Community Outreach — Discover Coppell - A Place to Learn, Live and Thrive

Community Outreach

Ginene Delcioppo, Chief Communications Strategist

A Guide to Living, Learning & Doing Business in Coppell

One community. Three strengths. One shared story.

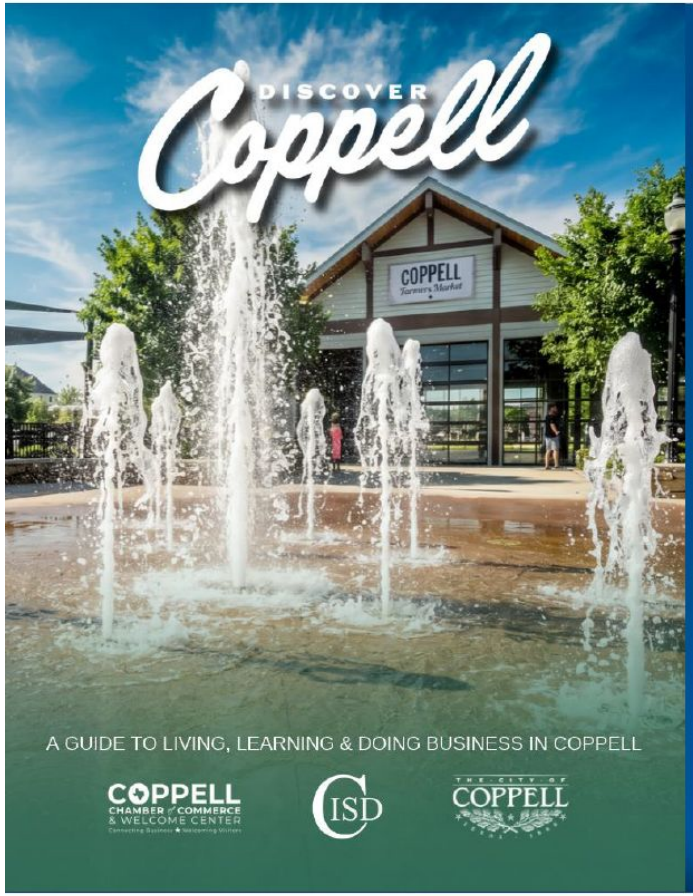
Strengths:

- Quality of life, public safety and community amenities. 98.2% rated excellent or good from 2025 Survey.
- High performing school district, #1 in Dallas County, #5 in DFW and #7 in Texas. Niche 2027 ratings.
- Local businesses, services and community connections with over 2,265 businesses and 25,518 jobs.

Community Outreach

THE CITY OF COPPELL

City of Coppell – Coppell ISD – Coppell Chamber



Why combine efforts now?

- Reach prospective residents as they research communities.
- Prepare for future changes in housing population.
- Expand our reach through coordinated outreach.

Discover Coppell brings together a redesigned community guide, a "Live Here" page connecting all three partners, and a welcome center for relocation and visitor information, one destination for living, learning and doing business in Coppell.

Community Outreach

THE CITY OF COPPELL

Shared Expertise, Shared Reach, Bring the Outreach to Life

Next steps:

- Align partners, gather approved content and create the guide.
- Create landing page on Discover Coppell and build out digital resource toolkit.
- Launch coordinated promotion and community events:
  - DFW Real Estate events
  - Relationships with relocation companies and employers
  - Local business events welcoming new and current residents

Together, we will help people discover Coppell and make it their community.

Community Outreach

Angela Brown, Chief Communications Officer

COPPELL ISD

Discover Coppell

A Place to Learn, Live and Thrive

The city, Chamber and district align messaging and resources to promote Coppell as a destination city and school district.

COWBOYS UNITED

We ARE the Choice

Connect families to our schools through listening, relationships and meaningful experiences.

ONE SHARED STORY

City of Coppell + Chamber + Coppell ISD

Coordinate messages, outreach and resources.
Showcase schools, businesses and community life.
Help families discover, choose and belong in Coppell.