



# COBOURG WATERFRONT



  
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WATERFRONT GUIDE  
ONLINE:**  
[www.cobourg.ca](http://www.cobourg.ca)

## Understanding the Waterfront Operations Department

## Key Findings of the Waterfront User Needs Assessment and Detailed Design Plan



A message from Mayor Brocanier

## THANK YOU

In 2017, the Town worked closely with the consulting firm *thinc design* to carry out the most extensive public engagement process our community has ever undertaken to ensure that everyone had the opportunity to share their needs, wants and opinions on the future of our waterfront.

The Town of Cobourg and *thinc design* have gone to extraordinary lengths to fully engage the public on issues surrounding the waterfront and to carry out this significant planning process in the most fair, transparent and honest manner possible.

The Town held eight open house workshops, a design charrette and dozens of meetings with community groups and conducted numerous questionnaires and three comprehensive surveys, including one that received more than 2,000 responses from the public — an engagement level that our consultants have yet to see in their careers.

The public's input has been meticulously reviewed over many months and objective scoring criteria based on community priorities, was developed.

## 83 IMPROVEMENT INITIATIVES GROUPED INTO 24 PROJECTS HAVE BEEN IDENTIFIED

The final report with all of its findings and recommendations is now posted on the Town's website at [www.cobourg.ca](http://www.cobourg.ca).

# PROGRESSIVE, VIBRANT

with several important objectives including the

In 2016, Council approved the first major step in achieving this objective called the **Waterfront User Needs Assessment and Detailed Design**, which was to review all previous reports and to further assess waterfront user needs by:

- engaging the public;
- investigating opportunities to:
  - expand programs and services for the public;
  - create new employment opportunities; and
  - generate additional revenue for the municipality.
- creating dynamic and integrated green spaces while finalizing the waterfront design and development process that started decades ago to establish a world-class lakefront for current and future generations.



## TOURISM

### FACT:

Tourism is or will be important to the Town's economy.



**80%** of residents agreed (only 9% disagreed) and **77%** of businesses agreed (only 7% disagreed) that Tourism is or will be important to the Town's economy

**46%** of businesses stated that they either depend on or benefit from the trade from tourists/visitors

**76%** of residents agreed (only 5% disagreed) that tourists should contribute a larger share of improvement costs through enhanced revenue generating opportunities



**56%** of residents and **72%** of businesses agreed that the Town should further develop waterfront-based recreation activities as a source of revenue generation



## CAMPGROUND

### FACT:

The Campground is a very profitable business unit for the Waterfront Operations Department and provides significant financial dividends to local businesses and taxpayers.

The 71 serviced RV sites and 5 unserviced sites hosted 5,790 overnight guest stays in 2017.

From 2012 - 2017 the campground has generated a **profit of \$961,096**, transferring \$881,096 to the Town's general revenue to help keep taxes lower.



## KEEP YOURSELF INFORMED

The Town of Cobourg's Recreation and Culture Department is interested in your interest, engagement and recommendations in maintaining our beautiful waterfront for man

# LAKESIDE COMMUNITY

Implementation of the 2013 Parks Master Plan.

According to the results of the extensive consultation, a majority of residents want to see an improved waterfront in Cobourg with:

- better amenities (including washrooms/change rooms) and food and beverage services;
- more revenue-generating opportunities that encourage greater spending by visitors that can be reinvested into our community;
- an active and utilized harbour;
- improved access to Victoria Park;
- a more accessible and attractive East Pier;
- a high quality campground; and
- a naturalized West Headland and West Beach with enhanced pedestrian and cycling paths.



## HARBOUR

### FACT:

For most of the year, the harbour is under utilized. Fees paid by boat owners subsidize other users and taxpayers' enjoyment of the entire harbour.



**73%** of residents agreed (only 7% disagreed) that an active harbour is important to the successful development of the waterfront

**48%** of residents agreed (only 8% disagreed) and **59%** of businesses agreed (only 3% disagreed) that the Town should organize and schedule the use of the harbour to reduce potential conflicts and to increase access by all users, including power boats



**59%** of residents agreed that the East Pier should be upgraded into a pedestrian and vehicle-friendly space for special events, entertainment, services, etc.



## MARINA

### FACT:

The marina operates at a profit and subsidizes taxpayers by paying for operating and maintenance costs of the entire harbour.

In 2016, the Marina was home to 150 seasonal boats and hosted an estimated, 3,370 visitor boat stays from only 68 transient slips, with 7,077 overnight guest stays acting like a hotel for the community.

In terms of direct revenue from fees in 2016, the 150 seasonal slips generated **\$272,013** while the 68 transient slips generated **\$154,561**.



Economic impact of the Marina from recreational boating for the 2010 to 2016 period alone was estimated to be: **\$12,282,480**

Marina operations spending locally **\$4,148,820**

Seasonal boater spending locally **\$2,512,080**

Transient (visiting) boater spending locally **\$5,721,580**

re Division would like to thank you for your for our ongoing and committed work towards y years to come.

VISIT OUR WEBSITE [www.cobourg.ca](http://www.cobourg.ca)

CALL US 905-372-9971

SEND AN EMAIL [waterfront@cobourg.ca](mailto:waterfront@cobourg.ca)

# KEY FINDINGS

Cobourg Residents and the Waterfront

**97%**

Use Cobourg's Waterfront



92%

Victoria Park



89%

Victoria Beach



89%

Boardwalk

**81%**

Indicated the need for Waterfront Improvements



44%

Minor Improvements



37%

Major Improvements

# KEY MARINA AND CAMPGROUND FINANCIALS

## MARINA ANNUAL FINANCIALS

	2017	2016	2015	2014	2013	2012
Marina Revenue	\$649,909	\$676,426	\$651,394	\$666,298	\$551,997	\$552,835
Combined Marina & Common Harbour Exp.	\$580,392	\$628,092	\$592,939	\$567,699	\$488,808	\$503,718
Marina Profit - transferred to Reserve Account	<b>\$69,518</b>	<b>\$48,334</b>	<b>\$58,455</b>	<b>\$98,599</b>	<b>\$63,189</b>	<b>\$49,117</b>
*Estimated Common Harbour Expenses	\$113,420	\$119,298	\$85,694	\$82,696	\$70,584	\$68,886
*Estimated Potential Marina Profit	\$182,938	\$167,632	\$144,149	\$181,295	\$133,773	\$117,983

## CAMPGROUND ANNUAL FINANCIALS

	2017	2016	2015	2014	2013	2012
Surplus Revenue (profit)	\$182,075	\$172,208	\$167,913	\$170,679	\$140,932	\$127,289
Campground Profit Transferred to Reserve Act.	\$0	\$20,000	\$20,000	\$20,000	\$20,000	\$0
Campground Profit Transferred to General Revenue (taxpayer dividend)	\$182,075	\$152,208	\$147,913	\$130,679	\$120,932	\$127,289

In 2018, the Waterfront Operations Department continued the process of separating revenue and expenses into distinct business units for greater transparency and accountability. These changes will allow for more accurate reporting on user-related versus taxpayer-related dividends and obligations. Going forward, these financials will be monitored closely and refined based on more precise and

documented tracking. Using the 2018 accounting approach, Common Harbour expenses (non-Marina Expenses – Taxpayer Dividend) between 2012 and 2017 have only been estimated at \$540,558 which is a significant taxpayer dividend from the Marina that could otherwise have been transferred to the Marina Reserve Account.

Despite the abnormally high level of Lake Ontario in 2017 that adversely affected Marina revenue, the Marina still produced a surplus.