

Coppell Chamber of Commerce

Request for Use of Hotel Occupancy Tax

The Coppell Chamber of Commerce is requesting the use of the Coppell Hotel Occupancy Tax to fund a Marketing Campaign designed to drive visitors into Coppell to Eat, Shop, Sleep & Play.

Background

1. Coppell is not a “tourist” community
2. There has been little outside marketing of Coppell by design
3. Coppell has a new State of the Art Art Center, nationally awarded Farmer’s Market, Old Town and numerous restaurants unique to Coppell
4. Restaurants and retail struggled prior to COVID-19 due to competition from the surrounding cities, lack of patronage from local community, and no signage or marketing directing outside traffic into Coppell
5. Chamber saw the corporations & manufacturing companies as a market for Coppell because they bring in large groups for training and annual conferences
6. COVID-19 changed our strategy
7. Lack of awareness in the DFW Metroplex as to the location of Coppell and businesses available

Current Business Climate in Coppell

1. New Art Center and nationally awarded Farmers Market needs broader market reach
2. Most Corporate offices now are empty or partially empty with continued delay on full staff returning, if at all
3. Hotels, Restaurants, and retail have lost business/sales due to the fact that the corporations & manufacturers are not bringing in training or conferences
4. Restaurants and retail have lost business/sales because employees of the Corporations and manufacturers are no longer patronizing their businesses during the day

Proposed Solution

1. Establish a marketing campaign/strategy to reach the 8 million residents of the Dallas-Fort Worth Metroplex effective January 2022
2. Contract with the Coppell Chamber of Commerce to hire an experienced Marketing Firm/Agency to create a comprehensive, full marketing initiative with solid market research, strategic planning, and recommendations for implementation and tracking results
 - a. Develop a brand, identity, and strategy to move the Coppell businesses and programs to the forefront of “Things to Do” in the metroplex
 - b. Focus on bringing in **visitors** to shop, eat and play in Coppell
 - c. Promote Coppell events (Arts, Sports, Community Events)
 - d. Move toward establishing Coppell as a prime location for travelers when visiting anywhere in the Metroplex

Metrics from other Cities

	Visitors	Social Media reach	Hotel Revenue	Hotel Occupancy	Visitor Spending
Austin Convention & Visitors Bureau	+20%	Doubled	+314MM	+8%	+1.2B

		Digital Media Click Thru	Impressions	Website clicks
Town of Addison Oktoberfest Campaign		+55%	3.7M	35K

Tarrant County		Key Performance Indicators Met and Exceeded
Get Vaccinated Campaign		Yes
Rental Assistance Campaign		Yes

Company Selection Process

A committee of 5 Marketing & Communications Executives were enlisted to participate in the review & selection process. Each submission was reviewed and scored based on presentation and qualifications.

Committee Members: Amanda Brummitt, The Brummit Group; Kori Stolar, DFW International Airport; Elizabeth De Moraes, Magnetic Media, LLC; Cindy Andrew, 21Design Studio; Ellie Braxton-Leveen, Coppell Chamber of Commerce

Funding

1. The Chamber submitted 10 RFQ's, 4 responses
 - a. Based on research with other Chambers of Commerce and conversations with Marketing Firms, initial costs are estimated to be 120K – 150K annually plus Chamber Management Fee

PHASE		INVESTMENT
Discovery & Strategic Development	\$	10,000.00
Campaign Development	\$	20,000.00
Campaign Production	\$	20,000.00
Paid Media	\$	70,000.00 – 100,000

- b. Coppell Chamber will charge a 10% management fee estimating 12K -15K annually
 - i. Management fees include
 1. Staff time. One staff member designated to coordinate with and oversee meetings, strategic planning, and implementation with the Marketing firm.
 2. Use of office equipment & facilities