



## Creating Opportunities Along the Nation's Trails

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### **Point Marion Business Opportunities As of March 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 a small motel with a bar lounge.
- There is a campground just outside of town associated with a marina and restaurant.

##### Food and Drink

- There are some dining options including diners, pizza, and fast food options. One of the diners features bakery items.
- There is an express grocery store, beer distributor, and wine and spirits store.

##### Retail

- There is a general store and a hardware store.

##### Other Amenities

- There is one bank with an ATM and two additional ATMs at two restaurants.
- There is a library and additional car services.

##### Nearby Attractions

- Within Point Marion, there are other attractions that are bringing visitors beyond the trail. Some of these include the Monongahela River access points, Point Marion Community Park, the City of Morgantown/West Virginia University, Friendship Hill National Historic Site, and annual events.

## Potential Opportunities

### Lodging

- Although there is a limited need for lodging at this time, **B&Bs** may be considered with additional trail and recreational traffic and development. B&Bs are often the most common visited by trail users.
- There are also opportunities for **guest/vacation houses or a hostel** that could accommodate larger groups or those with a limited budget.

### Recreational

- There is an opportunity for a small **bicycle rental and/or repair shop** or **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

- Unique retail such as **specialty, artisan, or other 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.

### Amenities

- There are opportunities for a **laundromat, gas station, and/or convenient store**.
- In the region there is a need for **shuttle service** for people, bike, luggage, and equipment.