

Wylie Economic Development Corporation

Board Regular Meeting

April 17, 2024 – 7:30 AM

WEDC Office Conference Room - 250 South Highway 78, Wylie, Texas
75098



CALL TO ORDER

INVOCATION & PLEDGE OF ALLEGIANCE

COMMENTS ON NON-AGENDA ITEMS

Any member of the public may address Board regarding an item that is not listed on the Agenda. Members of the public must fill out a form prior to the meeting in order to speak. Board requests that comments be limited to three minutes for an individual, six minutes for a group. In addition, Board is not allowed to converse, deliberate or take action on any matter presented during citizen participation.

CONSENT AGENDA

All matters listed under the Consent Agenda are considered to be routine by the Board and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.

- A. Consider and act upon approval of Minutes from the March 20, 2024 Regular Meeting of the WEDC Board of Directors.
- B. Consider and act upon approval of the March 2024 WEDC Treasurer's Report.

REGULAR AGENDA

- 1. Consider and act upon issues surrounding Board Seat Appointments.
- 2. Consider and act upon a Fourth Amendment to the Purchase and Sale Agreement between the WEDC and McClure Partners Construction Company.
- 3. Consider and act upon FY 2023-2024 Midyear Budget Amendments.

DISCUSSION ITEMS

- DS1. Staff report: WEDC Property Update, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs.

EXECUTIVE SESSION

Sec. 551.072. DELIBERATION REGARDING REAL PROPERTY; CLOSED MEETING.

A governmental body may conduct a closed meeting to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on its negotiating position.

ES1. Consider the sale or acquisition of properties located at Brown/Eubanks, FM 544/Cooper, FM 544/Sanden, Jackson/Oak, Regency/Steel, and State Hwy 78/Brown.

Sec. 551.074. PERSONNEL MATTERS; CLOSED MEETING.

- (a) This chapter does not require a governmental body to conduct an open meeting:
- (1) to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or
 - (2) to hear a complaint or charge against an officer or employee.
- (b) Subsection (a) does not apply if the officer or employee who is the subject of the deliberation or hearing requests a public hearing.

Sec. 551.087. DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS; CLOSED MEETING.

- This chapter does not require a governmental body to conduct an open meeting:
- (1) to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or
 - (2) to deliberate the offer of a financial or other incentive to a business prospect described by Subdivision (1).

ES2. Deliberation regarding commercial or financial information that the WEDC has received from a business prospect and to discuss the offer of incentives for Projects: 2013-9a, 2022-1c, 2022-10c, 2023-1a, 2023-2d, 2023-5b, 2023-9b, 2024-1a, 2024-1c, 2024-3a, 2024-3b, 2024-4a, 2024-4b, and 2024-4c.

RECONVENE INTO OPEN SESSION

Take any action as a result from Executive Session.

FUTURE AGENDA ITEMS

ADJOURNMENT

CERTIFICATION

I certify that this Notice of Meeting was posted on April 12, 2024 at 5:00 p.m. on the outside bulletin board at Wylie City Hall, 300 Country Club Road, Building 100, Wylie, Texas, a place convenient and readily accessible to the public at all times.

Stephanie Storm, City Secretary

Date Notice Removed

The Wylie Municipal Complex is wheelchair accessible. Sign interpretation or other special assistance for disabled attendees must be requested 48 hours in advance by contacting the City Secretary's Office at 972.516.6020. Hearing impaired devices are available from the City Secretary prior to each meeting.

If during the course of the meeting covered by this notice, the Board should determine that a closed or executive meeting or session of the Board or a consultation with the attorney for the City should be held or is required, then such closed or executive meeting or session or consultation with attorney as authorized by the Texas Open Meetings Act, Texas Government Code § 551.001 et. seq., will be held by the Board at the date, hour and place given in this

notice as the Board may conveniently meet in such closed or executive meeting or session or consult with the attorney for the City concerning any and all subjects and for any and all purposes permitted by the Act, including, but not limited to, the following sanctions and purposes:

Texas Government Code Section:

§ 551.071 – Private consultation with an attorney for the City.

§ 551.072 – Discussing purchase, exchange, lease or value of real property.

§ 551.073 – Discussing prospective gift or donation to the City.

§ 551.074 – Discussing personnel or to hear complaints against personnel.

§ 551.076 – Discussing deployment of security personnel or devices or security audit.

§ 551.087 – Discussing certain economic development matters.

Minutes
Wylie Economic Development Corporation
Board of Directors Regular Meeting
 March 20, 2024 – 7:30 A.M.
 WEDC Offices – Conference Room
 250 S Hwy 78 – Wylie, TX 75098

CALL TO ORDER

Announce the presence of a Quorum

President Melisa Whitehead called the meeting to order at 7:30 a.m. Board Members present were Aaron Jameson, Whitney McDougall, Blake Brininstool, and Demond Dawkins.

Ex-Officio Member Mayor Matthew Porter was present and Deputy City Manager Renae' Ollie were present.

WEDC staff present included Executive Director Jason Greiner, Assistant Director Rachael Hermes, BRE Director Angel Wygant, Administrative Assistant Marissa Butts, and Marketing & Communications Coordinator Will Kelly.

INVOCATION & PLEDGE OF ALLEGIANCE

Immediate Past President Demond Dawkins gave the invocation and led the Pledge of Allegiance.

COMMENTS ON NON-AGENDA ITEMS

Vice President Aaron Jameson addressed President Melisa Whitehead and the Board stating that he is resigning from his position as a member of the Wylie Economic Development Corporation Board of Directors effective immediately and submitted his letter of resignation to President Whitehead.

Aaron Jameson left the meeting at 7:33 a.m.

With no further citizen participation, President Whitehead moved to Consent Agenda.

CONSENT AGENDA

All matters listed under the Consent Agenda are considered to be routine by the WEDC Board of Directors and will be enacted by one motion. There will not be a separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.

- A. Consider and act upon approval of Minutes from March 1, 2024, Special Called Meeting of the WEDC Board of Directors.**
- B. Consider and act upon approval of the February 2024 WEDC Treasurer's Report.**

Board Action

A motion was made by Blake Brininstool, seconded by Whitney McDougall, to approve the Consent Agenda as presented. A vote was taken, and the motion passed 4-0.

REGULAR AGENDA

1. Consider and act upon Committee Appointments by the Board President.

Staff Comments

Staff brought this item back for the Board’s consideration to appoint Members of Committees now that all Board Members were present. Staff noted that there was interest based on previous Board discussions for a subcommittee to handle initial discussions regarding events like Board Retreats, future events in Wylie, or strategic marketing events. The Board discussed the addition of a Marketing Committee that would focus on attracting new businesses and recruitment to Wylie. The Board then discussed appointing a new Member to the vacant position on the Budget Committee.

Board Action

A motion was made by Blake Brininstool, seconded by Demond Dawkins, to appoint Blake Brininstool and Whitney McDougall to the New Business Attraction and Recruitment Committee. A vote was taken, and the motion passed 4-0.

A motion was made by Melisa Whitehead, seconded by Blake Brininstool, to appoint Demond Dawkins and reappoint Melisa Whitehead to the Budget Committee. A vote was taken, and the motion passed 4-0.

2. Consider and act upon issues surrounding the WEDC Board Member Handbook.

Staff Comments

An updated draft of the WEDC Board Member Handbook was presented to the Board for review and approval. The WEDC Board Member Handbook reflects updates provided by the Bylaw Subcommittee based on Board Member and City Council feedback. This included Board Member accountability, term limits, and overall transparency regarding the time commitment expected from WEDC Board Members.

Board Action

A motion was made by Blake Brininstool, seconded by Demond Dawkins, to approve the WEDC Board Member Handbook. A vote was taken, and the motion passed 4-0.

3. Consider and act upon a contract between WEDC and The Retail Coach.

Staff Comments

Staff provided a proposal to renew retail consulting services from The Retail Coach for the Board’s review. WEDC has worked with The Retail Coach since 2007, which has resulted in securing the Target-Anchored Center, Woodbridge Crossing. Staff noted that as development moves toward the final stages, it is advantageous to continue employing The Retail Coach’s services. Once approved, a joint meeting between the WEDC and City Council will be scheduled to establish goals and a plan when attending ICSC Las Vegas. The Board also encouraged the newly formed New Business Attraction and Recruitment Committee to work with The Retail Coach and to utilize their resources.

Board Action

A motion was made by Whitney McDougall, seconded by Demond Dawkins, to award a contract to The Retail Coach in the amount of \$35,000 and further authorize the Executive Director to execute any and all necessary documents. A vote was taken, and the motion passed 4-0.

4. Consider and act upon issues surrounding the 2023 WEDC Annual Report.

Staff Comments

Staff presented the proposed 2023 WEDC Annual Report to the Board. As per the WEDC Bylaws, the WEDC must present an annual report to the Wylie City Council no later than April 1st of each year. The report must include, but is not limited to, a review of all expenditures made by the Board, a review of accomplishments, and a review of other than direct economic development. Once approved, the final report will be presented to the Wylie City Council on March 26, 2024. Staff discussed the full proposed Annual Report for the Board's review and approval. Staff then discussed the 2024 WEDC Goals and Objectives included within the Annual Report. Staff requested a Board Member be present at the March 26th City Council Meeting when the 2023 WEDC Annual Report is presented.

Board Action

A motion was made by Blake Brininstool, seconded by Demond Dawkins, to approve the 2023 WEDC Annual Report and present the same to the Wylie City Council for review. A vote was taken, and the motion passed 4-0.

DISCUSSION ITEMS

DS1. Staff report: WEDC Property Update, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs.

Staff Comments

Staff referred the Board to the Agenda Report provided in the packet for all updates related to WEDC Property Update, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs. Staff commented on the recent Project U conference attended by the Board/City/WEDC and noted that there is an opportunity in the future for an event like Project U in Wylie. Mayor Porter noted the importance of finding impactful speakers if Wylie wanted to host a similar conference. Related to sales tax revenue, March numbers reflect an 84.18% increase due to an audit collection adjustment. With the consideration of both negative and positive adjustments in February and March, sales tax revenue is currently up 14.26% for the year. The Board then discussed upcoming Board & Commission Interview deadlines. Staff presented the Board with the 2023 Economic Excellence Award from TEDC, which was awarded to WEDC at the recent TEDC Conference.

EXECUTIVE SESSION

Recessed into Closed Session at 8:52 a.m. in compliance with Section 551.001, et. seq. Texas Government Code, to wit:

Sec. 551.072. DELIBERATION REGARDING REAL PROPERTY; CLOSED MEETING.

WEDC – Minutes
March 20, 2024
Page 4 of 4

ES1. Consider the sale or acquisition of properties located at Brown/Eubanks, FM 544/Cooper, FM 544/Sanden, FM 1378/Park, Jackson/Oak, Regency/Steel, and State Hwy 78/Brown.

Sec. 551.087. DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS; CLOSED MEETING.

ES2. Deliberation regarding commercial or financial information that the WEDC has received from a business prospect and to discuss the offer of incentives for Projects: 2013-9a, 2022-1c, 2022-10c, 2023-2d, 2023-5b, 2023-9b, 2023-12c, 2024-1a, 2024-1c, 2024-2c, 2024-3a, and 2024-3b.

RECONVENE INTO OPEN SESSION

Take any action as a result of the Executive Session.

President Whitehead reconvened into Open Session at 9:21 a.m. and the Board took the following actions:

FUTURE AGENDA ITEMS

The Board requested that Board Seat Appointments be included in the April WEDC Board Agenda for discussion and consideration of the appointment of Vice President to the WEDC Board of Directors.

ADJOURNMENT

With no further business, President Whitehead adjourned the WEDC Board meeting at 9:22 a.m.

Melisa Whitehead, President

ATTEST:

Jason Greiner, Executive Director



Wylie Economic Development Board

AGENDA REPORT

Meeting Date: April 17, 2024
Prepared By: Jason Greiner

Item Number: B

Subject

Consider and act upon approval of the March 2024 WEDC Treasurer's Report.

Recommendation

Motion to approve the March 2024 WEDC Treasurer's Report.

Presented for the Board's review and approval is the April 2024 Treasurer's Report detailing the month and year-to-date financial transactions and performance against budget. In this report, you will find the Revenue and Expense Report, Statement of Net Position, Balance Sheet, Sales Tax Report, Performance Agreement Summary, and Quarterly Inventory Subledger.

REVENUES:

Sales Tax Revenue earned in January allocated in March, was \$577,757.71, an increase of 84.18% over the same period in 2023. (This increase was due to an audit collection in the amount of \$1,021,148.)

EXPENSES:

No notable expenses for the month.

