

Wylie Economic Development Corporation

Board Regular Meeting

January 21, 2026 – 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 December 17, 2025 Regular Meeting of the WEDC Board of Directors.
- B. Consider and act upon approval of the December 2025 WEDC Treasurer's Report.

REGULAR AGENDA

- 1. Consider and act upon lease of WEDC office space.

DISCUSSION ITEMS

- DS1. Discussion regarding architectural services at Hwy 78 & Brown.
- DS2. Discussion regarding pond maintenance services at Hwy 78 & Brown.
- DS3. Discussion regarding ICSC Events.
- DS4. Discussion and updates from WEDC Committees.
- DS5. Staff report: WEDC Property Update, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs.

EXECUTIVE SESSION

Sec. 551.071. CONSULTATION WITH ATTORNEY; CLOSED MEETING.

If A governmental body may not conduct a private consultation with its attorney except:

- (1) when the governmental body seeks the advice of its attorney about:
 - (A) pending or contemplated litigation; or
 - (B) a settlement offer; or
- (2) on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.

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 Ballard/Brown, Brown/Eubanks, FM 544/Cooper, FM 544/Sanden, Jackson/Oak, Regency/Steel, State Hwy 78/Alanis, State Hwy 78/Birmingham, State Hwy 78/Brown, State Hwy 78/Kreymer, and State Hwy 78/Skyview.

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: 2022-1b, 2022-10d, 2023-1c, 2023-2d, 2024-5a, 2024-12c, 2025-4a, 2025-4d, 2025-8i, 2025-9b, 2025-9d, 2025-10c, 2025-10f, 2025-11g, 2025-11h, 2025-11j, 2025-12b, 2025-12e, 2025-12f, 2025-12g, 2025-12h, 2025-12i, 2025-12j, 2025-12k, 2026-1a, 2026-1b, and 2026-1c.

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 January 14, 2026 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.

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

December 17, 2025 – 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 Blake Brininstool called the meeting to order at 7:34 a.m. Board Members present were Vice President Harold Smith, Melisa Whitehead, and Demond Dawkins.

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

WEDC staff present included Executive Director Jason Greiner, Assistant Director Rachael Hermes, BRE Director Angel Wygant, and Office Manager Christy Stewart.

INVOCATION & PLEDGE OF ALLEGIANCE

Demond Dawkins gave the invocation and led the Pledge of Allegiance.

COMMENTS ON NON-AGENDA ITEMS

With no citizen participation, President Brininstool 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 the Minutes from the November 19, 2025, Regular Meeting of the WEDC Board of Directors.**
- B. **Consider and act upon approval of November 2025 WEDC Treasurer's Report.**

Board Action

A motion was made by Melisa Whitehead, seconded by Demond Dawkins, to approve the Consent Agenda as presented. A vote was taken, and the motion passed 4-0.

REGULAR AGENDA

- 1. **Consider and act upon FY 2025-2026 Budget Amendments.**

Discussion

Staff reminded the Board of the 2025 Series Note associated with land acquisition, which was approved by the Board on 8-20-25 and ratified by Council on 8-26-25. Staff noted that all related land transactions did not close in the previous fiscal year, and the Budget Amendment would allow \$2.2 million to be transferred from the cash account to land acquisition, enabling the WEDC to fund associated land purchase in FY 25-26. Staff noted that upon Board review and approval, this budget Amendment would be presented to the City Council in January 2026.

Board Action

A motion was made by Demond Dawkins, seconded by Melisa Whitehead, to approve the Budget Amendment for the FY 2025-2026. A vote was taken, and the motion passed 4-0.

DISCUSSION ITEMS

DS1. Discussion regarding ICSC Events.

Discussion

Staff opened the discussion to gauge interest in attending ICSC Las Vegas in May 2026. Mayor Porter stated that he and City Manager Brent Parker will be attending. Vice President Smith expressed his interest and availability to attend. Future discussion will determine which additional WEDC Board Member may join, with Board Members Whitehead and Dawkins available to attend.

DS2. Discussion regarding WEDC Bylaws.

