

STATE OF TEXAS
COUNTY OF DALLAS

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**HOTEL OCCUPANCY TAX FUNDING
AGREEMENT**

This Agreement (the “Agreement”) is made by and between the City of Coppell, Texas (the “City”), and the Coppell Chamber of Commerce, a Texas non-profit corporation (the “Applicant”) (each a “Party” and collectively the “Parties”), acting by and through their authorized representatives.

RECITALS:

WHEREAS, the City is authorized by Chapter 351 of the Texas Tax Code to levy a hotel occupancy tax to be used to directly enhance and promote tourism and the convention and hotel industry; and

WHEREAS, the City has, by ordinance, imposed a local hotel occupancy tax; and

WHEREAS, the Applicant has launched a strategic promotional campaign, commonly known as Discover Coppell, to promote tourism to the City, as more particularly described in Exhibit “A”, attached hereto and incorporated herein (the “Campaign”); and

WHEREAS, the City Council finds that an expenditure of local hotel occupancy tax for the Applicant as set forth herein, will directly enhance and promote tourism and, the convention and hotel industry in the City or its vicinity, and further finds that the expenditures are for one or more of the statutorily authorized categories;

NOW THEREFORE, in consideration of the premises and mutual agreements contained herein, and other valuable consideration the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

**ARTICLE I
GRANT**

1.1 Subject to availability of funds during the City’s fiscal year 2023-2024, the City agrees to provide the Applicant a hotel occupancy tax grant (the “Grant”) in not to exceed THREE HUNDRED FIFTY-EIGHT THOUSAND ONE HUNDRED FORTY-FOUR AND 00/100 DOLLARS (\$358,144.00), to be provided to compensate for expenses associated with Applicant’s promotional programs to attract tourists to the City via the Campaign. The Grant shall be payable in two (2) equal installments as follows:

A. City agrees to provide an initial sum of an amount not to exceed ONE HUNDRED SEVENTY-NINE THOUSAND SEVENTY-TWO AND 00/100 DOLLARS (\$179,072.00), or one-half of the Grant, on or about October 1, 2023. Prior to receipt of the installment of the Grant, Applicant shall submit to the City Manager, or designee, satisfactory proof that the Applicant has or will incur cost or eligible expenses in accordance with the terms of this Agreement and state law; and

B. City agrees to provide the remaining sum of an amount not to exceed ONE HUNDRED SEVENTY-NINE THOUSAND SEVENTY-TWO AND 00/100 DOLLARS (\$179,072.00), or one-half of the Grant, on or about April 1, 2024. Prior to receipt of the installment of the Grant, Applicant shall submit to the City Manager, or designee, satisfactory proof that the Applicant has incurred cost or eligible expenses in accordance with the terms of this Agreement and state law.

1.2 As a condition of providing the Grant or any part thereof, (i) the Budget (as hereinafter defined) must be approved by the City and (ii) the Applicant shall furnish the City with documents, records and any other information reasonably requested by City to substantiate the eligibility of expenses to be paid

with the Grant proceeds. Following payment of all or any part of the Grant proceeds to Applicant, Applicant shall provide the City with receipts and other information and documentation reasonably satisfactory to the City to evidence that Applicant has expended the Grant proceeds in accordance with the terms of this Agreement.

ARTICLE II CONDITIONS TO GRANT

2.1 Use of Funds. The Applicant shall use the Grant in accordance with Chapter 351 of the Texas Tax Code for (i) cost and expenses associated with eligible activities associated with the Campaign as further described in Exhibit “A”, attached hereto and incorporated herein for all purposes, and (ii) in conformance with the Budget submitted by the Applicant pursuant to Section 2.2 herein. Applicant agrees to utilize the Grant to promote tourism to the City through advertising and promotion via the Campaign.

2.2 Budget. Prior to disbursement of Grant funds, Applicant shall prepare and submit for approval by the City a proposed budget itemizing the use of the Grant funds to be used during the term of this Agreement (the “Budget”). The Budget shall include, at a minimum, a line item budget detailing the use of the Grant funds, the amount of expenditure for each item, and a description of the item to ensure it complies with Chapter 351 of the Texas Tax Code. The City shall have the right to request reasonable modifications to the Budget.

