



MEMORANDUM

To: Mayor and City Council

From: Mike Land, City Manager

Date: September 12, 2023

Reference: Consider approval of an agreement between the City of Coppell and the Coppell Chamber of Commerce for the 2023-2024 Discover Coppell Marketing Campaign utilizing hotel occupancy tax proceeds as provided by the Hotel Occupancy Tax Special Revenue Fund; and authorizing the City Manager to sign any necessary documents.

2040: Sustainable City Government

Introduction

Per the Chamber of Commerce's presentation on July 11, 2023, and the City Council's feedback, the following contract is presented for consideration. The contract period is October 1, 2023, through September 30, 2024.

The goals and objectives of the Discover Coppell marketing efforts are:

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

The specifics of the proposed services to be provided per the proposal are as follows:

All the services provided by the Contractor pursuant to this Agreement shall be in conformity with the purposes for which the Hotel Occupancy Tax (HOT) revenues may be expended as provided for in the hotel occupancy tax laws as provided in the laws of the State of Texas. The Chamber agrees to provide professional services to the City through advertising and promotion of visitor and convention traffic to the Coppell area, and to assist in creating conditions designed to encourage them to return on other visits and for meetings.

Specific Contractor services shall include one or more of the following:

- Via the operations of the Coppell Chamber of Commerce, develop and distribute promotional material to solicit visitors and conventioners, and to better inform visitors and conventioners of local attractions when they arrive.
- Creation and distribution of videos, film clips, social media content and photographs, to be used for 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.
- 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.
- 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.
- Provide photography as needed.
- Provide videography as needed.
- Contract employee/company to be hired that will manage sales and tracking for Discover Coppell.

Budget, Financial Reporting, Accounting, Audit.

The annual budget for these services shall be subject to approval by the Coppell City Council in advance. The approval by the City Council of the annual budget for these services creates a fiduciary duty in The Chamber with respect to the revenue provided under this Agreement.

The Chamber shall submit financial reports to the City Council for each fiscal year quarter, within 20 days of the end of that quarter, listing the expenditures made by Contractor with revenue provided by the City under this Agreement.

Contractor must maintain revenue provided under this Agreement in a separate account established for that purpose and may not commingle that revenue with any other money.

Expenditures must be recorded according to the budget approved by the City. 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 Contractor use within the separate fund account.

The Chamber also shall provide an independent audit for such expenditures for each year to the City no later than December 15, 2024, based on a fiscal year ending September 30, 2024.

Performance Reporting. In addition to financial reports, The Chamber shall also furnish to the City a performance report of The Chamber's services activities under this Agreement in a form determined by City, and which shall reflect overall activity, identify amounts of advertising, contracts placed, number of personnel employed and their general duties, and copies of marketing items produced as well as a description of direct mailings, and similar information.

This report is to be submitted to the City Manager's Designee 20 days from the end of each quarter: Jan. 20, April 20, July 20, and Oct. 20.

Fiscal Impact

The fiscal impact of this agenda item is \$358,144 as provided by the Hotel Occupancy Tax (HOT) fund.

Legal

The proposed contract has been reviewed by the City Attorney.

Recommendation

Staff recommends approval.