

GOAL #4

Virtual Presence

#4 Cadiz/Trigg County needs a Virtual Presence that provides people with the information that creates a desire to come see all it has to offer.

- A vibrant website and social media presence
 - GoCadiz.com brings to mind all the county has to offer.
 - Website promotes all there is to do in Cadiz with links to all attractions, businesses etc. and becomes a major marketing tool
 - GoCadiz.com website is visually appealing but tends to be too wordy and difficult to find all the county has to offer easily.
RECOMMENDATION: An in-depth review of the website's content and user-friendliness. Bottom Line - Does it easily and efficiently provide the necessary information to entice someone to visit? See APPENDIX E for more on this.
 - An online calendar that includes ALL events!
 - The Tourist Commission has done an amazing job in expanding their online calendar to include activities and happenings throughout the county.
RECOMMENDATION: A printable desk type calendar would be suggested to allow one to better view upcoming events a month at a time. For more discussion on this, see ACTION 5A.
 - On-going presence and active input on Facebook, Twitter, etc.
 - The Tourist Commission has expanded their presence on Facebook and continues to grow in the number of "likes" they are receiving.
 - And their continual cover changes keep followers in tune of upcoming events and thinking of Cadiz/Trigg County. Well done!
 - All city and county websites have an easily found direct link to Tourism's GoCadiz.com website.
 - This is not the case at this time.

- **RECOMMENDATION: A review of all websites needs to be conducted and changes made to “make this happen”. See APPENDIX E for more on this.**
- All Trigg County restaurants, lodging, attractions on “All Around Me”, “Urban Spoon”, and other popular apps.
 - **RECOMMENDATION: Someone needs to follow up. Many offerings in Trigg County are not listed on these apps and a few that are listed are no longer in business. In most cases, listings on these sites are free. Cadiz-Trigg County should capitalize on this and ensure their businesses are represented.**
- Create own apps for Cadiz/Trigg County and all it has to offer, calendar of event, etc.
 - **This is recommended. It is also recommended that the Tourist Commission develop a page on Pinterest featuring photos of all Trigg County has to offer.**
- WIFI is available throughout the county with WIFI hotspots everywhere and Cell phones have good reception everywhere.
 - **With the Governor’s new initiative, it is anticipated in a few years, everyone across the state will have both high speed internet and consistent cellular reception.**
- Focused marketing of existing offerings included but not limited to:
 - Historic Downtown
 - Turkey Bay for ATV
 - Wrangler’s Camp for Horseback riding
 - Biking in LBL and eventually to Cadiz
 - Fishing including Bass Tournaments and when crappie is running etc.
 - Many offerings at State Resort Park including fitness center/pool/golf etc.
 - Eagle Watch/Bird Watching/Eco Tourism

PLEASE NOTE: At this time, the GoCadiz.com website is the primary marketing tool with all marketing campaigns and ads directing visitors to the website for more information. Therefore, it is **crucial** that the website provides all the information one needs in a format that is appealing yet very functional. A website that truly is user-friendly. **See APPENDIX E for more on this.**