



MEMORANDUM

To: Mayor and City Council

From: Hannah Cook, Chief Communications Strategist

Date: September 8, 2020

Reference: Update on Vision 2040 Marketing and Communication Plan

With the completion of the Vision 2030 plan, the City of Coppel is looking to fully implement the Vision 2040 Strategic Plan. As part of its implementation, a communications and marketing campaign will be used to educate Coppel residents and businesses about the plan, its key pillars and goals, and how the plan will be used to guide the City over the upcoming years. This discussion will provide an overview of the planned marketing approach, including messaging through advertisements, social media, articles and more.