

# 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	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Number of Facebook followers	N/A	N/A	4,500	1,668	2,800	4,000	5,500
Number of Instagram followers	N/A	N/A	1,045	1,073	1,156	1,300	1,500
Number of website views (total)	N/A	N/A	15,020	N/A	18,001	20,000	22,000
Number of website views (educational information)	N/A	N/A	1,364	N/A	1,523	1,700	1,900
Number of website views (attractions and events)	N/A	N/A	889	N/A	913	1,000	1,100

### 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	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
<sup>1</sup> City of Cumberland funding support	\$4,200	\$2,836	\$3,000	\$3,600	\$4,100	\$5,000	\$5,000
Canal Place parking revenue	\$0	\$0	\$0	\$5,571	\$33,717	\$35,000	\$40,000
Total number of leases	20	20	20	21	21	21	21
Total dollar value of commercial leases	\$322,327	\$336,066	\$396,167	\$433,548	\$435,169	\$440,000	\$445,000
Total number of grants received	1	2	6	6	7	4	4
Total dollar value of grant(s) received	\$100,000	\$125,000	\$217,125	\$434,462	\$171,100	\$155,000	\$160,000

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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	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Number of Canal Place sponsored events	1	0	2	6	4	3	3
Number of non-profit contracted events	20	13	14	11	15	12	15
Other contracted events	3	6	20	40	43	40	40
Total contracted revenue	\$2,050	\$6,834	\$6,202	\$7,328	\$6,929	\$7,000	\$7,500
Total attendees to events	N/A	N/A	17,797	20,326	30,055	31,500	33,000

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

**Obj. 4.1** 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).

**Obj. 4.2** Support cultural and heritage preservation, education, tourism, and publication of information for the Passages of the Western Potomac Heritage Area through the distribution of mini grants.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
<sup>1</sup> GAP trail riders	78,345	62,623	65,416	104,466	60,000	75,000	85,000
<sup>2</sup> I-68 travel numbers (crosstown bridge)	42,000	52,681	54,102	57,000	58,000	59,000	60,000
Number of mini grants awarded	N/A	5	8	6	4	8	8
Total dollar value of mini grants awarded	N/A	\$9,407	\$16,335	\$19,011	\$18,708	\$25,000	\$25,000

## NOTES

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<sup>1</sup> 2025 data is estimated.

<sup>2</sup> 2024 and 2025 data is estimated.