



Downtown  
Cobourg

**Cobourg DBIA**

15 King St E.  
Cobourg, On. K9A 1K6

December 12, 2024

Cobourg Mayor, Lucas Cleveland, Deputy Mayor Nicole Beatty and Council

Re: Northumberland Players Firehall Theatre expansion project proposal

We are writing to express our unanimous support for the proposed expansion of the Firehall Theatre in downtown Cobourg. As members of the downtown business community, we believe that expanding the theatre will not only enhance the cultural fabric of our town but also bring lasting economic and social benefits.

The Firehall Theatre has long been a cornerstone of downtown, providing a venue for artistic expression, community engagement, and entertainment. By expanding its capacity and offerings, we can create a vibrant cultural hub that attracts a wider audience, including residents, tourists, and families. This expansion would allow for more diverse and accessible programming, enriching the local arts scene and further establishing downtown as a destination for cultural experiences.

Additionally, the economic impact of this project cannot be overstated. A larger, more accessible theatre will likely drive increased foot traffic to local businesses and foster further investment in the surrounding area. It is an exciting prospect for downtown revitalization and growth.

We firmly believe that the expansion of the Firehall Theatre is a vital step in ensuring that our downtown remains a vibrant, thriving place for current and future generations. We strongly hope you consider the positive impact this project will have on our community and support its successful realization. Thank you for your time and consideration. Please do not hesitate to contact us if you would like further insight or support in this matter.

Sincerely,

Keith Herring  
Chair, DBIA Board of Management