March Rev/Exp Report

Account Summary

For Fiscal: 2023-2024 Period Ending: 03/31/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 111 - WYLIE ECONOMIC DEVEL CORP							
Revenue							
111-4000-40210	SALES TAX	4,536,561.00	4,536,561.00	577,757.70	1,611,930.41	-2,924,630.59	64.47 %
111-4000-46110	ALLOCATED INTEREST EARNINGS	112,000.00	112,000.00	46,186.59	261,297.80	149,297.80	233.30 %
111-4000-48110	RENTAL INCOME	48,600.00	48,600.00	5,000.00	24,880.65	-23,719.35	48.81 %
111-4000-48410	MISCELLANEOUS INCOME	0.00	0.00	0.00	1,947.08	1,947.08	0.00 %
111-4000-48430	GAIN/(LOSS) SALE OF CAP ASSETS	2,655,970.00	2,655,970.00	0.00	-276,384.36	-2,932,354.36	110.41 %
	Revenue Total:	7,353,131.00	7,353,131.00	628,944.29	1,623,671.58	-5,729,459.42	77.92%
Expense							
111-5611-51110	SALARIES	440,500.00	440,500.00	41,340.29	185,291.47	255,208.53	57.94 %
111-5611-51130	OVERTIME	0.00	0.00	0.00	871.40	-871.40	0.00 %
111-5611-51140	LONGEVITY PAY	1,200.00	1,200.00	0.00	1,092.00	108.00	9.00 %
111-5611-51310	TMRS	68,500.00	68,500.00	6,107.56	27,072.01	41,427.99	60.48 %
111-5611-51410	HOSPITAL & LIFE INSURANCE	81,000.00	81,000.00	5,091.50	30,028.94	50,971.06	62.93 %
111-5611-51420	LONG-TERM DISABILITY	1,600.00	1,600.00	117.00	292.50	1,307.50	81.72 %
111-5611-51440	FICA	27,000.00	27,000.00	2,427.10	10,748.83	16,251.17	60.19 %
111-5611-51450	MEDICARE	6,400.00	6,400.00	567.64	2,513.84	3,886.16	60.72 %
111-5611-51470	WORKERS COMP PREMIUM	2,100.00	2,100.00	0.00	1,137.35	962.65	45.84 %
111-5611-51480	UNEMPLOYMENT COMP (TWC)	1,600.00	1,600.00	4.87	47.84	1,552.16	97.01 %
111-5611-52010	OFFICE SUPPLIES	5,000.00	5,000.00	288.25	2,001.17	2,998.83	59.98 %
111-5611-52040	POSTAGE & FREIGHT	300.00	300.00	0.00	158.40	141.60	47.20 %
111-5611-52810	FOOD SUPPLIES	3,000.00	3,000.00	210.81	1,275.92	1,724.08	57.47 %
111-5611-54610	FURNITURE & FIXTURES	2,500.00	2,500.00	0.00	-193.05	2,693.05	107.72 %
111-5611-54810	COMPUTER HARD/SOFTWARE	7,650.00	7,650.00	0.00	2,299.98	5,350.02	69.93 %
111-5611-56030	INCENTIVES	1,929,250.00	1,929,250.00	0.00	350,000.00	1,579,250.00	81.86 %
111-5611-56040	SPECIAL SERVICES	37,270.00	37,270.00	157.50	1,040.00	36,230.00	97.21 %
111-5611-56041	SPECIAL SERVICES-REAL ESTATE	234,500.00	234,500.00	4,182.89	37,870.92	196,629.08	83.85 %
111-5611-56042	SPECIAL SERVICES-INFRASTRUCTURE	10,324,000.00	10,324,000.00	0.00	6,101.36	10,317,898.64	99.94 %
111-5611-56080	ADVERTISING	226,125.00	226,125.00	19,450.00	71,071.62	155,053.38	68.57 %
111-5611-56090	COMMUNITY DEVELOPMENT	64,950.00	64,950.00	331.51	22,432.17	42,517.83	65.46 %
111-5611-56110	COMMUNICATIONS	7,900.00	7,900.00	416.48	2,386.18	5,513.82	69.80 %
111-5611-56180	RENTAL	27,000.00	27,000.00	2,250.00	11,250.00	15,750.00	58.33 %
111-5611-56210	TRAVEL & TRAINING	73,000.00	73,000.00	8,284.15	34,903.14	38,096.86	52.19 %
111-5611-56250	DUES & SUBSCRIPTIONS	60,733.00	60,733.00	6,307.11	41,637.41	19,095.59	31.44 %
111-5611-56310	INSURANCE	6,800.00	6,800.00	303.00	5,653.11	1,146.89	16.87 %
111-5611-56510	AUDIT & LEGAL SERVICES	23,000.00	23,000.00	0.00	13,745.67	9,254.33	40.24 %
111-5611-56570	ENGINEERING/ARCHITECTURAL	530,175.00	530,175.00	11,777.00	204,098.20	326,076.80	61.50 %
111-5611-56610	UTILITIES-ELECTRIC	2,400.00	2,400.00	199.18	833.50	1,566.50	65.27 %
111-5611-57410	PRINCIPAL PAYMENT	600,096.00	600,096.00	25,405.27	272,455.23	327,640.77	54.60 %
111-5611-57415	INTEREST EXPENSE	631,902.00	631,902.00	21,534.58	287,816.97	344,085.03	54.45 %
111-5611-58110	LAND-PURCHASE PRICE	1,000,000.00	1,000,000.00	0.00	7,079.00	992,921.00	99.29 %
111-5611-58995	CONTRA CAPITAL OUTLAY	0.00	0.00	0.00	-7,079.00	7,079.00	0.00 %
	Expense Total:	16,427,451.00	16,427,451.00	156,753.69	1,627,934.08	14,799,516.92	90.09%
Fund: 111 - WYLIE ECONOMIC DEVEL CORP Surplus (Deficit):		-9,074,320.00	-9,074,320.00	472,190.60	-4,262.50	9,070,057.50	99.95%
	Report Surplus (Deficit):	-9,074,320.00	-9,074,320.00	472,190.60	-4,262.50	9,070,057.50	99.95%

Budget Report

For Fiscal: 2023-2024 Period Ending: 03/31/2024

Group Summary

Account Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance	
					Favorable (Unfavorable)	Percent Remaining
Fund: 111 - WYLIE ECONOMIC DEVEL CORP						
Revenue	7,353,131.00	7,353,131.00	628,944.29	1,623,671.58	-5,729,459.42	77.92%
Expense	16,427,451.00	16,427,451.00	156,753.69	1,627,934.08	14,799,516.92	90.09%
Fund: 111 - WYLIE ECONOMIC DEVEL CORP Surplus (Deficit):	-9,074,320.00	-9,074,320.00	472,190.60	-4,262.50	9,070,057.50	99.95%
Report Surplus (Deficit):	-9,074,320.00	-9,074,320.00	472,190.60	-4,262.50	9,070,057.50	99.95%

04/17/2024 Item B.

Budget Report

For Fiscal: 2023-2024 Period Ending: 03/31/2024

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
111 - WYLIE ECONOMIC DEVEL CO	-9,074,320.00	-9,074,320.00	472,190.60	-4,262.50	9,070,057.50
Report Surplus (Deficit):	-9,074,320.00	-9,074,320.00	472,190.60	-4,262.50	9,070,057.50

4/9/2024 2:13:43 PM

Page 3 of 3

11

Wylie Economic Development Corporation
Statement of Net Position
As of March 31, 2024

Assets

Cash and cash equivalents	\$ 14,055,812.02	
Receivables	\$ 717,000.00	Note 1
Inventories	\$ 14,645,353.88	
Prepaid Items	<u>\$ -</u>	
Total Assets	<u>\$ 29,418,165.90</u>	

Deferred Outflows of Resources

Pensions	<u>\$ 114,336.55</u>
Total deferred outflows of resources	<u>\$ 114,336.55</u>

Liabilities

Accounts Payable and other current liabilities	\$ 18,147.36	
Unearned Revenue	\$ 1,200.00	Note 2
Non current liabilities:		
Due within one year	\$ 388,755.77	Note 3
Due in more than one year	<u>\$ 15,136,816.48</u>	
Total Liabilities	<u>\$ 15,544,919.61</u>	

Deferred Inflows of Resources

Pensions	<u>\$ (8,336.41)</u>
Total deferred inflows of resources	<u>\$ (8,336.41)</u>

Net Position

Net investment in capital assets	\$ -
Unrestricted	<u>\$ 13,979,246.43</u>
Total Net Position	<u>\$ 13,979,246.43</u>

Note 1: Includes incentives in the form of forgivable loans for \$67,000 (Glen Echo), \$450,000 (Phoenix Ascending), and \$200,000 (MLKJ)

Note 2: Deposits from rental property

Note 3: Liabilities due within one year includes compensated absences of \$32,301

Balance Sheet
Account Summary
 As Of 03/31/2024

Account	Name	Balance
Fund: 111 - WYLIE ECONOMIC DEVEL CORP		
Assets		
111-1000-10110	CLAIM ON CASH AND CASH EQUIV.	14,053,812.02
111-1000-10115	CASH - WEDC - INWOOD	0.00
111-1000-10135	ESCROW	0.00
111-1000-10180	DEPOSITS	2,000.00
111-1000-10198	OTHER - MISC CLEARING	0.00
111-1000-10341	TEXPOOL	0.00
111-1000-10343	LOGIC	0.00
111-1000-10481	INTEREST RECEIVABLE	0.00
111-1000-11511	ACCTS REC - MISC	0.00
111-1000-11517	ACCTS REC - SALES TAX	0.00
111-1000-12810	LEASE PAYMENTS RECEIVABLE	0.00
111-1000-12950	LOAN PROCEEDS RECEIVABLE	0.00
111-1000-12996	LOAN RECEIVABLE	0.00
111-1000-12997	ACCTS REC - JTM TECH	0.00
111-1000-12998	ACCTS REC - FORGIVEABLE LOANS	717,000.00
111-1000-14112	INVENTORY - MATERIAL/ SUPPLY	0.00
111-1000-14116	INVENTORY - LAND & BUILDINGS	14,645,353.88
111-1000-14118	INVENTORY - BAYCO/ SANDEN BLVD	0.00
111-1000-14310	PREPAID EXPENSES - MISC	0.00
111-1000-14410	DEFERRED OUTFLOWS	1,818,500.00
	Total Assets:	31,236,665.90
		<u>31,236,665.90</u>
Liability		
111-2000-20110	FEDERAL INCOME TAX PAYABLE	0.00
111-2000-20111	MEDICARE PAYABLE	0.00
111-2000-20112	CHILD SUPPORT PAYABLE	0.00
111-2000-20113	CREDIT UNION PAYABLE	0.00
111-2000-20114	IRS LEVY PAYABLE	0.00
111-2000-20115	NATIONWIDE DEFERRED COMP	0.00
111-2000-20116	HEALTH INSUR PAY-EMPLOYEE	4,072.01
111-2000-20117	TMRS PAYABLE	8,865.80
111-2000-20118	ROTH IRA PAYABLE	0.00
111-2000-20119	WORKERS COMP PAYABLE	0.00
111-2000-20120	FICA PAYABLE	0.00
111-2000-20121	TEC PAYABLE	0.00
111-2000-20122	STUDENT LOAN LEVY PAYABLE	0.00
111-2000-20123	ALIMONY PAYABLE	0.00
111-2000-20124	BANKRUPTCY PAYABLE	0.00
111-2000-20125	VALIC DEFERRED COMP	0.00
111-2000-20126	ICMA PAYABLE	0.00
111-2000-20127	EMP. LEGAL SERVICES PAYABLE	0.00
111-2000-20130	FLEXIBLE SPENDING ACCOUNT	5,062.38
111-2000-20131	EDWARD JONES DEFERRED COMP	0.00
111-2000-20132	EMP CARE FLITE	12.00
111-2000-20133	Unemployment Comp Payable	42.85
111-2000-20151	ACCRUED WAGES PAYABLE	0.00
111-2000-20180	ADDIT EMPLOYEE INSUR PAY	92.32
111-2000-20199	MISC PAYROLL PAYABLE	0.00
111-2000-20201	AP PENDING	0.00
111-2000-20210	ACCOUNTS PAYABLE	0.00
111-2000-20530	PROPERTY TAXES PAYABLE	0.00
111-2000-20540	NOTES PAYABLE	1,818,500.00
111-2000-20810	DUE TO GENERAL FUND	0.00

As Of 03/31/2024

Balance Sheet

Account	Name	Balance
111-2000-22270	DEFERRED INFLOW	0.00
111-2000-22275	DEF INFLOW - LEASE PRINCIPAL	0.00
111-2000-22280	DEFERRED INFLOW - LEASE INT	0.00
111-2000-22915	RENTAL DEPOSITS	1,200.00
	Total Liability:	1,837,847.36

Equity

111-3000-34110	FUND BALANCE - RESERVED	0.00
111-3000-34590	FUND BALANCE-UNRESERV/UNDESIG	29,403,081.04
	Total Beginning Equity:	29,403,081.04
Total Revenue		1,623,671.58
Total Expense		1,627,934.08
Revenues Over/Under Expenses		-4,262.50
	Total Equity and Current Surplus (Deficit):	29,398,818.54
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>31,236,665.90</u>

As Of 03/31/2024

Balance Sheet

Account	Name	Balance
Fund: 922 - GEN LONG TERM DEBT (WEDC)		
Assets		
	Total Assets:	<u>0.00</u> <u><u>0.00</u></u>
Liability		
922-2000-28248	GOVCAP LOAN/SERIES 2022	7,556,077.29
	Total Liability:	<u>7,556,077.29</u>
	Total Equity and Current Surplus (Deficit):	0.00
	Total Liabilities, Equity and Current Surplus (Deficit):	<u><u>7,556,077.29</u></u>
	*** FUND 922 OUT OF BALANCE ***	-7,556,077.29

***Warning: Account Authorization is turned on. Please run the Unauthorized Account Listing Report to see if you are out of balance due to missing accounts ***

