

# Themes Heard – First Impressions – 1st Session

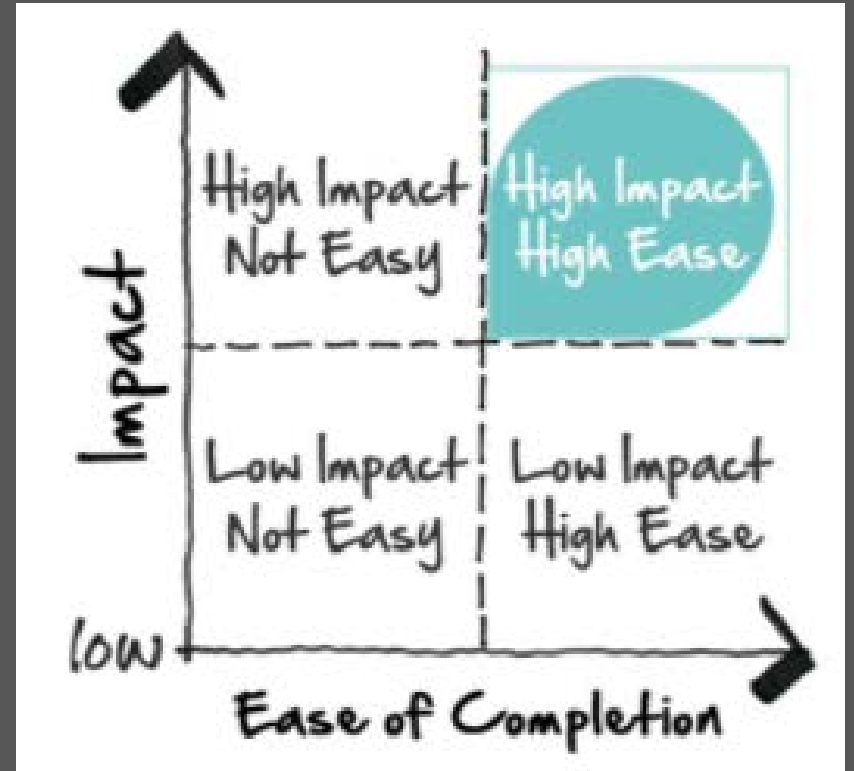
- Cohesive County-wide branding (City and County lead)
  - Stronger online marketing presence
- Art – Murals, specifically
  - Elevators & downtown
  - Interactive art
- Greenery/Trees
- Signage/Map
  - Updated welcome signs, archway?, wayfinding signs
- Vacant Buildings Utilized
- Existing Properties Improved

# Agreed Upon Goal Statement – First Impressions

KCAD will coordinate a master plan, which will help develop a map that identifies existing efforts and priority sites for first-impression projects. The master plan will also identify resources needed to accomplish these projects in a specific timeframe. There will be no duplication of efforts, and all resources/work completed previously will be used as appropriate.

## What has been completed:

- Wayfinding presentation/proposal/designs completed (2018)
- Previous downtown revitalization plan (2011)



# Agreed Upon Goal Statement – First Impressions

KCAD will coordinate a master plan, which will help develop a map that identifies existing efforts and priority sites for first-impression projects. The master plan will also identify resources needed to accomplish these projects in a specific timeframe. There will be no duplication of efforts, and all resources/work completed previously will be used as appropriate.

## Who needs to be at the table?

- KCAD will lead
- Chamber/tourism
- Keep Keith County Beautiful
- City/Villages
- Tree Board
- KC Historical Society
- Ogallala Regional Arts Council
- County Commissioners
- Volunteer orgs (such as Rotary, Rotaract, Optimists, RSVP)
- KCFF
- More business owners

