



MEMORANDUM

To: Mayor and City Council

From: Mike Land, City Manager

Date: August 9, 2022

Reference: Presentation from the Chamber of Commerce regarding Discover Coppell marketing program.

Chamber of Commerce President/CEO Ellie Braxton will present to City Council regarding the Discover Coppell marketing program per the consulting services agreement.

Discover Coppell Spending 3.1.22 – 8.1.22

Month	Date	Description	Amount	Balance
March	3/3/2022	Deposit from the City of Coppell into Visit Coppell Account - Frost Bank	\$82,500.00	\$ 82,500.00
	3/30/2022	Belmont Icehouse - City of Coppell Marketing Campaign Discovery and Planning: Client input briefing, Kickoff Workshop, Research gap analysis, Scope planning	(\$2,250.00)	\$ 80,250.00
April	4/5/2022	Chamber Maintenance Fee - 3.31.22	(\$1,250.00)	\$ 79,000.00
	4/20/2022	Belmont Icehouse - City of Coppell In-depth Interviews (75% installment). Includes discussion guide development, coordinating and conducting interviews, analysis and reporting, 9 interviews completed.	(\$5,062.50)	\$ 73,937.50
May	5/18/2022	Belmont Icehouse - City of Coppell In-depth Interviews (final 25% installment)	(\$1,687.50)	\$ 72,250.00
June	6/7/2022	Chamber Maintenance Fee - 4.30.22	(\$1,250.00)	\$ 71,000.00
	6/7/2022	Chamber Maintenance Fee - 5-31.22	(\$1,250.00)	\$ 69,750.00
	6/10/2022	Belmont Icehouse - City of Coppell Strategy and Brand Identity. Message Hierarchy: strategic development, design, and presentation. Brand Identity (initial 50%): Creative brief, Name exploration (3 - 5 options), 1 presentation, Logo design (3-5 options), 1 presentation.	(\$7,087.50)	\$ 62,662.50
	6/30/2022	Chamber Maintenance Fee - 6/30/22	(\$1,250.00)	\$ 63,912.50
July	7/29/2022	Campaign Development	(\$11,475.00)	\$ 52,437.50
	7/29/2022	Final Installment of Brand Identity Project	(\$4,387.50)	\$ 48,050.00
	7/29/2022	Second 1/2 of City Funding Deposited	\$ 82,500.00	\$ 130,550.00