Discussion

Staff noted attorney feedback regarding the potential Bylaw Amendments, which would provide for a third revision to the WEDC Bylaws. Amendments discussed include additional qualifications for serving on the WEDC Board, such as being a registered voter currently eligible to vote and not being a spouse/domestic partner of a City of Wylie employee. Staff will review the Bylaws in full for any necessary amendments and provide any needed updates back to the Board.

DS3. Discussion and updates from WEDC Committees.

Discussion

Staff opened the discussion to gather dates from the Board for scheduling of WEDC Committee Meetings. Staff noted that the Strategic Planning Committee will need to meet soon to review the 2026 Goals & Objectives. It was determined that the Strategic Planning Committee will meet on January 14th at 12:00 p.m., and the Budget Committee will meet on January 30th at 12:00 p.m. Both meetings will take place in the WEDC Office Conference Room, and staff will post any necessary meeting notices.

DS3. Staff report: WEDC Property Update, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs.

Discussion

Staff referred the Board to the Agenda Report provided in the packet for all updates related to WEDC Property Updates, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs. Regarding Real Estate, staff noted that the Atmos Gas Main Line Extension on N Highway 78 will hold a Pre-Construction Meeting and project kick-off in January. Regarding BRE, staff shared that Collin College will transition Wylie's Leadership Development pilot program into a region-wide program, which will launch in January 2026. Staff discussed updates to the Discover Wylie and Downtown Wylie websites, including a visual identity tour of Wylie. Staff noted a 4.64% increase in sales tax revenues for December.

EXECUTIVE SESSION

Recessed into Closed Session at 8:04 a.m. in compliance with Section 551.001, et. seq. Texas Government Code, to wit:

Sec. 551.071. CONSULTATION WITH ATTORNEY; CLOSED MEETING.

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

ES1. Consider the sale or acquisition of properties located at Brown/Ballard, Brown/Eubanks, FM 544/Cooper, FM 544/Sanden, Jackson/Oak, State Hwy 78/Alanis, State Hwy 78/Birmingham, State Hwy 78/Brown, State Hwy 78/Kreymer, and State Hwy 78/Skyview.

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: 2022-1b, 2022-10d, 2023-1c, 2024-5a, 2024-7g, 2024-12c, 2025-4a, 2025-4d, 2025-5h, 2025-8i, 2025-9b, 2025-9d, 2025-10c, 2025-10f, 2025-11e, 2025-11f, 2025-11g, 2025-11h, 2025-11i, 2025-11j, 2025-12a, 2025-12b, 2025-12c, 2025-12d, and 2025-12e.

RECONVENE INTO OPEN SESSION

Take any action as a result of the Executive Session.

President Brininstool reconvened into Open Session at 9:33 a.m., and the Board took the following action:

Board Action

A motion was made by Demond Dawkins, seconded by Melisa Whitehead, to authorize the WEDC to enter into a Performance Agreement with Project 2025-4d in an amount not to exceed \$150,000.

FUTURE AGENDA ITEMS

There were no Items requested for inclusion on future agendas.

ADJOURNMENT

With no further business, President Brininstool adjourned the WEDC Board meeting at 9:34 a.m.

Blake Brininstool, President

ATTEST:

Jason Greiner, Executive Director



Wylie Economic Development Board

AGENDA REPORT

Meeting Date: January 21, 2026

Item Number: B

Prepared By: Jason Greiner

Subject

Consider and act upon approval of the December 2025 WEDC Treasurer's Report.

Recommendation

Motion to approve the December 2025 WEDC Treasurer's Report.

Presented for the Board's review and approval is the December 2025 Treasurer's Report detailing the month and year-to-date financial transactions and performance against budget. This report contains the Revenue and Expense Report, Statement of Net Position, Balance Sheet, Sales Tax Report, Performance Agreement Summary, and the Quarterly Inventory Subledger.

REVENUES:

Sales Tax Revenue earned in September and allocated in December was \$408,728.64, an increase of 4.64% over the same period in 2025.