2.3 Accessibility. Applicant shall, within seven (7) days following a written request from the City, grant access to all paper and electronic records, books, documents, accounting procedures, practices or any other items relevant to the performance of this Agreement to City or such other persons or entities designated by City for the purposes of inspecting and auditing such books and records. All records, books, documents, accounting procedures, practices, or any other items relevant to the performance of this Agreement shall be subject to examination or audit by City, or such other persons or entities designated by City in accordance with all applicable state and federal laws, regulations, or directives.

2.4 Performance Report. Applicant shall deliver a performance report to the City within twenty (20) days after the end of each quarter, in a form acceptable and determined by the City, detailing the use of funds under this Agreement for the Campaign which shall include, but not be limited to, advertising and promotional costs, contracts entered, personnel employed, and marketing materials produced and used, as it relates to this Agreement.

2.5 Accounting.

A. Applicant shall ensure Grant proceeds are deposited into an individual account designated for funds received pursuant to this Agreement. Applicant shall provide documentation, as the City determines necessary, to the City that the individual account has been created and instructions for deposit.

B. Expenditures made related to this Agreement must be recorded in an individual account, according to the Budget. Accounting records must conform to the accounting standards as promulgated by the American Institute of Certified Public Accountants and to the requirements of applicable state law to include a statement of support, revenues and expenses, and balance sheets for all funds. Interest earned on payments made by the City must be clearly identified, credited, and reflected on the books as resulting from such investment of such funds and the same shall be available for Applicant use within the individual fund account.

2.5 Audit. Applicant shall provide an independent audit of Grant funds. Such audit shall be provided to the City no later than December 15, 2024.

2.6 Records. Company shall maintain the fiscal records and supporting documentation for expenditures of funds associated with this Agreement. Company shall retain such records, and any supporting documentation for the greater of:

- A. Five (5) years from the end of the Agreement; or
- B. The period required by other applicable laws and regulations.

ARTICLE III TERM

Applicant agrees to complete the project(s) for which the City provided the Grant between the dates of October 1, 2023, and September 30, 2024, and requests for reimbursements as provided herein upon proof of compliance with Section 2. Applicant shall provide the City with receipts, lists of names and addresses of visitor requests, and other information reasonably satisfactory to the City to evidence that Applicant has incurred eligible expenses in accordance with the terms of this Agreement and under state law. All receipts and other information shall be verified and submitted with the request for reimbursement at the time of the satisfaction of the conditions. Any unexpended Grant funds that remain shall not be carried forward to future years and shall be remitted back to the City.

ARTICLE IV RECAPTURE

3.1 Recapture. In the event the Applicant breaches any of the terms of this Agreement or fails to use the Grant for the purposes set forth herein, then the Applicant, after expiration of the notice and cure period described herein, shall in be in default of this Agreement. As liquidated damages in the event of such default, the Applicant shall, within thirty (30) days after demand, pay to the City the sum equal to the Grant funds provided to the Applicant with interest at the rate of four percent (4%) per annum or the highest interest rate allowed by law, whichever is lower, from date of receipt of the Grant until paid. The Parties acknowledge that actual damages in the event of default would be speculative and difficult to determine.

3.2 Default. Upon breach by Applicant of any obligations under this Agreement, the City shall notify the Applicant in writing, which shall have thirty (30) days from receipt of the notice in which to cure such default. If Applicant fails to cure the default within the time provided herein, or, as such time period may be extended, then the City, at its sole option, shall have the right to terminate this Agreement without further notice to the Applicant and demand repayment of the Grant funds plus interest as provided above.

