

QUARTERLY UPDATE



WYLIE ECONOMIC
DEVELOPMENT

**LAST 90
DAYS**



DINESHOPPLAY
TEXAS

DATA

TOP PERFORMERS

**RONI MAC
BLACK ROCK
HEB
WITTY WICK
DEAR SORELLA**

Followers
8,996

Impressions
168,310

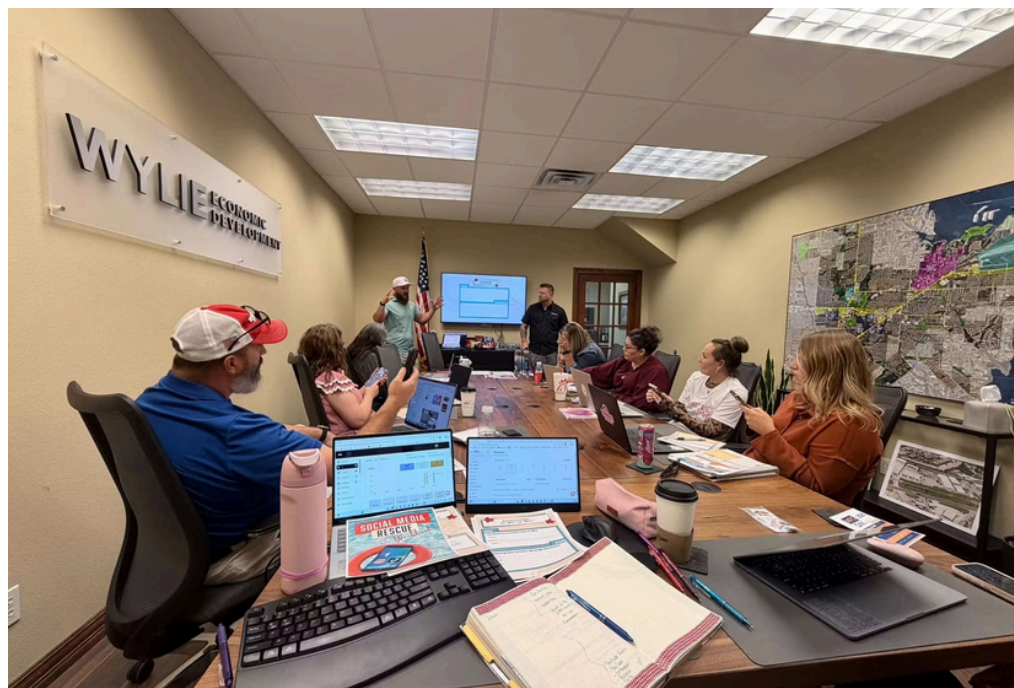
ACTIONS TAKEN TO BUSINESS PAGES

4,442

Fall 2026 Completed

8 Total Attendees

**Newest Updates:
Single Day Sprint 10am - 4pm
Update Teachings more AI, Platforms and Creation**





Executed and Coming

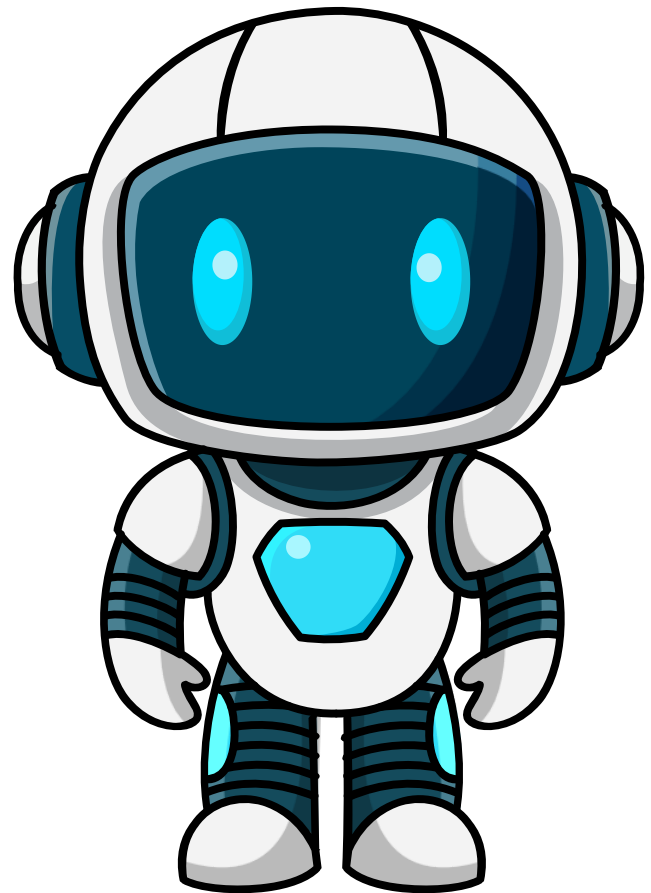
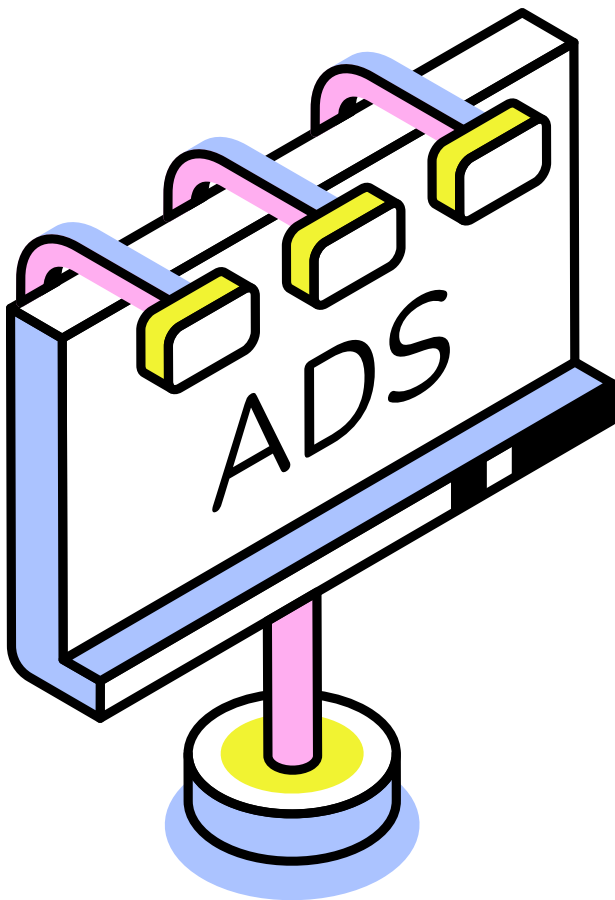
SMR Fall 2026

Entrepreneur Expo

Grinch 2026

AI and Ads Class Early 2027

SMR Spring 2027



SOCIAL MEDIA

SOCIAL MEDIA ORGANIC

EDC

Followers

2,505

Impressions

67,310

Discover Wylie

Followers

26,360

Impressions

310,110

Historic Downtown Wylie

Followers

4,347

Impressions

141,500

SOCIAL MEDIA

SOCIAL MEDIA ADS

Swift Event

Historic Downtown Page Growth

WDMA Account 3 Events

WEE Launch and Tickets

WEE Retarget

☐	Off / On ↑↓	Campaign ↑↓	Delivery ↑↓	Actions	Attribution setting	Results ↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓
☐	☒	WEE Initial Launch	● Active	3 recommendations	7-day click or ... All conversions	8,974 Link clicks	\$0.16 Per Link Click	Using ad set bu...	\$1,419.60
☐	☒	HDW Engage	● Completed		7-day click or ... All conversions	1,859 Follows or likes	\$0.27 Per Follow or like	Using ad set bu...	\$493.61
☐	☒	New Traffic Campaign	● Active	2 recommendations	7-day click or ... All conversions	1,485 Link clicks	\$0.18 Per Link Click	\$10.00 Daily	\$271.74
☐	☒	swift event	● Completed		7-day click or ... All conversions	389 Landing Page Views	\$0.23 Per Landing Page Vie...	Using ad set bu...	\$90.51