



Creating Opportunities Along the Nation's Trails

425 West Pittsburgh Street | Greensburg, PA 15601 | (724) 216-9160 | www.trailtowns.org | www.progressfund.org

Titusville 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 are two hotels in Titusville, of which one is only open seasonally as a caboose hotel.
- There is one B&B in town.
- There are additional campsites and B&Bs located outside of town, not accessible by trail.

Recreational

- There is a sporting goods store with mostly hunting and fishing equipment.

Food & Drink

- There are several eating and dining locations throughout town including fast food and casual dining.
- There are two bakeries in town.
- There is a destination brew pub.
- There are two grocery stores in town.
- There are several bars and taverns.

Retail

- There are convenient stores and pharmacies located in town.
- There are some retail shops in town including antiques, comic books, gift shops, specialty retail, and clothing.
- There is a hardware store in town.

Amenities

- There are several banks with ATMs available.
- There are gas stations in town.
- There is a laundromat located in town and right on the trail.

Nearby Attractions

- Within Titusville, there are additional attractions drawing visitors from beyond the trail. Some of these include a scenic railroad with a seasonal visitor's center, Drake Well Museum, Oil Creek State Park, and University of Pittsburgh Titusville Campus.

Potential Business Opportunities

Lodging

- Lodging is currently well covered in Titusville, 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 consider 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 & 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 shops 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.