ARTICLE V INDEMNIFICATION

THE APPLICANT AGREES TO DEFEND, INDEMNIFY AND HOLD HARMLESS THE CITY, CITY COUNCIL, ITS OFFICERS, AGENTS AND EMPLOYEES, AGAINST ANY AND ALL CLAIMS, LAWSUITS, JUDGMENTS, CAUSE OF ACTION, COSTS AND EXPENSES FOR PERSONAL INJURY (INCLUDING DEATH), PROPERTY DAMAGE OR OTHER HARM FOR WHICH RECOVERY OF DAMAGES IS SOUGHT, SUFFERED BY ANY PERSON OR PERSONS, THAT MAY ARISE OUT OF OR BE OCCASIONED BY THE APPLICANT'S BREACH OF ANY OF THE TERMS OR PROVISIONS OF THIS AGREEMENT, OR BY ANY NEGLIGENT ACT OR OMISSION OF THE APPLICANT, ITS OFFICERS, AGENTS, SERVANTS, EMPLOYEES, CONTRACTORS, OR SUBCONTRACTORS, IN THE PERFORMANCE OF THIS AGREEMENT; EXCEPT THAT THE INDEMNITY PROVIDED FOR IN THIS PARAGRAPH SHALL NOT APPLY TO ANY LIABILITY RESULTING FROM THE SOLE NEGLIGENCE OF THE CITY, ITS OFFICERS, AGENTS, EMPLOYEES OR SEPARATE CONTRACTORS, AND IN THE EVENT OF JOINT AND CONCURRENT NEGLIGENCE OF BOTH THE APPLICANT AND THE CITY UNDER TEXAS LAW AND WITHOUT WAIVING ANY DEFENSES OF THE PARTIES UNDER TEXAS LAW. THE PROVISIONS OF THIS PARAGRAPH ARE SOLELY FOR THE BENEFIT OF THE PARTIES HERETO AND NOT INTENDED TO CREATE OR GRANT ANY RIGHTS, CONTRACTUAL OR OTHERWISE, TO ANY OTHER PERSON

OR ENTITY. BOTH PARTIES EXPRESSLY AGREE THAT THIS AGREEMENT DOES NOT ASSIGN ANY RESPONSIBILITY FOR CIVIL LIABILITY TO THE CITY THAT MAY ARISE BY VIRTUE OF THIS AGREEMENT.

**ARTICLE VI
MISCELLANEOUS**

6.1 Notice. Any notice required or permitted to be delivered hereunder shall be deemed received three (3) days thereafter sent by United States Mail, postage prepaid, certified mail, return receipt requested, addressed to the Party at the address set forth below (or such other address as such party may subsequently designate in writing) or on the day actually received if sent by courier or otherwise hand delivered.

If intended for City, to:
City of Coppel
C/O City Manager
255 Parkway
Coppel, Texas 75019

With copy to:
Robert E. Hager
Nichols | Jackson, L.L.P.
1800 Ross Tower
500 North Akard
Dallas, Texas 75201

If intended for Applicant, to:
Coppel Chamber of Commerce
Attn: Chief Executive Officer
708 W. Main Street
Coppel, Texas 75019

6.2 Entire Agreement. This Agreement constitutes the entire agreement of the parties regarding the subject matter contained herein. The parties may not modify or amend this Agreement, except by written agreement approved by the governing bodies of each Party and duly executed by both parties.

6.3 Governing Law. The Agreement shall be governed by the laws of the State of Texas, without giving effect to any conflicts of law rule or principle that might result in the application of the laws of another jurisdiction; and exclusive venue for any action concerning this Agreement shall be in the State District Court of Dallas or Dallas County, Texas. The Parties agree to submit to the personal and subject matter jurisdiction of said court

6.4 Amendment. This Agreement may only be amended by the mutual written agreement of the parties.

6.5 Legal Construction. In the event any one or more of the provisions contained in this Agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect other provisions, and it is the intention of the parties to this Agreement that in lieu of each provision that is found to be illegal, invalid, or unenforceable, a provision shall be added to this Agreement which is legal, valid and enforceable and is as similar in terms as possible to the provision found to be illegal, invalid or unenforceable.

6.6 Authorization. Each Party represents that it has full capacity and authority to grant all rights and assume all obligations that are granted and assumed under this Agreement. The undersigned officers and/or agents of the Parties hereto are the properly authorized officials and have the necessary authority to execute this Agreement on behalf of the Parties hereto.

6.7 Assignment. Except as otherwise provided in this Agreement, a Party may not assign this Agreement or subcontract the performance of services without first obtaining the written consent of the other Party.

6.8 Non-Waiver. A Party's failure or delay to exercise right or remedy does not constitute a waiver of the right or remedy. An exercise of a right or remedy under this Agreement does not preclude the exercise of another right or remedy. Rights and remedies under this Agreement are cumulative and are not exclusive of other rights or remedies provided by law.

6.9 Recitals and Exhibits. The exhibits attached hereto and recitals to this Agreement are incorporated herein.

6.10 Paragraph Headings. The various paragraph headings are inserted for convenience of reference only, and shall not affect the meaning or interpretation of this Agreement or any section thereof.

