



MEDIA RELEASE

The Town of Cobourg Joins Leading Municipalities in Ontario with First Cultural Master Plan

Citizens invited to participate in Public Launch Event scheduled for February 6, 2019.

Cobourg, ON (January 24, 2019) - The Town of Cobourg joins leading municipalities in Ontario with the development of its first Cultural Master Plan. The plan will promote Cobourg as a creative and vibrant community with rich and diverse cultural resources that contribute towards growing the local economy and enhancing quality of life.

“Essential to the vibrancy and success of any town is a well instituted and robust arts and culture sector, not only because the sector creates jobs and drives economies, but also because the \$27.7 billion Ontario arts industry contributes to residents’ quality of life and visitor experience,” said Councillor Adam Bureau, Coordinator of Arts, Culture and Tourism for The Town of Cobourg.

The Cultural Master Plan will establish a cultural vision for the Town of Cobourg as well as identify concrete strategies and actions to support cultural and broader economic development goals. Once completed, the Cultural Master Plan will become the foundation and substance for future cultural planning and service delivery for the Town of Cobourg.

Through an extensive public consultation process to engage community input, research into the local arts and culture environment, and best practices from around the country, the Culture Master Plan will be developed with the following objectives in mind:

- Assess the health of Cobourg’s cultural sector
- Identify the town’s current involvement in the cultural sector
- Deepen engagement of residents with culture in all its forms
- Identify service gaps and improve overall cultural service provision and strategies
- Specifically identify the Town’s future role in Cobourg’s Arts & Culture sector

Community Engagement Plan Seeks Input and Citizen Participation

The next step in the process will be focused on community engagement to seek ideas and input to help shape the vision, directions and priorities of the Cultural Master Plan. Input and insight will be not only be sought from culture and heritage groups and the business community but will focus engagement opportunities for all Cobourg residents interested in the development of the Cultural Master Plan.

You’re Invited – Public Launch Event

The Town of Cobourg will also be hosting a Cultural Master Plan Public Launch Event and would like to invite all interested Cobourg citizens and organizations to attend and participate.

Date: Wednesday, February 6, 2019 | **Time:** 6-8 p.m.

Location: Victoria Hall, Concert Hall, 55 King Street West, Cobourg, ON.

The evening will feature an opportunity to see an overview of the Cultural Master Plan development process, a visioning and engagement exercise and an opportunity to provide valuable feedback.

Citizens are asked to **RSVP** via the following EventBrite link: tiny.cc/culturalmasterplan



THE CORPORATION OF THE TOWN OF COBOURG

Corporate Communications Department
Telephone (905) 372-4301
Toll Free 1-888-972-4301
Fax (905) 372-7421
Email: communications@cobourg.ca

Please see below past and future Community Engagement opportunities:

| - CULTURAL MASTER PLAN - Engage Cobourg Schedule | | | |
|---|---|-------------------------------|-------------|
| Engagement Opportunity | Location | Date | Time |
| Telephone Survey | - | December 3-21, 2018. | - |
| Online Survey | https://bit.ly/2Fljgqz | December 3-February 13, 2019. | - |
| Focus Groups | - | January 21-January 25, 2019. | 6 p.m. |
| Email Feedback | Email: abevan@cobourg.ca | - | - |
| Public Launch Event | Victoria Hall, Concert Hall, 55 King Street West, Council Chambers. | Wednesday, February 6, 2019. | 6-8 p.m. |

Online Survey Now Available

All citizens are also asked to participate in the online survey at <https://bit.ly/2Fljgqz>. The survey will remain open until February 13, 2019.

The Cultural Master Plan is supported by a Steering Committee made up of key community stakeholders, Councillor Adam Bureau, Coordinator of Arts, Culture and Tourism and municipal staff who are providing their insights into cultural needs and opportunities within the municipality.

To assist with the development of the Cultural Master Plan the Town has engaged the services of [MDB Insight Inc.](#) to lead the planning process. MDB Insight Inc. has completed more than 50 cultural plans for communities of all sizes and circumstances across Canada. MDB Insight has already been hard at work with background research and policy review phase of the project including a cultural mapping exercise which develops an inventory of cultural resources within the community.

For more information on the various engagement opportunities available please visit our Cultural Master Plan webpage at <https://www.cobourg.ca/en/town-hall/cultural-master-plan.aspx>

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Media Contacts

Ashley Purdy, CMP
Communications Manager
Town of Cobourg
p: 905-372-4301 x 4105
e: apurdy@cobourg.ca

Dean Hustwick
Director of Community Services
Town of Cobourg
p: 905-372-7371 x 8423
e: dhustwick@cobourg.ca

About The Town of Cobourg

The Town of Cobourg is a lakeside community (population 19,440) located on the north shore of Lake Ontario halfway between Toronto and Kingston and has been recognized multiple times by MoneySense Magazine as "One of Canada's Best Places to Live" in populations under 25,000.

Founded in 1798, Cobourg is rich in heritage offering a vibrant downtown, sophisticated small town atmosphere and renowned waterfront that serves as a popular getaway destination. As the largest town in Northumberland County, Cobourg is personified by historic Victoria Hall, hosts a 27.4 million community centre, an educated and skilled labour force, flourishing commercial sector and supportive municipal government. Cobourg has received the Federation of Canadian Municipalities Sustainable Communities Award, accolades from the Accessibility for Ontarians with Disabilities Act Alliance, and multiple heritage, environmental, and event awards.

For more information visit Cobourg.ca, 'like' us on Facebook, follow us on Twitter and watch us on YouTube.



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