

QUARTERLY UPDATE



WYLIE ECONOMIC
DEVELOPMENT

LAST 90
DAYS

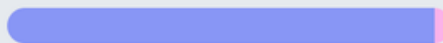


DINESHOPPLAY
TEXAS

DATA

☐		0:38	Okay Wylie... this one is for the comfort f...	Reel · dineshopplaytexas
☐		0:39	Okay Wylie... this one is for the comfort f...	Reel · Dine Shop Play Texas
☐		0:51	Dear Sorella Boutique has everything you..	Reel · dineshopplaytexas
☐		0:52	Dear Sorella Boutique has everything you..	Reel · Dine Shop Play Texas
☐		0:55	🔥 If you're craving a legit burger spot, ...	Reel · dineshopplaytexas
☐		0:55	🔥 If you're craving a legit burger spot, ...	Reel · Dine Shop Play Texas

Followers



8,998

Impressions



122.29K

ACTIONS TAKEN TO BUSINESS PAGES

4,123

**SOCIAL MEDIA
RESCUE**

Let's Eat!

SPRING 2026 Class

6 Winners Announced

6 Total Attendees

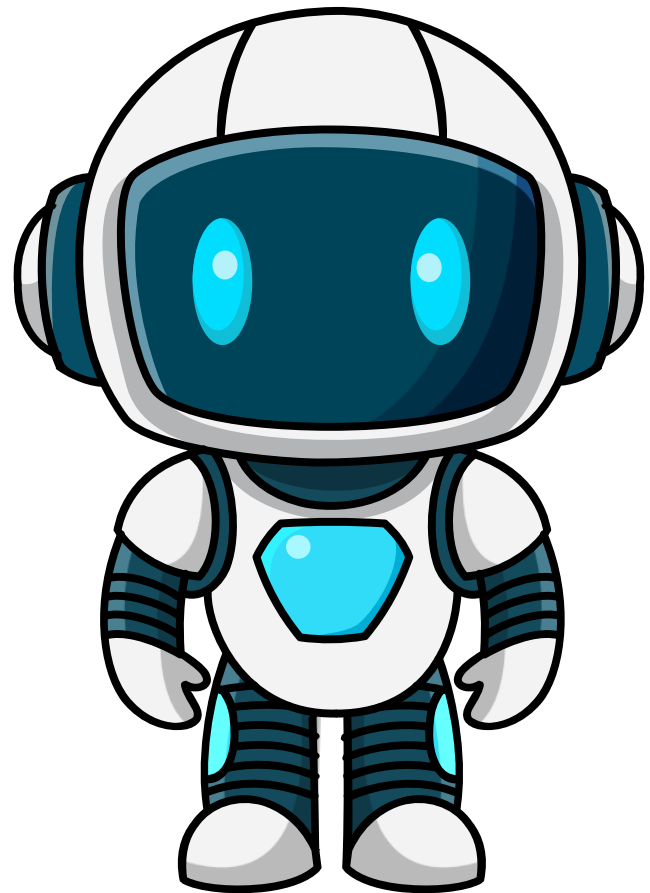
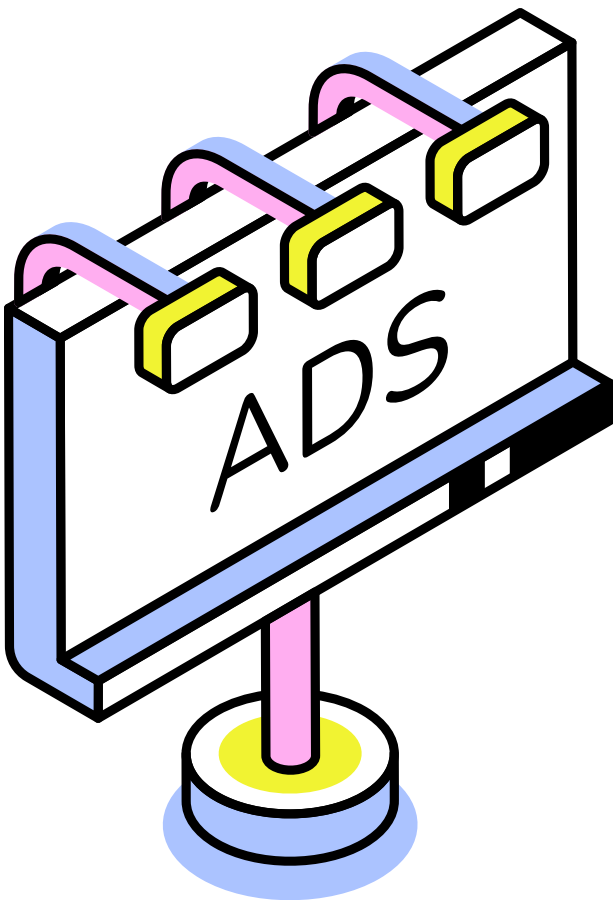
**Newest Updates:
Workbook Updated V2
Update Teachings (AI, Video and Ads)**



Executed and Coming

Small Business Week AI Panel
65 Registrations - 43 Attendees

Meta Ads Class August 2026
Social Media Rescue October 2026



SOCIAL MEDIA

SOCIAL MEDIA ORGANIC

EDC

Impressions



47.8K ↑

42.59K ↑

Facebook

4,341 ↑

LinkedIn

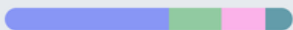
774 ↑

Instagram

86 ↑

X

Followers



2,399 ↑

1,370 ↑

Facebook

435 ↑

LinkedIn

366 ↑

Instagram

228

X

Discover Wylie

Followers



26.28K ↑

24.14K ↑

Facebook

2,139 ↑

Instagram

Impressions



265.63K ↑

216.7K ↑

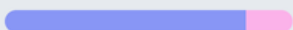
Facebook

48.93K ↑

Instagram

Historic Downtown Wylie

Followers



3,516 ↑

2,949 ↑

Facebook

567 ↑

Instagram

Impressions



95.73K ↑

88.58K ↑

Facebook

7,148 ↑

Instagram

SOCIAL MEDIA

SOCIAL MEDIA ADS

Small Business Week - All Events Pedal Car Promotion Historic Downtown Promotion Ai Panel Downtown Swift Event Bluegrass Promotion

☐	☒	Last Chance	● Completed	—	42	\$0.59	U...	\$24.98
					Landing Page Views	Per Landing Page ...		
☐	☒	Pedal Car Boosty Boost	● Completed	—	2,159	\$0.02	U...	\$44.26
					ThruPlays	Cost per ThruPlay		
☐	☒	AI Panel - Traffic	● Completed	—	254	\$0.43	U...	\$109.53
					Landing Page Views	Per Landing Page ...		
☐	☒	SBW Flyer	● Completed	—	3,219	\$0.04	U...	\$127.63
					Post engagements	Per Post Engageme...		
☐	☒	HDW Engage	● Active	1	1,035	\$0.24	U...	\$249.94
					Follows or likes	Per Follow or like		
☐	☐	AI Panel	● Off	—	2,316	\$0.03	U...	\$72.58
					Post engagements	Per Post Engageme...		
☐	☒	swift event	● Completed	—	389	\$0.23	U...	\$90.51
					Landing Page Views	Per Landing Page ...		
☐	☒	Bluegrass Push	● Completed	—	29,397	\$0.003	U...	\$99.92
					2-Second Continuo...	Per 2-Second Conti...		