

QUARTERLY UPDATE



WYLIE ECONOMIC
DEVELOPMENT

LAST 12
MONTHS



DINESHOPPLAY
TEXAS

DATA

Impressions



246.07K↑

199.65K↑
Facebook

46.21K↑
Instagram

176↓
TikTok

38↓
YouTube

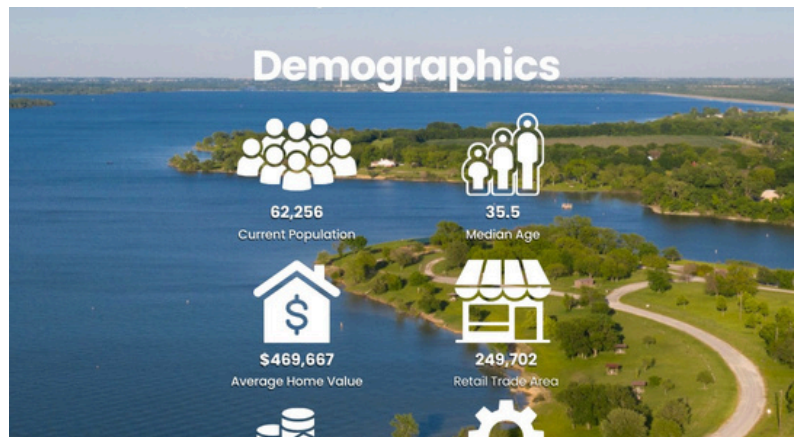
ACTIONS TAKEN TO BUSINESS PAGES

5,486

NEW FOR 2025

NEW PODCAST FORMAT

PROJECT HIGHLIGHTS



EXECUTED:

**New Podcast format Feb 2025
New Social Media growth for LLW short form
Valentine's Merchant Campaign**

COMING SOON:

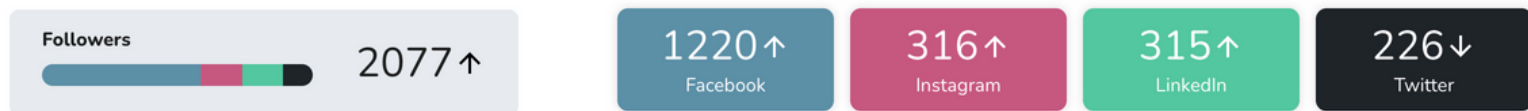
**Dine Shop Play BLOG Recapping Visits
Spring SMR Session
May Event Month Coverage
Small Business Week Events**

SOCIAL MEDIA

EDC Social Media Compare

EDC Social Media Numbers

With refined notification system with staff we are developing consistent posting strategy



Discover Wylie Recent Campaigns

<input type="checkbox"/>	Off / On	Campaign		Attribu setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cupid Crawl - DW Traffic to Event	set bu...	7-da...	1,526 Link clicks	20,950	48,829	\$0.15 Per Link Click	\$223.53	Feb 1, 2025
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cupid Crawl DW	set bu...	7-da...	— Event Response	—	—	— Per Event Response	—	Feb 1, 2025