

# CUMBERLAND

CUMBERLAND WORLDWIDE CORPORATION  
www.cw.com.my

TheCumberland.com



### HISTORY

- 1827 was a year of change
- The first building was built for the purpose of coal storage
- The first mine was opened in 1830
- The first school was opened in 1835
- The first church was opened in 1835
- The first newspaper was published in 1835
- The first railway was opened in 1835
- The first bridge was opened in 1835
- The first hospital was opened in 1835
- The first library was opened in 1835
- The first bank was opened in 1835
- The first police station was opened in 1835
- The first court house was opened in 1835
- The first prison was opened in 1835
- The first workhouse was opened in 1835
- The first almshouse was opened in 1835
- The first workhouse was opened in 1835
- The first almshouse was opened in 1835

### MAJOR INDUSTRIES

- Major industries in Cumberland include:
- Coal mining
- Manufacturing
- Retail
- Services
- Agriculture
- Healthcare
- Education
- Transportation
- Information technology
- Real estate
- Hospitality
- Finance
- Insurance
- Law
- Public administration
- Non-profit organizations
- Arts and culture
- Sports and recreation
- Media and entertainment
- Telecommunications
- Energy
- Utilities
- Construction
- Transportation
- Information technology
- Real estate
- Hospitality
- Finance
- Insurance
- Law
- Public administration
- Non-profit organizations
- Arts and culture
- Sports and recreation
- Media and entertainment
- Telecommunications
- Energy
- Utilities
- Construction

### RECREATION

- Cumberland offers a wide range of recreational activities:
- Hiking
- Fishing
- Golfing
- Hunting
- Boating
- Camping
- Skiing
- Snowboarding
- Ice skating
- Figure skating
- Roller skating
- Roller derby
- Roller hockey
- Roller basketball
- Roller football
- Roller tennis
- Roller curling
- Roller ice hockey
- Roller ice football
- Roller ice basketball
- Roller ice hockey
- Roller ice football
- Roller ice basketball

### CULTURE/LIFESTYLE

- Cumberland has a rich cultural heritage:
- Music
- Dance
- Theater
- Film
- Television
- Radio
- News
- Sports
- Entertainment
- Education
- Healthcare
- Finance
- Insurance
- Law
- Public administration
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# CUMBERLAND WORLDWIDE CORPORATION

## Harvard Case Solution & Analysis

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# HISTORY

- 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.

## BIBLIOGRAPHY:

[http://en.wikipedia.org/wiki/Cumberland,\\_British\\_Columbia](http://en.wikipedia.org/wiki/Cumberland,_British_Columbia)

<http://cumberlandbc.org/recreation/>

<http://www.geog.uvic.ca/viwilds/hc-cumberland.html>

# CUMBERLAND

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Text Color Selection & Analysis

The Content Selection



**HISTORY**

- 1700s to 1800s: Early settlement and land grants.
- 1800s to 1900s: Growth of the lumber industry and the establishment of the town of Cumberland.
- 1900s to 2000s: Diversification of the economy and the development of the region's infrastructure.
- 2000s to present: Continued growth and development, with a focus on education, healthcare, and the arts.

**MAJOR INDUSTRIES**

- **Healthcare:** A major industry in the region, with several large hospitals and medical centers.
- **Education:** The region is home to several universities and colleges, including the University of Maryland Eastern Shore.
- **Manufacturing:** The region has a long history of manufacturing, particularly in the food and textile industries.
- **Government:** The region is home to several government agencies, including the Maryland Department of Transportation.

**RECREATION**

- **Parks and Recreation:** The region is home to several parks and recreational areas, including the Chesapeake and Delaware Canal State Park.
- **Water Activities:** The region is located on the Chesapeake Bay, which offers a variety of water activities, including fishing, boating, and kayaking.
- **Arts and Culture:** The region has a vibrant arts and culture scene, with several theaters, museums, and galleries.

**CULTURE/LIFESTYLE**

- **Arts and Culture:** The region has a vibrant arts and culture scene, with several theaters, museums, and galleries.
- **Food and Drink:** The region is known for its delicious food and drink, including seafood, locally sourced produce, and craft beer.
- **Community:** The region has a strong sense of community, with many residents involved in local organizations and events.