

Coppell Business Economic Outlook

Biz Walk



May 11 - 15, 2009

SURVEY RESULTS

The 2009 Biz Walk is an opinion survey of businesses within the city limits of Coppell and is intended to gauge the current local business climate and identify possible areas of concern. Results are shared with survey participants, the City of Coppell and the general public via the Coppell Chamber of Commerce website.

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About the Biz Walk

The Coppell Chamber of Commerce launched the first Biz Walk: Coppell Business Economic Outlook on Monday, May 11, 2009. The purpose of this five-day community-based business visitation program was to encourage the growth of local business by identifying concerns and barriers local businesses are facing.

This approach is based on a set of national studies demonstrating that up to 80% of an area's job growth is generated by existing companies rather than attracting new industries to a community. Coupled with the fact that business attraction efforts are less likely to succeed if existing businesses are not happy with the local business climate, it is imperative that we focus our efforts on helping existing businesses stay and grow in Coppell.

The Coppell Chamber of Commerce is a member-driven organization of individuals and businesses who come together to advance the commercial, financial, industrial and community interests of Coppell, TX.



City Demographics

Coppell is a city in extreme northwest Dallas County, a suburb and bedroom community of the DFW Metroplex with a population of 39,508. A small area in the far northern portion of the city extends into neighboring Denton County.



The current city property tax rate is \$0.64146/\$100 valuation. The current Coppell ISD tax rate is \$1.269/\$100 valuation. The current city sales tax rate is 8.25%. As of 2008, the median income for a family was \$109,492. As of March 2009, the unemployment rate in Coppell was 6.2%.

Just under 15 square miles, no freeways go directly through Coppell, but the entire perimeter is served by the 121 Tollway, I-635, and I-35E.

2009 Results Summary

Fifteen (15) Biz Walk Teams visited over 150 businesses with 119 responses reported. 7 percent of respondents were classified as large businesses having over 100 employees, 14 percent were classified as medium businesses having between 25-99 employees and the remaining 79 percent were small businesses with under 25 employees. 49 percent of respondents are current Chamber members.

Three questions were asked:

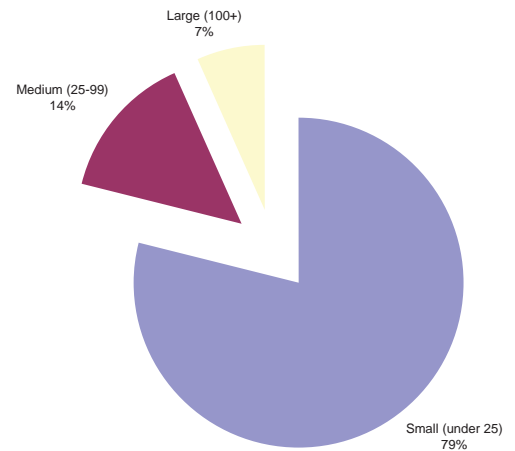
- **How is business?** (*Rating scale of 1 to 10*)

The feedback garnered during this year's Biz Walk indicated that the overall business community held a positive view of the local business climate. 69 percent of respondents indicated that business was good to great, while another 10 percent indicated it was excellent. In looking at specific industry groups, medical averaged the highest at 8.3 and retail and service sectors tied with the lowest average at 6.6. Financial averaged 6.7, restaurants averaged 7.6 and warehouses averaged 7.5.

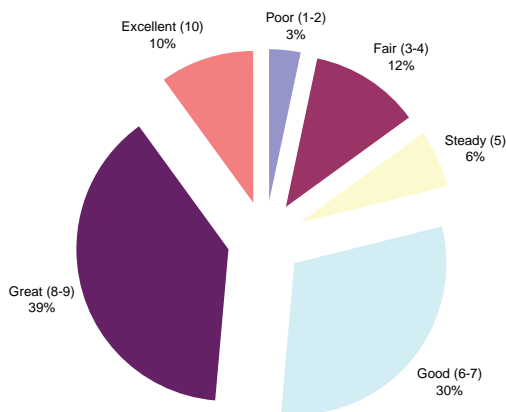
- **What are the benefits of having your business in Coppell?**

Larger businesses tended to rate their situation more favorably than medium and small businesses and frequently cited proximity to transportation (i.e. DFW International Airport and freeways) as a benefit of having their business in Coppell.

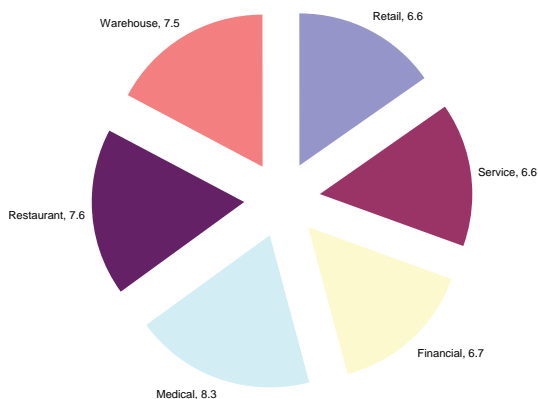
Business Size



How is Business?



How is Business? Average Rating by Sector



A vast majority of small and medium businesses cited location (i.e. close to home, clients, suppliers) and clientele/demographics as an important asset for their business in Coppell.

Additional reasons for locating a business in Coppell included family-oriented community, small-town feel, clean/attractive area and longevity in community.

- **What can be done locally to make things better for your business?**

Many businesses cited signage and other city regulations as too restrictive. Many businesses were also concerned with a lack of marketing and advertising opportunities. Other businesses expressed concern about high taxes, empty retail locations, parking lot traffic, road construction and infrastructure issues. Several businesses were interested in developing Old Town Coppell and existing community activities as well as new activities.

Business Type

