

## Memo

Dt: August 17, 2015

To: Mindi Hurley, Director of Economic Development

Fm: Economic Development Sub-Committee – Sue Bird, Christi Greene, Bill Rohloff & Jeff Varnell

Re: Task to create content, give-aways, invitee list for program to be given to Real Estate professionals by the City of Coppell, Mayor and/or Economic Development Director or staff

Our group met, charged with the task referenced above. To follow are ideas that emerged from the meeting. This group created a potential name for the event, venue, date, content, and ways for the City to remain connected to attendees following the event. Please keep in mind that the content to follow were just our ideas from brain-storming over stiff java.

**Possible Name for the Event** – Coppell Forecast, Outlook 2016 and lunch with the Mayor

**Venue** – Coppell Senior Center in year one and possible our new Hotel in subsequent years

**Date of the Event** - At least annually, beginning in mid to late January or no later than early February. Possibly a Fall event too, but for sure it was best to have the kick-off event at the beginning of each year.

**Invitee List** – Commercial Brokerage firms including but not limited to Duke, Stream, Prologis, CBRE, Staubach

Residential franchise Brokerages firms including but not limited to Remax, Keller Williams, Ebby Halliday, Coldwell Banker and Weichert Realtors and also Independent Brokerage firms that sell Coppell.

Also, Builders and Developers in Coppell

**RSVP's** - We would need commitments via advanced reservations for name tags, also sign-in sheets for follow-up emails for an ongoing monthly e-newsletter containing an Economic Development Update from the City with content to be decided by staff. Possibly include all of our new Investors and Re-Investors in the City, remaining commercial space available, number of lots remaining, new developments approved, etc.

We felt like Follow-Up and Follow-Through were very important to the success of this program.

**Give Aways** – Free lunch (modest), a deli sandwich, bag of chips, soft drink or water and a cookie. Various promotional products the City supplies, pens, small keychain flashlights, chip clips, refrigerator magnets, zip drives, etc.

Also collect cards for attendees to Register for a Prize to be given away. Maybe a Dinner for two, Manicure, possibly donated by a willing business to create free advertising for them at this event.

Our group finally decided that having a combined event would be most cost effective and would require less man-hours, however, the program should be divided up around lunch. For example:

11:00 - possibly have the Commercial portion of the program just prior to lunch. This would include all of the information about commercial development, remaining space, possible a power point or handouts. Re-Development, Stats.

12:00 – Lunch with presentation by the Mayor, Power Point to include all the things that are happening in Coppell. All the great things, from New Development, lowering taxes, adding bike lanes, revamped parks, re-vitalized infrastructure, Old Town, etc. Just a general presentation of all the great things happening in Coppell. Comprehensive plan, update on Development, mixed use, zoning, Cypress Waters.

12:30 – Residential update after Lunch. A general presentation to include what's available in Coppell. The number of the lots remaining, the different developments recently approved, number of building permits, etc.

There was also an idea tossed around about allowing builder tables out front to display what they have to offer. Maybe a little to expo(ish)

Our group felt it would be appropriate to separate the program around lunch, however make the commercial portion of the program open to residential and vice-verse in case they wanted to attend. But if they chose only to attend their portion of the program, they wouldn't have to sit through something that they didn't want to.