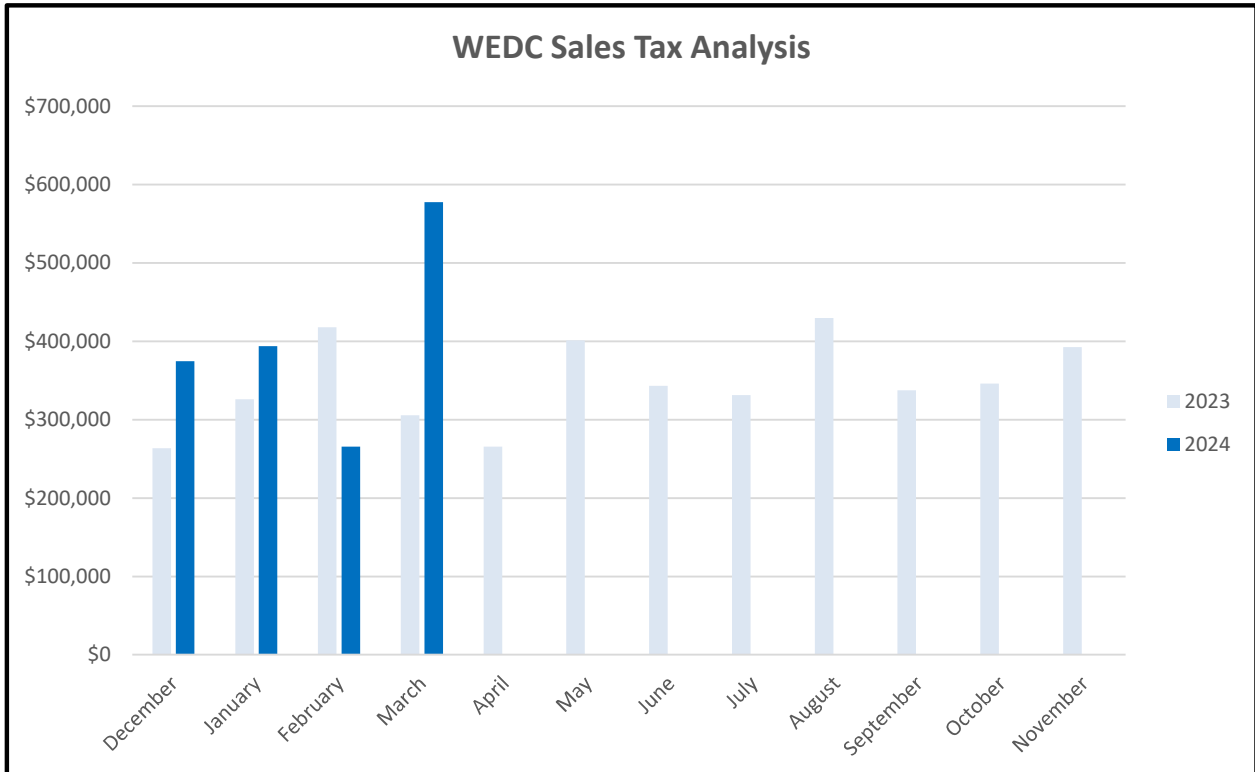
Wylie Economic Development Corporation

SALES TAX REPORT

March 31, 2024

BUDGETED YEAR

MONTH	FY 2021	FY 2022	FY 2023	FY 2024	DIFF 23 vs. 24	% DIFF 23 vs. 24
DECEMBER	\$ 235,381.33	\$ 263,577.66	\$ 338,726.54	\$ 374,686.38	\$ 35,959.83	10.62%
JANUARY	\$ 262,263.52	\$ 326,207.92	\$ 368,377.73	\$ 393,994.39	\$ 25,616.67	6.95%
FEBRUARY	\$ 456,571.35	\$ 417,896.79	\$ 480,381.11	\$ 265,491.94	\$ (214,889.17)	-44.73%
MARCH	\$ 257,187.91	\$ 305,605.50	\$ 313,686.17	\$ 577,757.71	\$ 264,071.54	84.18%
APRIL	\$ 221,881.55	\$ 265,773.80	\$ 310,050.94	-		
MAY	\$ 400,371.70	\$ 401,180.20	\$ 434,878.33	-		
JUNE	\$ 290,586.92	\$ 343,371.26	\$ 330,236.89	-		
JULY	\$ 314,559.10	\$ 331,432.86	\$ 379,162.00	-		
AUGUST	\$ 390,790.76	\$ 429,696.16	\$ 448,253.70	-		
SEPTEMBER	\$ 307,681.15	\$ 337,512.61	\$ 371,880.65	-		
OCTOBER	\$ 326,382.38	\$ 346,236.36	\$ 377,466.67	-		
NOVEMBER	\$ 411,813.32	\$ 392,790.84	\$ 458,694.91	-		
Sub-Total	\$ 3,875,470.98	\$ 4,161,281.96	\$ 4,611,795.64	\$ 1,611,930.42	\$ 110,758.87	14.26%
Total	\$ 3,875,470.98	\$ 4,161,281.96	\$ 4,611,795.64	\$ 1,611,930.42	\$ 110,758.87	14.26%



*** Sales Tax collections typically take 2 months to be reflected as Revenue. SisTx receipts are then accrued back 2 months.
 Example: March SisTx Revenue is actually January SisTx and is therefore the 4th allocation in FY24.

Wylie Economic Development Corporation

PERFORMANCE AGREEMENT REPORT

March 31, 2024

PERFORMANCE AGREEMENTS	TOTAL INCENTIVE	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	REMAINING AFTER CURRENT FY	PREVIOUS FY PAYMENTS	TOTAL INCENTIVE	
LUV-ROS	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ 10,000.00	A
AMERICAN ENTITLEMENTS II	\$ 35,000.00	\$ 25,000.00	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ 35,000.00	
NORTH DALLAS WYLIE LAND	\$ 120,000.00	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 120,000.00	
AXL	\$ 65,000.00	\$ 9,250.00	\$ 9,250.00	\$ -	\$ -	\$ -	\$ 9,250.00	\$ 46,500.00	\$ 65,000.00	
GLEN ECHO BREWING	\$ 100,000.00	\$ 50,000.00	\$ 30,000.00	\$ 20,000.00	\$ -	\$ -	\$ 50,000.00	\$ -	\$ 100,000.00	B
MLKJ	\$ 80,000.00	\$ -	\$ 40,000.00	\$ 40,000.00	\$ -	\$ -	\$ 80,000.00	\$ -	\$ 80,000.00	C
CLF II LI WYLIE (LOVETT)	\$ 1,300,000.00	\$ 650,000.00	\$ 650,000.00	\$ -	\$ -	\$ -	\$ 650,000.00	\$ -	\$ 1,300,000.00	
DEANAN/DANK	\$ 30,000.00	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 30,000.00	
FIREWATER	\$ 300,000.00	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200,000.00	\$ 300,000.00	
PHOENIX ASCENDING	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	D
SANDEN INTERNATIONAL	\$ 500,000.00	\$ 300,000.00	\$ 200,000.00	\$ -	\$ -	\$ -	\$ 200,000.00	\$ -	\$ 500,000.00	
	\$ 2,540,000.00	\$ 1,169,250.00	\$ 939,250.00	\$ 60,000.00	\$ -	\$ -	\$ 999,250.00	\$ 371,500.00	\$ 2,540,000.00	
							<i>Deferred Out Flow</i>	\$ 1,818,500.00		

A. Performance Agreement (\$10,000) and Forgivable Land Grant (\$60,000 forgiven over 3 years). \$20,000/year in 2022, 2023, & 2024.

B. Performance Agreement (\$100,000) and Forgivable Land Grant (\$100,000 forgiven over 3 years). \$33,000 CO, \$33,000 in 2025, and \$34,000 in 2026.

C. Performance Agreement (\$80,000) and Forgivable Land Grant (\$200,000 forgiven over 3 years). \$50,000 CO & \$50,000/year in 2025, 2026, & 2027.

D. Forgivable Land Grant (\$450,000 forgiven over 4 years). \$112,500 CO & \$112,500/year in 2026, 2027, & 2028.

Wylie Economic Development Corporation

Inventory Subledger (Land) March 31, 2024

	Property	Purchase Date	Address	Acreage	SF	Improvements	Cost Basis	Sub-totals
Cooper St.	McMasters	7/12/05	709 Cooper	0.4750	20691	\$ - n/a	\$ 202,045.00	
	Heath	12/28/05	706 Cooper	0.4640	20212	\$ 32,005.00 3,625	\$ 186,934.22	
	Perry	9/13/06	707 Cooper	0.4910	21388	\$ - n/a	\$ 200,224.00	
	Bowland/Anderson	10/9/07	Cooper Dr.	0.3720	16204	\$ - n/a	\$ 106,418.50	
	Duel Products	9/7/12	704 Cooper Dr.	0.5000	21780	\$ - n/a	\$ 127,452.03	
	Randack	10/23/12	711-713 Cooper Dr.	1.0890	47437	\$ 217,500.00 8,880	\$ 400,334.00	
	Lot 2R3	7/24/14	Cooper Dr.	0.9500	41382	\$ - n/a	\$ 29,056.00	\$ 1,252,463.75
Regency Dr.	Regency Pk.	6/4/10	25 Steel Road	0.6502	28323	\$ - n/a	\$ 25,170.77	
	Steel/Hooper	12/29/22	Lot 2R Helmberger Industrial Park	3.6885	160671	\$ - n/a	\$ 345,441.57	\$ 370,612.34
544 Gateway (Lot 6 Sold)	Lot 1	Replat 1/23	544 Gateway Addition	1.5010	65384	65,384	\$ 703,528.75	
	Lot 2	Replat 1/23	545 Gateway Addition	1.4830	64599	64,599	\$ 695,092.03	
	Lot 3	Replat 1/23	546 Gateway Addition	1.2440	54189	54,189	\$ 583,071.13	All Calculated at \$10.76/SF
	Lot 4	Replat 1/23	547 Gateway Addition	1.1830	51531	51,531	\$ 554,480.02	
	Lot 5	Replat 1/23	548 Gateway Addition	2.8740	125191	125,191	\$ 1,347,063.04	
	Lot 6	Replat 1/23	549 Gateway Addition	3.0000	130680	130,680	\$ 1,406,120.09	
	Lot 7	Replat 1/23	550 Gateway Addition	0.9310	40554	40,554	\$ 436,365.93	\$ 5,725,721.00
Downtown	Heath	3/17/14	104 N. Jackson	0.1720	7492	\$ - n/a	\$ 220,034.00	
	Udoh	2/12/14	109 Marble	0.1700	7405	\$ - n/a	\$ 70,330.00	
	Peddicord	12/12/14	100 W. Oak St	0.3481	15163	\$ 155,984.00 4,444	\$ 486,032.00	
	City Lot	12/12/14	108/110 Jackson	0.3479	15155	\$ - n/a		
	Pawn Shop/All The Rave	1/7/22	104 S. Ballard	0.0860	3746	\$ 5,420.00 1,885	\$ 475,441.20	
	FBC Lot	6/15/16	111 N. Ballard St	0.2000	8712	\$ - n/a	\$ 150,964.00	
	FFA Village	1/7/18	102. N. Birmingham	0.1700	7405	\$ - n/a	\$ 99,804.00	
	Boyd	7/28/21	103 S. Ballard	0.0760	3311	\$ 49,231.00 n/a	\$ 328,792.20	
	Keefer	10/27/21	401 N Keefer Dr	0.4890	21301	\$ 83,084.00 n/a	\$ 237,951.39	
	Parupia	8/19/22	200 W Brown	0.0770	3354	\$ - n/a	\$ 159,325.57	
	UP Lot	9/30/22	UP Lot	0.4760	20735	\$ - 832	\$ 82,126.92	
	Brothers JV	2/26/19	306 & 308 N. 2nd Street	0.3770	16422	\$ - n/a	\$ 145,923.04	
	Pulliam	2/27/19	300 N. 2nd Street	0.2570	11195	\$ 122,764.00 1,364	\$ 218,472.20	
	Swayze	4/18/19	208 N. 2nd Street	0.2580	11238	\$ - n/a	\$ 187,501.40	
Swayze	5/9/19	204 N. 2nd Street	0.2580	11238	\$ - n/a	\$ 187,658.20		
Kreymer	10/9/19	302 N. 2nd Street	0.1290	5619	\$ 72,609.00 1,386	\$ 187,941.76	\$ 3,238,297.88	
South Ballard	Birmingham Trust	6/3/15	505 - 607 S. Ballard	1.1190	48744	\$ - n/a	\$ 409,390.00	
	Murphy	3/7/19	701 S. Ballard	0.2000	8712	\$ 115,724.00 1,312	\$ 172,487.04	
	Marlow	3/31/22	305 S. Ballard	0.1865	8125	\$ - 1,008	\$ 186,154.60	
	Brale	7/22/19	503 S. Ballard	0.2558	11142	\$ - n/a	\$ 177,397.96	\$ 945,429.60
Brown & 78	Turner	12/5/18	504 E. Brown	1.0220	44518	\$ - n/a	\$ 308,179.81	
	Wallace	12/18/18	502 E. Brown	0.1870	8146	\$ 24,637.00 n/a	\$ 204,775.58	
	Karan	12/28/18	300 E. Brown	2.3866	103960	\$ - n/a	\$ 1,250,391.20	
	O'Donald	1/7/19	410 E. Brown	0.1870	8146	\$ 64,421.00 n/a	\$ 177,043.75	
	Weatherford	2/12/19	303 Marble	2.1740	94699	\$ - n/a	\$ 757,488.00	
	KCS	11/22/19	Hwy 78 Frontage	2.5363	110481	\$ - n/a	\$ 674,110.20	
	City of Wylie	5/14/20	ROW Purchase/Alleys	1.8800	81893	\$ - n/a	\$ 81,713.00	
	Collin County	5/7/20	SWC Hwy 78 & Marble	0.3590	15638	\$ - n/a	\$ 75,964.20	
	Collin County	5/7/20	414 S. 2nd Street (NWC Hwy 78 &	1.2260	53405	\$ - n/a	\$ 296,152.20	
	TxDOT	2/21/21	SWC Hwy 78 & Brown	0.2209	9622	\$ - n/a	\$ 78,540.00	\$ 3,904,357.94
Total				38.7268		\$ 943,379.00 556,865	\$ 15,436,882.51	\$ 15,436,882.51



Wylie Economic Development Board

AGENDA REPORT

Meeting Date: April 17, 2024 Item Number: 1
Prepared By: Jason Greiner (Staff Use Only)

Subject

Consider and act upon issues surrounding Board Seat Appointments.

Recommendation

Motion to appoint _____ to serve as Vice President of the WEDC Board of Directors.

Discussion

With the recent resignation of a WEDC Board Member, Staff is bringing this item to the Board for consideration of appointment to the seat of Vice President of the WEDC Board.

The current FY 24 WEDC Board Officers are:

- Melisa Whitehead President
(Vacant) Vice President
Whitney McDougall Secretary
Blake Brininstool Treasurer
Demond Dawkins Immediate Past President/Board Member

Section V of the WEDC Bylaws outlines the process for the selection of officers:

5.01 Officers of the Corporation

The elected officers of the Corporation shall be a President, Vice President, Secretary, and Treasurer. The Board may resolve to elect one or more Assistant Secretaries or one or more Assistant Treasurers as it may consider desirable. Such officers shall have the authority and perform the duties of the office as the Board may from time to time prescribe or as the Secretary or Treasurer may from time-to-time delegate to his/her respective Assistant. Any two (2) or more offices may be held by the same person, except the offices of President and Secretary.

5.02 Selection of Officers

The Vice President shall be elected by the Board and shall serve a term of one (1) year. On the expiration of the term of office of the Vice President, the Vice President shall succeed to the office of President, the then-current President shall cease to be President but shall continue as a member of the Board, and the Board shall elect a new Vice President from among its Members to hold such office. The term of office of the President and Vice President shall always be for a period of one year; provided, however, that the President and Vice President continue to serve until the election of the new Vice President.

The Secretary and Treasurer shall be selected by the members of the Board and shall hold office for a period of one (1) year; provided, however, that they shall continue to serve until the election of their successors. Elections shall be held in October at a regular or special meeting of the Board.

Any officer meeting the qualifications of these Bylaws may be elected to succeed himself/herself or to assume any other office of the Corporation.

5.03 Vacancies

Vacancies in any office which occur by reason of death, resignation, disqualification, removal, or otherwise, shall be filled by the Board of Directors for the unexpired portion of the term of that office in the same manner as other officers are elected to office.

