



A Resource for Businesses along the Great Allegheny Passage

The Progress Fund • 425 West Pittsburgh Street • Greensburg, PA 15601
(724) 216-9160 • www.trailtowns.org

Confluence Business Opportunities As of January 2012

The Trail Town Program® aims to identify trail user needs and to fill service gaps in trail communities by providing help in the form of market information, technical assistance, or financing to existing and potential businesses. This document identifies existing conditions related to trail services and what we see as opportunities. Those considering either an expansion or a new business should conduct their own market research and complete a business plan.

Existing Trail-Serving Businesses

Lodging:

- Five B&Bs and eight guest houses in town
- Three campgrounds

Food and Drink:

- A number of eateries are located in town, within walking and biking distance from the GAP. Most are family-style eateries or bar / restaurants, some offer outdoor seating.
- One lodging facility offers boxed lunches
- One bakery/café

Retail:

- A full service bike shop in the town square
- Some retail shops exist and are within walking and biking distance. Of particular interest might be Confluence Hardware and The Confluence House Wine & Gift Shop.
- Two antique shops on Jacobs St.

Potential Opportunities

- Lodging:
 - A lodging opportunity exists in the form of hostels. There is only one hostel on the GAP in Rockwood, 19 miles away.
- Food and Drink:
 - An **informal café** featuring fresh and healthy menu items that include vegetarian options; packed lunches for trail-side consumption; and locally grown and raised food items would be of particular interest to trail users. The **farm-to-table** movement provides tremendous potential along the GAP. Another extreme of informal but specialized foods might be a gourmet burger or hot dog shop or even a **bike- or trail-themed** café similar to The Trailside in West Newton, Over-the-Bar Bicycle Café in Pittsburgh, or the Purple Fiddle in Thomas, WV (Purple Fiddle incorporates local foods, live music, and an attached hostel property).

- A **microbrew, wine bar**, or simply a bar / restaurant that serves **craft beers** and imports would likely be frequented by trail users. The few restaurants along the GAP that serve such drinks are presently in a unique market position. If there was one microbrew (or wine bar) along the GAP it would be highly likely that it would become a must-stop destination for many cyclists.
- There are no stand-alone **ice cream** or **candy shops** (although both are carried at other locations).

Confluence is located just 15 miles from Fallingwater and 11 trail miles from Ohiopyle, the trail's single busiest location. For a listing of available properties visit <http://trailtowns.org/available-properties.aspx>.



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Desired services and spending by type along the Great Allegheny Passage

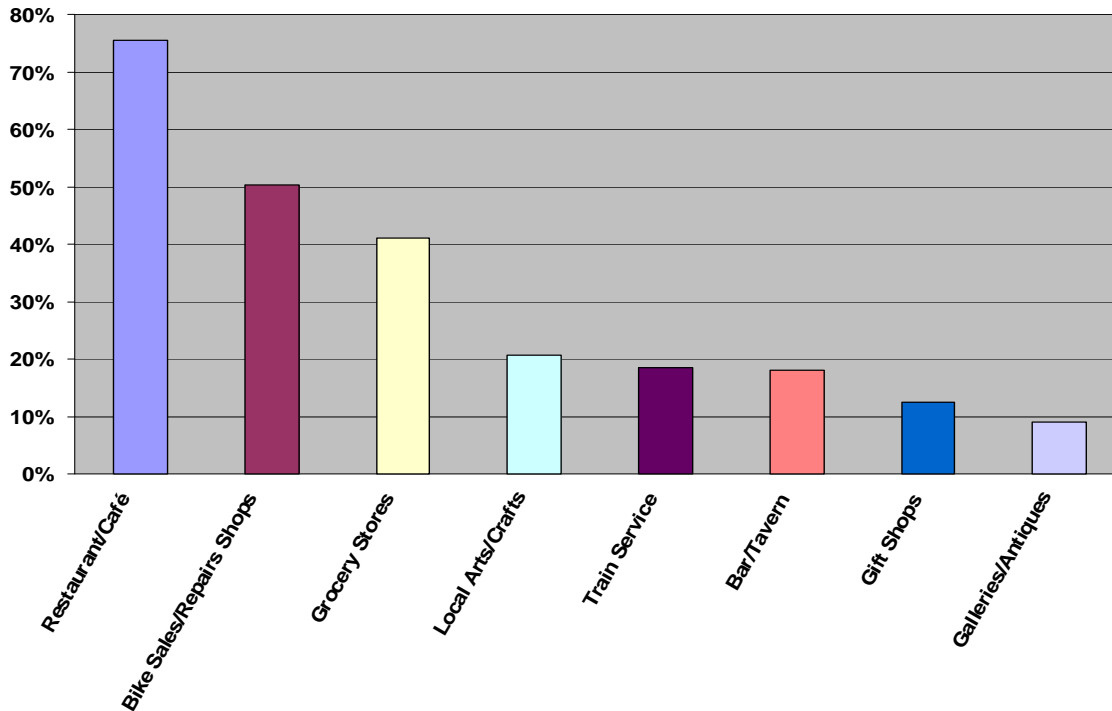
The most desired services as identified by 266 trail users during a 2006 intercept survey are depicted in the graph below. While this graph represents the most desired services, a 2008 survey revealed that the services on which trail users *spend the most* are (in order):

- Lodging (\$64 person / day)
- Transportation and Shuttling (\$51)
- Clothing (\$22)
- Daily Equipment Rental (\$21)
- Restaurants (\$20)

Less than \$15 on average is spent daily on each of the following:

- Souvenirs
- Candy and Snacks
- Beverages
- Ice cream

Table 3.1
Services Wanted



*The Trail Town Program® is an initiative of The Progress Fund.
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