EXPENSES:

Incentives

\$112,500.00 Phoenix Ascending- Loan Forgiveness (See note below)

Engineering / Architectural

\$47,758.44 Kimley Horn & Associates – General Engineering, FM 544 Corridor Master Drain, FM 544 Corridor Master Plan, FM 544 Gateway Addition, SH 78 Sidewalks, Regency Business Park Drainage

Land Purchase Price

\$2,241,681.38 2002 W Kirby Street Purchase

Notes:

- Deferred Outflows have been updated to reflect the termination of PA/Loan Forgiveness with MLKJ; \$200,000 from the Forgivable Loan account (12998) has been reclassified to the Loan Receivable account (12996).
- The first loan forgiveness in the amount of \$112,500 for Phoenix Ascending was processed in December. The Statement of Net Position now shows receivables totaling \$996,500. This includes incentives in the form of forgivable loans for \$34,000 (Glen Echo), \$337,500 (Phoenix Ascending), \$425,000 (Cates/Lanspring), and \$200,000 (Loan Receivable: MLKJ).

December Rev/Exp Report

Account Summary

For Fiscal: 2025-2026 Period Ending: 12/31/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 111 - WYLIE ECONOMIC DEVEL CORP							
Revenue							
Category: 400 - Taxes							
111-4000-40210	SALES TAX	5,389,434.00	5,389,434.00	408,728.64	408,728.64	-4,980,705.36	92.42 %
Category: 400 - Taxes Total:		5,389,434.00	5,389,434.00	408,728.64	408,728.64	-4,980,705.36	92.42%
Category: 460 - Interest Income							
111-4000-46110	ALLOCATED INTEREST EARNINGS	10,000.00	10,000.00	21,431.17	75,218.42	65,218.42	752.18 %
Category: 460 - Interest Income Total:		10,000.00	10,000.00	21,431.17	75,218.42	65,218.42	652.18%
Category: 480 - Miscellaneous Income							
111-4000-48110	RENTAL INCOME	22,800.00	22,800.00	3,400.00	7,200.00	-15,600.00	68.42 %
111-4000-48430	GAIN/(LOSS) SALE OF CAP ASSETS	2,898,313.00	2,898,313.00	0.00	104,246.04	-2,794,066.96	96.40 %
Category: 480 - Miscellaneous Income Total:		2,921,113.00	2,921,113.00	3,400.00	111,446.04	-2,809,666.96	96.18%
Revenue Total:		8,320,547.00	8,320,547.00	433,559.81	595,393.10	-7,725,153.90	92.84%
Expense							
Category: 510 - Personnel Services							
111-5611-51110	SALARIES	549,044.03	549,044.03	38,986.64	114,175.17	434,868.86	79.20 %
111-5611-51140	LONGEVITY PAY	3,089.89	3,089.89	0.00	3,088.00	1.89	0.06 %
111-5611-51310	TMRS	89,445.70	89,445.70	6,269.09	18,613.35	70,832.35	79.19 %
111-5611-51410	HOSPITAL & LIFE INSURANCE	90,827.45	90,827.45	5,684.10	14,378.81	76,448.64	84.17 %
111-5611-51420	LONG-TERM DISABILITY	2,031.46	2,031.46	169.56	254.34	1,777.12	87.48 %
111-5611-51440	FICA	34,232.30	34,232.30	2,346.49	6,988.79	27,243.51	79.58 %
111-5611-51450	MEDICARE	8,005.94	8,005.94	548.79	1,634.52	6,371.42	79.58 %
111-5611-51470	WORKERS COMP PREMIUM	552.13	552.13	0.00	362.72	189.41	34.31 %
111-5611-51480	UNEMPLOYMENT COMP (TWC)	702.00	702.00	0.00	0.00	702.00	100.00 %
Category: 510 - Personnel Services Total:		777,930.90	777,930.90	54,004.67	159,495.70	618,435.20	79.50%
Category: 520 - Supplies							
111-5611-52010	OFFICE SUPPLIES	5,000.00	5,000.00	561.97	820.17	4,179.83	83.60 %
111-5611-52040	POSTAGE & FREIGHT	300.00	300.00	0.00	0.00	300.00	100.00 %
111-5611-52810	FOOD SUPPLIES	3,000.00	3,000.00	467.52	545.95	2,454.05	81.80 %
Category: 520 - Supplies Total:		8,300.00	8,300.00	1,029.49	1,366.12	6,933.88	83.54%
Category: 540 - Materials for Maintenance							
111-5611-54610	FURNITURE & FIXTURES	2,500.00	2,500.00	0.00	0.00	2,500.00	100.00 %
111-5611-54810	COMPUTER HARD/SOFTWARE	7,650.00	7,650.00	0.00	0.00	7,650.00	100.00 %
Category: 540 - Materials for Maintenance Total:		10,150.00	10,150.00	0.00	0.00	10,150.00	100.00%
Category: 560 - Contractual Services							
111-5611-56030	INCENTIVES	1,510,000.00	1,510,000.00	112,500.00	112,500.00	1,397,500.00	92.55 %
111-5611-56040	SPECIAL SERVICES	87,270.00	87,270.00	157.50	472.50	86,797.50	99.46 %
111-5611-56041	SPECIAL SERVICES-REAL ESTATE	221,000.00	221,000.00	1,605.81	3,255.40	217,744.60	98.53 %
111-5611-56042	SPECIAL SERVICES-INFRASTRUCTUR	3,200,000.00	3,200,000.00	0.00	245,537.13	2,954,462.87	92.33 %
111-5611-56080	ADVERTISING	276,125.00	276,125.00	2,531.30	23,275.90	252,849.10	91.57 %
111-5611-56090	COMMUNITY DEVELOPMENT	74,450.00	74,450.00	3,765.54	16,496.12	57,953.88	77.84 %
111-5611-56110	COMMUNICATIONS	7,900.00	7,900.00	588.39	1,009.80	6,890.20	87.22 %
111-5611-56180	RENTAL	50,000.00	50,000.00	2,250.00	6,750.00	43,250.00	86.50 %
111-5611-56210	TRAVEL & TRAINING	95,500.00	95,500.00	2,277.41	14,382.78	81,117.22	84.94 %
111-5611-56250	DUES & SUBSCRIPTIONS	91,053.00	91,053.00	2,209.79	36,609.31	54,443.69	59.79 %
111-5611-56310	INSURANCE	6,800.00	6,800.00	0.00	2,161.16	4,638.84	68.22 %
111-5611-56510	AUDIT & LEGAL SERVICES	53,000.00	53,000.00	2,483.84	2,483.84	50,516.16	95.31 %
111-5611-56570	ENGINEERING/ARCHITECTURAL	960,300.00	960,300.00	50,708.44	102,415.44	857,884.56	89.34 %
111-5611-56610	UTILITIES-ELECTRIC	2,400.00	2,400.00	255.10	255.10	2,144.90	89.37 %
Category: 560 - Contractual Services Total:		6,635,798.00	6,635,798.00	181,333.12	567,604.48	6,068,193.52	91.45%

