

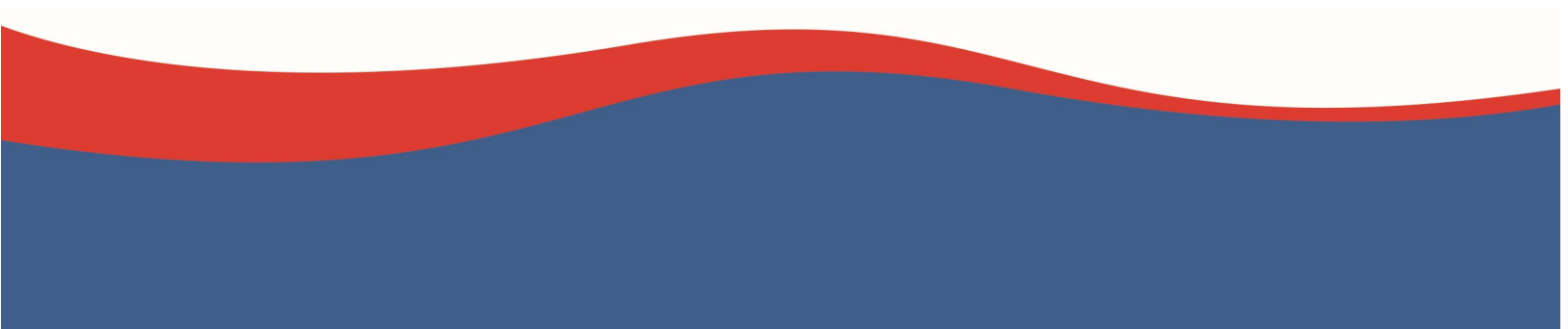
## PROGRAM OF WORK 2023

### **Mission:**

To promote and develop extraordinary business support and growth through advocacy, alliances, economic development partnerships, and education while maintaining a home town feel.

### **Vision:**

To be recognized as the destination for excellence in Investor services, community collaboration, business growth, and quality of living.



## PROGRAM OF WORK

### INVESTOR ADVOCACY

**Leadership Coppell:** The Leadership Coppell program is designed to inspire, grow, and unite high quality leadership in our community. The primary objective achieved through Leadership Coppell is to identify and foster new and potential Coppell leaders through a dynamic, hands on, 10-month intensive program that instills the requisite knowledge and understanding of the many facets of community life and leadership. The program runs from September thru May. The application and selection process is highly competitive.

**Back to School Breakfast:** We partner with the district to welcome new CISD and Universal Academy teachers and employees to the area. Businesses have the opportunity to show their support and gratitude to the them for their impact on the future leaders of Coppell. All funds raised for this event are contributed to funding college scholarships for Coppell area graduates.

**Coppell Day in Austin:** This bi-annual event is held in Austin while legislators are in session. The goals are to educate our Investors on important issues being discussed at the Capitol, provide investors with an opportunity to offer input on political issues, and build relationships between local business people and state legislative delegation.

**Economic Development Partnership:** This quarterly meeting unites the large businesses to showcase their facility onsite, share best practices in workforce development, transportation, and employee benefits. Participants also include leadership from the City of Coppell, Coppell ISD and Dallas College—Coppell. Businesses must have 100 or more employees to participate.

**Government Affairs Task Force:** This Task Force meets as needed and serves to monitor legislative issues that could impact the community or local business, present recommendations to the Chamber Board of Directors, and assist in the initiation of the appropriate action. The council also creates and recommends the Chamber legislative agenda and organizes Coppell Day in Austin.

**SCORE Counseling:** One-on-One FREE business coaching services providing fundamental business development training and low cost workshops for small business.

### INVESTOR SERVICES

**Annual Golf Tournament:** Allows business leaders the opportunity to connect and build relationships in a non-business environment, the Golf course, where some of the greatest connections are made.

**BIZ CON Breakfast:** Monthly networking events designed to ensure our investors have opportunities for growth, success and profitability.

**Community Health and Wellness Expo:** The City of Coppell, Coppell ISD and the Coppell Chamber of Commerce present a free Community Health and Wellness Expo and 5K for free health screenings, demonstrations, fitness challenges and more to help the community start the year on the right foot.

**Members' Choice Awards and Gala:** Community-wide celebration of the community, businesses, and leaders that make up Coppell. Awards are presented for Business of the Year, Business Leader of the Year, Small Business of the Year, and many more.

**Chamber Luncheons:** These feature timely topics, top-level speakers and the time necessary to network with other business leaders in the area.

**Pinslayers Bowling Tournament:** Another option to bring business leaders the opportunity to connect and build relationships with other executives.

**Weekly Growth Group:** Weekly networking luncheon designed to connect businesses that wish to build long term relationships and referrals with other businesses in the Metroplex.

**Coppell Women's Alliance:** Quarterly luncheons provide a forum for professional women to be enriched and educated as they discuss business topics.

**Business Offline:** Monthly networking events hosted by Chamber Members at their location. Structured to bring participants together to build relationships.

