

Roundtables for Existing Businesses

Subcommittee Goal Redefined by Subcommittee – To understand and make recommendations of additional city support needed to build and retain businesses to increase our sales tax base and provide a community of choice for our citizens

Suggestions from Subcommittee	Tasks Currently Being Done	Additional Opportunities
Enhancing Current Support for Existing Businesses		
Ensure City updates and review of current support are included with frequency in Chamber of Commerce programs:		
Monthly Luncheons	An updated is provided every month	
Monthly Chamber Connections breakfast and lunch	Most likely not the correct audience but will explore further	If staff does not attend, I will check to see if there is any information the City can provide to be distributed at these events – would love suggestions from the group
Quarterly Mega Market network event	Not the correct audience	Check to see if there is any information the City can provide to be distributed at these events – would love suggestions from the group
Quarterly Business University Education Series	City sponsors this program for the Chamber	
Quarterly Chamber member orientations	Staff not currently attending but the Mayor typically attends	Try to start attending these regularly
Annual Biz Walk	Staff currently participates annually	
Introduce proactive outreach to attract target businesses for vacancies		
Create a process for outreach to owners/brokers to 'keep Coppell top of their list' when representing our city for their potential business		
Proactive		
Host broker events	Have done this in the past with	Will spend time during the

	very low attendance but are starting this again in January	commercial update not only updating on current state of things but promoting Coppell
City representative as 'guest speaker' to attend key broker meetings (roadshow)	Sponsor a NTCAR bus tour annually and attend NTCAR events – explored an organization to become a regular part of a speaker circuit but it was very costly	Will continue to explore additional opportunities
Presence at ICSC Recon	Attend the Texas and Annual conference – booths are very expensive with very little return. More effective to set up meetings and walk the floor.	
Reactive		
Key takeaways available for meetings	Need more clarification	
Targeted follow up		
Personalized outreach by Mayor to 'woo' key businesses that fill a need within our city	Staff currently does this –difficult to always involve the Mayor since she has a full-time job but most major prospect meetings are attended by the Mayor and/or City Manager. Currently have hired a company called Catalyst that makes initial contact with businesses that meet our “wants list” and match up with our City, and staff follows-up with those companies on a regular basis. Report was provided to committee last year, but I can begin providing an annual report to the committee.	Will explore additional options – perhaps a standard letter can be created and sent out as follow-up from prospect meetings from the Mayor rather than from staff, which is currently the process
Create a persuasive 'punch ' list and process from proactive and reactive efforts	Need more clarification	