



## **GOAL II: BUSINESS RETENTION & EXPANSION**

*To retain and foster expansion of existing businesses to preserve and enhance Coppell's tax base.*

- **OBJECTIVE I: IDENTIFY BUSINESSES FOR RETENTION**
  - ❖ Action 1: Review list of current Coppell businesses to identify those that enhance Coppell's tax base and/or enhance community satisfaction.
  - ❖ Action 2: Create community value parameters for businesses and link retention incentives accordingly.
  - ❖ Action 3: Create a system to measure the City's retention rate.
  - ❖ Action 4: Identify lease expiration dates.
- **OBJECTIVE II: INCREASE RETAIL BUSINESS TRAFFIC**
  - ❖ Action 1: Identify ways to better connect Coppell residents and businesses through outdoor events, highlighting business sectors, promotions, etc.
  - ❖ Action 2: Connect local businesses with Coppell-based associations.
  - ❖ Action 3: Embrace/enhance destination events.
  - ❖ Action 4: Create "Shop Coppell" campaigns including linking vendors to fundraisers.
- **OBJECTIVE III: GAUGE BUSINESS SATISFACTION**
  - ❖ Action 1: Create and utilize business surveys.
  - ❖ Action 2: Evaluate business retention programs.
  - ❖ Action 3: Review and evaluate business retention rate data.