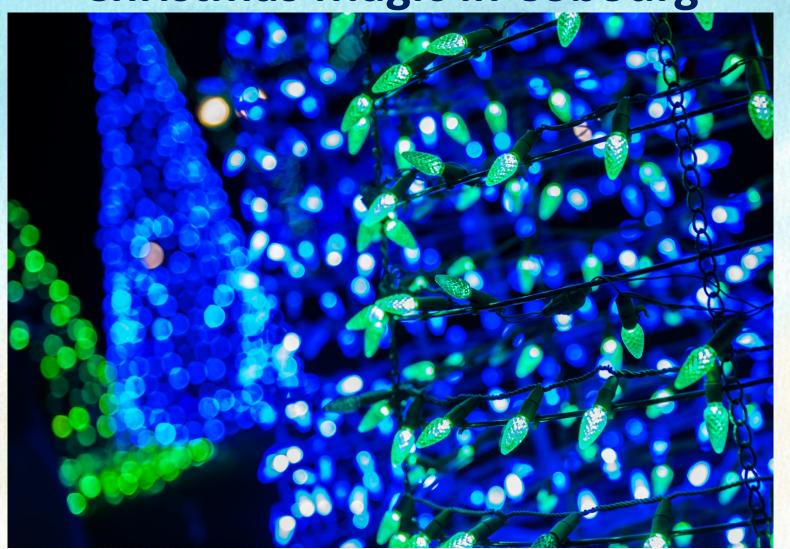
arol Ann Bell Smit Carol Ann Bell Smi

### Remembrance Day 2020 Interview with Veterans



arol Ann Bell Smith Carol Ann Bell Smit

## Winter Campaign Christmas Magic in Cobourg



arol Ann Bell Smi Carol Ann Bell Sm

### Winter Campaign Interactive Floats



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## Winter Campaign Tree Lined King Street



### Winter Campaign Home Decorating Challenge



### **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

### **Budget Update – Tourism Marketing**

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

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

### **Budget Update – Community Events**

Community	2020 Approved	2020 Reserved Budget	2020 To Actual
Event	Budget		
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