



Creating Opportunities Along the Nation's Trails

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Rockwood Business Opportunities As of March 2016

The Trail Town Program® aims to identify trail user needs and 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 B&Bs and one guest house near the trail and in town. They have just over a dozen rooms between them.
- A hostel in town has over a dozen beds.
- There is popular trail-side campground located close to the southern trailhead and is trail user friendly.
- There are few other small B&Bs that are located several miles outside of town.

Recreational

- There is a full service bike shop with rentals and repairs along the trail, but with limited hours.

Food and Drink

- There is an informal café that provides pizza, sandwiches, baked goods, ice cream and hot beverages. This café offers outdoor seating.
- There is a pizza shop on the far end of town.
- There is a bar in town with American fare, liquor, and domestic beers.
- There are two convenience stores that cover basic groceries and essentials.

Retail

- There is an antique shop with limited hours on the weekend and otherwise open by appointment.
- There are specialty shops and vendor in the back of the informal café including crafts, wood stoves, antiques, maple products, fabric handiwork, local wine, and homemade jams and candies.
- There is also a local dollar store, hardware store, and furniture store in the downtown area.

Amenities

- There is one bank and three additional ATMs.

Nearby Attractions

- There are other attractions drawing visitors beyond the trail. Some of these nearby attractions include the Rockwood Opera House, Mount Davis, Flight 93 Memorial, Casselman River access, Seven Springs and Hidden Valley Ski Resorts, and several state parks and forests.

Potential Opportunities

Lodging

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

Recreational

- There is a regional 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

- 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, a **breakfast establishment**, **stand-alone 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 Indian 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 shops are closed.

Retail:

- Unique retail, such as **specialty, artisan, or gift shops**, could appeal to both trail users and locals alike.
- Many shops 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 shops are closed.

Other Amenities

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