PASSAGES OF THE WESTERN POTOMAC HERITAGE AREA MAKES AN IMPACT
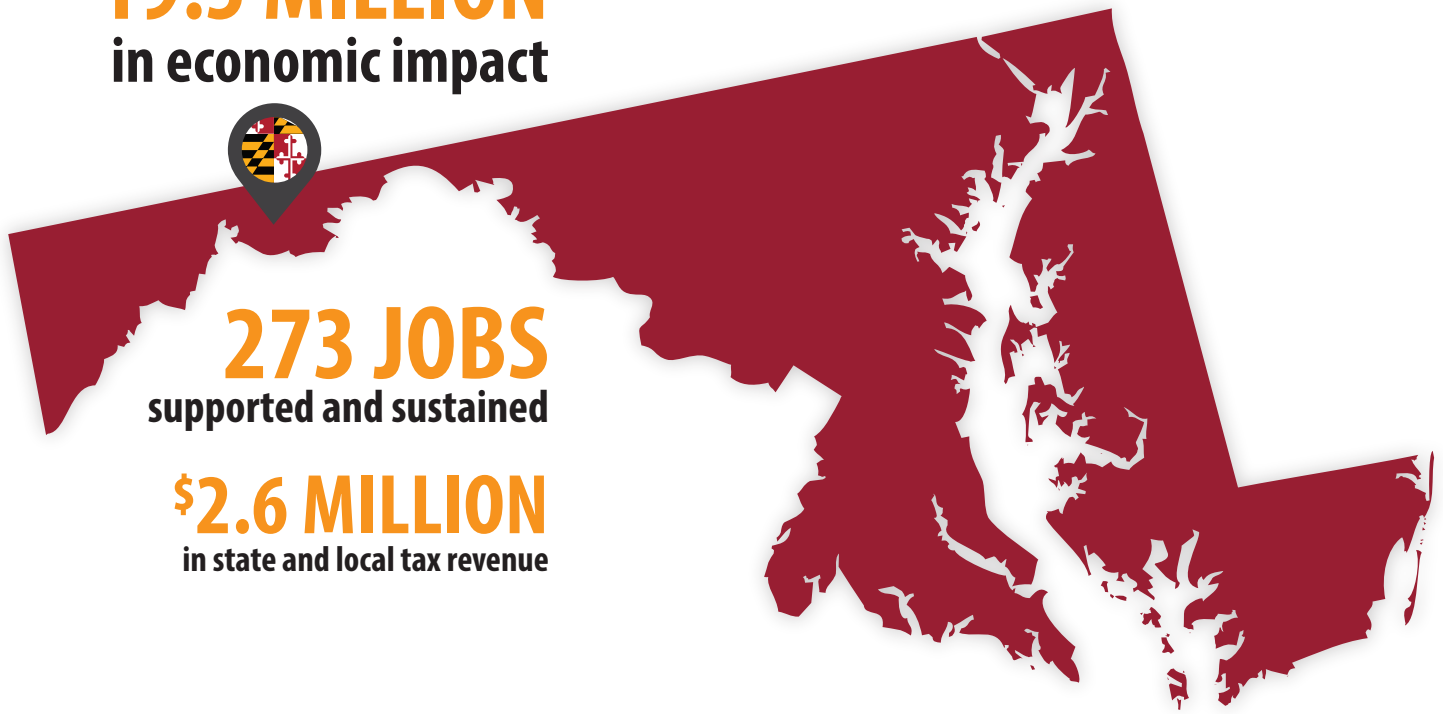
December 2020

Passages of the Western Potomac Makes an Impact

$19.5 MILLION
in economic impact

273 JOBS
supported and sustained

$2.6 MILLION
in state and local tax revenue

3 Centuries of American History

Mid-1800ˢ – Major Transportation Center

1ˢᵗ Maryland Certified Heritage Area created in **1993**

The completion of the Chesapeake and Ohio Canal, and the arrival of the Baltimore and Ohio Railroad converted Cumberland into a major transportation and industrial center. Cumberland grew to be Maryland's second largest manufacturing center in the **mid-19th century**.

In **1811**, construction of the very first portion of the National Road – the first federally funded highway – began.

