

GOAL #1

Friendly & Welcoming Community

#1 GOAL: Cadiz/Trigg County is known as a visitor-friendly welcoming community

- From I-24 through Land Between the Lakes
 - Brand “Cadiz”
 - Signage Plan in place throughout Trigg County
 - **ACTION TAKEN: Signage Plan was created.**
See GOAL #3, ACTION #3A and APPENDIX D for more on this.
 - Cadiz, Canton, LBL, Lake Barkley all have greater tie-in
 - Cadiz and GoCadiz.com brings to mind Cadiz, LBL, Lake Barkley, Canton, Lake Barkley State Park, and all each has to offer.
See GOAL #3 and GOAL #4 for more on this.
 - Consistent logo on EVERYTHING! :)
 - At this time, multiple logos are being used which results in no “trademark” recognition and confusion by visitors and/or potential visitors.



- **ACTION NEEDED: One logo and a consistent font need to be adopted and consistently used throughout the community and on all city & county entities' letterhead, promotions and advertisings. See ACTION #3A & APPENDIX D for more on Branding Cadiz-Trigg County.**
- Hopkinsville Road in Cadiz renamed to “Cadiz Road” or “Lake Barkley Road”
 - Due to a fairly recent name change, the address for the Cadiz-Trigg County Tourist Commission, Chamber of Commerce and Economic Development is 5748 “Hopkinsville” Road. There is no reason “Hopkinsville” should be in a “Cadiz” address, especially when the point of all three businesses using that address is to promote and “sell” Cadiz. This road needs to be renamed either *Cadiz Road*, *Lake Barkley Road* or even *Land Between the Lakes Road* since these names have more relevancy in Trigg County than naming the road for a community in another county.
 - **ACTION TAKEN: Judge Hollis is checking to see how to change the name of the road.**

- Cadiz becomes nationally known for outdoor adventure, historic downtowns, resorts, shopping, restaurants, fishing and more! *See GOAL #3 and Inventory of Offerings in APPENDIX J.*
 - Improved (BOSS) relationships with posts – Become known as the “military friendly” community.
 - Invite the military and their families to all events and happenings
 - **ACTION TAKEN: Spring Fling event included Military Appreciation as part of their venue.**
 - **ACTION TAKEN: Song writing program started with the Military with Live performances Thursday nights at the Blue Heron in Cadiz.**
 - **Other activities to engage the military?**
 - Continually to recognize them and what they have done for their country.
 - Special discounts specifically for military & their families in all stores and events.
 - Develop a vibrant volunteer & ambassador program*
 - Under this program, there could be an expanded effort to identify potential volunteers in Trigg County
 - Work directly with the Chamber and Real Estate Agencies to help identify newcomers to the area and invite them to become actively involved in the community.
 - Create an on-going list of volunteers and/or individuals with specific interests and expertise.
 - Expand participation in initiatives by personal one-on-one invites.
 - Implement a program similar to Paducah’s Ambassador initiative in which volunteers serve as greeters at events and within the community as part of a tourism/visitor outreach initiative.
 - Provide a tour van that provides historic driving tours throughout Trigg County with volunteers serving as drivers and step-on guides. Historic driving tours of Cadiz, Canton, & Cerulean, the Lodge at Lake Barkley, and the visitor center at Land Between the Lakes are just a few of the suggested stops. Step on guides could bring these sites to life.
 - Reactivate the Welcome Wagon initiative welcoming people to the community and personally inviting and encouraging them to become active members of the community.

**NOTE: There already exists a program in Trigg County called RSVP which stands for Retired & Senior Volunteer Program. Helping this existing entity expand would be strongly recommended. Under this initiative there could also be a Junior Volunteer Program for students as well as one for those not yet retired but wanting to become more engaged in the community.*

ACTION TAKEN: Preliminary conversations with RSVP director indicate the above ideas are things RSVP would be very interested in helping “make happen” in partnership with the Tourist Commission, Historical Society and others. See ACTION #1A on the following page for more on expanding RSVP.