



## *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](http://www.trailtowns.org)

### **Rockwood 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:**

- A number of B&Bs, guest houses, and a hostel are located near the trailhead and in town.
- A trail-side campground is located not far from the south trailhead and is trail user friendly.

##### **Food and Drink:**

- There are 4 in-town eateries that cater to the trail and local residents.
- One informal café that provides pizza, sandwiches, baked goods, ice cream and hot beverages. This café offers outdoor seating.
- One pizza shop on the far end of town.
- One family style restaurant offering indoor seating and American fare.
- One bar and restaurant in town with American fare, liquor, and domestic beers.
- Two convenience stores that cover the basic groceries and essentials.

##### **Retail:**

- A full service bike shop along the trail.
- An antique shop with limited hours and open by appointment.
- Specialty shops in the back of the informal café.

#### **Potential Opportunities**

- **Lodging:**
  - Rockwood has 4 B&Bs with 12 rooms between them.
  - There are not many full house rentals on the eastern end of the trail. Offering full house rentals represents an opportunity for Rockwood.
- **Food and Drink:**
  - A dining option that focuses on fresh and healthy menu items that include vegetarian options; packed lunches for trail-side consumption; and locally grown and raised food items could be of particular interest. The **farm-to-table** movement provides tremendous potential along the GAP.

Another extreme of informal but specialized foods might be a gourmet burger, hot dog, or ice cream shop.

- There is no **upscale dining** in Rockwood. Such a restaurant may benefit from the farm-to-table movement.
- There is only one **light breakfast** location within biking distance of the trail. This demonstrates an opportunity, again accessing an audience that is seeking fresh and /or local foods as part of their trail journey.
- There are no stand-alone **ice cream** or **candy shops**, although both are carried at other locations. One bakery has opened, but is atop a steep hill and probably a mile or so out of town. Fresh baked goods can only be found at one location in town. There may not be a market for more than this concerning baked goods.
- There is very little international cuisine available in rural communities along the GAP. Perhaps a carefully researched food service opportunity exists.

*Rockwood is located 44 miles from Cumberland to the east and 29 miles from Ohiopyle to the west. 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

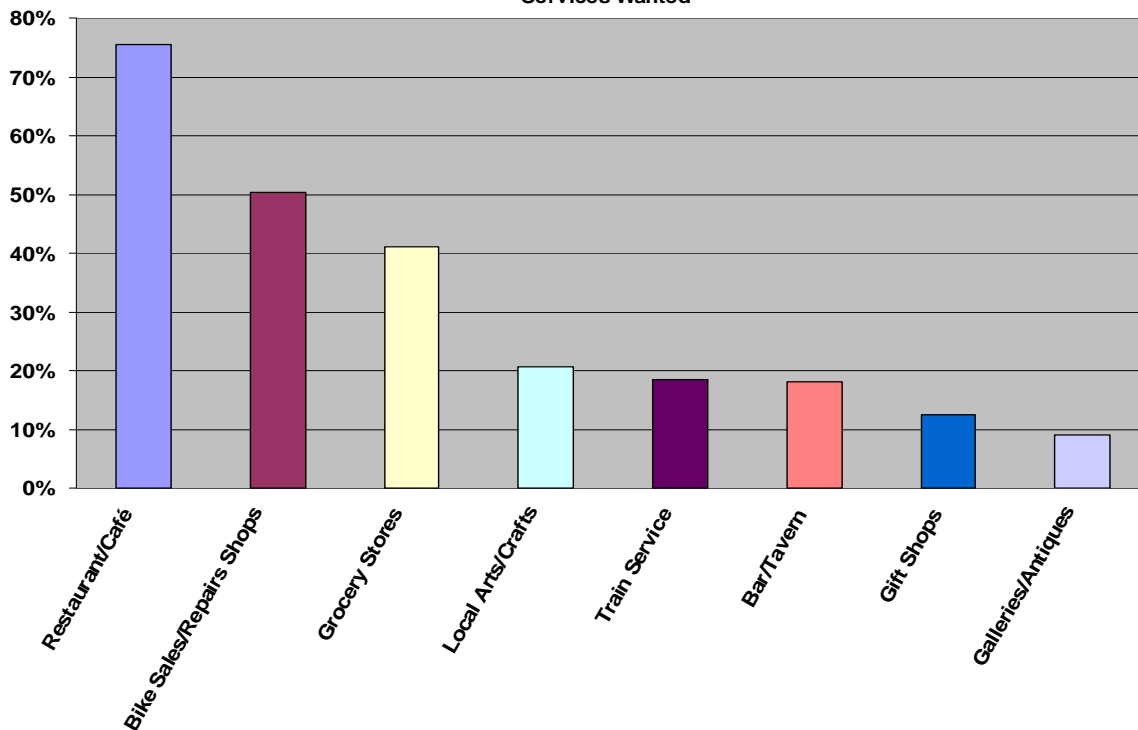
The most desired services as identified by 266 trail users during a 2006 intercept survey are depicted in the graph below. While this graph represents the most desired services, a 2008 survey revealed that the services on which trail users *spend the most* are (in order):

- 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**



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