

# 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," the NPS C&O Canal Museum, the C&O Canal Towpath, the Great Allegheny Passage, and the Western Maryland Scenic Railroad (WMSR); and develop historical, educational, interpretive, and environmental program opportunities with the local county school districts.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Number of visitors to NPS Canal Museum and canal boat	26,292	26,292	23,694	24,960	26,427	27,980	29,625
<sup>1</sup> Number of visitors to WMSR	36,392	37,645	37,400	35,101	11,499	15,000	20,000
Number of School Day participants	N/A	N/A	N/A	824	948	975	1,000

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

**Obj. 2.1** Continue to partner with organizations in order to solicit corporate and private sponsorships/contributions and pursue grants for Canal Place Heritage Area programs and activities.

**Obj. 2.2** Seek to maximize occupancy levels within the Canal Place rental units.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
City of Cumberland funding support	\$63,923	\$85,864	\$57,000	\$14,920	\$15,750	\$16,600	\$17,500
Canal Place parking revenue	\$19,745	\$21,570	\$20,761	\$18,181	\$34,419	\$48,000	\$55,000
Total number of leases	15	16	14	15	16	16	16
Total dollar value of commercial leases	\$188,146	\$207,628	\$200,094	\$205,164	\$209,053	\$237,093	\$238,750
Total number of grants	3	3	3	2	3	2	2
Total dollar value of grant(s)	\$171,000	\$312,000	\$185,084	\$102,850	\$129,500	\$115,000	\$120,000

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**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 stakeholders to promote events located within the Canal Place Heritage Area.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Number of Canal Place sponsored events	20	8	4	10	9	5	5
Number of non-profit contracted events	16	17	11	17	13	14	15
Other contracted events	23	11	6	6	10	12	14
Total contracted revenue	\$8,654	\$4,740	\$7,452	\$8,143	\$9,523	\$10,950	\$12,500

**Goal 4. Coordinate with stakeholders to develop and promote Canal Place as a Heritage Park.**

**Obj. 4.1** To operate within appropriate guidelines as a Heritage Park, with features that include (but are not limited to) a welcome center and rest area for travelers of Interstate 68, the C&O Canal and the Great Allegheny Passage (GAP) trails.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
<sup>2</sup> Number of visitors to Visitor Center	N/A	32,026	30,284	24,685	23,490	24,650	25,900
GAP trail riders	N/A	45,777	50,026	42,401	N/A	44,500	46,750
I-68 travel numbers (crosstown bridge)	N/A	N/A	N/A	39,010	N/A	40,960	43,000

## NOTES

<sup>1</sup> The 2016 actual is based on 8.5 months of data.

<sup>2</sup> The 2016 actual is based on 7 months of data.