

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 Passages of the Western Potomac Heritage Area (formerly 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 Passages of the Western Potomac 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	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Number of Visitors to NPS Canal Museum and canal boat	22,520	20,651	13,682	0	3,316	7,500	8,000
¹ Number of visitors to WMSR	24,882	29,516	628	36,755	59,849	67,000	72,000
Number of School Day participants	1,644	1,386	235	0	0	500	500

Goal 2. Secure public and private support for the Passages of the Western Potomac 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 Passages of the Western Potomac Heritage Area programs and activities.

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

Performance Measures	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
City of Cumberland funding support	\$4,750	\$6,700	\$3,600	\$4,200	\$5,000	\$5,000	\$5,000
Canal Place parking revenue	\$34,591	\$26,118	\$32,911	\$0	\$0	\$10,000	\$20,000
Total number of leases	17	19	18	20	20	21	21
Total dollar value of commercial leases	\$278,888	\$283,870	\$304,125	\$322,327	\$336,066	\$377,000	\$400,000
Total number of grants	1	3	5	1	2	2	2
Total dollar value of grant(s)	\$100,000	\$132,500	\$244,000	\$100,000	\$125,000	\$125,000	\$125,000

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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 Passages of the Western Potomac Heritage Area.

Performance Measures	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Number of Canal Place sponsored events	1	1	2	1	0	2	2
Number of non-profit contracted events	5	6	5	20	13	15	15
Other contracted events	5	8	9	3	6	10	10
Total contracted revenue	\$3,806	\$3,905	\$4,280	\$2,050	\$6,834	\$7,500	\$7,500

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 (Calendar Year)	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.	2024 Est.
² Number of visitors to Visitor Center	18,276	19,370	1,440	N/A	N/A	N/A	N/A
GAP trail riders	46,221	61,063	99,074	78,345	90,000	95,000	95,000
³ I-68 travel numbers (crosstown bridge)	42,220	52,031	40,282	42,000	45,000	45,000	45,000

NOTES

¹ 2022 data is estimated because it is reported on a calendar year basis.

² Data is unavailable for FY 2021 and FY 2022. Out-year estimates are not included due to availability uncertainty.

³ 2021 data is estimated because State Highway Administration data is not yet available.