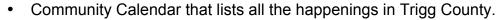
## GOAL #3

## **More Visible Presence**

## #3 Cadiz/Trigg County more visible presence

- > Better communication on happenings throughout the county.
  - Local area closed circuit TV to highlight events
  - Community Access TV
  - Lighted message sign in front of Tourism office featuring upcoming events and happenings.
     Attractions in the area could also be featured on a rotating basis.

ACTION TAKEN: The Tourist Commission has installed such a sign. See ACTION 3A



ACTION TAKEN: The Tourist Commission has greatly improved their on-line calendar which includes all happenings within the county. Well done!

**RECOMMENDATION:** A printable month-at-a-glance calendar is now recommended. See ACTION 6A for more on this.

- Local newsletter online and printed of upcoming events and happenings.
- More awareness of all offerings in Trigg County
  - Many people visiting the area as well as those living in the area do not know all the community has to offer. For example, how many people know Trigg County has an Alpaca Farm & Store at 284 Old Rocky Point Road in Cadiz? A list of all current tourism offerings has been compiled and is provided in the Inventory section of this document following the goals.

RECOMMENDATION: This inventory of offerings needs to be consistently updated and used as a base point when reviewing the current tourism website and other websites promoting the community. The list should also be





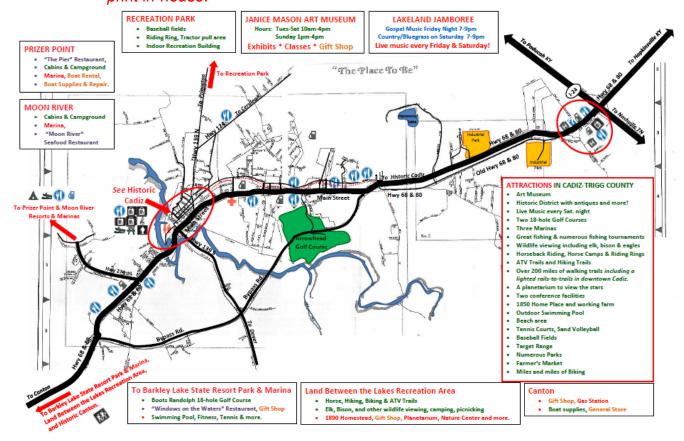


included in packets for anyone considering visiting or moving to the community, those who come to visit or live and those already here.

- New maps created that include locations and listing of attractions & offerings.
  - Placemats in restaurants include map of attractions & offerings as well as upcoming events.
  - Maps distributed at hotels and other businesses.

ACTION TAKEN: Tourist Commission is working on a finalized map for distribution.

Note: Maps would be created in a format to allow staff to easily update and print in-house.



At the end of this section are conceptual ideas for both city and county maps that are more visitor-friendly and informative that could also be used as placemats in restaurants.

Mural promoting Cadiz on Knights Inn Motel retaining wall or at least a

"Welcome to Cadiz" banner. Concept design below.



Conceptual design for retaining wall based on existing & proposed signage plan.

- Owner of Knights Inn Motel is currently working with Kentucky Transportation Cabinet on this.
- Signage plan in place directing people to sites throughout the county
  - ACTION TAKEN:
    Signage plan has been developed based on existing welcome signs within the community. See ACTION 3A for more on this.



Existing Signage



Restaurants
Shops
Golf Courses
Historic Downtown
Antiques
Specialty Shops
Museums
Land Between the Lakes
GoCADIZ.com

**Proposed Sign Plan Concept** 

**Existing Signage**