### INVESTOR RELATIONS

#### **Ambassador Committee**

Serve as the eyes and ears of the Chamber, communicating regularly with members by conducting retention calls and new member outreach. Coordinate and participate in member ribbon cuttings. Regularly serve as volunteers at chamber events and programs.

**New Members Orientation:** Member orientation is designed to kick-start the new member (and gently used members) on how to properly network with other members and investors, meet the chamber Board and staff and learn the benefits of investing in the Coppell Chamber of Commerce.

**Membership Directory:** Publish an annual online directory to be distributed by postcards mailed to Coppell household and business with a QR Code that allows the recipient to download the directory directly onto their phone.

**Ribbon Cuttings:** Celebrate the opening or reopening of a business that has joined the Coppell Chamber. All members are invited to attend.

## PROGRAM OF WORK

### COMMUNITY HOSPITALITY

#### Meeting Planners Guide

Online guide to meeting facilities, hotels and restaurants that is marketed to the Local businesses and Human Resource Directors.

#### Shop Online

A seasonal email sent to the Chamber membership and the surrounding area marketing the local retail, dining and entertainment in Coppell.

#### Taste of Coppell:

A showcase of Coppell and surrounding area restaurants. Participants enjoy a week of food and beverage sampling and conclude with a celebration party awarding the "Golden Fork" and "Best of Coppell" Awards.

**Visitors Information:** Visitors and Relocation Information: The Coppell Chamber in partnership with the City, CISD and local business community provides visitors and relocation information in the Chamber office and on the Coppell Chamber website. We are equipped with a resource directory and community information.

**Discover Coppell Marketing Campaign:** A comprehensive, full marketing initiative designed to promote Coppell as a great place to visit and shop and inspire potential visitors to choose Coppell as a travel destination and/or a less expensive location for hotel and restaurants when visiting the Metroplex for work or entertainment.

### CHAMBER LEADERSHIP

#### Finance

Monitor the Chamber finances and report to the Board of Directors on the monthly financial reports and any financial issues that are important to the Chamber leadership.

#### Governance

Made up of the Chairman, Incoming Chairman and Past Chairman and serving as the personnel committee for the Chamber President. They also review the By-Laws and present updates and amendments to the Board of Directors for approval.

#### Board of Directors

Serve as the governing body of the Coppell Chamber of Commerce.

### COMMUNICATION VEHICLES

Facebook

Twitter

Instagram

LinkedIn

Youtube

Constant Contact Email Marketing

Smart Text

[www.coppellchamber.org](http://www.coppellchamber.org)

## PROGRAMS AND EVENT COMMITTEES

### Ambassador Committee

**2nd Wednesday each month @ 8:30am**

- Serve as the eyes and ears of the Chamber, communicating regularly with members by conducting retention calls and new member outreach.
- Coordinate and participate in member ribbon cuttings.
- Regularly serve as volunteers at chamber events and programs.

### Annual Golf Tournament Committee

**2nd Friday each month @ 12:00 noon**

- Plan and coordinate annual Golf Classic.

### Working Well in Coppell Committee

**3rd Wednesday each month @ 12:00 noon**

- Coordinate the Annual Health & Wellness Expo
- Collaborate with the CWA Committee and present the annual Women's Health Panel
- Coordinate the Annual Pinslayers Bowling Tournament.

### Coppell Women's Alliance Task Force: Meet when needed

- Plan and coordinate quarterly CWA luncheons
- Identify topics and speakers for the CWA luncheons.

### Education Committee:

**2nd Tuesday each month @ 8:30 am**

- Coordinate the New Employee Breakfast for CISD and Universal Academy
- Solicit applicants and award scholarships to Coppell area students from CISD, Universal Academy and New Tech.
- Award Student and Teacher of the Month certificates, Gift Certificates and yard signs.
- Represent the business community and present topics to students in CISD career planning programs
- Connect CISD with the Business community for job training and advising.
- Participate in the annual State of Education Breakfast

### Economic Development Partnership Council:

**2nd Thursday of each quarter**

Meet quarterly at a different member business. Discusses businesses best practices in workforce, benefits and transit.

### Government Affairs Task Force Meets as needed

- Monitor local and state issues that affect businesses and report to the Board and the Membership
- Survey members and develop the Chamber Legislative Priorities
- Conduct Coppell Day in Austin during Legislative Session
- Interview local and state Candidates

### Members' Choice Awards and Gala:

**3rd Monday each month @ 1:00 pm**

- Plan and coordinate annual MCA and Community Gala
- Assist in soliciting and collecting Silent Auction items

### Taste of Coppell Committee

**3rd Thursday each month @ 9:00 am**

- Plan and coordinate the Annual Taste of Coppell.

## Staff Driven Programs

Chamber Luncheons  
New Member Orientation  
Growth Group  
BizCon  
Business Offline  
Annual Membership Directory  
SCORE Counseling referrals  
Discover Coppell Marketing Campaign