6.11 Counterparts. This Agreement may be executed in counterparts. Each of the counterparts shall be deemed an original instrument, but all of the counterparts shall constitute one and the same instrument.

6.12 Attorney Fees. In any lawsuit concerning this Agreement, the prevailing Party shall be entitled to recover reasonable attorney's fees from the nonprevailing Party, plus all out-of-pocket expenses such as deposition costs, telephone calls, travel expenses, expert witness fees, court costs, and their reasonable expenses, unless otherwise prohibited by law.

6.13 Survival of Covenants. Any of the representations, warranties, covenants, and obligations of the Parties, as well as any rights and benefits of the Parties, pertaining to a period of time following the termination of this Agreement shall survive termination.

6.14 Severability. If any of the terms, sections, subsections, sentences, clauses, phrases, provisions, covenants or conditions of this Agreement are for any reason held to be invalid, void or unenforceable, the remainder of the terms, sections, subsections, sentences, clauses, phrases, provisions, covenants or conditions of this Agreement shall remain in full force and effect and shall in no way be affected, impaired or invalidated.

[signatures on following page]

EXECUTED this ____ day of _____, 2023.

CITY OF COPPELL, TEXAS

By: _____
Mike Land, City Manager

EXECUTED this ____ day of _____, 2023.

COPPELL CHAMBER OF COMMERCE

By: _____
Ellie Braxton, Chief Executive Officer

EXHIBIT "A"



EXHIBIT “A”

DISCOVER COPPELL

Description

Discover Coppel serves to help both visitors and residents explore Coppel, Texas. Funded by hotel occupancy taxes, the program’s primary duty is to support and increase hotel occupancy as well as restaurant, entertainment & retail traffic. Discover Coppel does this by supporting local tourism partners, promoting their attractions and events to foster interest in potential travelers to choose Coppel as an overnight destination or day trip. In 2024, the Discover Coppel initiative will continue to serve as a liaison between the local Coppel businesses, corporate headquarters, manufacturers and distribution centers, and the hotels, restaurants, retail, and entertainment industry, to drive conventions, sporting events, and travelers to Coppel with measurable hotel occupancy and economic impact. Discover Coppel will also play an important role in helping Coppel residents enjoy their own community, informing them of upcoming events and highlighting attractions and activities they can experience. This not only leads to enhancing our residents’ quality of life, but increases local support for our tourism partners that helps them succeed and maintain a level of activity that can attract Metroplex visitors and tourists to Coppel.

Mission

To foster economic development in Coppel by positioning it as one of the premier locations in the Metroplex for day travelers, meetings, conventions, and sports tournaments through strategic marketing, sales, and destination development.

Goals and Objectives

- Increase awareness of Coppel among potential travelers and day trippers* as a destination for events, entertainment, and adventure.
- Increase overnight hotel occupancy in Coppel from travelers visiting the DFW Metroplex.
- Positively impact the Coppel economy through conventions meetings, sports, and entertainment travel.
- Ensure positive experiences in Coppel for professional conferences and current sports tournaments.
- Increase visibility of Coppel as a destination for conventions, meeting, and entertainment travel.
- Assist Coppel tourism partners, hotels, restaurants, retail and entertainment with developing and improving their marketing and operations.
- Increase resident knowledge and pride in the Coppel tourism and adventure industry.



EXHIBIT "A"

2022-2023 Highlights

- Secured funding through the Hotel Occupancy Tax to establish a media/marketing campaign to attract travelers and visitors to Coppell to increase hotel occupancy as well as restaurant, entertainment, and retail traffic.
- Hired outside Marketing Firm (Belmont Icehouse) to develop the Discover Coppell Brand, establish the Marketing ads, and manage the advertising campaign.
 - Surveyed community for an understanding of the residents and their perception of Coppell.
 - Created Discover Coppell Brand with logo and slogans
 - Developed marketing strategy based on the survey results
 - Organized photoshoot for advertising- Created the advertising collaterals and campaign strategies
 - Developed and orchestrated the Discover Coppell advertising/media campaign.
- Hired a website and social media designer based on the Discover Coppell brand
- Hired social media manager to oversee general postings and announcements.
- Created the Discover Coppell Website and Social Media pages, Facebook and Instagram
- Developed tracking of all paid programmatic advertising through Belmont.
- Developed tracking of all purchased and organic social media advertising
- Developed marketing collaterals with QR Codes to the website for the Coppell Hotels to distribute in lobbies and Hotel Rooms.
- Developed marketing Keycards with QR Codes to the website for the Coppell Hotels to distribute in their guests room key packets
- Designed and Developed marketing signage with QR Codes to the website that have been distributed to local hotels, restaurants entrances, all city property lobbies, and displayed at all Chamber of Commerce events.
- Established a Discover Coppell Client Team* that meets monthly to review, consult, and advise the initiative.
- Continuous oversight of day to day management of the Discover Coppell campaign, including weekly and monthly meetings with the marketing firm & contractors.
- Demonstrated financial responsibility in managing the funds designated by the City for Discover Coppell.
- Increased visibility and awareness of the City of Coppell, our restaurants, entertainment, retail & outdoor adventures.