Budget Report

For Fiscal: 2025-2026 Period Ending: 12/31/2025

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Category: 570 - Debt Service & Capital Replacement						
111-5611-57410 PRINCIPAL PAYMENT	818,019.85	818,019.85	67,698.74	202,320.51	615,699.34	75.27 %
111-5611-57415 INTEREST EXPENSE	1,065,228.95	1,065,228.95	85,570.39	257,486.88	807,742.07	75.83 %
Category: 570 - Debt Service & Capital Replacement Total:	1,883,248.80	1,883,248.80	153,269.13	459,807.39	1,423,441.41	75.58%
Category: 580 - Capital Outlay						
111-5611-58110 LAND-PURCHASE PRICE	1,000,000.00	3,228,180.39	2,241,681.38	2,266,681.38	961,499.01	29.78 %
111-5611-58995 CONTRA CAPITAL OUTLAY	0.00	0.00	-2,266,681.38	-2,266,681.38	2,266,681.38	0.00 %
Category: 580 - Capital Outlay Total:	1,000,000.00	3,228,180.39	-25,000.00	0.00	3,228,180.39	100.00%
Expense Total:	10,315,427.70	12,543,608.09	364,636.41	1,188,273.69	11,355,334.40	90.53%
Fund: 111 - WYLIE ECONOMIC DEVEL CORP Surplus (Deficit):	-1,994,880.70	-4,223,061.09	68,923.40	-592,880.59	3,630,180.50	85.96%
Report Surplus (Deficit):	-1,994,880.70	-4,223,061.09	68,923.40	-592,880.59	3,630,180.50	85.96%

