

QUARTERLY UPDATE



Marketing & Advertising Experts

WYLIE ECONOMIC
DEVELOPMENT

LAST 90
DAYS



DINESHOPPLAY
TEXAS

DATA

Impressions

212.66K↓

191.9K↓

Facebook

20.21K↓

Instagram

294↓

YouTube

255↓

TikTok

	What a treat right in Historic Downtown Wylie! Ballard ... More Reuse content View		Nov 12, 2025 5:12 PM	<input type="checkbox"/> 1	64.79k
	Have you been over to the newest Torchys!? Torchy's Tacos -... More Reuse content View		Oct 20, 2025 7:37 AM	<input type="checkbox"/> 1	25.98k
	Tucked in to Historic Downtown Wylie is Juzt JAZ Boutique ... More Reuse content View		Jan 12, 2026 1:48 PM	<input type="checkbox"/> 1	2.48k

ACTIONS TAKEN TO BUSINESS PAGES

2,248

PROJECT HIGHLIGHTS



DINESHOPPLAY
TEXAS



SOCIAL MEDIA RESCUE

SPRING 2026 Class Schedule

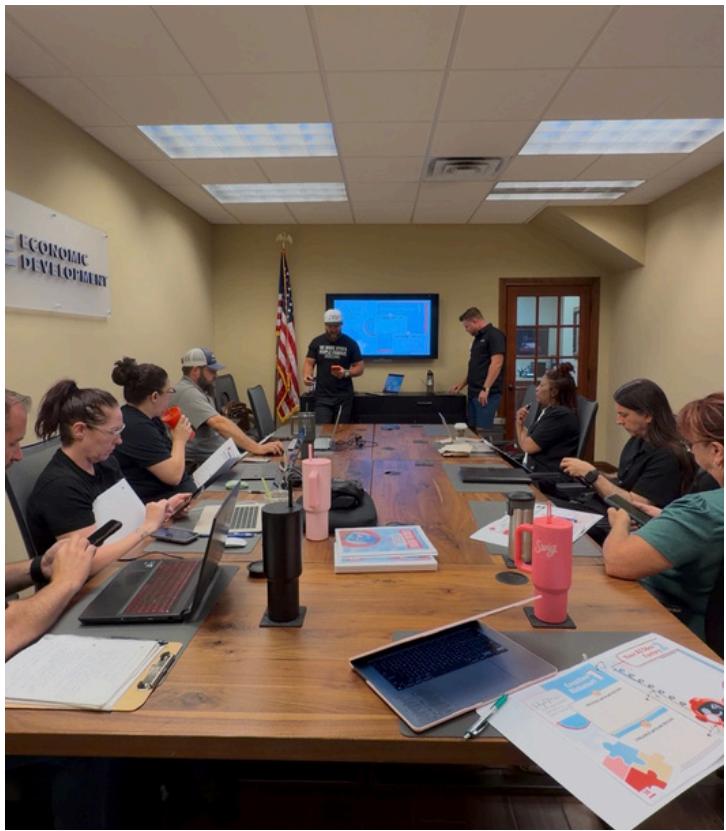
Registration Opens - 3/2

Deadline - 3/26

Winners Announced - 3/27

Classroom Classes - 4/6, 4/13, 4/20

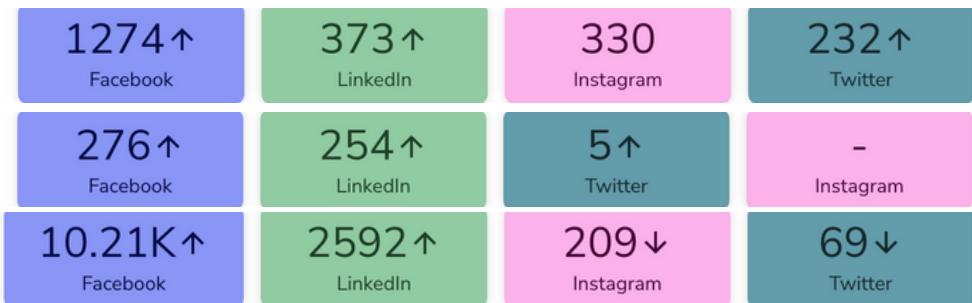
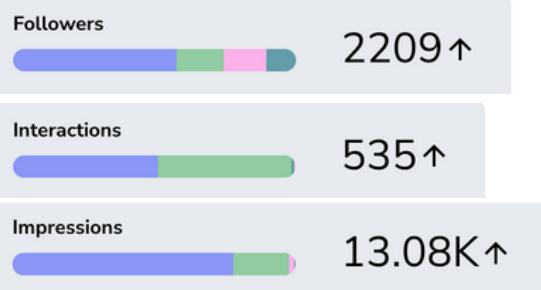
1 on 1 Consults - 4/27



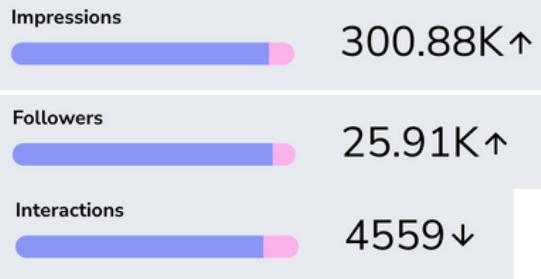
SOCIAL MEDIA

SOCIAL MEDIA ORGANIC

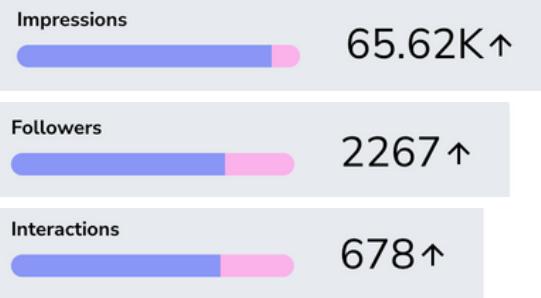
EDC



Discover Wylie



Historic Downtown Wylie



Paid Ad Campaign Results

Campaign ↑↓	Results ↑↓ ▾	Reach ↑↓ ▾	Impressions ↑↓	Cost per result ↑↓	Amount spent ↑↓