Western Maryland Scenic Railroad is one of the few passenger rail lines in continuous operation since the **1980ˢ**

The Mission of The Passages of the Western Potomac Heritage Area

Canal Place Preservation and Development Authority (CPPDA) and the Passages of the Western Potomac Heritage Area's (PWPHA) mission, in cooperation with local, state, and federal stakeholders, is to effectively manage the property and facilities at Canal Place and be the catalyst for the enhancement, preservation, and promotion of the assets and attractions within the heritage area in order to foster economic development and heritage tourism in Allegany County.
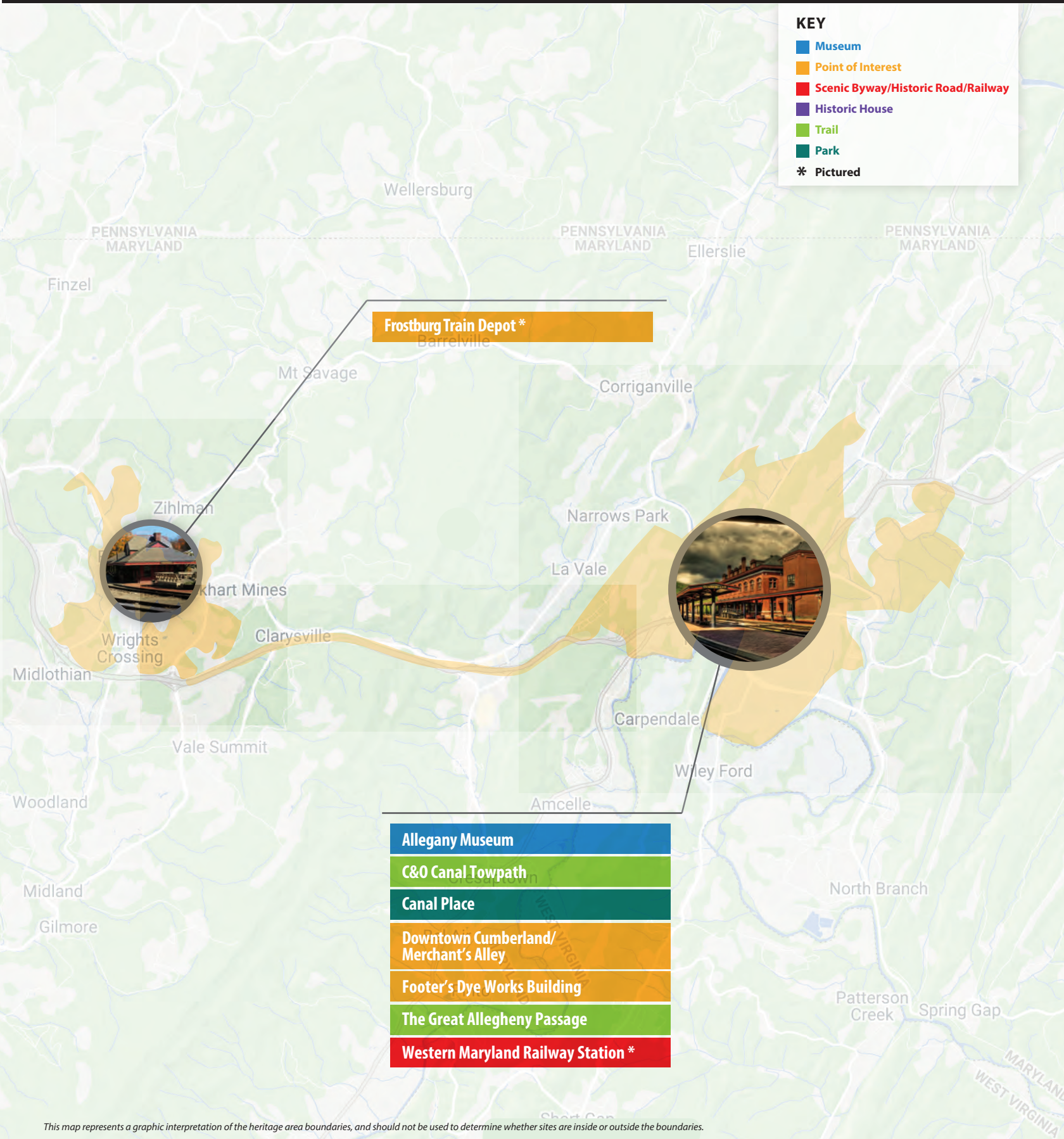
In 1993, Maryland's first Heritage Area was born – Canal Place – a designated heritage area in the western end of the Chesapeake & Ohio Canal (C&O) in Allegany County. In 2018, the Heritage Area was expanded to include historically significant districts within the cities of Cumberland and Frostburg. The enlarged Heritage Area has been renamed The Passages of the Western Potomac Heritage Area and includes sites that tell a fascinating story of early America, from the mid-1700's to today. Allegany County, Maryland, boasts three centuries of American history.

