



## Creating Opportunities Along the Nation's Trails

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### **Saltsburg 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 a guest house located in downtown Saltsburg, currently for sale.
- A new bed and breakfast is anticipated to open in 2016.
- There is a campground located about 3 miles from town including some sites with RV hookups.

##### Recreational

- There are three kayak rental facilities in the area. A new kayak outfitter will be opening in downtown in 2016. Two others are located about 3 miles outside of town of which one also provides canoes.

##### Food and Drink

- There is a limited mix of dining options in town including pizza shops, a café, a family style restaurant, grocery store with vending machines, taverns, and a fine dining establishment within downtown Saltsburg.

##### Retail

- There is a shop that sells local memorabilia, antiques, and artisan crafts near the trail.
- There is also a floral shop, pharmacy, and convenience store right in town.
- Additional specialty and antique shops can be found within a 3 mile distance from downtown.

##### Other Amenities

- There is a bank and additional 24 hour ATM.
- There is a laundromat.
- There is public river access and bathrooms available from Canal Park.

##### Nearby Attractions

- Within Saltsburg, there are other attractions that are bringing visitors beyond the trail. Some of these include the Rebecca Hadden Stone House Museum, Loyalhanna Lake, Conemaugh Lake Dam, and a nearby golf course.

## Potential Opportunities

### Lodging

- There is a limited need for lodging at this time, but **additional B&Bs** may be considered with additional trail and recreational traffic. B&Bs 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

- 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

- There are no specialty drink shops or bakeries. There is an opportunity for a **coffee shop**, juice bar, **bakery**, or a combination of these.
- 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 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.