Should the appointment of the Vice President cause the need for subsequent Board Seat Appointments, the Board may consider additional appointments at this time. It is important to note that any two (2) or more offices may be held by the same person, except the offices of the President and Secretary.

Attachment:

WEDC Bylaws, Article V

The duly appointed members of the Board shall serve without compensation but shall be reimbursed for actual or commensurate cost of travel, lodging and incidental expense while on official business of the Board in accordance with State law.

4.11 Voting; Action of the Board of Directors

Directors must be present in order to vote at any meeting. Unless otherwise provided in these Bylaws or in the Articles of Incorporation or as required by law, the act of a simple majority present shall be the act of the Board of Directors. In the event that a Director is aware of a conflict of interest or potential conflict of interest, with regard to any particular vote, the Director shall bring the same to the attention of the meeting and shall abstain from the vote, unless the Board determines that no conflict of interest exists. Any Director may bring to the attention of the meeting any apparent conflict of interest or potential conflict of interest of any other Director, in which case the Board shall determine whether a true conflict of interest exists before any vote shall be taken regarding that particular matter. The Director as to whom a question of interest has been raised shall refrain from voting with regard to the determination as to whether a true conflict exists.

4.12 Board's Relationship with City Council

In accordance with State law, the City Council shall require that the Wylie Economic Development Corporation be responsible to it for the proper discharge of its duties assigned in this article. The Board shall determine its policies and direction within the limitations of the duties herein imposed by applicable laws, the Articles of Incorporation, these Bylaws, contracts entered into with the City, and budget and fiduciary responsibilities.

4.13 Board's Relationship with Administrative Departments of the City

Any request for services made to the administrative departments of the City shall be made by the Board or its designee in writing to the City Manager. The City Manager may approve such request for assistance from the Board when he/she finds such requested services are available within the administrative departments of the City and that the Board has agreed to reimburse the administrative department's budget for the costs of such services so provided.

4.14 Board Handbook

The Board has established a Board Member Handbook setting forth additional expectations and requirements applicable to members of the Board. All Board members shall be given a copy of the Board Member Handbook and shall familiarize themselves with its contents. The Board Member Handbook may be modified by the Board from time to time.

ARTICLE V OFFICERS

5.01 Officers of the Corporation

The elected officers of the Corporation shall be a President, Vice President, Secretary, and Treasurer. The Board may resolve to elect one or more Assistant Secretaries or one or more Assistant Treasurers as it may consider desirable. Such officers shall have the authority and perform the duties of the office as the Board may from time to time prescribe or as the Secretary or Treasurer may from time-to-time delegate to his/her respective Assistant. Any two (2) or more offices may be held by the same person, except the offices of President and Secretary.

5.02 Selection of Officers

The Vice President shall be elected by the Board and shall serve a term of one (1) year. On the expiration of the term of office of the Vice President, the Vice President shall succeed to the office of President, the then-current President shall cease to be President but shall continue as a member of the Board, and the Board shall elect a new Vice President from among its Members to hold such office. The term of office of the President and Vice President shall always be for a period of one year; provided, however, that the President and Vice President continue to serve until the election of the new Vice President.

The Secretary and Treasurer shall be selected by the members of the Board and shall hold office for a period of one (1) year; provided, however, that they shall continue to serve until the election of their successors. Elections shall be held in October at a regular or special meeting of the Board.

Any officer meeting the qualifications of these Bylaws may be elected to succeed himself/herself or to assume any other office of the Corporation.

5.03 Vacancies

Vacancies in any office which occur by reason of death, resignation, disqualification, removal, or otherwise, shall be filled by the Board of Directors for the unexpired portion of the term of that office in the same manner as other officers are elected to office.

5.04 President

1. The President shall be the presiding officer of the Board with the following authority:
 - a. Shall preside over all meetings of the Board.
 - b. Shall have the right to vote on all matters coming before the Board.
 - c. Shall have the authority, upon notice to the members of the Board, to call a special meeting of the Board when in his/her judgment such meeting is required.
 - d. Shall have the authority to appoint standing committees to aid and assist the Board in its business undertakings of other matters incidental to the operation and functions of the Board.
 - e. Shall have the authority to appoint ad hoc committees which may address issues of a temporary nature or concern or which have a temporary effect on the business of the Board.
2. In addition to the above mentioned duties, the President shall sign with the Secretary of the Board any deed, mortgage, bonds, contracts, or other instruments which the Board of Directors has approved and unless the execution of said document has been expressly delegated to some other officer or agent of the Corporation, including the Director of Economic Development, by appropriate Board resolution, by a specific provision of these Bylaws, or by statute. In general, the President shall perform all duties incident to the office, and such other duties as shall be prescribed from time to time by the Board of Directors.

5.05 Vice President

In the absence of the President, or in the event of his/her inability to act, the Vice President shall perform the duties of the President. When so acting, the Vice President shall have all power of and be subject to all the same restrictions as upon the President. The Vice President shall also perform other duties as from time to time may be assigned to him/her by the President.

5.06 Secretary

The Secretary shall keep or cause to be kept, at the registered office a record of the minutes of all meetings of the Board and of any committees of the Board. The Secretary shall also file a copy of said Minutes with the City and the same to be given, in accordance with the provisions of these Bylaws, or as required by the Open Meetings Act or the Open Records Act or other applicable law. The Secretary shall be custodian of the corporate records and seal of the Corporation, and shall keep a register of the mailing address and street address, if different, of each director.

5.07 Treasurer

The Treasurer shall be bonded for the faithful discharge of his/her duties with such surety or sureties and in such sum as the Board of Directors shall determine by Board resolution, but in no event shall the amount of such bond be less than an amount equal to the average of the sums which the Treasurer has access to and the ability to convert during a twelve (12) month period of time. The Treasurer shall have charge and custody of and be responsible for all funds and securities of the Corporation. The Treasurer shall receive and give receipt for money due and payable to the Corporation from any source whatsoever, and shall deposit all such moneys in the name of the Corporation in such bank, trust corporation, and/or other depositories as shall be specified in accordance with Article VII of these Bylaws. The treasurer shall, in general, perform all the duties incident to that office, and such other duties as from time to time assigned to him/her by the President of the Board.

5.08 Assistant Secretaries and Assistant Treasurers

The Assistant Secretaries and Assistant Treasurers, if any, shall in general, perform such duties as may be assigned to them by the Secretary or the Treasurer, or by the President of the Board of Directors.

5.09 Director of Economic Development

The Corporation may employ a Director of Economic Development. The Director of Economic Development shall serve as the Chief Executive Officer of the Corporation and shall oversee all administrative functions of the Corporation. The Director shall develop policies and procedures for the Corporation including financial, accounting, and purchasing policies and procedures to be approved by the Board and City Council. The Director of Economic Development is hereby authorized to make purchases and/or expenditures not exceeding \$25,000.00 without obtaining any approval or consent.

5.10 Other Employees

The Corporation may employ such full or part-time employees as needed to carry out the programs of the Corporation.

5.11 Contracts for Services

The Corporation may contract with any qualified and appropriate person, association, corporation



Wylie Economic Development Board

AGENDA REPORT

Meeting Date: April 17, 2024

Item Number: 2

Prepared By: Jason Greiner

(Staff Use Only)

Subject

Consider and act upon a Fourth Amendment to the Purchase and Sale Agreement between the WEDC and McClure Partners Construction Company.

Recommendation

Motion to approve a Fourth Amendment to the Purchase and Sale Agreement between the WEDC and McClure Partners Construction Company and further authorize the Board President or his/her designee to execute said agreement.

Discussion

As the Board will recall, the WEDC has been working toward the redevelopment of the Highway 78 and Brown Street properties since early 2018. The Purchase and Sale Agreement between McClure Partners Construction Company and the WEDC was approved by the Board on August 19, 2020. A First Amendment to the Purchase and Sale Agreement was approved on March 16, 2022, to address issues with the completion of the water line relocation, which was required to be completed prior to closing. A Second Amendment to the Purchase and Sale Agreement was approved on July 19, 2023, extending the water line relocation deadline to address issues with the abandonment of the water line easement. A Third Amendment to the Purchase and Sale Agreement was approved on January 12, 2024, extending the Inspection Period to allow the WEDC time to finalize engineering plans, install TxDOT improvements, and begin installation of the public infrastructure (water, sewer, drainage), and fire lanes for Cooper Plaza.

This Fourth Amendment extends the Inspection Period deadline 90 days, from April 26, 2024, to July 25, 2024.

Analysis:

- Corner Lot: 1.74 acres or 75,804 square feet
• Sales Price: \$20/SF or approximately \$1,516,080
• Water Line Relocation Deadline: September 30, 2023
• Inspection Period: 120 Days
• Closing Date: 60 Days

First Amendment Deadlines:

- Water Line Relocation Deadline: March 31, 2023
• Due Diligence/Survey Delivery: 4-15-23
• Inspection Period: 7-29-23
• Closing Deadline: 9-27-23

Second Amendment Deadlines:

- Water Line Relocation Deadline: September 30, 2023
- Due Diligence/Survey Delivery: 10-15-23 (15 days after water line relocation date)
- Inspection Period: 1-28-24 (120 days after water line relocation date)
- Closing Deadline: 3-28-24 (60 days after inspection period)

Third Amendment Deadlines:

- Inspection Period: 4-26-24 (120 days after water line relocation date of Sept 29, 2023 + 90-day extension)
- Closing Deadline: 6-25-24 (60 days after inspection period)

Fourth Amendment Deadlines:

- Inspection Period: 7-25-24 (120 days after water line relocation date of Sept 29, 2023 + 90-day extension + 90-day extension)
- Closing Deadline: September 23, 2024

FOURTH AMENDMENT TO PURCHASE AND SALE AGREEMENT

THIS **FOURTH AMENDMENT TO PURCHASE AND SALE AGREEMENT** ("Amendment") is effective on April 17, 2024, between **WYLIE ECONOMIC DEVELOPMENT CORPORATION**, a Texas non-profit corporation ("Seller") and **MCCLURE PARTNERS CONSTRUCTION COMPANY**, a Texas limited liability company ("Purchaser").

RECITALS

WHEREAS, the parties hereto entered into that certain Purchase and Sale Agreement, dated to be effective August 19, 2020, as amended by that certain First Amendment to Purchase and Sale Agreement dated to be effective March 16, 2022, Second Amendment to Purchase and Sale Agreement dated to be effective July 19, 2023, and Third Amendment to Purchase and Sale Agreement dated to be effective January 12, 2024 (as amended, the "Contract"), whereby Seller agreed to sell to Purchaser and Purchaser agreed to purchase from Seller, *approximately 1.74 acres (75,804 square feet), being Lot 5 at Hwy 78 and Brown, City of Wylie, Collin County, Texas* (the "Land"), together with any and all improvements located thereon, together with all benefits, privileges, tenements, hereditaments, rights and appurtenances thereon or pertaining to such Land (collectively the "Property"), as further described in the Contract; and

WHEREAS, Seller and Purchaser desire to amend the Contract in certain respects as set forth below.

NOW THEREFORE, in consideration of the Property, and other good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, and the Parties agree herein to amend the Contract as follows:

1. **Capitalized Terms.** Unless otherwise defined herein, capitalized terms shall have the meaning as set forth in the Contract.
2. **Inspection Period Extension.** Seller and Purchaser hereby agree to amend Section 1.1 (K). of the Contract to extend the expiration of the Inspection Period by (90) days, such that the Inspection Period shall expire July 25, 2024.
3. **Continued Validity.** Except as amended herein, each and every term of the contract shall remain in full force and effect as originally written and executed.
4. **Counterparts/Delivery.** This instrument may be executed in any number of counterparts and by the different parties on separate counterparts, and each such counterpart shall be deemed to be an original but all such counterparts shall together constitute one and the same agreement. The parties hereto may execute and deliver this instrument by forwarding facsimile, telefax, electronic pdf or other means of copies of this instrument showing execution by the parties sending the same. The parties agree and intend that such signature shall have the same effect as an original signature, that the parties shall be bound by such means of execution and delivery, and that the parties hereby waive any defense to validity based on any such copies or signatures.
5. **Captions.** Headings of paragraphs are for convenience of reference only and shall not be construed as part of this Amendment.

IN WITNESS WHEREOF, the parties have caused this Amendment to be executed as of the date set forth above.

SELLER:

Wylie Economic Development Corporation, a Texas non-profit corporation

By: _____
Name: _____
Title: _____

PURCHASER:

McClure Partners Construction Company, a Texas corporation

By: _____
Name: _____
Title: _____



Wylie Economic Development Board

AGENDA REPORT

Meeting Date: April 9, 2024

Item Number: 3

Prepared By: Jason Greiner

Subject
Consider and act upon FY 2023-2024 Midyear Budget Amendments.

Recommendation
Staff recommends that the WEDC Board of Directors approve the FY 2023-2024 Midyear Budget Amendments.

Discussion
Staff will submit FY 2023-2024 Midyear Budget Amendments for consideration by City Council on April 23, 2024. The WEDC amendments detailed below adjust the budget to account for unanticipated revenue and additional expenses related to the City’s proposed mid-year market adjustments for the General and Executive Pay Plans.
Revenue
111-5611-56090 (Community Development)
City of Plano \$750.00
Rockwall EDC \$500.00
These funds were received as Miscellaneous Income in 111-5611-56090 and are related to sponsorships received for the WISD Regional Business Symposium lunch sponsorship (for their respective students). An amendment of the budget is necessary to allocate these funds back to 111-5611-56090 (Community Development).
Expenses
111-5611-51110 (Salaries) \$25,000.00
These Budget Amendments will be presented to the City Council on April 24, 2024.



Wylie Economic Development Board

AGENDA REPORT

Meeting Date: April 17, 2024

Item Number: DS1

Prepared By: Jason Greiner

Subject: Staff report: WEDC Property Update, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs.

Recommendation: No action is requested by staff on this item.

Discussion: WEDC Property Update: Property Management (bullet points), Listing Agreement – Segovia Partners (SP) (bullet points), Downtown Parking: (bullet points), Downtown & SBO Property Concepts: (bullet points)

Engineering Report:

Design & Engineering - 544 Gateway Addition – Kimley Horn (KH)

- TxDOT approval has been received.
- KH prepared the contract and submitted to WEDC with Issued for Construction (IFC) plan set.
- Once the fully executed contract is received, we will set up a pre-con meeting with the City.
- A replat will need to be prepared to show final easements after all approvals are received.
- Completion Date: Complete

Design & Engineering - FM 544 Commercial – Special Planning Area (KH)

- Survey has been completed and KH is working on an exhibit for the RR.
- KH provided a concept showing a roadway alignment from 544 (aligned with Medical Plaza Drive) that extends through the City’s 19-acre tract. Staff will discuss the findings in Executive Session.

