



Creating Opportunities Along the Nation's Trails

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Ebensburg 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 B&B located in downtown and another a little less than a mile away.
- There are additional hotels and a B&B located on Route 22, but are not accessible by bike.
- There is a seasonal campground located about 5 miles from downtown.

Recreational

- There is a bike shop that offers sales, accessories, and repairs located a few blocks from the trail.
- There is a running store located in downtown.
- There is a hunting and fishing shop located a few miles from downtown.

Food and Drink

- There is a unique mix of dining in downtown Ebensburg including various family style restaurants, sandwich shops, taverns, pizza shops, Mexican, a gastropub, cafes, fine dining, and several that feature outdoor seating.
- Additional restaurants can be found on nearby Route 22.

Retail

- There is a mix of retail shops located in and around downtown including a comic book store, antiques, crafts, department store, six pack shop, convenience stores, and a hardware store.
- Additional stores can be found on nearby Route 22.

Amenities

- There are several banks, gas stations, and a laundromat in downtown.

Nearby Attractions

- Within Ebensburg, there are additional attractions bringing visitors beyond the trail. Some of these include Lake Rowena, pool and sports parks, Cambria County Courthouse and Historical Society, and ongoing events.

Potential Opportunities

Lodging

- Lodging is currently well covered in Ebensburg at this time, 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.
- **Camping** is limited along this section of trail. Campgrounds or Adirondack shelters may be considered in public access areas or along the trail near town.

Recreational

- Although there is a bike shop in town, there is still an opportunity for **bike rental** as well other outfitter supplies.

Food and Drink

- Food and Drink are well covered in Ebensburg, but current or future 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**.
- There also could be potential for more **ethnic food options**, and higher end options, such as white linen dining.
- There are two ice cream establishments near town, but is not accessible from the trail. There is an opportunity for a trail accessible establishment or mobile cart.
- There are no specialty drink shops or bakeries. There is an opportunity for a **coffee shop**, juice bar, **bakery**, or a combination of these.
- 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 or possibly additional public transportation to businesses on Route 22.