Budget Report

For Fiscal: 2025-2026 Period Ending: 12/31/2025

Group Summary

Category	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 111 - WYLIE ECONOMIC DEVEL CORP						
Revenue						
400 - Taxes	5,389,434.00	5,389,434.00	408,728.64	408,728.64	-4,980,705.36	92.42%
460 - Interest Income	10,000.00	10,000.00	21,431.17	75,218.42	65,218.42	652.18%
480 - Miscellaneous Income	2,921,113.00	2,921,113.00	3,400.00	111,446.04	-2,809,666.96	96.18%
Revenue Total:	8,320,547.00	8,320,547.00	433,559.81	595,393.10	-7,725,153.90	92.84%
Expense						
510 - Personnel Services	777,930.90	777,930.90	54,004.67	159,495.70	618,435.20	79.50%
520 - Supplies	8,300.00	8,300.00	1,029.49	1,366.12	6,933.88	83.54%
540 - Materials for Maintenance	10,150.00	10,150.00	0.00	0.00	10,150.00	100.00%
560 - Contractual Services	6,635,798.00	6,635,798.00	181,333.12	567,604.48	6,068,193.52	91.45%
570 - Debt Service & Capital Replacement	1,883,248.80	1,883,248.80	153,269.13	459,807.39	1,423,441.41	75.58%
580 - Capital Outlay	1,000,000.00	3,228,180.39	-25,000.00	0.00	3,228,180.39	100.00%
Expense Total:	10,315,427.70	12,543,608.09	364,636.41	1,188,273.69	11,355,334.40	90.53%
Fund: 111 - WYLIE ECONOMIC DEVEL CORP Surplus (Deficit):	-1,994,880.70	-4,223,061.09	68,923.40	-592,880.59	3,630,180.50	85.96%
Report Surplus (Deficit):	-1,994,880.70	-4,223,061.09	68,923.40	-592,880.59	3,630,180.50	85.96%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
111 - WYLIE ECONOMIC DEVEL CC	-1,994,880.70	-4,223,061.09	68,923.40	-592,880.59	3,630,180.50
Report Surplus (Deficit):	-1,994,880.70	-4,223,061.09	68,923.40	-592,880.59	3,630,180.50

Wylie Economic Development Corporation
Statement of Net Position
As of December 31, 2025

Assets

Cash and cash equivalents	\$ 8,750,226.53	
Receivables	\$ 996,500.00	Note 1
Inventories	\$ 18,235,686.52	
Prepaid Items	\$ -	
Total Assets	\$ 27,982,413.05	

Deferred Outflows of Resources

Pensions	\$ 84,397.55	
Total deferred outflows of resources	\$ 84,397.55	

Liabilities

Accounts Payable and other current liabilities	\$ 586,961.83	
Unearned Revenue	\$ 1,200.00	Note 2
Non current liabilities:		
Due within one year	\$ 698,265.33	Note 3
Due in more than one year	\$ 20,474,737.55	
Total Liabilities	\$ 21,761,164.71	

Deferred Inflows of Resources

Pensions	\$ (8,542.41)	
Total deferred inflows of resources	\$ (8,542.41)	

Net Position

Net investment in capital assets	\$ -	
Unrestricted	\$ 6,297,103.48	
Total Net Position	\$ 6,297,103.48	

Note 1: Includes incentives in the form of forgivable loans for \$34,000 (Glen Echo), \$337,500 (Phoenix Ascending), and \$425,000 (Cates/Lanspring)

