

AGENDA REPORT

Meeting Date: January 24, 2025

Item Number: 2

Prepared By: Jason Greiner

Subject

Consider and act upon issues surrounding Discover Wylie.

Recommendation**Discussion**

As previously discussed, WEDC Staff is proposing to fund a comprehensive website overhaul and rebranding package for the Destination Marketing Brand, Discover Wylie and for Historic Downtown Wylie. This initiative will enhance Wylie's ability to promote economic development and tourism by creating a modern, cohesive, and effective digital presence and brand identity for the City of Wylie and the Wylie Downtown Merchants Association.

Discover Wylie serves as a key tool for promoting the community to residents, visitors, and businesses. However, the existing website and branding need an update to appropriately showcase Wylie's unique offerings and drive economic growth. In collaboration with the City of Wylie, Wylie Downtown Merchants Association, and community stakeholders, WEDC recognizes the need to take a proactive approach in updating Discover Wylie and Historic Downtown Wylie, as these critical assets better position Wylie as a premier destination.

Staff is bringing this item to the Board for consideration and action regarding entering a contract for visual identity and website redesign services. As previously discussed, both the City of Wylie and WDMA are both interested in navigating through this process to come up with a solution that is beneficial for all.

The scope of this project would include

- Project Kickoff, Orientation, & Discovery
- Research & Planning
- Findings Presentation
- Design Introduction & Advanced Sitemap
- Design Presentation
- Website Development
- CMS Training
- Website Review & Launch

Total project completion is estimated to take up to a maximum of 40 weeks.