



Creating Opportunities Along the Nation's Trails

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Homestead Business Opportunities

As of June 2016

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 are three hotels located in the Waterfront.

Recreational

- There is a sporting goods store in the Waterfront.
- There is an independent bike rental located in the Waterfront along the trail.
- There are additional chain stores that sell and supply bike and recreational gear in the Waterfront.

Food and Drink

- There are several eating and dining locations in the Avenues including fast food, pubs, and casual dining featuring local foods and outdoor seating.
- There are two grocery stores between the Avenues and the Waterfront.
- There is a destination brewery that attracts local food trucks in the Avenues.
- There are two bakeries located in the Avenues.
- There are abundant eating and dining locations throughout the Waterfront including fast food, casual dining, fine dining, coffee shop, and outdoor seating.

Retail

- There are a variety of retail shops in the Avenues including a gift shop, flower shops, kitchen accessories, liquor store, pharmacies, and convenience stores.
- There are two art studios in the Avenues.
- There are a variety of retail shops in the Waterfront including a department store, a book store, clothing stores, Pittsburgh sports memorabilia, wine shop, liquor, specialty meats, home goods, accessories, and shoes.

Amenities

- There are a variety of banks, ATMs, and gas stations between the Waterfront and the Avenues.

Nearby Attractions

- Within the Avenues and the Waterfront, there are several other attractions drawing visitors beyond the trail. Some of these include Sandcastle and Kennywood Parks, movie theater, comedy club, Carnegie Library and Music Hall, historic and cultural sites such as the Bulgarian Macedonian National Education & Cultural Center, and Rivers of Steel National Heritage Area Headquarters and including Carrie Furnaces and the Pump House.

Potential Opportunities

Lodging

- Lodging is currently well covered in this area, however, **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

- The need for a **full service bike shop** exists. There are no full service shops in Homestead, along this very scenic and well-traveled section of the trail.

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 hot dog, or **ice cream shop**, or even a **bike-themed or trail-oriented café**.
- There is need for a **coffee shop** and a candy shop.

Retail

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

Other Amenities

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