

## NEWS RELEASE:

Friday, February 5, 2010

### What Do You Think About Cabot?

#### *Online Survey Provides Opportunity For Residents To Provide Feedback*

Cabot is consistently ranked as one of the fastest growing cities in Arkansas – but why? In an effort to help make the most of what the community has to offer, area residents are being asked to voice their opinions about living, shopping, and eating in Cabot by filling out a brief online survey created by The Cabot Advertising and Promotion Commission. The feedback garnered through the survey will be used in the development of a marketing plan to provide the foundation for future advertising and promotion of the city.

“Nobody knows more about what makes Cabot special than the people who live and work here, who are raising or have raised families here, and those who visit regularly,” says Bob Seibert, President of the Cabot A&P Commission. “Those are the folks we want to hear from. They can help us ensure the future vibrancy of this community.”

The online survey includes 15 questions and can be completed in less than 3 minutes. Those who want to participate can simply log on to <http://tinyurl.com/ycqerf2> to begin. Those who complete the survey will be eligible for a drawing for one of two \$250 gift certificates. The deadline for submitting a completed survey is Friday, February 19.

“It’s quick and easy,” Seibert says of the survey. “And the information provided will be a great help as we work to routinely check the pulse of the community.”

The survey is the latest in a series of activities coordinated by the Cabot A&P Commission to involve local residents, leaders, and other community representatives in the planning stages of future promotional efforts. In early January, the Cabot A&P Commission hosted a public interactive workshop designed to identify the city’s unique drawing cards, who lives and shops in the city, and how best to spread the word throughout the region about what Cabot has to offer. In addition, multiple interviews were conducted among attendees at CabotFest late last year.

A brand development and marketing communications consultant engaged by the Cabot A&P Commission will include the feedback received through the online survey as a part of its final presentation of findings and recommendations in late February or early March. The Cabot A&P Commission will continue to keep Cabot residents updated throughout the planning process.

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