



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

Frostburg Business Opportunities As of October 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:

- Four hotels (two are national chains)
- The Trail Inn (similar to a B&B)
- A campground at The Trail Inn

Food and Drink:

- A number of bars and eateries are located in town, some within walking and biking distance from the trail. Most are family-style eateries or bar/restaurants. Unique offerings include Wild Things, El Canelo Mexican Restaurant (one of three trail-wide), Mountain City Coffee House, Trail Inn Café, Dante's Bar (dinner only), and Grinders Pizza & More.
- Wild Things and Dante's Bar offer a wide variety of micro and craft beers. Both also offer live entertainment on weekends.

Retail:

- Retail shops exist and are within walking and biking distance of the trail. The General Art Store (carries local arts and crafts), Mountain Side Traditional Arts, Main Street Books, and the Bobcat Store may be of particular interest.
- Specialty food options include a coffee shop, a candy store, an ice cream shop, and upscale dining.

Potential Opportunities

- **Lodging:**
 - The need for a traditional B&B exists. The nearest easily accessible B&Bs are in Cumberland, which is 12 miles away.
 - Another lodging opportunity exists in the form of hostels. There are no hostels on the Maryland end of the trail.
- **Retail:**
 - The need for a **full service bike shop** exists. There are no full service shops in Frostburg or Meyersdale, a very scenic and traveled section of the trail.
- **Food and Drink:**
 - A **bike-or-trail-themed café** similar to The Trailside in West Newton, PA

- Additional **outdoor dining** options

Frostburg is home to the Frostburg State University Bobcats. It is a trail-friendly town, which offers a variety of eateries, entertainment, and specialty shops. Please visit us at <http://trailtowns.org> and or www.frostburgcity.com.



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Desired services and spending by type along the Great Allegheny Passage

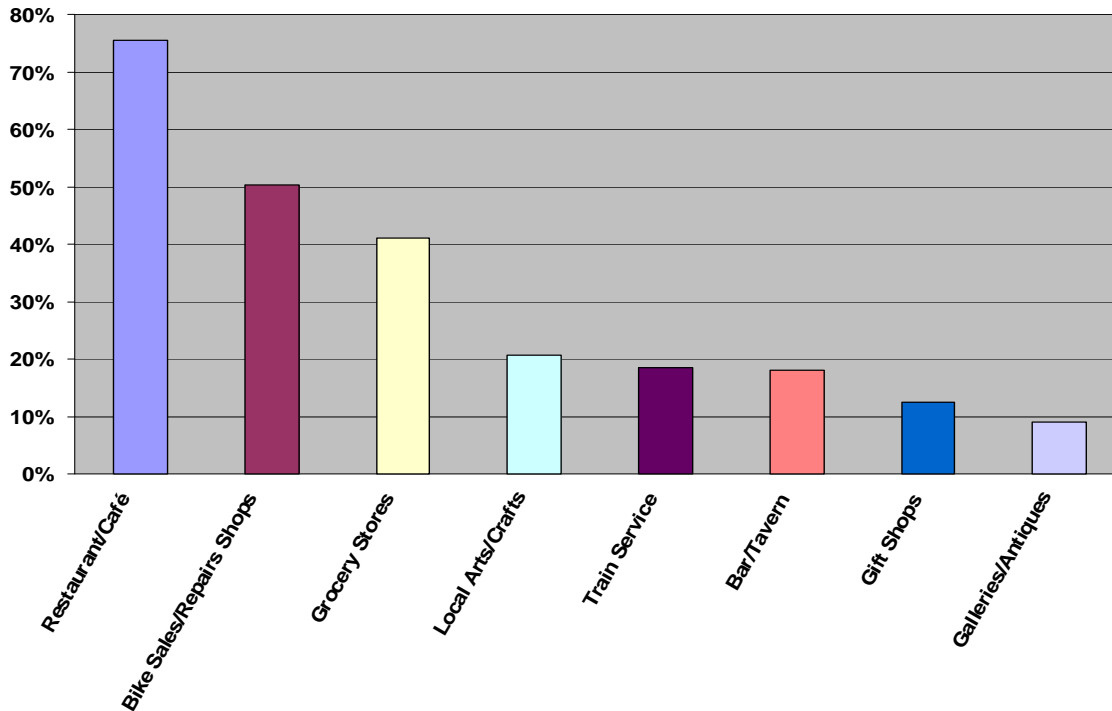
The most desired services as identified by 266 trail users during a 2006 intercept survey are depicted in the graph below. While this graph represents the most desired services, a 2008 survey revealed that the services on which trail users *spend the most* are (in order):

- 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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