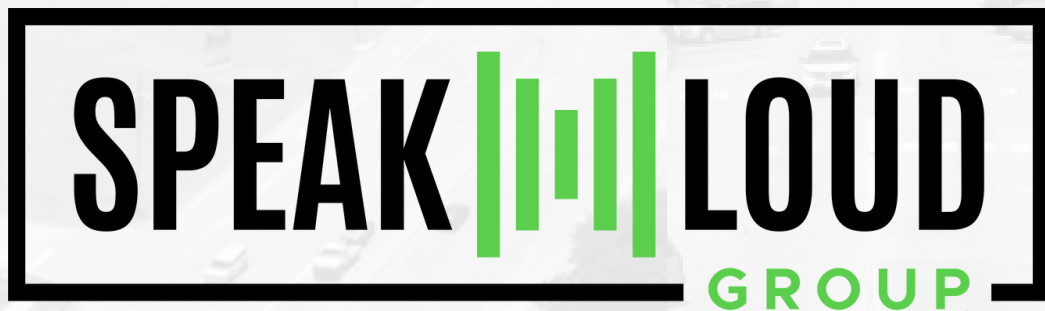


APRIL - JUNE 2023

Q4 REPORT



Marketing & Advertising Experts

WYLIE ECONOMIC
DEVELOPMENT

THE CONTENT



Check out The Brass Tap - Sachse tonight! Video coming soon from the Economic Development City of Sachse, Texas



Leadership Wylie Graduation - Class XIX
 What a great luncheon!
 Thank you to our lunch sponsor Rotary Club of Wylie East Fork for providing Bold BBQ Pit! Also, thank you to our table sponsors American National Bank of Texas and Deanan Gourmet Popcorn!
 Congrats to all of our graduates and a big shout out to this year's liaisons - Linh Heverly & Mary Ann Olson!

LEADERSHIP WYLIE

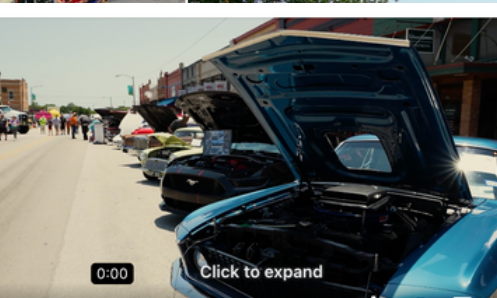


CLASS XIX



Children's activities. A day of fun for the whole family!

Arts & Crafts, Children's Activities, Fair Food Battle of the Badges Blood Drive... See more





THE NUMBERS

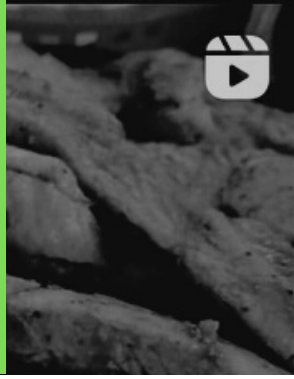
1700 PODCAST DOWNLOADS

283,438 UNIQUE ORGANIC IMPRESSIONS

2.4M TOTAL MINS WATCHED

12K ACTIONS TAKEN TO BUSINESS PAGES

TOP PERFORMERS



New Business

Growing Business

Event Promo

THE BUZZ



"Taking the family this weekend!"

Thank you for these, we plan our outing based on your reviews.. Keep it up!

Can't thank you enough for you continued support. We saw a large influx of followers on our social after you tagged us in the video. Thank you!

WHAT'S NEW?



DINESHOPPLAY
TEXAS



Dine Shop Play Texas has surpassed 8K followers on all platforms. Another local community has joined the program. Now Wylie's content is being shared in other communities as well beyond our own. The goal being traffic from neighboring communities into ours. We are seeing this with actions taken on post and comments on content.

Key Metrics:

Launched - Jan 2023

Followers - 8000+

YouTube Launched Feb 2023

Averaging 2000 new followers per month

VIDEO PROJECTS



Key Large Video Projects:

- Chamber Black Tie Women's Conference**
- Bluegrass Pedal Car**
- Fireworks 2023**
- Leadership Wylie**
- Picnic on Ballard**
- Taste of Wylie**