



# NORTHUMBERLAND CENTRAL CHAMBER OF COMMERCE

TOWN OF COBOURG · HAMILTON TOWNSHIP · ALNWICK/HALDIMAND TOWNSHIP

November 28, 2024

To: Cobourg Mayor Cleveland, Deputy Mayor Beatty and Council  
cc: Jackie Tinson, Northumberland Players  
Re: Northumberland Players proposed expansion of Firehall Theatre

Mayor Cleveland, Deputy Mayor Beatty and Council:

The Northumberland Central Chamber of Commerce (NCCofC) is respectful and appreciative of the heritage character of Cobourg's downtown, and absolutely supports the adaptive reuse and reinvention of existing structures to further elevate and enhance the commercial viability, appeal and accessibility of the downtown core.

Council's original decision to endorse the proposal of repurposing the obsolete Firehall as a live theatre venue has proven to be remarkably successful for both the Town of Cobourg and the Northumberland Players. After more than four decades, the Northumberland Players has a bold vision to literally and figuratively build upon that proven success, and the NCCofC is supportive of that vision and the long-term benefits it will bring to the traditional business district.

Well preserved heritage buildings have the power to inform us about the culture, history and values of the past; while modern structures can invigorate a neighbourhood and inject energy and optimism in a community. Combining the two reflects a bold, innovative and forward thinking approach that has been implemented on a grand scale in renowned arts spaces around the world - the ROM Michael Lee-Chin Crystal is one example.

The Northumberland Players' proposed addition respects the design and scale of the original Firehall, but adds a vibrant new architectural component to the Market Square - as an even more viable arts venue that will attract even more visitors to the downtown core. The NCCofC urges Council to give serious consideration to this generous investment in Cobourg's future.

Sincerely,

Kevin Ward  
President & CEO

Alison Lester  
Chair of the Board