



Creating Opportunities Along the Nation's Trails

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

Frostburg 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:

- There are four hotels of which two are national chains.
- Near the trail and railroad is an inn that also features campgrounds.

Food and Drink:

- There are a number of eating and dining locations within walking distance from the trail. These include a mix of fast-food, casual, and fine dining with specialty options such as ice cream, bars/taverns, farm-to-table, steakhouses, sushi, coffee shop, Italian, sweet shops, and pizza. Some restaurants offer outdoor seating.
- Some facilities offer live music or special events throughout the year.

Retail:

- There is a mix of specialty retail shops in downtown. These shops include antiques, crafts, artisan goods, book store, jewelry, video games, and more.

Other Amenities:

- There are several pharmacies or convenience stores, gas stations, groceries stores, laundromats, and 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, Frostburg State University, the National Road, theatres, museums, parks, a pool, and more.



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Potential Opportunities

Lodging:

- Frostburg hosts several options, 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.
- Currently, the Trail Inn B&B and Campground is for sale.

Recreational:

- There is a need for a **bicycle rental and/or repair shop**.
- There is a need for a **recreational outfitter**. Retail opportunities exist for selling sporting, athletic, and nature-related goods in addition to cycling goods, such as for jogging, camping, bird-watching, and non-motorized watersports.

Food and Drink

- Food and Drink is well covered in Frostburg, 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.