In the early 1800's, Allegany County served as a hub for the coal and other industries as well as the staging and outfitting point for westward migration. Where the C&O Canal, the Western Potomac, major roads and railroads converged, the western region of America connected to the Eastern Seaboard. The very first portion of the National Road, the first federally funded highway that stretched through Ohio, Indiana, and Illinois, began construction in the area in 1811 and eventually became known as "The Road that Built a Nation." The heyday of Allegany County was the turn of the 20th century and many of the homes, commercial centers, and transportation hubs of that era have been preserved and are managed as visitor and community attractions.

Transportation heritage is alive within the Passages of the Western Potomac Heritage Area. In Cumberland, visitors can ride a train, tour a full-scale canal boat replica, and learn about canal history at the C&O Canal National Historical Park's Cumberland Visitor Center. With a route through Frostburg, visitors can access the C&O Canal (going from Georgetown to Cumberland) and the GAP (Great Allegheny Passage) trail (from Cumberland to Pittsburgh), to experience the history of coal mining and the life of a coal miner. Heritage area visitors and locals have access to a vibrant arts and entertainment districts that host live music and community events.

Passages of the Western Potomac serves as a convener, catalyst, and promoter of tourism, investment, preservation, and education in the region. Passages of the Western Potomac has abundant historic and cultural resources in and throughout their heritage area and works with partner organizations to support heritage tourism. Passages of Western Potomac expands its reach annually through partnerships, grantmaking, and encouragement of heritage tourism.

PASSAGES OF THE WESTERN POTOMAC KEY SITES
SPAN ACROSS ALLEGANY COUNTY

KEY
- ■ Museum
- ■ Point of Interest
- ■ Scenic Byway/Historic Road/Railway
- ■ Historic House
- ■ Trail
- ■ Park
- * Pictured

Wellersburg

PENNSYLVANIA
MARYLAND

PENNSYLVANIA
MARYLAND

Ellerslie

PENNSYLVANIA
MARYLAND

Finzel

Frostburg Train Depot *

Barrelville

Mt Savage

Corriganville

Zihlman

Narrows Park

La Vale

khart Mines

Clarysville

Wrights
Crossing

Midlothian

Carpendale

Vale Summit

Wiley Ford

Amcelle

Woodland

North Branch

Midland

Allegany Museum

C&O Canal Towpath

Canal Place

**Downtown Cumberland/
Merchant's Alley**

Footer's Dye Works Building

The Great Allegheny Passage

Western Maryland Railway Station *

Gilmore

Patterson
Creek

Spring Gap

MARYLAND

WEST VIRGINIA

This map represents a graphic interpretation of the heritage area boundaries, and should not be used to determine whether sites are inside or outside the boundaries.

ECONOMIC IMPACT OF PASSAGES OF THE WESTERN POTOMAC

ECONOMIC CONTRIBUTION

The economic impact of Passages of the Western Potomac Heritage Area is **$19.5 million** annually. This economic impact consists of tourism driven by the presence of the Passages of the Western Potomac Heritage Area ($18.7 million), and the operations and grantmaking activities of the heritage area in collaboration with MHAA ($821,067).