DISCOVER
Coppell

EXHIBIT "A"

2023-2024 Programs/Initiatives

- Continue targeted marketing to the Metroplex utilizing Belmont Icehouse's advertising services
- Continue membership in the Texas Association of CVBs.
- Continue educational programs to enhance advertising and promotional ideas.
- Enhance Coppell's standing as a premier family events and outdoor adventurers destination.
- Work closely with the Coppell Historic Society to utilize Minyards as the community visitors information center.
- Hire a staff member to manage Discover Coppell and serve as the liaison for the Hotels, restaurants, and retailers to attract tourists and Day Trippers.
- Establish a Hotel Council that will work closely with the Discover Coppell staff to coordinate conventions and events in Coppell.

2023-2024 Budget Highlights

- Contract employee/company to be hired that will manage sales and tracking for Discover Coppell.
- Professional Services continued for Website, Communications, and Social Media Management at no additional expense.
- Capital expenditures are budgeted at \$2250 for one-time purchase of Computer and supplies.
- Continue marketing/advertising campaign with Belmont Icehouse for destination, attractions, and events in Coppell.
- Continue marketing/advertising on Social Media at no additional expense.
- Marketing and event support for sporting events, conventions, meetings, and day trippers
- Sufficient funds for printed materials needs and supplies.



DISCOVER
Coppell

EXHIBIT "A"

City of Coppell - Discover Coppell

Conventions & Visitors Center

Budget

October 2023 - September 2024

Personnel Costs		
	Contractor	\$ 55,000.00
		\$ 55,000.00
Professional Services		
	Website/Communications Mgmt.	\$ 21,600.00
	Social Media Mgmt.	\$ 18,000.00
	Discover Coppell Management by Chamber	\$ 12,000.00
		\$ 51,600.00
Advertising		
	Belmont Icehouse Marketing Campaign	\$ 240,000.00
	Marketing Materials for Hotels	\$ 1,000.00
	Social Media Boosts	\$ 600.00
		\$ 241,600.00
Facilities		
	Office Rental	\$ 2,400.00
	Copier services	\$ 600.00
	Internet Services	\$ 600.00
	IT Services	\$ 600.00
		\$ 4,200.00
Capital Acquisitions		
	Office supplies	\$ 250.00
	Computer	\$ 2,000.00
		\$ 2,250.00
Memberships		
	TACVB	\$ 994.00
Conventions		
	TACVB Convention	\$ 2,500.00
Total		\$ 358,144.00

EXHIBIT “A”

***Day Trippers**

There are 3 levels of tourism: Short Trip, Long Trip, Overnighters. Day trippers can play a significant role in tourism and have the potential to bring several benefits to a community.

1. **Economic Impact:** Day trippers contribute to the local economy by spending money on various goods and services such as food, souvenirs, transportation, and recreational activities. This spending helps support local businesses, stimulates job creation, and generates tax revenues for the community.
2. **Increased Footfall:** Day trippers can significantly increase the number of visitors to a community, especially those located near popular tourist destinations or major transportation hubs. This increased footfall can lead to a higher demand for local services and facilities, resulting in the growth of tourism-related businesses and infrastructure.
3. **Destination Awareness:** Day trippers often visit nearby attractions, landmarks, or natural sites, exposing them to the community's unique offerings. By experiencing what the community has to offer, day trippers can become advocates for the destination, spreading positive word-of-mouth and attracting more visitors in the long run.
4. **Diversification of Tourism Base:** Relying solely on long-term tourists or overnight visitors can be challenging for some communities. Day trippers provide an opportunity for diversifying the tourism base, allowing communities to capture the interest of those who may have time constraints, limited budgets, or prefer shorter trips. This diversification can help stabilize the local tourism industry and mitigate the risks associated with seasonal fluctuations.
5. **Community Engagement:** Day trippers often interact with local residents, creating opportunities for cultural exchange and fostering community pride. These interactions can enhance the overall visitor experience and create a sense of hospitality, which may lead to positive reviews, repeat visits, and even recommendations to others.
6. **Preservation of Local Heritage:** When day trippers visit cultural or historical sites within a community, it reinforces the importance of preserving local heritage and can generate funds for conservation efforts. The awareness raised among visitors can contribute to the protection and maintenance of these sites, benefiting both the community and future generations.

