



Creating Opportunities Along the Nation's Trails

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Oil City Business Opportunities As of August 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 is one hotel located right along the trail and waterways.

Food and Drink

- There are several eating and dining locations throughout town including fast food, casual dining, café style, and one fine dining establishment.
- There are two specialty coffee shop and one candy shop.
- There are two grocery stores.
- There are a variety of bars and taverns

Retail

- There are a variety of gift shops and specialty retailer.
- There are two pharmacies and convenience stores in town.
- There are art galleries and specialty craft shops including a new pottery store.

Amenities

- There are gas stations located in town.
- There are several banks and ATMs located in town.
- There is a laundromat in town, but no accessible by trail.

Nearby Attractions

- Within Oil City, there are other attractions that are drawing visitors beyond the trail. Some of these include river access areas including a marina, a seasonal county museum with visitors center, a scenic railroad and its ticket office, Oil Creek State Park, and over 20 artists' studios located in the National Transit as well as additional public art across the city.

Potential Opportunities

Lodging

- There are currently no B&Bs in Oil City. **B&Bs** are often the most common visited by trail users.
- There are also opportunities for **guest/vacation houses or hostels** 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

- 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

- 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 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 restaurants are closed.

Retail

- 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.

Amenities

- In the region there is a need for **shuttle service** for people, bike, luggage, and equipment.
- There is a need for a **laundromat** in the area easily accessible for trail users.