

# Project Profile



## Location:

1101 Riveredge Road  
Connellsville, PA  
campriversedge.com

## County:

Fayette

## Description:

Business Expansion

## Total Project Cost:

\$580,000



## River's Edge Camping & Cabins



### People:

Long a diamond in the rough, River's Edge Camping & Cabins has experienced a renaissance under new ownership over the last five years. Combining Denise Gallo's financial and business background with co-owner Deene Yenchochic's project management and marketing experience, the new ownership team aimed high. They attended the National School of RV Park & Campground Management, adopted model business practices, assembled a team dedicated to exceeding guest expectations, and set out to expand the business. "The park's location nestled between the Youghiogheny River and the Great Allegheny Passage bike trail positions us to continue to grow and to provide families a great camping experience for years to come," says Denise.

### Progress:

Denise and Deene weighed a commercial bank against The Progress Fund and its Trail Town

Program, geared toward entrepreneurs along the Pittsburgh-to-Cumberland passage. "Having a choice, we wanted to work with The Progress Fund," says Denise. "We believe in what they do." The Progress Fund loaned \$405,000 and arranged a \$125,000 loan from the state First Industries Tourism Fund.

### Impact:

Denise and Deene bought eight more acres, expanding River's Edge to 32 acres. They set about adding 23 premium RV sites, and upgrading and expanding their pool area and snack bar. The expansion will create five new jobs and bring more visitors to the area. "People call and say, 'I didn't even know about you,'" says Denise. "You're between the river and the bike path? My goodness!"

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