



## Creating Opportunities Along the Nation's Trails

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### West Newton Business Opportunities

As of August 2015

The Trail Town Program® aims to identify trail user needs and to help fill service gaps in trail communities by providing 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 and Camping

- There is one bed and breakfast with options for full house rentals located right along the trail across from the visitor's center.
- There is camping available along the river in association with a recreational outfitter.
- There is limited primitive camping at Cedar Creek Park, three miles south of town.

##### Recreational

- There is a full service bike shop along the trail.
- There is kayak and canoe outfitter with camping between the trail and river.

##### Food and Drink

- There are several eating and dining options between the trailside and downtown commercial districts including pizza shops, a diner-style restaurant, a sub sandwich chain, pub, taverns, beer distributors, two bakeries, an ice-cream shop, and some options for outdoor seating.
- There is a take-away service microbrewery with limited hours.
- There is one grocery store at a distance from the trail.

##### Retail

- There is a visitor center with trail merchandise available, a six pack shop, a destination jewelry store, two antique shops with limited hours, and a pharmacy.

##### Other Amenities

- There are two banks and two laundromats.

##### Nearby attractions

- There are other attractions drawing visitors beyond the trail. Some of these nearby attractions include the community pool and parks including Simeral Square, river access, and the Pittsburgh Renaissance Festival.

## Potential Opportunities

### Lodging

- With a singular overnight accommodation currently available, there is need for additional lodging especially in the downtown. **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.

### 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 even a **bike-themed or trail-oriented café or coffee shop**.
- There also could be potential for more **ethnic food options**, like Mexican or Chinese 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 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.

### Other Amenities

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