	Operations and Grantmaking	Heritage Tourism	TOTAL Impact
Direct	$516,080	$10,849,649	$11,365,729
Indirect	$140,486	$3,787,553	$3,928,039
Induced	$164,501	$4,060,308	$4,224,809
Total	**$821,067**	**$18,697,510**	**$19,518,577**

Source: Parker Philips using IMPLAN

EMPLOYMENT CONTRIBUTION

The employment impact of Passages of the Western Potomac Heritage Area is **273 jobs** supported and sustained. This economic impact is driven by the presence of the Passages of the Western Potomac's operations and grant making activities which support 9 jobs and tourism in the heritage area supporting 264 jobs.

	Operations and Grantmaking	Heritage Tourism	TOTAL Employment
Direct	5	188	193
Indirect	2	36	38
Induced	2	40	42
Total	**9**	**264**	**273**

Source: Parker Philips using IMPLAN

MARYLAND HERITAGE AREA
Maryland Heritage Areas Authority

Economic Impact of Passages of the Western Potomac

State and Local Tax Contribution

The total state and local taxes generated as a result of Passages of the Western Potomac Heritage Area based upon operations, grantmaking, and tourism totals **$2.6 million**.

$17,101 — **Social Insurance Tax:**
Employee and Employer Contribution

$2,105,485 — **Taxes on Production and Imports:**
Sales Tax, Property Tax, Motor Vehicle License, Other Taxes, and Special Assessments

$41,112 — **Corporate Profits Tax**

$398,330 — **Personal Tax:**
Income Tax, Motor Vehicle Licenses, Property Taxes, Other Taxes

$2,562,028 — **Total State and Local Taxes**

Source: Parker Philips using IMPLAN

ABOUT THE STUDY

In June 2019, Maryland Heritage Areas Authority (MHAA) engaged Parker Philips Inc. to measure the economic contribution of its 13 heritage areas. The goal of this analysis is to provide a complete assessment of the total economic, employment, and state and local tax impact of heritage tourism. The impact presented in this analysis is broken down into three categories: direct impact, indirect impact, and induced impact. The indirect and induced impacts are commonly referred to as the "multiplier effect."

The primary tool used in the performance of this study is the I-O model and dataset developed by IMPLAN Group LLC. Financial data used in this study was obtained from MHAA, individual heritage areas, visitor surveys, and Maryland tourism data. It included the following data points: operational expenditures, capital expenditures, grants awarded, and payroll and benefits for employees for FY 19. Primary surveys were conducted with heritage area visitors across the state in the heritage area (day and overnight and local and non-local visitors).

WHAT IS A MARYLAND HERITAGE AREA?

Heritage Areas are locally designated and state certified regions where public and private partners make commitments to preserving and enhancing historical, cultural and natural resources for sustainable economic development through heritage tourism. The program is intended as a partnership between state agencies and local communities to optimize the appeal of the state's distinctive regions as heritage tourism experiences. At the same time, heritage areas focus community attention on under-appreciated aspects of history, culture, and natural areas to foster a stronger sense of regional pride.

FOOTER'S DYE WORKS BUILDING RESTORATION

Built in 1905, the Footer building is an important remnant of the Cumberland Maryland's industrial age. Thomas Footer immigrated from England in 1869 and established a steam cleaning business in Cumberland. He was a brilliant businessman, and ultimately an entire city block was filled with brick factory buildings housing the Footer's "America's Greatest Cleaning and Dyeing Works." The Footer functioned as one of the dominant cleaning and dyeing facilities in the mid-Atlantic region through the first third of the 20th century. At its peak in the 1920s, Footer's Dye Works employed 500 people, and counted the White House among its clients. The 1930's, however, brought hard times to the Footer's. With the Great Depression in full swing, pressure from dry cleaning competition, and a devastating Potomac River flood, the Footer's Dye Works filed for bankruptcy on June 12, 1936. The Footer's complex sat mostly empty and crumbling for more than 60 years until 2014 when a developer took on the monumental restoration task. Preserving the original brick and terra cotta tiled roof, the abandoned industrial space has been transformed into unique residential lofts and impressive commercial spaces.

"One of the strongest relationships for downtown Cumberland is our relationship with the Passages of the Western Potomac Heritage Area, we advocate on behalf of each other. We coordinate grant requests and make decisions on how to approach tourism issues. We work very closely together."

— Sandi Saville
Chair of the Downtown District of Cumberland Development Commission