Environmental- State Hwy 78 & Brown – Elm Creek (EC) & Whitehead Environmental Services (WES)

- TCEQ has received data and has stated that they hope to submit the site for final review by Friday, April 12. If there are no outstanding comments after review of the reports, they will proceed to the affidavit and certification stage. (Site Closure)
- EC now anticipates that the earliest that the Certificate of Closure/Completion could be issued would be April.

Design & Engineering - Cooper Plaza - State Hwy 78 & Brown

- Staff is working on filing the final plat with Collin County. Staff received response concerning pending parcel data clarification with Collin County Tax Assessors Office.
- Staff, Vasquez Engineering and City of Wylie Engineering met to discuss plans for Cooper Plaza. City should have review completed soon.
- KH is working with structural subconsultant on retaining wall design and will be bid by KH once structural design is delivered.
- Completion Date: Complete

Flood Study & Drainage Study- Hooper/Steel/Regency Business Park (KH)

- Staff has conducted two meetings with the property owners along 544.
- Drainage analysis and modeling is complete and KH is working on the existing storm sewer analysis.
- Completion Date: Complete

Water & Sewer Extension - State Hwy 78/Alanis (KH)

- Approval from NTMWD received. Contractor will need to coordinate with NTMWD on shutdown for tie-in.
- Ongoing work on drainage and sanitary sewer easements is taking place.

Eubanks Easement/ROW Coordination

- Engineering for this project has been completed. Ongoing work on easements is taking place.

State Hwy 78 TxDOT Improvements

- KH prepared the updated contract for the WEDC and Reeder Concrete. The agreement is currently in review with legal.

Jackson Avenue Development

- Survey work has been completed and KH is coordinating with the City and design team for the downtown infrastructure/wayfinding project to coordinate parking, draining and “theme” of the development.
- Once drainage solution is known, KH will prepare an IPO for a master plan, preliminary and final engineering, and an OPCC for the development of the block at Jackson/Oak/Marble. An architect/planner will be engaged to help design the buildings. The development will meet the requirements of the Downtown Overlay District.

Westgate Gas Line & Easement Coordination

- Engineering for this project has been completed.
- City Council approved the 380 Agreement with Ferah Tex Med at the 3-26-24 Council Meeting.
- Ongoing work on easements is taking place.

40 Acre Tract Concept Plan

- The conceptual layout has been submitted and will be discussed in Executive Session.

BRE & Workforce Updates:

- Staff conducted 8 BRE visits in March.
- Staff held follow-up meetings with 3 employers to address challenges identified during BRE Visit regarding expansion plans, workforce programs, and community involvement.
- Staff attended Workforce Solutions for North Central Texas (WSNCT), Workforce ‘Empowering Excellence’ Awards Luncheon where Raytheon was recognized for their Registered Apprenticeship Program.
- Staff attended Raytheon Registered Apprenticeship (RAP) program extension award announcement celebrating further investment by Raytheon into the RAP at Collin College.
- Staff participated in ManufacturingWorks with WSNCT, Dallas College, and Society of Manufacturing Engineers (SME) about regional programming for manufacturing trades.

Additional WEDC Activities/Programs in Review:

- Quarterly social media reports have been attached for review. Ongoing efforts toward social media, Discover Wylie, and Social Media Rescue for the benefit of local businesses continue.
- WEDC Board Member Expectations have been provided to the City Secretary’s Office for inclusion within the Board and Commission application process.
- Staff worked with legal regarding ongoing real estate projects and performance agreements.
- Staff worked on coordination and organization of the upcoming Entrepreneur Expo on May 1st.
- Staff ordered updated traffic count reports and anticipates receiving new data within the week.
- Staff and WEDC Board Members attended the WISD Boots ‘N Barbecue event.
- Staff attended the Chamber: State of the City Luncheon.
- Staff and Melisa Whitehead presented the WEDC Annual Report to City Council.
- Staff submitted the annual report to the Comptroller’s Office.
- Sales tax revenues for the month of April are up 10.09%. YTD sales tax revenues are up 13.42%.
- Staff performed additional reconfiguration of the website.

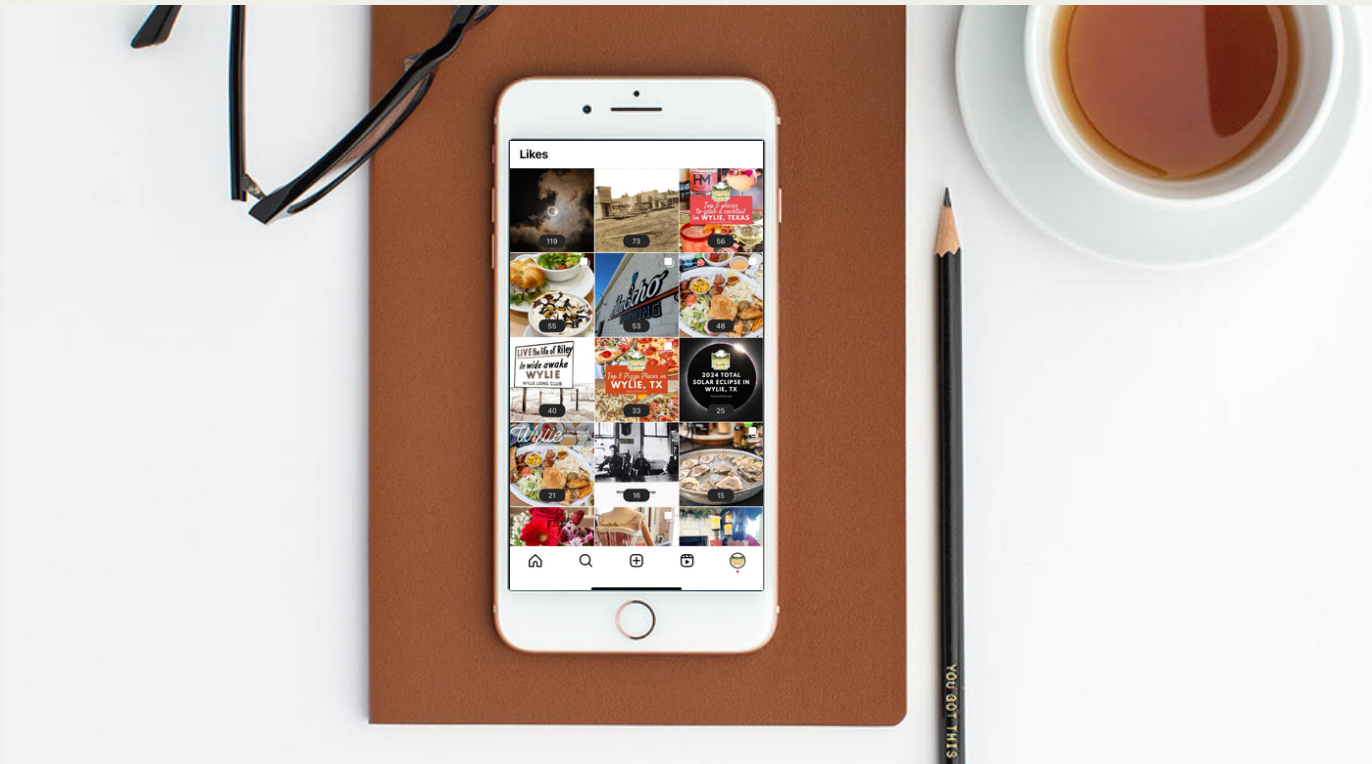
Upcoming Events:

- Chamber: State of the Chamber Meeting– April 23
- City Council: Small Business Week Reception and Proclamation – April 23
- WEDC Board Retreat/Work Session – April 26
- National Small Business Week – April 28- May 4
- Wylie Entrepreneur Expo – May 1
- Christian Prayer Breakfast of Collin County – May 2
- Taste of Wylie – May 6
- Economic Development Week – May 6-10
- ICSC- Las Vegas – May 19-21
- Board & Commission Interviews – May 29-30
- TEDC Basic Course – June 11-14
- Chamber: Women’s Conference – June 14

Please see the attached Marketing Calendar for the full list of upcoming events.

DISCOVER WYLIE

Q2 reporting



 @DISCOVERWYLIE
01/01/2024 - 03/31/2024

OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 01/01/2024 - 03/31/2024

Goals for this Quarter

- > Continue to grow and strengthen a social media presence on Instagram and Facebook.
- > Increase engagement and shares on all platforms
- > Continue to grow TikTok
- > Utilize blog to share information and drive traffic to DiscoverWylie.com
- > Test and implement Influencer Marketing strategy

STRATEGIES APPLIED THIS QUARTER

- Continued posting original TikToks
- Continued posting original reels
- Continued creating original content for Facebook and Discover Wylie blog
- Shared local historical photos and facts
- Share local events on social media and blog
- Engaged with followers through polls, questions, and quizzes in stories.
- Shared relevant follower content to stories (for example, resharing reels or posts created by locals who tagged the @DiscoverWylie account)
- Influencer Marketing

STRATEGIES TO APPLY NEXT QUARTER

- Continue posting stories with opportunities for followers to engage.
- Continue sharing local history and interesting Wylie facts to the feed and stories.
- Encourage followers to tag @DiscoverWylie and use #DiscoverWylie hashtag so we can share their content.
- Grow blog traffic and engagement
- Continue to grow Small Business Stories on DiscoverWylie.com
- Develop Influencer program and work with 2 influencers

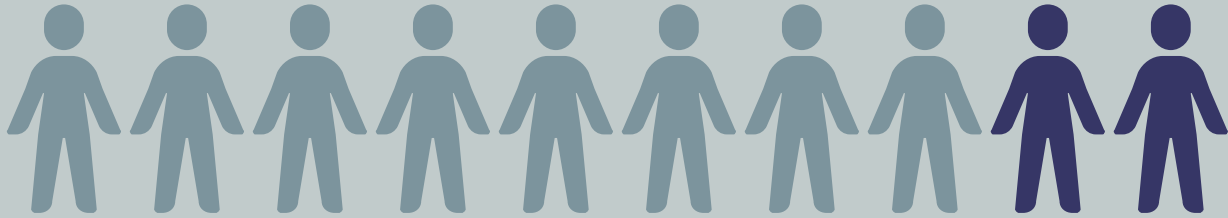
INSTAGRAM REPORT

@DiscoverWylie

Report Time Period: 01/01/2024 - 03/31/2024

	Q1 '23	Q1 '24	% CHANGE
1500 TOTAL FOLLOWERS			
239 NEW FOLLOWERS			
+19% PREVIOUS QUARTER			
ENGAGEMENT	441	500	+13%
REACH	2,871	4,112	+43%
NON-FOLLOWER REACH	1,941	3,000	+55%
IMPRESSIONS		27,000	-

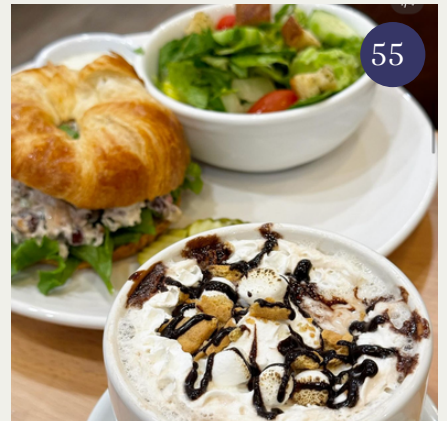
AUDIENCE FEMALE / MALE



AUDIENCE LOCATION

WYLIE	43%	
SACHSE	8%	
MURPHY	4%	
GARLAND	4%	
NEVADA	4%	REMAINING AUDIENCE SPREAD ACROSS OTHER CITIES, STATES, AND COUNTRIES

TOP POSTS BY LIKES



INSTAGRAM HIGHLIGHTS

@DiscoverWylie

Report Time Period: 01/01/2024 - 03/31/2024

@DiscoverWylie Q1 WINS

We reached 50% more non-follower accounts than we did in Q1 2023.

We had 111 external link taps. This is from people clicking links to read blog posts shared on DiscoverWylie.com. That's a 20% increase from Q1 2023.

THE REEL REPORT



Our most popular reel this quarter was the Holiday Express. It was played 2,188 times, had 61 likes, 3 comments, 3 saves, and was shared 28 times. This reel received over 3 hours and 11 minutes of viewing time.

FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 01/01/2024 - 03/31/2024

21,400
TOTAL FOLLOWERS

600
NET NEW FOLLOWERS

+3%
PREVIOUS QUARTER

	Q1 '23	Q1 '24	% CHANGE
CONTENT INTERACTIONS	5,500	8,500	+54%
REACH	63,807	4,112	+380%

AUDIENCE FEMALE / MALE



LINK CLICKS: 1,200

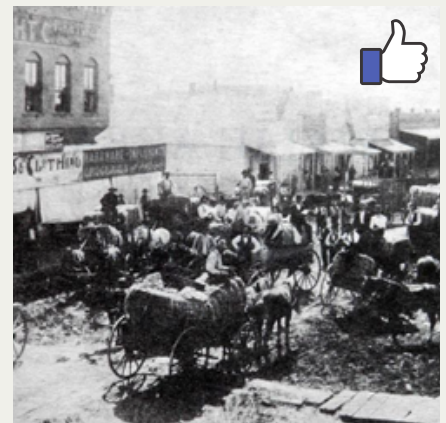
TOP PERFORMING POSTS (BY REACH)



Reach: 223,623
 Reactions: 2,133
 Comments: 154
 Shares: 531



Reach: 50,433
 Reactions: 318
 Comments: 39
 Shares: 61

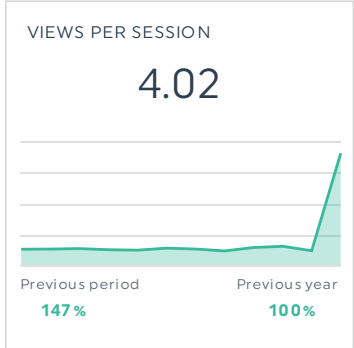
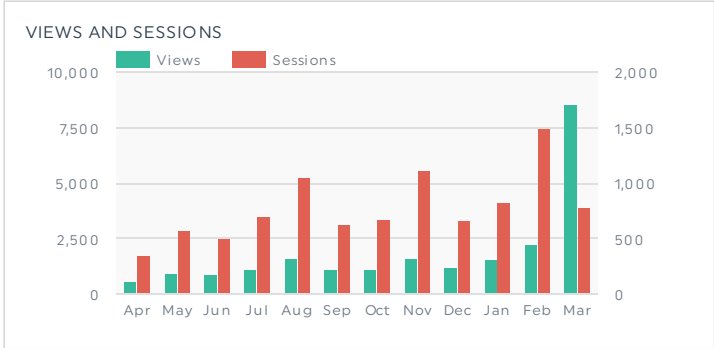
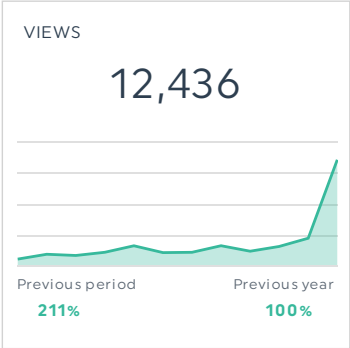


Reach: 29,847
 Reactions: 316
 Comments: 30
 Shares: 107



REPORT FOR JAN 1, 2024 - MAR 31, 2024
WYLIE EDC - QUARTERLY + ROLLING MONTHLY

WEBSITE TRAFFIC OVERVIEW



TOP SESSIONS AND VIEWS BY SESSION SOURCE

Session Source	Sessions	Views
google	1,412 (+144)	2,826 (+528)
(direct)	675 (+71)	1,116 (+271)
news.grets.store	491 (+491)	491 (+491)
ridatokyo	124 (+124)	124 (+124)
bing	59 (+15)	145 (+30)
static.seders.website	57 (+57)	57 (+57)
kar.razas.site	42 (+42)	42 (+42)
info.seders.website	42 (+42)	42 (+42)
yahoo	27 (+7)	65 (+30)
wylietexas.gov	23 (+13)	41 (+22)

TOP VIEWS BY PAGE PATH

Page path without query string	Views
/	8,762 (+8,059)
/site-selection/recent-developments	509 (+105)
/properties/kcs-intermodal	341 (+89)
/about-us/meet-the-staff	284 (+7)
/site-selection/retail-in-wylie	155 (+54)
/site-selection/demographics	144 (+10)
/site-selection/major-employers	137 (+67)
/why-wylie/wylie-living	101 (+28)
/about-us/latest-news	101 (+25)
/business-resources/incentives	95 (+57)

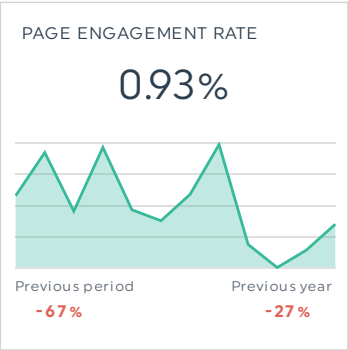
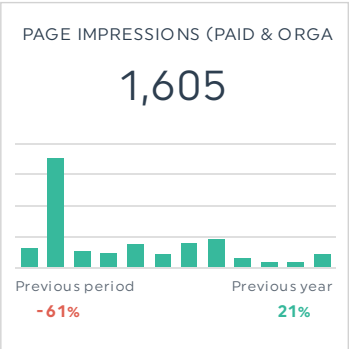
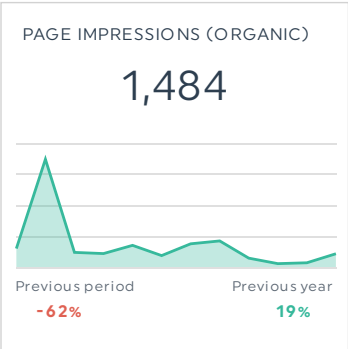
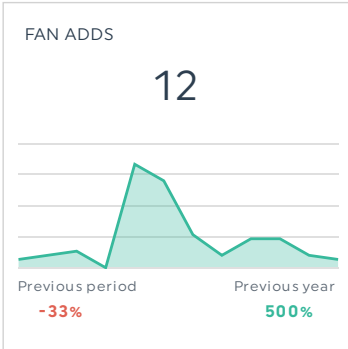
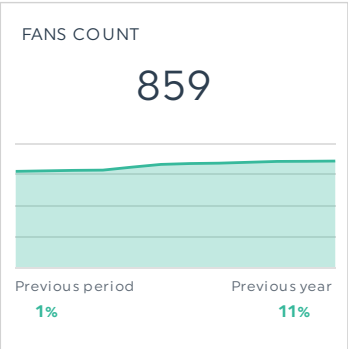
TOP SESSIONS BY CITY

City	Sessions
Warsaw	788 (+788)
Wylie	486 (-73)
Dallas	372 (-47)
(not set)	297 (+33)
Columbus	80 (+27)
Ashburn	42 (+25)
Houston	40 (+18)
San Francisco	37 (+34)
Plano	37 (-21)
Chicago	27 (+3)

TOP SESSIONS BY DEVICE CATEGORY

Device category	Sessions ▾	
desktop	2,282	+1,042
mobile	814	-370
tablet	18	-18

FACEBOOK INSIGHTS



TOP POSTS BY IMPRESSIONS

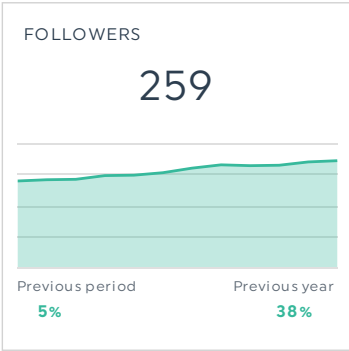
Post ▾ 110

- (id: 153940454642753_887436233392421)

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

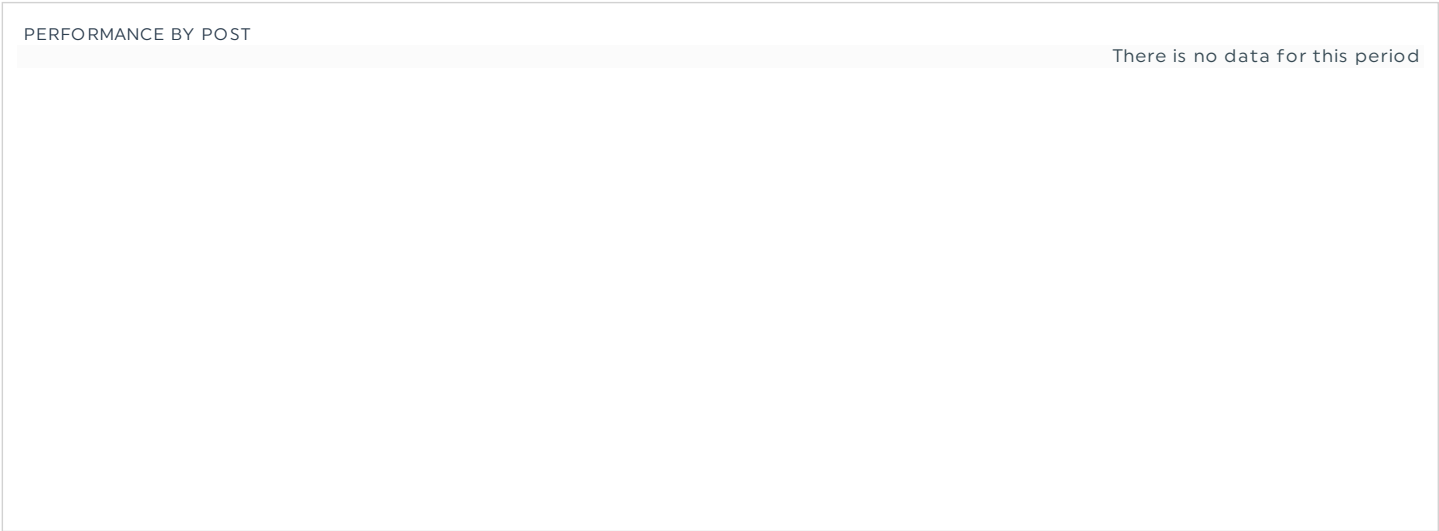
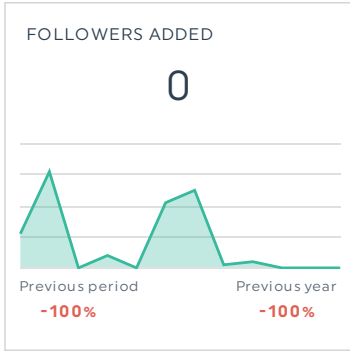
Post With Image	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
(id: 153940454642753_887436233392421)	7.00%	5	0	0

INSTAGRAM INSIGHTS

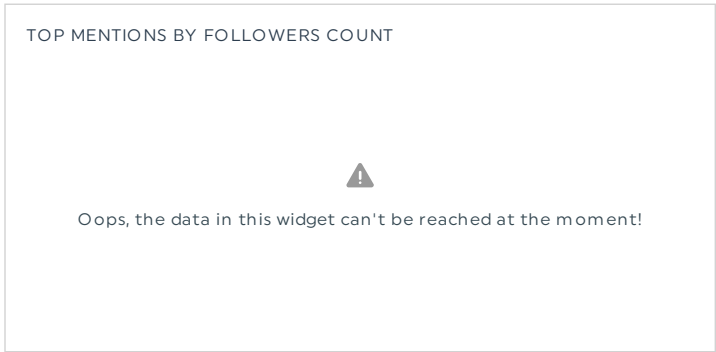
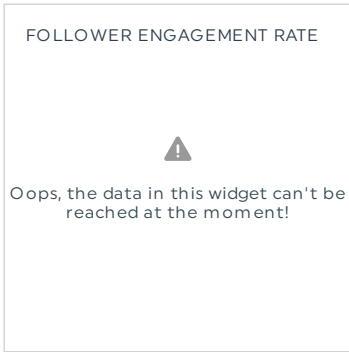
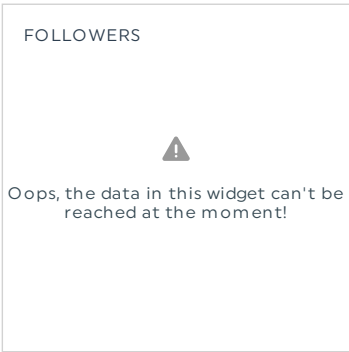


FOLLOWERS BY AGE GENDER


Age Gender	Followers
35-44 F	48
45-54 F	45
35-44 M	33
45-54 M	20
25-34 F	19
45-54 U	14
55-64 F	12
25-34 U	12
35-44 U	11
25-34 M	8



TWITTER INSIGHTS



TOP RETWEETED POSTS




Oops, the data in this widget can't be reached at the moment!

MENTIONS



Oops, the data in this widget can't be reached at the moment!

RETWEETS



Oops, the data in this widget can't be reached at the moment!

COMMENTS

Since Elon is changing Twitter Analytics, APIs still don't have access. So here's what I could pull from the app itself:

2024 1st Quarter:

- Followers: 244
- Impressions: 117
- Engagement: 6.8%
- Likes: 15
- Retweets: 0

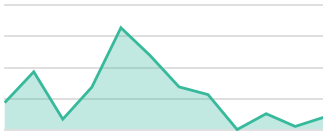
2023 4th Quarter:

- Followers: 210
- Impressions: 349
- Engagement: 1.8%
- Likes: 26
- Retweets: 0

FACEBOOK ADS: WYLIE EDC & CHAMBER

AMOUNT SPENT

\$151.43



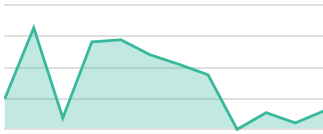
Previous period: -60% Previous year: 51%

TOP CAMPAIGN BY CLICKS (ALL)

Campaign Name	Clicks (All) ▾
● Event: 5:01pm Networking Mixer	365
● Post: "☐ Join us for an electrifying evening of..."	345
● Post: "Have you registered for the FREE Ambassador 101..."	14

IMPRESSIONS

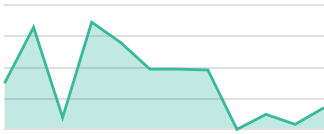
16,803



Previous period: -65% Previous year: 30%

REACH

6,523



Previous period: -70% Previous year: 25%

CTR (ALL)

4.31%



Previous period: 23% Previous year: -11%

LINKEDIN INSIGHTS

FOLLOWERS



Oops, the data in this widget can't be reached at the moment!

IMPRESSIONS



Oops, the data in this widget can't be reached at the moment!

ENGAGEMENT RATE




Oops, the data in this widget can't be reached at the moment!

LIKES



Oops, the data in this widget can't be reached at the moment!

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)



Oops, the data in this widget can't be reached at the moment!