HDW Engage	1,325 Follows or likes	13,933	33,568	\$0.19 Per Follow or like	\$247.48
Holiday Events	1,955 Post engagements	13,065	31,833	\$0.08 Per Post Engagement	\$159.74
Boo Promo	744 Event Responses	14,699	34,624	\$0.18 Per Event Response	\$132.24

Planning

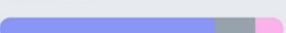
Continue Building HDW Pages
Promote Upcoming Downtown Events

GRINCH

Grinch Holiday Campaign

Impressions  115.72K↑

Interactions  4289

Followers  2636↑

95.72K↑
Facebook

10.84K↑
Instagram

9160
TikTok

3398
Facebook

509
Instagram

382
TikTok

1999↑
Facebook

373↑
TikTok

264↑
Instagram

Numbers do not include the exposure when businesses posted to their pages directly.

	Network	Date	Type	Impressions ? ↓
 Well.. I guess the Grinch is out of the bag.. ... More Reuse content View		Nov 10, 2025 11:09 AM		26.1k
 Well I suppose just like it started it ends with Wylie Police ... More Reuse content View		Dec 17, 2025 10:02 AM		5.44k
 I still can't believe it myself. I AM THAT GOOD!... More Reuse content View		Nov 19, 2025 10:04 AM		4.44k
 Wasn't feeling the GREEN anymore so stopped by Hair ... More Reuse content View		Dec 2, 2025 10:03 AM		2.97k
 Another one of my favorite stops for gift stealing.. GIFTING! ... More Reuse content View		Dec 11, 2025 10:03 AM		2.96k