



STAFF REPORT

MEETING DATE: 01/05/2026

PRESENTED BY: Amber Whisner, Business Development- Economic Development Committee

AGENDA ITEM DESCRIPTION (Agenda Content):

January 2026

2025 Digital Engagement Summary- Business Development Office

Website • Facebook • Instagram

Website Performance- www.mydallasga.gov

- **55,110 site sessions** (+30% since last year)
- **37,271 unique visitors** (+21% since last year)
- **Top traffic source:** Google (**22,780 visits**), followed by direct hits (**10,468 visits**) and Facebook (**9,835 visits**)
- **Most visited page:** Event Calendar (**15,518 views**)
- **Highest-interest event:** Fourth of July Concert and Fireworks

Social Media Reach & Growth

Facebook- [mydallasga](https://www.facebook.com/mydallasga)

- **Received 4.6 million views**
- **40,100 content interactions** (+5.1%)
- **10,800 link clicks** (+17.1%)
- **4,400 new followers** (+7.8%)

Instagram- mydallasga

- **329,400 views**
- **25,000 reach** (+8.5%)
- **7,000 interactions** (+100%)
- **7,500 profile visits** (+7.1%)

Key Takeaways

- Strong growth across all digital platforms demonstrates **increased public awareness and engagement**
- Events and community programming continue to drive the **highest online interest**
- Search visibility and social media outreach are effectively connecting residents and visitors to city events and announcements

Boost Grant-

Dallas Downtown Development Authority awarded 2 Boost Grants in 2025.

***Main Street Markets**

***Hopp Frogg Music**

Rural Zone Tax Credits

We currently have 1 business downtown that is utilizing the Rural Zone Tax Credits for job creation. Any new or existing business within the Rural Zone is eligible for tax credit as long as the business is one of the approved industry types and they create at least 2 new job positions.