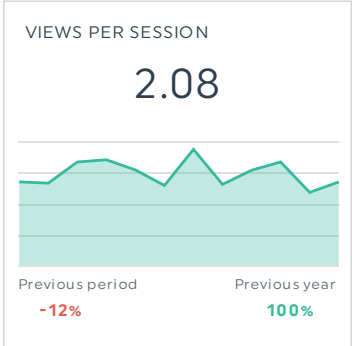
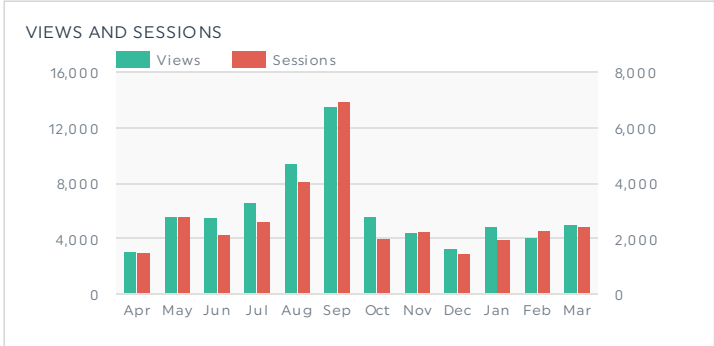
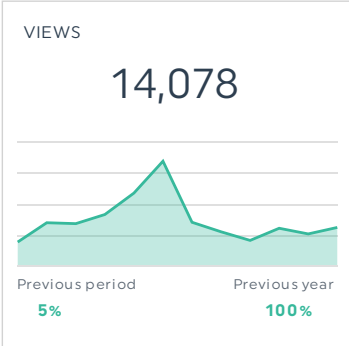




REPORT FOR JAN 1, 2024 - MAR 31, 2024

WYLIE CHAMBER - QUARTERLY REPORT + ROLLING 12 MONTHS

WEBSITE TRAFFIC OVERVIEW



TOP SESSIONS BY SOURCE

Session Source	Sessions	Change
google	2,430	+201
(direct)	2,220	+280
bing	346	+45
news.grets.store	337	+337
m.facebook.com	270	-417
secure2.chambermaster.com	167	+51
rida.tokyo	148	+148
l.facebook.com	133	+59
kar.razas.site	84	+84
info.seders.website	84	+84

TOP TRAFFIC SOURCES

Session Default Channel Grouping	Sessions
Organic Search	2,893
Direct	2,220
Referral	1,087
Organic Social	531
Unassigned	9

TOP VIEWS BY PAGE PATH

Page path without query string	Views	Change
/	3,451	+1,422
/events/calendar	945	+8
/list	773	+40
/wylie-rodeo/	475	+89
/events/details/2024-monthly-luncheon-state-of-the-city-sponsored-by-linebarger-goggan-blair-sampson-llp-5689	450	+450
/the-connection-magazine/	413	+195
/login	303	+39
/membership-benefits/	260	+51
/events/calendar/2024-03-01	233	+207

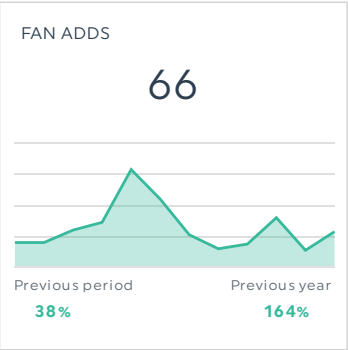
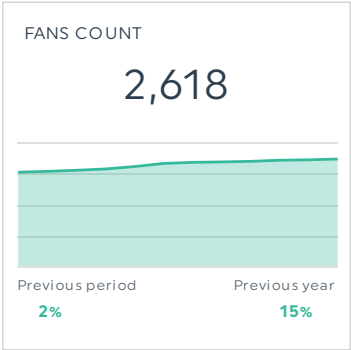
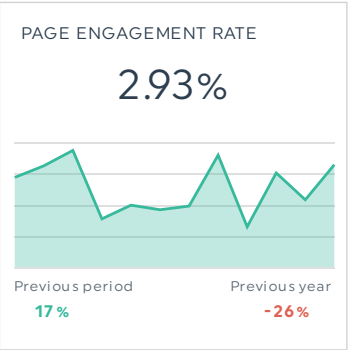
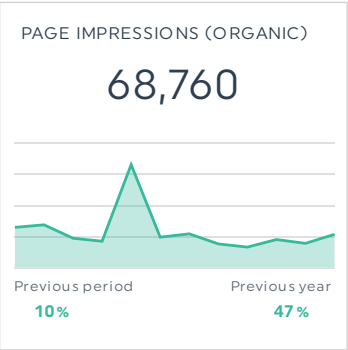
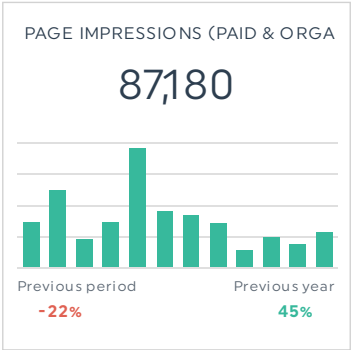
TOP SESSIONS BY CITY

City	Sessions	Change
Wylie	1,616	+215
Dallas	824	+12
Warsaw	812	+811
(not set)	721	+9
Ashburn	384	+77
Plano	136	-39
Garland	129	-3
McKinney	82	+3
New York	78	+14
Richardson	66	+18

TOP SESSIONS BY DEVICE CATEGORY

Device category	Sessions	Change
desktop	4,615	+1,333
mobile	2,058	-331
tablet	37	+6

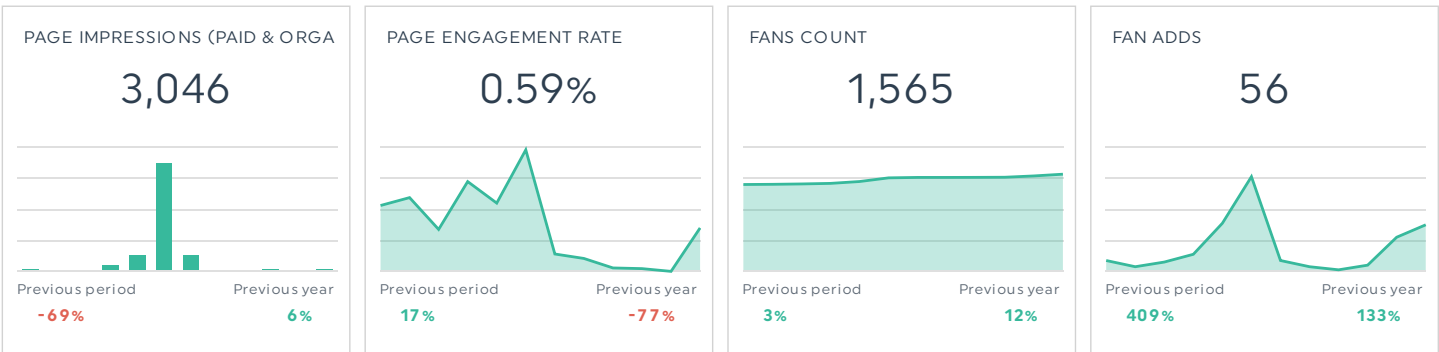
CHAMBER - FACEBOOK INSIGHTS



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares	Post Organic Reach
What a great crowd this morning at our weekly Business Exchange at the...	14.92%	34	3	8	1,84
What a treat! We had a surprise pop-up chef's table at the Wylie Chamber...	14.72%	30	4	1	4
Wow! Great turnout for Ambassador 101. If you'd like to have more details...	12.87%	37	9	6	1,54
Happy Leap of Kindness Day! 🙌 We have great business owners in this...	11.74%	10	18	0	84
Congratulations Glen Echo Brewing on your Grand Opening! 🍷 Did you miss...	11.70%	9	0	1	5
It is with a sad heart that we have learned of the passing of long-time leader of the...	11.30%	44	11	2	1,54
One of the many benefits of membership in the Wylie Chamber of Commerce is...	11.11%	27	2	1	54
🎉 Exciting News Alert! 🎉 We're thrilled to congratulate our Chamber...	10.70%	19	0	2	74
Maple Street Biscuit Company is opening soon, and still hiring! (id: 627272166716665166672727)	10.68%	18	4	2	44

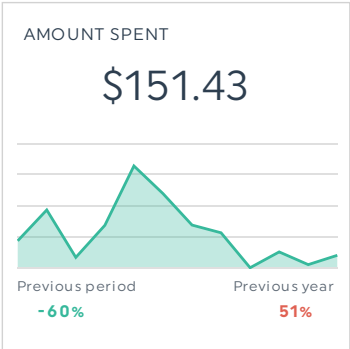
RODEO - FACEBOOK INSIGHTS



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

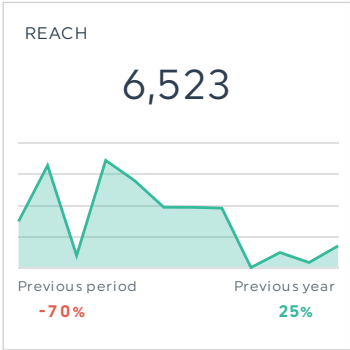
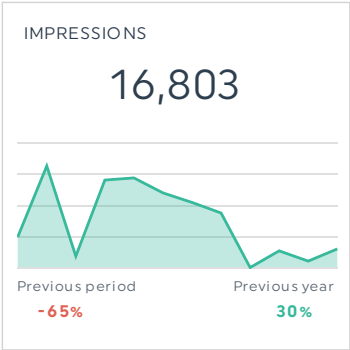
There is no data for this period

FACEBOOK ADS







TOP CAMPAIGN BY CLICKS (ALL)

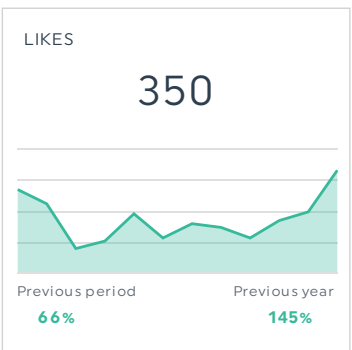
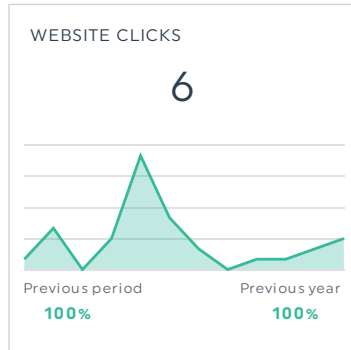
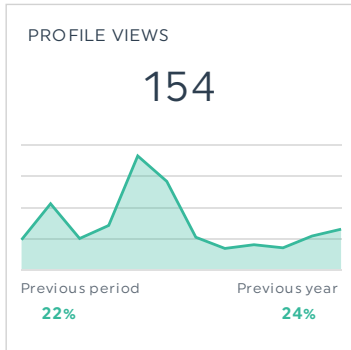
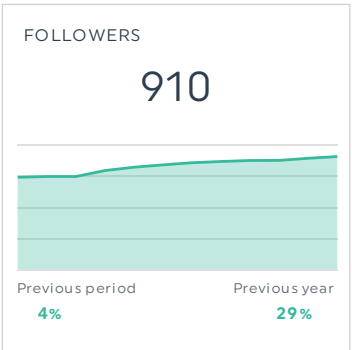
Campaign Name	Clicks (All) ▾
● Event: 5:01pm Networking Mixer	365
● Post: "☐ Join us for an electrifying evening of..."	345
● Post: "Have you registered for the FREE Ambassador ..."	14



ENGAGEMENT BY AD (WITH IMAGE)

Ad ID with image	Post Reactions	Link Clicks	CTR (Link Click-Through Rate)	CPC (Cost per Link Click)	Amo
 Post: "Join us for an electrifying evening of..." (id: 120205783740180131)	75	46	0.61%	\$1.30	
 Event: 5:01pm Networking Mixer (id: 120205783740180131)	38	54	0.84%	\$1.30	
 Event: 5:01pm Networking Mixer (id: 120207222791710131)	19	19	0.73%	\$0.79	
 Post: "Have you registered for the FREE Ambassador..." (id: 120207222791710131)	0	4	1.47%	\$1.61	
Total	132	123	0.73%	\$1.23	








INSTAGRAM INSIGHTS



FOLLOWERS BY AGE GENDER

Age Gender	Followers
35-44 F	211
45-54 F	157
25-34 F	65
35-44 M	63
45-54 M	57
55-64 F	54
35-44 U	45
45-54 U	44
55-64 M	38
25-34 U	35

ENGAGEMENT BY POST (WITH IMAGE)

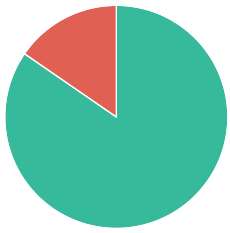
Post With Image	Likes	Comments	Engagement	Impressions	Reach
 Exciting News Alert! We're thrilled to congratulate our Chamber member, Creekside Fine Grill on their ribbon-cutting ceremony! We welcome you to get out and visit this Chamber member. Creekside is an upscale grill that has craveable food and a full bar	21	2	26	196	187
 Be smart like Jill and support our local businesses! #shoplocal #supportlocalbusinesses#wylie #dallas #garland #sachse #rockwall #richardson #dfw #plano #rowlett #mckinney #wylie #murfreesboro #planotx #wylieisd #wylie texas	14	0	14	158	153
 One of the many benefits of membership in the Wylie Chamber of Commerce is ribbon cuttings. We love to celebrate with our members! Fitzy Shades MedSpa specializes in results driven treatments for clients with light, ivory skin, to clients with rich, dark	11	0	11	140	133
 Happy Rose Day! Today, let's celebrate the beauty of love and friendship with the timeless symbol of affection: the rose. With Valentines' Day coming up next week, if you are planning on buying roses or any other types of flowers, consider buying them	9	0	9	60	59
 Happy Valentine's Day! ☺	9	2	11	51	50
 The Wylie Chamber of Commerce is in business to work with and empower local entrepreneurs. Contact us if you have questions about membership. Browse our website for networking events with local business owners and to find out more about chamber	9	0	9	70	69
 One of the many benefits of membership in the Wylie Chamber of Commerce is ribbon cuttings. We love to celebrate with our members! Fitzy Shades MedSpa specializes in results driven treatments for clients with light, ivory skin, to clients with rich, dark	9	2	11	96	87
Total	350	19	380	5,055	4,783

GOOGLE MY BUSINESS

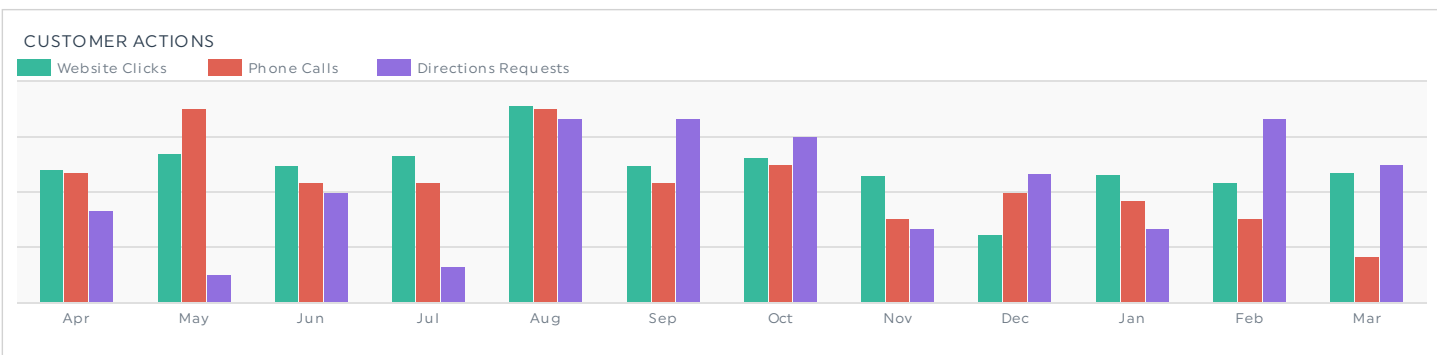
TOTAL VIEWS

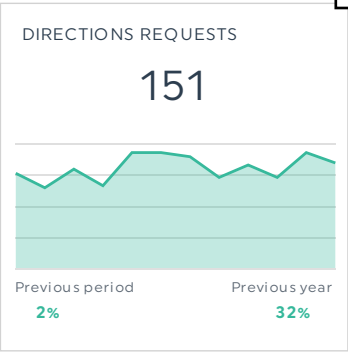
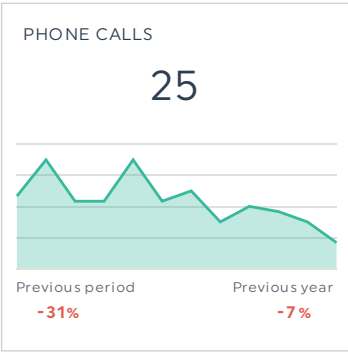
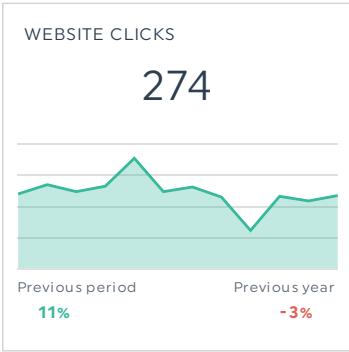
1,480

