

# DISCOVER *Coppell*



# 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.





## 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.



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## 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.



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# City of Coppel - Discover Coppel

Conventions & Visitors Center

Budget

October 2023 - September 2024

## Personnel Costs

Contractor	\$ 55,000.00
	<b>\$ 55,000.00</b>

## Professional Services

Website/Communications Mgmt.	\$ 21,600.00
Social Media Mgmt.	\$ 18,000.00
Discover Coppel Management by Chamber	\$ 12,000.00
	<b>\$ 51,600.00</b>

## Advertising

Belmont Icehouse Marketing Campaign	\$ 240,000.00
Marketing Materials for Hotels	\$ 1,000.00
Social Media Boosts	\$ 600.00
	<b>\$ 241,600.00</b>

## Facilities

Office Rental	\$ 2,400.00
Copier services	\$ 600.00
Internet Services	\$ 600.00
IT Services	\$ 600.00
	<b>\$ 4,200.00</b>

## Capital Acquisitions

Office supplies	\$ 250.00
Computer	\$ 2,000.00
	<b>\$ 2,250.00</b>

## Memberships

TACVB	\$ 994.00
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## Conventions

TACVB Convention	\$ 2,500.00
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<b>Total</b>	<b>\$ 358,144.00</b>
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## **\*Day Trippers**

There are 3 levels of tourism: Short Trip, Long Trip, Overnights. 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 the hospitality/tourism industry and can be covered with HOT.

## **\*Discover Coppel Client Team**

Daniel Armbruster, Chairman — AAA Headquarters Texas

Elizabeth De Moraes—E. L. I. Productions

Lauren Dunnaway—Reach Meetings & Events

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

Mindi Hurley—City of Coppel

Ellie Braxton—Coppel Chamber of Commerce

## **\*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>

## 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 en-gagements	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 en-gagements	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



## **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.

## Discover Coppel 2023 Spending Allocations

### Belmont Icehouse

<b>Paid Media</b>	\$111,000.00
includes planning, buying, optimization and reporting	
<b>Ad Development</b>	\$ 18,000.00
includes initial ad refresh upon media plan approval leveraging existing photos and development of new ads after photoshoot	
<b>Photoshoot</b>	\$ 30,000.00
2-day shoot capturing 6 shots total; final shot list and scope to be determined	
<b>Production Hard Cost</b>	\$ 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	
<b>Contingency Budget</b>	\$ 8,000.00
To be used on an as needed basis for unforeseen projects and scope changes	
<b>Travel</b>	\$ 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

<b>Website Management</b>	\$ 14,400.00
includes updates, collaboration with City of Coppel, database management, tracking	

### Social Media

<b>Social Media Management</b>	\$ 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**