

# 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 increase online presence to enhance visitorship to the Passages of the Western Potomac Heritage Area.**

- Obj. 1.1** Use various social media platforms and, in conjunction with Passages of the Western Potomac stakeholders, develop and increase the presence of the Passages of the Western Potomac and Canal Place with historical, educational, and interpretive content.
- Obj. 1.2** Maintain an updated website to share information on the history, attractions, and events in the Passages of the Western Potomac Heritage Area.

Performance Measures	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Number of Facebook followers	N/A	N/A	N/A	N/A	4,500	5,000	5,500
Number of Instagram followers	N/A	N/A	N/A	N/A	1,045	1,500	2,000
Number of website views (total)	N/A	N/A	N/A	N/A	15,020	17,500	20,000
Number of website views (educational information)	N/A	N/A	N/A	N/A	1,364	1,750	2,500
Number of website views (attractions and events)	N/A	N/A	N/A	N/A	889	1,100	1,250

**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	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
<sup>1</sup> City of Cumberland funding support	\$6,700	\$3,600	\$4,200	\$2,836	\$3,000	\$4,500	\$4,500
Canal Place parking revenue	\$26,118	\$32,911	\$0	\$0	\$0	\$10,000	\$15,000
Total number of leases	19	18	20	20	20	21	21
Total dollar value of commercial leases	\$283,870	\$304,125	\$322,327	\$336,066	\$396,167	\$400,000	\$410,000
Total number of grants	3	5	1	2	6	3	2
Total dollar value of grant(s)	\$132,500	\$244,000	\$100,000	\$125,000	\$217,125	\$375,000	\$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	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Number of Canal Place sponsored events	1	2	1	0	2	3	5
Number of non-profit contracted events	6	5	20	13	14	15	15
Other contracted events	8	9	3	6	20	20	20
Total contracted revenue	\$3,905	\$4,280	\$2,050	\$6,834	\$6,202	\$6,500	\$7,000
Total attendees to events	N/A	N/A	N/A	N/A	17,797	20,000	22,000

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

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

Performance Measures (Calendar Year)	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.	2025 Est.
Number of visitors to WMSR	29,516	632	36,760	54,669	55,000	56,000	56,000
GAP trail riders	61,063	99,074	78,345	62,623	63,000	64,000	64,500
I-68 travel numbers (crosstown bridge)	52,031	40,282	42,000	52,681	55,000	57,500	60,000

**NOTES**

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<sup>1</sup> 2023 data is estimated.