



## Creating Opportunities Along the Nation's Trails

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### Connellsville Business Opportunities

As of March 2015

The Trail Town Program® aims to identify trail user needs and help fill service gaps in trail communities by providing market information, technical assistance, and 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

- Currently, there are two B&Bs in town, one two blocks away and another approximately a mile from the trailhead. There are two B&Bs and a motor lodge located a few miles outside the City.
- A new 54 room hotel right along the river and trail will open in mid to late 2016.
- There is a full service campground on the trail located three miles north of the City and several Adirondack shelters located at the trailhead.

##### Recreational

- There is a full service bike shop with sales and repairs located right next to the trail.
- There is sporting good shop just a few blocks from the trail.
- There is also a bowling alley in downtown Connellsville.

##### Food and Drink

- There are a variety of restaurants including fast food, casual diners, pizza shops, ethnic specialties including two Chinese and one Mexican restaurants, and taverns. Most are within walking or biking distance from the trail.
- There are two coffee shops in Connellsville, one downtown and one in the library at a distance from the trail.
- There is a specialty chocolate shop and frozen yogurt shop. A retail shop has recently added baked goods to their offerings.
- There are two full scale grocery stores as well as smaller markets throughout town.

##### Retail

- There are several retail shops including an art gallery, music store, jewelry, antiques, group tour company, spa, hobby shop, home goods, accessories, and a new wine shop.

##### Other Amenities

- There are five banks with ATMs, three pharmacies, a laundromat, and additional gas stations with convenience stores throughout town.

##### Nearby Attractions

- There are other attractions drawing visitors beyond the trail. Some of these include Yough River Park, East Park, a model railroad display, local history museums and historic sites, Amtrak service, Ohio State Park, and close proximity to Fallingwater and Kentuck Knob.

## Potential Opportunities

### Lodging

- With a hotel planned for this year, lodging accommodations will be well covered, but another lodging opportunity exists in the form of **hostels or guest houses** as a low cost or larger group option.

### Food and Drink

- Trail users would likely frequent an **informal café**, and preferably with **outdoor seating**. 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.
- The **farm-to-table** movement provides tremendous potential. Other informal but specialized food opportunities might be a gourmet burger, hot dog, or ice cream shop, or even a **bike-themed or trail-oriented café**.
- A **brewpub, wine bar**, or simply an amiable bar & restaurant that serves **craft beers** and imports would likely be frequented by trail users.
- Many restaurants are closed during the evening, weekends, or have limited hours. There is an **opportunity to adjust hours** to accommodate visitor traffic or be open when many other restaurants are closed.

### Retail

- Unique retail, such as **specialty, artisan, or gift shops**, could appeal to both trail users and locals alike.
- Many retail locations are closed or have limited hours during the weekends and evenings. There is an **opportunity to adjust hours** to accommodate visitor traffic or be open when many other shops are closed.

### Other Amenities

- In the region there is a need for **shuttle service** for people, bike, luggage, and equipment