
APPENDIX L

Walking & Driving Tours

INVENTORY

The first step towards developing both walking and driving tours is to take an inventory of all that might be included. A very informative historic walking tour booklet for main street in downtown Cadiz has already been compiled in a booklet by Maria Bruzewski which, when time allows, could be expanded to include additional homes and buildings on Jefferson. Preliminary work has also been completed and photos compiled for an expanded walking/driving tour for Cadiz that includes buildings on Marion and Jefferson and a few additional ones on Main as well as walking or driving tours in the communities of Cerulean, Canton, and Wallonia. **An overview of suggested sites for each tour is provided at the end of this section in APPENDIX L-1 thru L-6.** Other suggested tours include Lake Barkley State Resort, in particularly the lodge, and sites within Land Between the Lakes.

CREATING A CELL PHONE HISTORICAL WALKING/DRIVING TOUR


A self-guided cell-phone based walking & driving tour was also discussed in which a code would be placed at each site and visitors would then be encouraged to call a number on their cell phone, press the coordinating code and a pre-recorded narration of that particular site would be provided over the phone. *To see an example of a community using a self-guided cell-phone based walking or driving tour, go to <http://www.visithopkinsville.com/walk-hopkinsville/>, click on one of the walking tours and follow the directions.*

Hopkinsville Kentucky is using a **program called Spatial Adventure which enables one to provide multiple tours on one phone number for one low price.** They currently offer three tours. The tours are easy to create and may be changed as often as desired. *A tutorial is provided in APPENDIX M.* **One can also access web portal to see how many people are taking the tour and capture their area code for marketing purposes.** *Note: Hopkinsville, Winchester, Midway, Horse Cave, Marion and Munfordville all use Spatial Adventures for their cell-phone based online walking and driving tours.* **Working with the Trigg County Historical Society, a coordinating brochure with map of the route could be developed by the Tourist Commission.** *See following page for example.*

Below is an example of marketing piece used to promote the cell phone walking tours in Hopkinsville KY that are printable from their website at <http://www.visithopkinsville.com/walk-hopkinsville/>,

Edgar Cayce Cell Phone Tour
 Tour Guide - D. D. Cayce
 270-854-3056

1. 217 East 9th Street
2. 129 East 7th Street
3. 700 South Main Street
4. 808 1/2 South Main Street
5. 1507 South Main Street
6. 1910 South Main Street
7. 1821 East 7th Street
8. 520 West 7th Street
9. 705 West 7th Street
10. 530 North Main Street
11. 7th and Liberty Street
12. 217 East 9th Street



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A few simple instructions are all you need to start your audio tour. Audio stop numbers are displayed in your brochure. Simply enter the appropriate audio stop number on your cell phone keypad. Disconnect the call while walking or riding between stops and you can rejoin as many times as you like by dialing the tour phone number. Enjoy the tour!



Each brochure includes a list of location, photos of each site and a map as well as a short tutorial on how to activate the cell phone tour.

RECOMMENDATION: Cadiz needs to implement a cell-phone based Walking Tour for their historic downtown area of Cadiz as well as a driving tour for all of Cadiz, Canton, Cerulean, Land Between the Lakes and a tour of the lodge at Lake Barkley State Resort Park. See APPENDIX M for information on a cell-phone based Walking Tour Company used by a number of communities across Kentucky.

NOTE: Marie Bruzewski who developed the Cadiz Historic Walking Tour brochure, the Trigg County Historical Society and a few others have offered to assist with this endeavor by helping to compile information that could be used in the narration. Paul Fourshee has offered to narrate.

ACTION TO TAKE IMMEDIATELY: Spatial Adventure has offered a trial program for interested organizations and has provided a user name, password and temporary phone number that will enable one to build a trial cell phone walking tour. For further assistance in implementation, contact Michael Giniger, mginiger@spatialadventure.com (978)448-0056 or (978)760-1128.

If a “smart phone” is used, it is also possible to have photos come up on one’s phone as well as the verbal narration. This is through an app program that can be downloaded to one’s phone. Spatial Adventures can provide information on this as well. Visit the website <http://spatialadventures.com/> for more on this.

FURTHER RECOMMENDATIONS:

- Once created, the cell phone-based tours need to be promoted on both the tourism and Trigg County Historical Society websites.
- Printable maps of both the walking and driving tours also need to be developed and downloadable from the websites as well as made available at the museum, Tourism Center and businesses within the county.

There was also discussion of offering trolley, carriage rides, or having a small tour bus available to take visitors on historic tours throughout Trigg County. More on this is provided in ACTION 1A under GOAL #1.

