

OLD TOWN COPPELL MARKETING PLAN

Goal	Work Plan Element	Projected Date	Status
Develop a "parent" brand or identity to unify and identify businesses and activities functioning with Old Town Coppel, as well as attract new residents			
	Logo Development	Sep-14	Kick-off meeting held with Old Town Coppel stakeholders, surveys mailed out, responses given to Klingemann Design, logo development underway
	Share the logo with businesses for their use	Oct-14	The logo will be shared with all businesses in Old Town Coppel for their use once City Council has adopted the final logo
	Develop and install banners along street	Oct-14	Banners are currently installed. Additional banner design will be budgeted for the upcoming fiscal year.
	Develop collateral and an advertising campaign to attract visitors to the existing establishments, attract new businesses and attract new residents	Nov-14	RFP for collateral material will go out in September so that production of the printed pieces can begin in the new fiscal year
Create an open-air market to attract people and promote its success			
	Develop print advertisements focusing on the success of the CFM	Sep-14	An RFP for collateral and print advertising campaign will be issued in September after the logo has been adopted by City Council.
	Communicate all CFM events via City's social media pages	On-going	
	Continue support of CFM and the pavilion	On-going	
	Discuss options with the CFM regarding a weekday market	Oct-14	Preliminary conversations have been had. The Farmers' Market would like to get through the summer before they make a final decision on a weekday market.

Generate community interaction through facilitation of cultural events and activities			
	Work with local cultural organizations to host events and activities	On-going	
	Encourage businesses to sponsor and host special events, weekend events and weekday lunch events (such as concerts, craft fairs, etc.) in the park/pavilion	On-going	The first meeting with residents and businesses has taken place. More meetings have been scheduled to develop a plan of action.
	Work with CISD to facilitate tours of the Kirkland House and Minyards Store	On-going	The Coppell Historical Society is currently working to facilitate tours of both facilities.
	Host two City events per year (Fall and Spring)	2015	Parks is currently discussing calendar of events for next year and is considering two events per year in Old Town Coppell
Foster a sense of community with Old Town Coppell residents by encouraging businesses and the Property Owners Association to host small, weekend events for residents			
	Ideas include dominoes tournament, Board Game Saturday, pie baking contest, pumpkin carving event, holiday themed events, etc.	On-going	The first meeting with residents and businesses has taken place. More meetings have been scheduled to develop a plan of action.
Create stronger physical connections within the area to increase pedestrian traffic intersted in retail and businesses located in Old Town Coppell			
	Encourage users of the trail system to walk and bike through Old Town Coppell through provisions of trail maps available for pick up at the Chamber and local buinesses in Old Town Coppell	Sep-14	This map will be part of the RFP for collateral materials.

Establish a presence using social media to help communicate events, business information, dining options, activities and location services			
	Use platforms such as Facebook, LinkedIn, Twitter, blogging, email broadcasts, SMS mobile messages, webcasts, YouTube, mobile apps, Pinterest, Yelp, Google+ Local, Google Maps, Bing Local and more	On-going	
Work with area hotels and chambers of commerce to provide transport of/marketing to their guests encouraging patronization of Old Town Coppell restaurants and businesses			
	Carry collateral to local hotels and chambers of commerce	Dec-14	As soon as the collateral is completed, it will be distributed.
	Create rack cards for hotels	Sep-14	Rack cards will be part of the RFP for collateral materials.
Conduct a scientifically valid survey of visitors to identify demographics			
	Exact method and survey instrument will be identified as traffic increases	On-going	Surveys can be distributed and collected at special events, the Coppell Farmers' Market and at Old Town Coppell businesses