Though Daytrippers do not stay in the hotels, they create future business for the hotels, create revenue for the rest of our hospitality/tourism industry and can be covered with HOT.

***Discover Coppell Client Team**

Daniel Armbruster, Chairman — AAA Headquarters Texas

Elizabeth De Moraes—E. L. I. Productions

Lauren Dunnaway—Reach Meetings & Events

Cindy Andrew—21Designs/Coppell Chamber Marketing & Communications/Discover Coppell Webmaster & graphic designer

Mindi Hurley—City of Coppell

Ellie Braxton—Coppell Chamber of Commerce

EXHIBIT "A"

***Here are some common methods used to measure economic impact:**

As Discover Coppel is operating in the same fashion as a Convention and Visitors Bureau (CVB), we will use the same process they use: The economic impact of tourism on Coppel is measured through a process called economic impact analysis. This analysis involves collecting and analyzing data from various sources to assess the financial contributions that tourism brings to the local economy.

Visitor Spending Surveys: CVBs often conduct surveys of tourists and visitors to gather information on their spending patterns during their stay. These surveys may be conducted at hotels, visitor centers, or through online questionnaires.

Hotel Occupancy and Room Revenue: Monitoring hotel occupancy rates and room revenue is an essential indicator of tourism activity. We can work with local hotels to track occupancy levels, average daily rates, and overall room revenue, which can provide valuable insights into the number of visitors and their spending patterns.

Tax Collection Data: Discover Coppel can analyze tax collection data, such as hotel occupancy taxes, sales taxes, and other tourism-related taxes, to gauge the economic impact of tourism on local tax revenues. An increase in tax collections during peak tourist seasons can indicate a boost in tourism activity.

Event Attendance and Economic Multipliers: When DC attracts conventions, conferences, and events to the community, they will assess the number of attendees and their estimated spending during the event. Economic multipliers are used to account for the ripple effects of this spending as it circulates through the local economy.

Visitor Center Data: If a CVB operates a visitor centers, it can track foot traffic and visitor inquiries. This data can help estimate the number of tourists visiting the community and provide insights into their interests and preferences. Not sure we can do this at Minyards but can coordinate with them.

Industry Data and Reports: We can use industry-specific data and reports to supplement their economic impact analysis. For example, we can refer to data from travel research organizations, tourism associations, and government agencies that provide insights into travel trends, visitor demographics, and spending patterns.

Input-Output Analysis: Input-output models are economic models used to estimate the total impact of a specific industry on a local economy. By considering direct, indirect, and induced impacts, CVBs can estimate the full economic effects of tourism-related activities.

Once the data is collected and analyzed, Discover Coppel can quantify the direct and indirect economic impacts of tourism on the community. These impacts can include job creation, increased business revenue, tax contributions, and overall economic growth.

Discover Coppel is still in it's infancy and is not large enough to purchase major Industry Data, Software and Reports just yet.

Again, this will be part of the role of the DC Contract Employee to coordinate with the Chamber CEO in gathering data for this report.

