

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 | 2016 Act. | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Est. | 2022 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of Visitors to NPS Canal Museum and canal boat | 26,427 | 24,490 | 22,520 | 20,651 | 13,682 | 23,356 | 25,672 |
| Number of visitors to WMSR | 26,249 | 30,001 | 24,882 | 29,516 | 628 | 27,000 | 31,000 |
| Number of School Day participants | 948 | 1,563 | 1,644 | 1,386 | 235 | 0 | 1,350 |

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 | 2016 Act. | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Est. | 2022 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| City of Cumberland funding support | \$15,750 | \$12,000 | \$4,750 | \$6,700 | \$3,600 | \$2,000 | \$4,500 |
| Canal Place parking revenue | \$34,419 | \$44,596 | \$34,591 | \$26,118 | \$32,911 | \$18,500 | \$19,000 |
| Total number of leases | 16 | 19 | 17 | 19 | 18 | 21 | 22 |
| Total dollar value of commercial leases | \$209,053 | \$260,984 | \$278,888 | \$283,870 | \$304,125 | \$216,299 | \$220,787 |
| Total number of grants | 3 | 1 | 1 | 3 | 5 | 3 | 3 |
| Total dollar value of grant(s) | \$129,500 | \$100,000 | \$100,000 | \$132,500 | \$244,000 | \$127,500 | \$127,500 |

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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 | 2016 Act. | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Est. | 2022 Est. |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Number of Canal Place sponsored events | 9 | 7 | 1 | 1 | 2 | 1 | 2 |
| Number of non-profit contracted events | 13 | 11 | 5 | 6 | 5 | 5 | 6 |
| Other contracted events | 10 | 8 | 5 | 8 | 9 | 9 | 10 |
| Total contracted revenue | \$9,523 | \$8,566 | \$3,806 | \$3,905 | \$4,280 | \$3,500 | \$4,000 |

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) | 2016 Act. | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Est. | 2021 Est. | 2022 Est. |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Number of visitors to Visitor Center | 23,522 | 22,505 | 18,276 | 19,370 | 1,440 | 15,000 | 19,000 |
| GAP trail riders | 50,704 | 76,562 | 46,221 | 61,063 | 60,000 | 65,000 | 70,000 |
| I-68 travel numbers (crosstown bridge) | 39,831 | 40,792 | 42,220 | 6,710 | 30,937 | 40,231 | 42,571 |