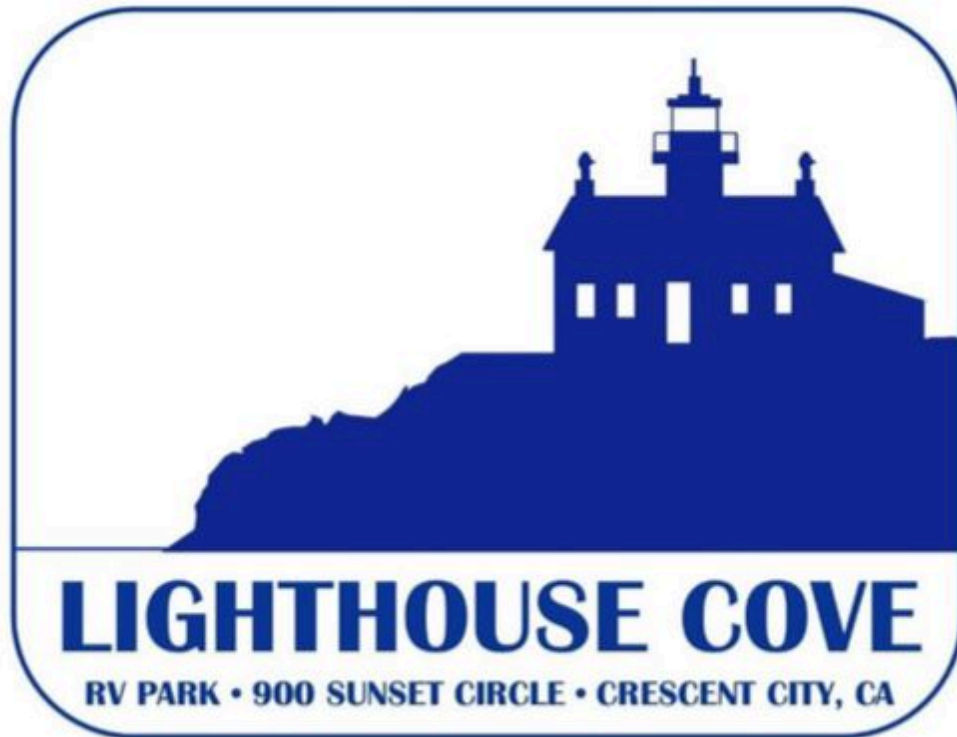


City's RV park gets a new name — Lighthouse Cove

October 30, 2020



Crescent City took one step closer to transitioning its RV park into a destination resort by selecting its new name — Lighthouse Cove.

As part of an upgrade to the city-owned Shoreline RV Park, Recreation Director Holly Wendt suggested in 2019 a name change, as online searches often brought up other locations and lead to potential guests making reservations there, rather than in Crescent City.

Their first choice, developed by an ad-hoc committee, was Lighthouse Shores. Unfortunately, Wendt told the councilors at their Oct. 19 meeting, on Oct. 5, staff learned local business owner and City Council Candidate Herman Rinkel already uses the moniker for his Airbnb rental apartments.

Wendt said she spoke about the situation with Mayor Pro Tem Heidi Kime, who suggested the names Lighthouse Cove or Lighthouse Beach.

In the ensuing two weeks, Wendt said she conducted an informal survey of the current 26 guests at the RV park with the two options.

“We had a resounding winner and great public feedback with Lighthouse Cove RV Park,” Wendt said. “Eighty-five percent of guests coming through liked Cove above Lighthouse Beach.”

Councilor Alex Fallmen found the new name Lighthouse Cove to his liking.

“It has mystique, it sounds mysterious, it’s unique. It’s the way to go,” he said.

Calling in on Zoom, Rinkel also lent support to the new name.

“I wholeheartedly concur with that name and I think it’s wonderful,” Rinkel said.

Wendt then shared two logos to go with the new name, designed by local graphic artist Bryant Anderson III — a darker blue, two-tone graphic and a multi colored graphic more in line with the Battery Point Lighthouse way finding signs that used by the city to point visitors toward tourist locations.

Wendt said city staff favored the two-tone version.

“We’d like to get uniforms for staff and merchandising,” she said. “You can do different pricing scales with two-tone graphics, multi-colored graphics or more.”

Kime, leaned toward the design consistent with wayfinding signs, and appreciated a design that could be used for uniforms and merchandising.

“That’s the whole point of being able to have that little shop where you can sell that souvenir t-shirt or hat or, ‘Oh, my kid lost his sweatshirt and I need to buy a new one,’” Kime said. “Those are all the things that are going to really make this RV park.”

Kime and Mayor Blake Inscore wanted to make sure merchandise was made available not just at the RV park, but in multiple locations such as the Visitor’s Center and other key places.

“We can make them available perhaps at a booth at First Fridays when we eventually have them again,” Inscore suggested. “It would be a great opportunity to tell our community about this great asset we have I’m sure there are people in the city who don’t know the city has that RV park.”