<https://www.travelstats.com/dashboard/texas>

<https://lookerstudio.google.com/reporting/81436ca5-3475-4924-98da-197e798bae63?s=pWdPSEScdYo>

EXHIBIT “A”

Discover Coppel Social Media Report Sept 2022—June 2023

Facebook	June 2023	May 2023	April 2023	March 2023	Feb 2023	Jan 2023	Dec 2022	Nov 2022	Oct 2022	Sept 2022
Followers	392	226	207	195	174	100	94	n/a	n/a	0
Posts	17	21	14	17	9	2	1	4	3	1
Reach	4937	3279	1725	5914	2110	183	93	346	2252	850
Reach/post	290	156	123	348	234	92	93	87	751	850
Engagements	294	306	139	419	154	14	1	9	351	84
Engagement/post	17	15	10	25	17	7	1	2	117	84
Boosts	0	0	2	0	0	0	0	0	0	0
Spend	0	\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Boost reach	n/a	n/a	8380	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Boost engagements	n/a	n/a	132	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cost per reach	n/a	n/a	\$0.0060	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Instagram	June 2023	May 2023	April 2023	March 2023	Feb 2023	Jan 2023	Dec 2022	Nov 2022	Oct 2022	Sept 2022
Followers	192	116	101	82	56	51	48	n/a	n/a	0
Posts	10	9	9	10	2	0	0	1	2	1
Reach	1380	510	485	977	84	0	0	70	206	99
Reach/post	138	57	54	98	42	n/a	n/a	70	103	99
Engagements	120	76	79	76	14	0	0	2	23	12
Engagement/post	12	8	9	8	7	n/a	n/a	2	12	12
Boosts	0	0	1	0	0	0	0	0	0	0
Spend	0	\$0.00	\$24.98	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Boost reach	n/a	n/a	1758	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Boost engagements	n/a	n/a	26	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cost per reach	n/a	n/a	\$0.0142	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Email	June 2023	May 2023	April 2023	March 2023	Feb 2023	Jan 2023	Dec 2022	Nov 2022	Oct 2022	Sept 2022
Opt-ins total	110	47	41	39	35	31	27	16	8	1

Website	June 2023	May 2023	April 2023	March 2023	Feb 2023	Jan 2023	Dec 2022	Nov 2022	Oct 2022	Sept 2022
Visits	14,808	669	358	279	218	2016	3047	4999	181	0
Pageviews	27,116	2,132	1,198	911	771	2,792	4,105	5,804	628	0
Avg time on site	0:09	0:38	0:40	0:42	0:39	0:06	0:05	0:02	0:43	0

EXHIBIT "A"

Job Description: Contract Employee for Discover Coppel

Under the direction of the Coppel Chamber of Commerce Chief Executive Director, the Discover Coppel Sales Manager serves to educate Meeting Planners, Human Resource Directors, and Community Clubs on all Coppel has to offer that could attract conventions, groups, & events to Coppel. The Sales Manager promotes and sells Coppel as a premier DFW Metroplex overnight destination to hold conventions, meetings, and events while searching for city wide event opportunities. She/He will achieve specific room night goals and maintain a positive economic impact analysis annually for the City of Coppel on behalf of Discover Coppel.

Key Responsibilities:

Sales and Business Development:

Develop and implement sales strategies to attract conventions, meetings, and events to Coppel.

- Identify and target potential clients, including corporate organizations, associations, and event planners.
- Proactively seek out new business opportunities and foster relationships with existing clients to generate repeat business.
- Conduct sales presentations, negotiate contracts, and secure bookings for Discover Coppel.
- Collaborate with the marketing team to develop promotional materials and campaigns to support sales efforts.

Relationship Management:

- Build and maintain strong relationships with industry stakeholders, such as hotels, convention centers, venues, and local businesses.
- Act as a liaison between Discover Coppel and clients, ensuring their needs are met and providing exceptional customer service.
- Collaborate with destination partners to create attractive packages and offerings for convention attendees and visitors.
- Attend industry trade shows, conferences, and networking events to establish and strengthen connections within the tourism and events industry.

Event Planning and Coordination:

- Assist clients in planning and coordinating their events, including logistics, accommodations, transportation, and entertainment.
- Collaborate with internal teams and external vendors to ensure successful execution of conventions and events.
- Provide support and guidance to clients in obtaining necessary permits, licenses, and compliance with local regulations.
- Conduct site visits and inspections to showcase Coppel's facilities and services.

Data Analysis and Reporting:

- Track sales activities, client interactions, and bookings using appropriate Customer Relationship Management (CRM) systems.
- Analyze market trends, competitor activities, and industry data to identify opportunities for growth and improvement.
- Prepare regular reports on sales performance, market analysis, and key metrics to present to management and stakeholders.

Team Collaboration and Leadership:

- Collaborate with the Discover Coppel Client team to ensure alignment of goals and objectives.
- Participate in team meetings, contribute to strategic discussions, and share industry insights and best practices.

