

ANNUAL REPORT 2023

GOVERNANCE

- Chamber Accreditation – Three Star
- Chamber audit completed
- Developed a five-year Strategic Plan
- Secured special funding from the City of Coppell

INVESTOR ADVOCACY

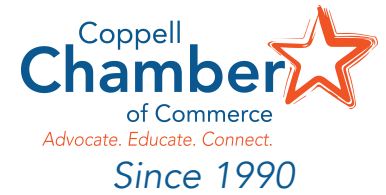
- With the City of Coppell, continued to challenge the Comptroller's Rule 3.334, contacting over 200 Texas Chambers, enlisting support. HB5089 was stopped in Calendars.
- Graduated Leadership Coppell Class of 2023
- Established a Healthcare Council to network healthcare professionals
- Conducted a candidates forum to serve as a platform for political candidates to engage with voters
- Managed Discover Coppell, a Destination Marketing Organization (DMO), designed to attract more visitors and generate business for the local hotels, restaurants, retailers & entertainment
- Generated more than \$10K in high school student scholarship funding for 2024
- Collaborated with CISD, Texas House Speaker, Phelan, NTC, and 32 Metroplex Chambers to oppose school vouchers

INVESTOR SERVICES

- Introduced the Annual Fire Truck Pull – over 150 attendees
- 50 Growth Group meetings. Grew to an average of 25-30 participants per week
- 6 Chamber luncheons
- 8 special events
- 12 Business Offline with 25 – 40 attendees per event
- Formed Diversity, Equity & Inclusion Task Force
- Mapped out workshops for Workforce Development in 2024

INVESTOR RELATIONS

- 50 new members
- 205 care calls by staff (105) & ambassadors (100)
- 21 ribbon cuttings
- 3 new members/new staff orientations classes
- 19,000 directory post cards with QR codes mailed to Coppell community
- 100 printed directories distributed to prospective and new members



360 Members

50
New Members

18% Attrition

SOCIAL MEDIA
6,525 Followers
486,529 Reached
29,200 Engagements

coppellchamber.org
27,900 Visits
63,241 Pageviews



SOCIAL MEDIA
1,148 Followers
74,747 Reached
5,567 Engagements
8.8M Reached Pd Ad
356,756 Engagements

discovercoppelltexas.com
91,045 Visits
202,328 Pageviews