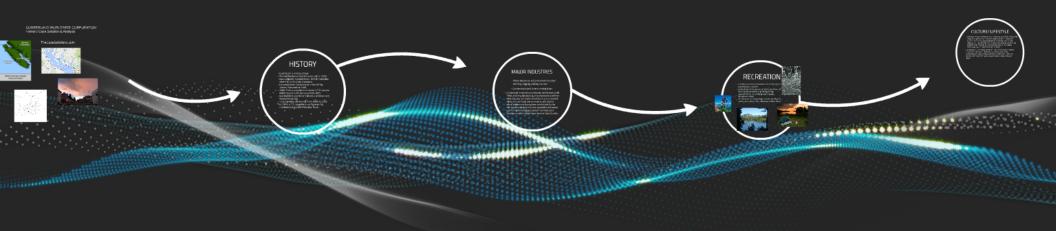
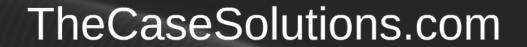
CUMBERLAND



CUMBERLAND WORLDWIDE CORPORATION Harvard Case Solution & Analysis









- used to be a mining village
- Robert Dunsmuir had the town built in 1888
- was originally named Union, British Columbia after the Union Coal Company
- renamed after Cumberland in the UK by James Dunsmuir in 1891
- 2006: Had a population of about 2,762 people which was a 4.9% increase from 2001
- Cumberland was once Canada's smallest and westernmost city,
- a coal mining community from 1888 to 1966
- in 1946, a 7.3 magnitude earthquake hit Cumberland but didn't destroy much

MAJOR INDUSTRIES

- Major industries in Cumberland included farming, logging, fishing, tourism
- Cumberland used to be a mining town
- Cumberland remained an active coal mining town until 1966, enduring devastating mine explosions and bitter labor disputes. Cumberland had become an important center for local trade and commerce, with distinct ethnic settlements having been established. As the coal industry declined, the local population decreased, until Cumberland began to reclaim its history and transform a quiet village into a dynamic tourist center.

RECREATION

- its history as a mining city means a lot of mining tours and old places to explore
- Cumberland is fairly close to the Strathcona Provincial Park, and allows visitors to go hiking, fishing, mountain biking, rock climbing, and camping throughout the year
- you can go snow tubing, skiing, and snowboarding in a nearby resort called the Mt. Washington Alpine Resort







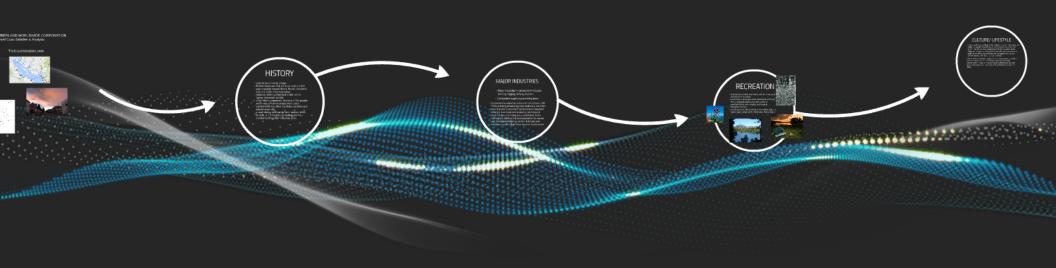
CULTURE/ LIFESTYLE

- In the past 20 years Cumberland has shifted once again from a sleepy little Village to a significant destination for outdoor recreation, culture and tourism. The children and grandchildren of the families who built the Village play a huge role in keeping the stories alive and new residents are delighted to hear the tales of the coal mining, logging, multicultural, political, business and labor history of the Village.
- Cumberland is a community steeped in history. Once Canada's smallest and westernmost city, Cumberland was a bustling coal mining community from 1888 to 1966, with miners, entrepreneurs and their families streaming in from across Canada the US, Europe, China and Japan.

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CUMBERLAND



RELIGIRATION