



Creating Opportunities Along the Nation's Trails

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

Franklin Business Opportunities As of August 2015

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

- There is one hotel in the downtown area.
- There are two bed and breakfasts, and another being developed.
- There is a vacation home located about 5 miles outside of town.

Recreational

- There are two water recreational outfitters of which one is open year-round.
- There is a bike shop/rental right next to the trail with very limited days and hours.

Food & Drink

- There are several eating and dining locations throughout town including fast food and casual dining as well as fine dining establishments. Many also serve local foods.
- There is one coffee shop and another establishment that offers specialty drinks.
- There is one ice-cream shop with other to-go options.
- There are several restaurant locations that offer outdoor seating.
- There are a few bar/taverns located in town.
- There is a grocery store located in town.

Retail

- There is a mix of retail locations including antiques, gift shops, book store, art galleries, crafts, and specialty items.
- There are three convenience store options.

Amenities

- There are several banks, medical services, a laundromat, a gas station, Wi-Fi (in public parks and some restaurants), and a pharmacy located in downtown.

Nearby Attractions

- Within Franklin, there are other attractions drawing visitors beyond the trail. Some of these attractions include river access, public parks, a local theatre with live entertainment, antique music museum, and many events, festivals, and concerts year round.

Potential Business Opportunities

Lodging

- Lodging is currently well covered in Franklin, but **additional B&Bs** may be considered with additional trail and recreational traffic. B&B are often the most common visited by trail users.
- There are also opportunities for **guest/vacation houses or hostel** that could accommodate larger groups or those with a limited budget.

Recreational

- There is a need for a **full service bike shop** including rental, repairs, and sales with accommodating hours.

Food & Drink

- 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 ice cream shop, or even a bike-themed or trail-oriented café. There also could be potential for more **ethnic food options**, like Mexican or Chinese food.
- Franklin would benefit from having **breakfast options** or a **bakery** to provide quick treats to 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

- 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.

Amenities

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