

# AGENDA REPORT

Meeting Date: July 16, 2025

Item Number: 3

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## Subject

Consider and act upon a License Agreement between the WEDC and Wylie Downtown Merchants Association.

## Recommendation

Motion to approve a License Agreement between the WEDC and Wylie Downtown Merchants and further authorize the WEDC Executive Director to execute said Agreement.

## Discussion

As the Board will recall, on January 24, 2025, the Wylie Economic Development Corporation (WEDC) approved a comprehensive website overhaul and rebranding initiative in the amount of \$108,925. This investment supports the redevelopment of the City's primary destination marketing assets: Discover Wylie and Historic Downtown Wylie.

On June 18, 2025, the Board provided feedback regarding the proposed License Agreement and authorized the Executive Director to execute a contract between WEDC and Wylie Downtown Merchants Association. However, staff would like to provide updates to the Board and gain additional feedback and clarity before executing this Agreement.

### License Agreement Overview:

In collaboration with the City of Wylie, the Wylie Downtown Merchants Association (WDMA), and community stakeholders, WEDC recognizes the importance of taking a proactive and strategic approach to updating these critical marketing platforms. The initiative aims to strengthen Wylie's position as a premier destination for residents, visitors, and businesses by delivering a modern, cohesive, and user-friendly digital presence.

To formalize this ongoing collaboration, WEDC and WDMA have developed a Mutual Trademark and Website License Agreement. The agreement outlines the joint use, co-management, and eventual transfer of ownership of each entity's respective brand, "Discover Wylie" and "Historic Downtown Wylie", while supporting shared goals related to tourism, business promotion, and downtown revitalization. This effort enhances Wylie's ability to promote economic development and tourism by aligning digital strategies and brand identities, increasing visibility, and reinforcing the community's unique character.

- Mutual Trademark License: for "Historic Downtown Wylie" brand & "Discover Wylie" brand.
- Term and Ownership Transfer: Initial five (5) year term + five (5) year marketing agreement
- Marketing Partnership: Both parties agree to jointly promote key initiatives such as tourism campaigns, influencer marketing, podcasts, and business spotlights.
- Financial Consideration: hosting, website maintenance, and development costs are estimated at approximately \$35,000 annually for both brands. Ongoing marketing and outreach efforts are considered in-kind and jointly supported by both organizations.