

QUARTERLY UPDATE



WYLIE ECONOMIC
DEVELOPMENT

LAST 12 MONTHS



DINESHOPPLAY
TEXAS

DATA

Impressions



247.94K ↑

178.02K ↓

Facebook

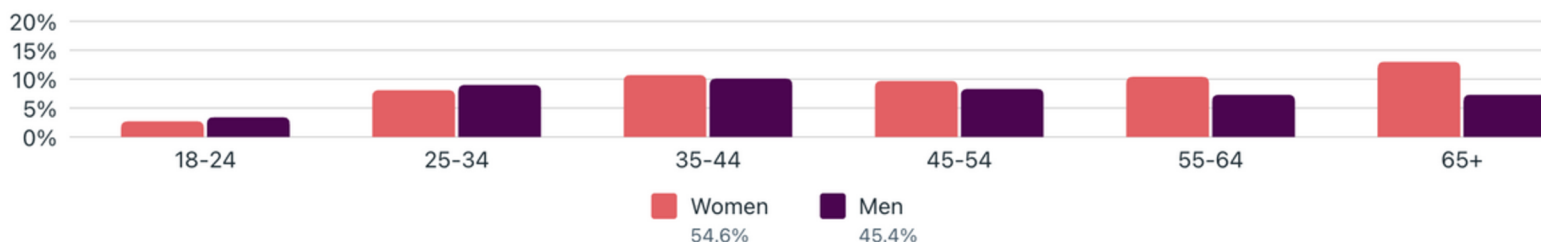
69.82K ↑

Instagram

95 ↑

YouTube

Age & gender ⓘ



ACTIONS TAKEN TO BUSINESS PAGES

7,986

PROJECT HIGHLIGHTS



Hey foodies! 🌮🔥 We just had the BEST time at Jhonny's Mexican Restaurant in Wylie, TX and you HAVE to check it out! 🔥 The fajitas were absolutely incredible!! 😊 Plus, they have a full bar with some signature drinks! 🍹 Whether you're craving a margarita or something else, they've got you covered. 😊 If you're looking for a great Mexican restaurant with tasty food and drinks, Jhonny's is the place to be! 100% [#MexicanFood](#) [#Fajitas](#) [#FullBar](#) [#DeliciousDrinks](#) [#TexasEats](#) [#Foodie](#) [#SupportLocal](#)



We had the chance to go visit and shop at the [Wylie Urban Farm & Market](#) off Stone Road in Wylie Texas. What an awesome place. From the front door to the back of the building it's locally sourced, healthy options! We LOVE this place! Salsas, pizzas, meats, skin care, crafts and SO much more!



LAST 12
MONTHS



DATA

**TRIPLE THE ENGAGEMENT SINCE
SWITCHING THE FORMAT & PRODUCTION**

Impressions

19.01K↑

9538↑

YouTube

5537↑

Facebook

3939↓

Instagram

Followers

1492↑

1130↑

Facebook

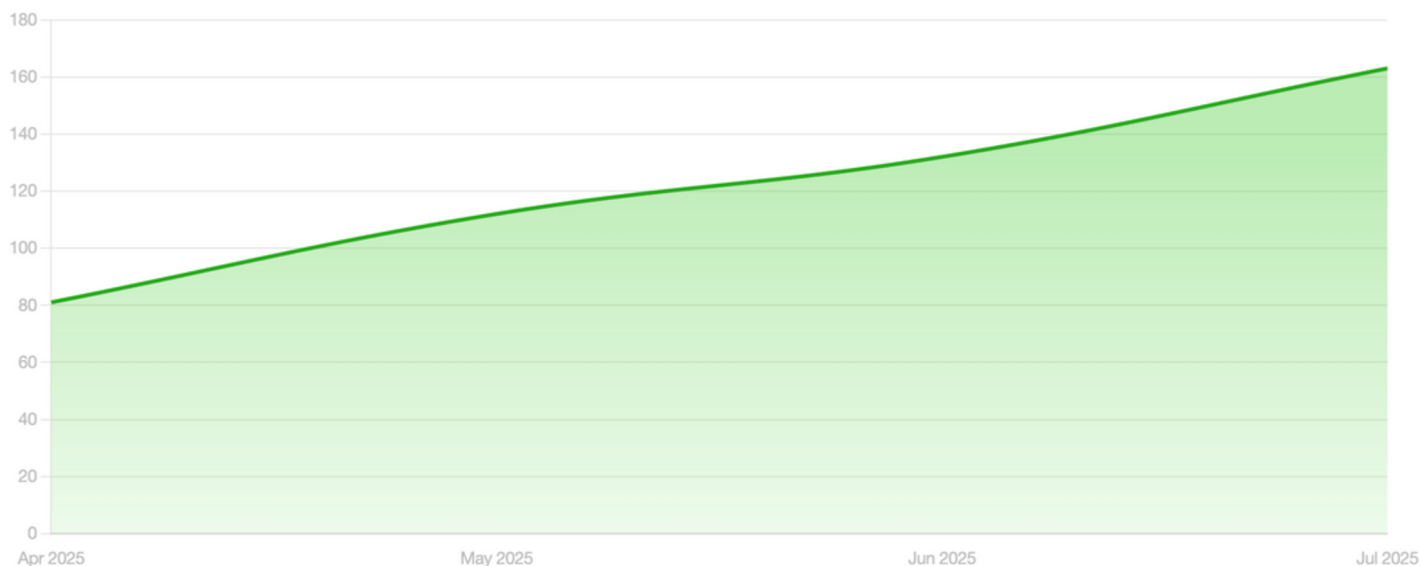
340↓

Instagram

22↑

YouTube

AUDIO VERSION DOWNLOADS CLIMBING



PROJECT HIGHLIGHTS



WES DORSEY

MARISSA PAGE



WES DORSEY

CARLOS & KAYLA HERRERA
Texas Longhouse Meadery



WES DORSEY

JEREMY MEIER
MARI GUTIERREZ



WES DORSEY

Debbie Schoenekase



WES DORSEY

RICK VALLEY
CREEKSIDE FINE GRILL



WES DORSEY

Tommy Weir
City of Wylie



WES DORSEY

JASON HUDSON



WES DORSEY

BRENT PARKER

EXECUTED:

**New Podcast Format Skyrocketing Views
2 Episodes Per Month
High Level Creative - Bluegrass, Pedal Car,
Fireworks, Taste of Wylie
EDC Social Media Content
Dine Shop Play Content
Spring SMR Class - 9 Businesses**

COMING SOON:

**Fall SMR
DW - HDW Content / Promotions**

SOCIAL MEDIA

EDC Social Media Compare

EDC Social Media Numbers



Discover Wylie Recent Campaigns

<input checked="" type="checkbox"/>	Rodeo Presale	set bu...	7-da...	1,185 Post engagements	10,002	15,866	\$0.03 Per Post Engagem...	\$37.81
<input checked="" type="checkbox"/>	Pedal Car Race Video - EB	set bu...	7-da...	277 Link clicks	8,685	15,384	\$0.29 Per Link Click	\$79.69