



Creating Opportunities Along the Nation's Trails

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Confluence 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

- There are over two dozen diverse options for overnight accommodations in and near Confluence including more than eight B&Bs, a hostel, and several guest houses. There are also three campgrounds, two of which include RV hookups.
- There are additional guest houses outside of town of which several shuttle.

Recreational

- There is a full service bike shop with sales, repairs, and rentals in the town square.
- There is a watersports guide company that sells and rents kayaks and accessories.
- There is also a disc golf course.

Food and Drink:

- There are several eateries are located in town, within walking and biking distance from the trail. Most are family-style eateries, cafés, or bar/restaurants as well as pizza shops. Several feature outdoor seating.
- There are three ice cream vendors.
- There is one grocery store with a pharmacy and one produce store that both feature to-go options.
- There is a bakery that features cafe style dining options.

Retail

- There is a small mix of retail shops including a hardware store, general store, wine shop, art galleries, two spas, and various antique shops.

Amenities:

- There are two banks and two additional ATMS, one laundromat, one pharmacy, one gas station, and public library.

Nearby Attractions

- There are other attractions drawing visitors beyond the trail. Some of these nearby attractions include Ohio State Park, Confluence Creative Arts Center, Yough Dam, hiking trails, river access, and several popular annual events.

Potential Opportunities

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, 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.
- A **brewpub, wine bar**, or simply a 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 seasonal 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.