Qualifications and Skills:

- Experience in hospitality management, business administration, marketing, or a related field.
- Proven experience in sales and business development, preferably in the tourism, hospitality, or convention industry.
- Strong knowledge of Coppel's tourism offerings, including convention centers, hotels, attractions, and transportation.
- Excellent communication and presentation skills, with the ability to build relationships and influence key stakeholders.
- Strong negotiation and contract management skills.
- Proficiency in CRM systems, Microsoft Office Suite, and other relevant sales and marketing tools.
- Ability to work independently, prioritize tasks, and manage multiple projects simultaneously.
- Flexibility to work evenings, weekends, and travel as required.

EXHIBIT "A"

Discover Coppel 2023 Spending Allocations

Belmont Icehouse		
Paid Media		\$111,000.00
	includes planning, buying, optimization and reporting	
Ad Development		\$ 18,000.00
	includes initial ad refresh upon media plan approval leveraging existing photos and development of new ads after photoshoot	
Photoshoot		\$ 30,000.00
	2-day shoot capturing 6 shots total; final shot list and scope to be determined	
Production Hard Cost		\$ 20,000.00
	To be used on as need basis for creative production services not handled in house by Belmont - i.e. audio and video production	
Contingency Budget		\$ 8,000.00
	To be used on an as needed basis for unforeseen projects and scope changes	
Travel		\$ 2,500.00
	To be used for miscellaneous meetings and production - i.e. City Council Meetings, photoshoot, etc. travel estimate will be approved by Coppel Chamber prior to travel and actuals will be invoiced.	
		\$189,500.00
Website		
Website Management		\$ 14,400.00
	includes updates, collaboration with City of Coppel, database management, tracking	
Social Media		
Social Media Management		\$ 10,500.00
	Includes daily posts, photographs in the community, on Facebook, Instagram, and upcoming LinkedIn	
Discover Coppel Contract Management		
		\$ 9,600.00
	Oversee contract with Belmont Icehouse including weekly correspondence and/or meetings.	
	Oversee Webmaster and Social Media manager with weekly conversations.	
	Monthly meetings with Client Team	
	Development of city reports	
	Development of proposals to City for funding	
	Manage finances for Discover Coppel	
	Attend City Council meetings, make presentations, update the council on status of DC	
Total Funds Allocated		\$224,000.00

**EXHIBIT “B”
CAMPAIGN ACTIVITIES**

- Development and distribution of promotional material to solicit visitors and conventioners, and to better inform visitors and conventioners of local attractions when they arrive to Coppell.
- Creation and distribution of videos, film clips, social media content and photographs, to be used for Campaign publicity.
- Solicitation of publishers, film and television producers, editors, writers, media personalities, travel agents, tour producers, executives of associations and other convention and group meeting prospects for the purpose of enticing them to advertise, publicize and encourage group movements to Coppell, and with the City, providing transportation for such people on familiarization trips so that they may analyze the City’s visitor and convention assets.
- Development and execution of an earned media strategy for key markets that provide visitors and conventions to Coppell (in addition to the local market).
- Development and distribution of promotional advertising in industry trade publications, including data to show return of investment.
- Compiling and analyzing data information on visitors and convention business in Coppell and comparable information on other locales, including benchmarking and reporting on increased hotel occupancy in Coppell
- Aggressively include in the fulfillment of its foregoing obligations, promotion and marketing of City-owned and sponsored facilities including but not limited to the Coppell Arts Center, Coppell Old Town, DFW International Airport, Coppell Historic District, Coppell Library, Coppell hotels, restaurants, retailers, all the city parks and recreational facilities. Contractor shall measure and track return on investment (“ROI”) data for its promotion and marketing efforts required by this Agreement.
- Measure the effectiveness of advertisements, placements, events, and other strategies. Determine, produce and report on ROI for the campaign.
- Develop and measure the growth of social media to attract conventions and visitors to Coppell.
- Continue to update and maintain the Strategic Plan which includes future goals for Visit Coppell including measurable outcomes.
- Support tourism opportunities.
- Other appropriate actions deemed to further the intent of this Agreement and approved by the City via the Budget.
- Photography and Videography for the Campaign, as needed.
- Employee/contractor to be hired and solely dedicated to managing the Campaign, including sales and tracking the success of the campaign.