

Canal Place Preservation and Development Authority

MISSION

The Canal Place Preservation and Development Authority's mission is to be the catalyst for the preservation, development, and management of the lands adjacent to the Chesapeake and Ohio (C&O) Canal in Cumberland, to be the coordinator of activities and programs and partner with various agencies and organizations to present a variety of events at the Canal Place festival area, and to be the advocate for preservation and development within the Canal Place Preservation District and the greater Cumberland area, for the purpose of enhancing heritage tourism in Western Maryland.

VISION

The City of Cumberland, Allegany County, and the tri-state area will continue to benefit from the development of the Canal Place Heritage Area and the C&O Canal's western terminus as a source of tourism-based economic revitalization and community pride for the City, region, and the State of Maryland.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Develop and implement educational and interpretive programs that will enhance visitorship to the Canal Place Heritage Area.

Obj. 1.1 In cooperation with the National Park Service (NPS), conduct regular interpretive tours of the Canal Boat replica, The Cumberland, and the NPS C&O Canal Museum, and develop historical, educational, interpretive, and environmental program opportunities with the Allegany County school district and private partners.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Number of visitors to NPS Canal Museum and canal boat	30,810	26,292	26,292	22,649	24,960	25,000	25,100
Non-profit contracted events (number of events)	11	16	17	11	17	18	20
Other contracted events	10	23	11	6	6	7	8
Canal Place sponsored events	24	20	8	4	10	11	12
Total contract event revenue	7,455	8,654	4,740	7,452	8,695	8,700	8,750

Goal 2. Secure public and private support for the Canal Place Heritage Area through corporate sponsorship, partnerships, and private donations.

Obj. 2.1 During fiscal year 2016, continue to partner with organizations in order to solicit corporate and private sponsorships/contributions and grants for Canal Place Heritage Area programs and activities.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
City of Cumberland funding support	\$43,583	\$63,923	\$85,864	\$57,000	\$14,920	\$15,000	\$15,000

Goal 3. Partner with local tourism and Downtown Development Commission (DDC) to promote events and activities at Canal Place and within the heritage area.

Obj. 3.1 Coordinate with Allegany County Department of Tourism, the DDC, and other stakeholders to continue implementing a marketing strategy for Canal Place.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Canal Fest/Rail Fest (attendees)	2,500	2,500	200	1,000	3,800	1,200	1,300
Total number of leases	16	15	16	14	15	16	17
Total dollar value of commercial leases	\$189,535	\$186,646	\$206,128	\$189,571	\$193,569	\$241,631	\$245,000