



## Creating Opportunities Along the Nation's Trails

425 West Pittsburgh Street | Greensburg, PA 15601 | (724) 216-9160 | [www.trailtowns.org](http://www.trailtowns.org) | [www.progressfund.org](http://www.progressfund.org)

# Cumberland Business Opportunities

As of March 2016

The Trail Town Program® aims to identify trail user needs and to help fill service gaps in trail communities by providing 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 and Camping:

- There are two national hotels located near the trail.
- There are two B&Bs of which one has recently added an additional hostel.
- There is a large inn with over a dozen rooms that also has a full service spa.
- There is a YMCA campground located two miles north of the City.

#### Recreational:

- There are two bike shops in Cumberland. Both provide sales and repairs. The bike shop located beside the trail provides rentals and shuttles.
- There are two trip planning businesses located here.

#### Food and Drink:

- There are a number of eating and dining locations on the Downtown Mall within walking and biking distance from the trail. These include a mix of fast-food, casual, and fine dining with specialty options such as seafood, hot dogs, ice cream, Asian, Mexican, bakeries and sweet shops, and pizza. Many restaurants offer outdoor seating.
- Many restaurants offer local and healthy food options.
- Several pubs and taverns offer craft beers.

#### Retail:

- There is a diverse mix of specialty retail shops in downtown. These shops include antiques, crafts, artisan goods, art galleries, book store, hobby shops, jewelry, clothing accessories, gift shops, and a winery retail store.
- There are also additional convenience stores within walking and biking distance of the trail.

#### Other Amenities:

- There are three pharmacies, two groceries stores, six banks and additional ATMs.

#### Nearby Attractions:

- There are other attractions drawing visitors beyond the trail. Some of these nearby attractions include the Western Maryland Scenic Railroad, C&O Canal Visitor's Museum, Allegany Museum, the National Road, theaters, event centers, a nearby casino, and many ongoing annual events.

## Potential Opportunities

### Lodging

- Cumberland hosts several options at the point of two major trails, but there is an opportunity for additional lodging. **B&Bs** are often the most common visited by trail users.
- There are also opportunities for **guest/vacation houses or a hostel** that could accommodate larger groups or those with a limited budget.

### Food and Drink

- Food and Drink is well covered in Cumberland, but existing and new businesses may consider the following:
  - Trail users would likely frequent an eatery that had **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 foods might be a gourmet burger, hot dog, or even a **bike-themed or trail-oriented café or coffee shop**.
  - There also could be potential for more **ethnic food options**, like Mexican or Chinese food, and higher end options, such as white linen dining.
  - 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 additional **shuttle service** for people, bike, luggage, and equipment.