TOP GOOGLE SERVICES



Google Service	Total Views	Previous period	Percentage
Views on Search	1,252	+7	84.6%
Views on Maps	228	+31	15.4%
Total	1,480		





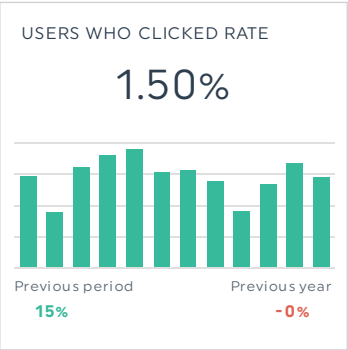
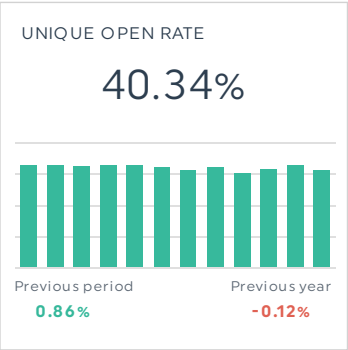
TOP REVIEWS

Review	Rating
Jorge Prieto - "Wylie Chamber is one of the most worthwhile communities we've joined as a busi..."	5.0
Steve Martin - "By far the best chamber around. They are dedicated in supporting everyone in the..."	5.0
Salvador Velasco - "Everyone here is nice and helpful"	5.0
Carrie Lindsey - "I have loved being a Chamber member! The local networking opportunities are ..."	5.0
Ashley B - "Joining the WCOG has been an absolute game-changer for my small business! The net..."	5.0
Stephanie O - "The Wylie chamber has been an incredible resource for our local businesses. Conn..."	5.0

MAILCHIMP

TOP MAILING LISTS (MEMBER COUNT)

Mailing List	Member Count
Membership	1,123



TOP 9 CAMPAIGNS (TOTAL OPENS)

Campaign	Total Opens
Local Business Snapshots February 8, 2024 (id : 38a...	885
Local Business Snapshots March 7, 2024 (id : 30f437...	883
Local Business Snapshots February 15, 2024 (id : 4ca...	854
In The Know Chamber Events for March 19, 2024 (id:...	826
In The Know Chamber Events for March 5, 2024 (id:...	818
Local Business Snapshots March 14, 2024 (id : c1b8ff...	805
In The Know Chamber Events for February 27, 2024...	788
Local Business Snapshots March 21, 2024 (id : 1287a...	785
Local Business Snapshots February 22, 2024 (id : d9...	781
Total	19,597

TOP 10 CAMPAIGNS (OPEN RATE)

Campaign	Open Rate
Local Business Snapshots February 8, 2024 (id : 38af8...	44.00%
Local Business Snapshots February 15, 2024 (id : 4ca8...	43.41%
Local Business Snapshots March 21, 2024 (id : 1287a95...	42.55%
In The Know Chamber Events for February 27, 2024 (i...	41.79%
In The Know Chamber Events for January 23, 2024 (i...	41.65%
Local Business Snapshots February 1, 2024 (id : 2cbfc...	41.63%
Local Business Snapshots January 25, 2024 (id : fb412...	41.48%
In The Know Chamber Events for February 13, 2024 (i...	41.19%
In The Know Chamber Events for March 19, 2024 (id : ...	41.18%
Local Business Snapshots March 14, 2024 (id : c1b8ff2...	41.17%

TOP 9 CAMPAIGNS (TOTAL CLICKS)

Campaign	Total Clicks
Local Business Snapshots March 28, 2024 (id: 1aad4...	74
In The Know Chamber Events for March 5, 2024 (id: ...	62
Local Business Snapshots January 25, 2024 (id: fb41...	62
Local Business Snapshots February 8, 2024 (id: 38af...	57
In The Know Chamber Events for March 19, 2024 (id ...	54
Local Business Snapshots February 29, 2024 (id: 479...	46
Local Business Snapshots February 1, 2024 (id: 2cbfc...	43
In The Know Chamber Events for January 23, 2024 (...	43
Local Business Snapshots February 15, 2024 (id: 4ca...	41
Total	917

TOP 10 CAMPAIGNS (CLICK RATE/RECIPIENTS)

Campaign	Click Rate
Local Business Snapshots February 8, 2024 (id: 38af81...	197.2%
Local Business Snapshots January 25, 2024 (id: fb4125...	156.1%
Local Business Snapshots February 15, 2024 (id: 4ca8...	144.5%
Local Business Snapshots February 29, 2024 (id: 479b...	143.4%
In The Know Chamber Events for March 19, 2024 (id: ...	143.3%
Local Business Snapshots January 18, 2024 (id: 8344a...	138.2%
In The Know Chamber Events for January 23, 2024 (id...	131.4%
Local Business Snapshots February 1, 2024 (id: 2cbfc6...	124.8%
Local Business Snapshots March 21, 2024 (id: 1287a95...	119.7%
Local Business Snapshots March 7, 2024 (id: 30f43768...	119.1%

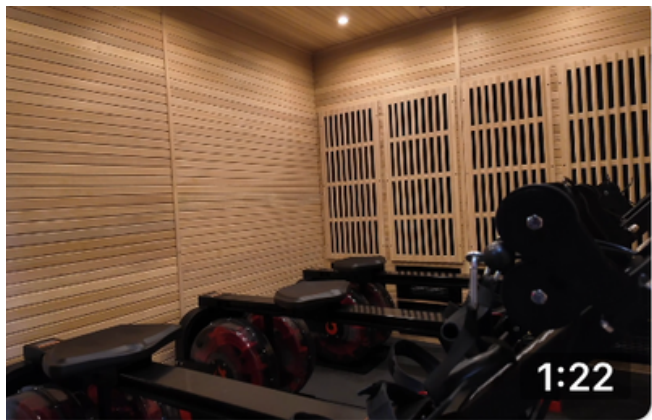


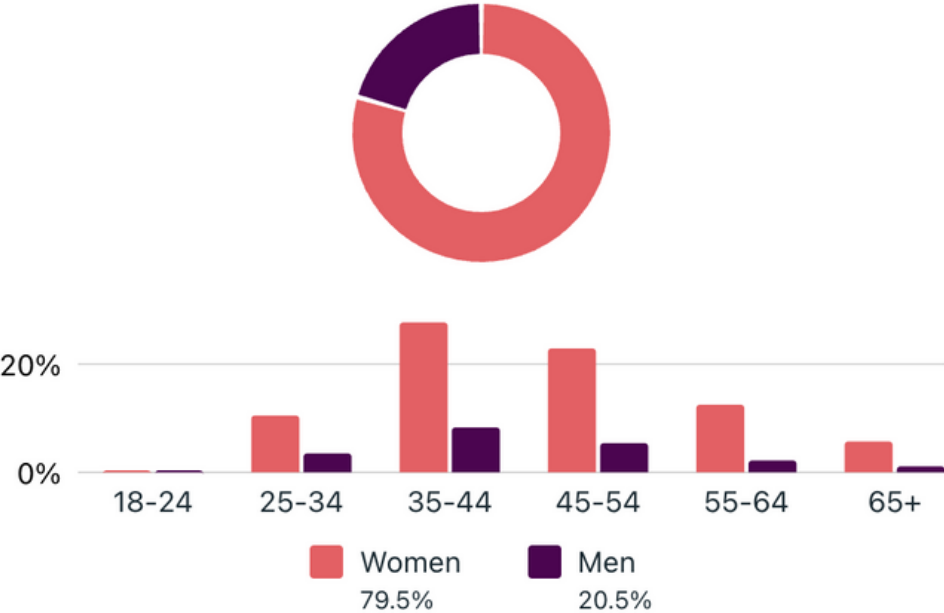
QUARTERLY UPDATE



Marketing & Advertising Experts

SAMPLE CONTENT





JAN-MAR

THE DATA

2024

UNIQUE IMPRESSIONS

223,008

AVERAGE PEOPLE REACHED PER MONTH

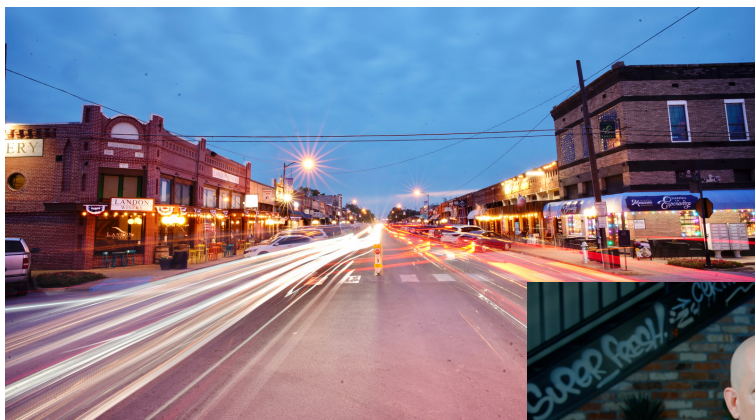
68K

ACTIONS TAKEN TO BUSINESS PAGES

9K

TOP UPDATES

SOCIAL MEDIA RESCUE



**High End Video For Chamber
Moved DSPT to REEL format; increased reach
W.E.E. Promotional Video & Ad Campaigns
Highest Applicant # for SMR Spring 24 Class**



2024 Spring
6 Local Businesses Enrolled
1 SMR Panel Completed
AI Class, Ads Class and Canva Class For Fall

2024 March **Board Meeting – 1st (Special Called) & 20th**

Day	Time	Meeting/Event
1	7:30 am	WEDC Special Called Meeting
5	8:30 am	WDMA Meeting
5	8:30 am	WCOC – Creekside Ribbon Cutting and Grand Opening
7	11:30 am	WSNCT 2024 Awards Luncheon – Hurst Conference Ctr – rh, aw
11-13		<i>P3C Conference – Dallas, TX</i>
11-15		<i>Wylie ISD Spring Break</i>
12	6:00 pm	City Council
20	7:30 am	WEDC Board Meeting
23	6:00 pm	WISD Education Foundation – Boots ‘N BBQ Gala
26	6:00 pm	City Council / Executive Session
26	11:30 am	Chamber of Commerce: State of the City Luncheon 2024
27	5:00 pm	Social Media Rescue – Panel at HM
27		<i>North Central TXDT Regional Roundtable – Bursleson</i>
28	5:00 pm	5:01 Chamber Professional Mixer – Fish N’ Tails
29	CLOSED	Good Friday

2024 April **Board Meeting - 17th**

Day	Time	Meeting/Event	
2	8:30 am	WDMA Meeting	
3		WISD Build Your Future Career Day	
17	7:30 am	WEDC – Board Meeting	
18		Collin College Countywide Career Fair	
23-24		<i>TEDC Women in Economic Development Conference – Round Rock, TX</i>	
23	11:30 am	Chamber of Commerce: State of the Chamber Luncheon 2024	*RSVP Required
23	5:30 pm	Small Business Week Appreciation Reception Event – City Hall	
23	6:00 pm	City Council/Small Business Week Proclamation/Recognition	
25	5:01 pm	5:01 PM Professional Networking – The South	
26		WEDC – Board Retreat	
30	11:00 am	Social Media Rescue & Chamber – Artificial Intelligence	*RSVP Required
April 28 – May 4		National Small Business Week	

2024 May **Board Meeting - 15th**

Day	Time	Meeting/Event
1		Entrepreneurs Expo
2	6:30 am	Christian Prayer Breakfast of Collin County
5	1:00 pm	20 th Annual 500 Pedal Car Race
6	11:00 am	SBW – Taste of Wylie – Olde City Park
6-10		Economic Development Week
13-14		TWC Workforce Forum - aw
14	6:00 pm	City Council - Economic Development Week Proclamation/Recognition
15		City of Wylie Boards & Commissions Application Deadline
15	7:30 am	WEDC – Board Meeting
16	5:30 pm	Wylie ISD Summer Job Fair for Students
19-21		ICSC 2024 Las Vegas – Las Vegas – mp, bp, ro, mw, jg, rh
21	11:30 am	Internship Signing Day
21	11:30 am	CCBA - State of the Business
23	5:01 pm	5:01 PM Professional Networking – The Taco Joint
27	CLOSED	Memorial Day Holiday
28	6:00 pm	City Council
28	11:30 am	Wylie Chamber of Commerce Luncheon- Leadership Wylie Class 20 Graduation
29-30		Board & Commission Interviews

Around the Corner...

- *TEDC Mid-Year Conference – Conroe, TX – June 5-7*
- *TEDC Basic Course- Ft. Worth – June 11-14*
- *Chamber Women’s Conference – June 14*
- *WISD New Teacher Luncheon – July 23*
- *Wylie Championship Rodeo – September 6-7*
- *TEDC – ED Sales Tax Workshop – DFW – September 13*
- *National MFG Day – October 4*
- *Wylie ISD Fall Break – October 14-18*
- *TEDC Annual Conference – Addison, TX – October 23-25*
- *Texas Downtown Conference 2024 – Abilene, TX – October 28-30*

**RSVP Required*

**RSVP Required*

**RSVP Required*

**RSVP Required*