



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

Cumberland Business Opportunities As of December 2011

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:

- Two B&Bs with limited space (one has 2 rooms, the other 4 rooms)
- New Cumberland Inn and Spa
- Camping at the YMCA located two miles off the trail
- Two national chain hotels located near the trail

Food and Drink:

- A number of bars and eateries are located on the Downtown Mall within walking and biking distance from the trail. Most are family-style eateries or bar/restaurants. Unique offerings include El Canelo Mexican Restaurant, City Lights, PriMeridian Fusion Grille & Sushi, Baltimore Street Grill, Ristorante Ottaviani Italian Restaurant, and Café Mark.
- Outdoor dining is available as well as fresh healthy menu items and specialty foods.
- Niner's Bar offers a wide variety of micro and craft beers.
- Specialty food stores include two coffee shops, an ice cream shop (available for sale) a bakery, a candy store, and upscale dining.

Retail:

- A full service bike shop is located adjacent to the trail and another is nearer to the trail
- Retail shops exist and are within walking and biking distance. Tree Toy Shop or one of the many art galleries may be of particular interest. Cumberland also has many antique and specialty shops.

Potential Opportunities

- Lodging:
 - A more comfortable camp site and/or a hostel would give trail users additional options
- Food and Drink:
 - **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).

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Cumberland offers trail riders and hikers enjoyment of both the rich history of the C&O Canal Towpath and the excitement of sharing the Great Allegheny Passage with our Western Maryland Scenic Railroad. Please visit us online at <http://trailtowns.org> and <http://mdmountainside.com>.



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Desired services and spending by type along the Great Allegheny Passage

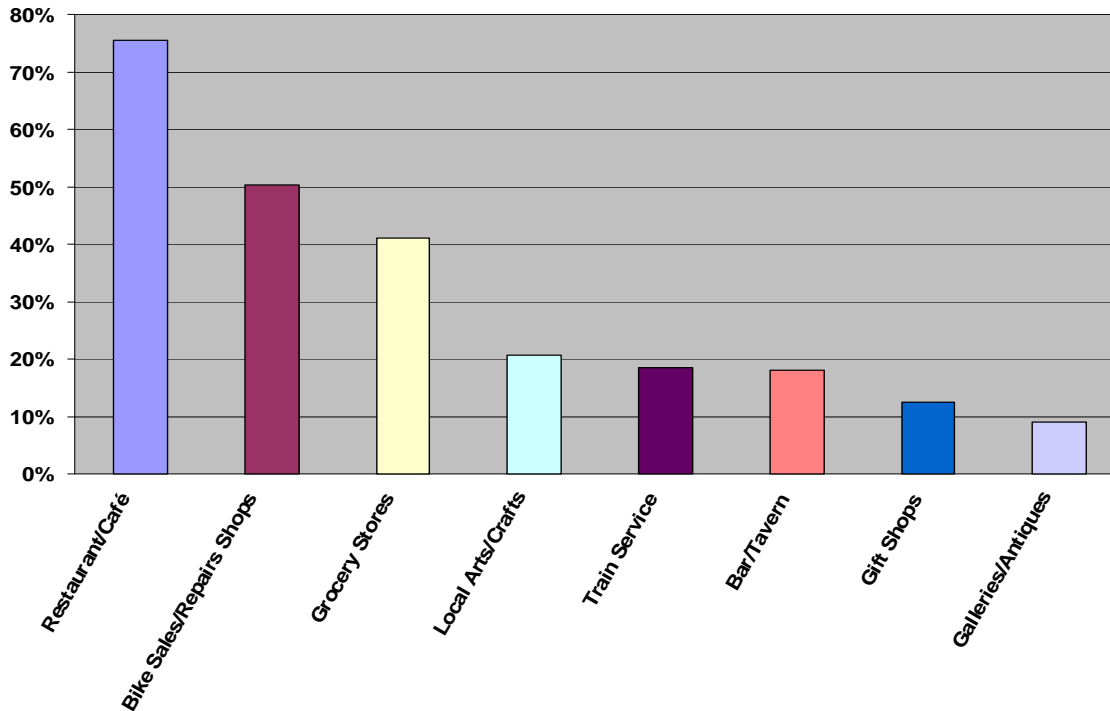
The most desired services as identified by 266 trail users during a 2006 intercept survey are depicted in the graph below. While this graph represents the most desired services, a 2008 survey revealed that the services on which trail users *spend the most* are (in order):

- 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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