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 12/31/2025

Account	Name	Balance
Fund: 111 - WYLIE ECONOMIC DEVEL CORP		
Assets		
111-1000-10110	CLAIM ON CASH AND CASH EQUIV.	8,748,226.53
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
111-1000-12996	LOAN RECEIVABLE	200,000.00
111-1000-12998	ACCTS REC - FORGIVEABLE LOANS	796,500.00
111-1000-14112	INVENTORY - MATERIAL/ SUPPLY	0.00
111-1000-14116	INVENTORY - LAND & BUILDINGS	18,235,686.52
111-1000-14310	PREPAID EXPENSES - MISC	0.00
111-1000-14410	DEFERRED OUTFLOWS	630,000.00
Total Assets:		28,612,413.05
		<u>28,612,413.05</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	-2,976.37
111-2000-20117	TMRS PAYABLE	9,051.81
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	0.00
111-2000-20131	EDWARD JONES DEFERRED COMP	0.00
111-2000-20132	EMP CARE FLITE	0.00
111-2000-20133	Unemployment Comp Payable	-35.36
111-2000-20136	HSA PAYABLE	772.92
111-2000-20151	ACCRUED WAGES PAYABLE	0.00
111-2000-20180	ADDIT EMPLOYEE INSUR PAY	49.46
111-2000-20199	MISC PAYROLL PAYABLE	0.00
111-2000-20201	AP PENDING	254.67
111-2000-20210	ACCOUNTS PAYABLE	0.00
111-2000-20530	PROPERTY TAXES PAYABLE	0.00
111-2000-20540	NOTES PAYABLE	630,000.00
111-2000-20610	RETAINAGE PAYABLE	579,844.70
111-2000-20810	DUE TO GENERAL FUND	0.00
111-2000-22270	DEFERRED INFLOW	0.00
111-2000-22275	DEF INFLOW - LEASE PRINCIPAL	0.00

As Of 12/31/2025

Balance Sheet

Account	Name	Balance
111-2000-22280	DEFERRED INFLOW - LEASE INT	0.00
111-2000-22915	RENTAL DEPOSITS	1,200.00
	Total Liability:	1,218,161.83
Equity		
111-3000-34110	FUND BALANCE - RESERVED	0.00
111-3000-34590	FUND BALANCE-UNRESERV/UNDESIG	27,987,131.81
	Total Beginning Equity:	27,987,131.81
Total Revenue		595,393.10
Total Expense		1,188,273.69
Revenues Over/Under Expenses		-592,880.59
	Total Equity and Current Surplus (Deficit):	27,394,251.22
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>28,612,413.05</u>

As Of 12/31/2025

Balance Sheet

Account	Name	Balance
Fund: 922 - GEN LONG TERM DEBT (WEDC)		
Assets		
922-1000-10312	GOVERNMENT NOTES	0.00
922-1000-18110	LOAN - WEDC	0.00
922-1000-19050	DEF OUTFLOW TMRS CONTRIBUTIONS	41,550.29
922-1000-19051	DEF OUTFLOW SDBF CONTRIBUTIONS	1,669.00
922-1000-19075	DEF OUTFLOW - INVESTMENT EXP	24,827.48
922-1000-19100	DEF OUTFLOW - ACT EXP/ASSUMP	16,350.78
922-1000-19125	(GAIN)/LOSS ON ASSUMPTION CHGS	-5,476.41
922-1000-19126	DEF INFLOW SDBF CONTRIBUTIONS	-3,066.00
Total Assets:		75,855.14
		75,855.14
Liability		
922-2000-20310	COMPENSATED ABSENCES PAYABLE	47,001.64
922-2000-20311	COMP ABSENCES PAYABLE-CURRENT	32,300.82
922-2000-21410	ACCRUED INTEREST PAYABLE	44,848.94
922-2000-28205	WEDC LOANS/CURRENT	621,115.57
922-2000-28246	GOVCAP LOAN/KIRBY	6,602,913.51
922-2000-28247	JARRARD LOAN	9,258.28
922-2000-28248	GOVCAP LOAN/SERIES 2022	6,993,178.75
922-2000-28249	GOVCAP LOAN/SERIES 2025	6,628,557.20
922-2000-29150	NET PENSION LIABILITY	187,135.17
922-2000-29151	SDBF LIABILITY	6,693.00
Total Liability:		21,173,002.88
Equity		
922-3000-34590	FUND BALANCE-UNRESERV/UNDESIG	-21,179,204.25
922-3000-35900	UNRESTRICTED NET POSITION	-120,264.00
Total Beginning Equity:		-21,299,468.25
Total Revenue		0.00
Total Expense		-202,320.51
Revenues Over/Under Expenses		202,320.51
Total Equity and Current Surplus (Deficit):		-21,097,147.74
Total Liabilities, Equity and Current Surplus (Deficit):		75,855.14

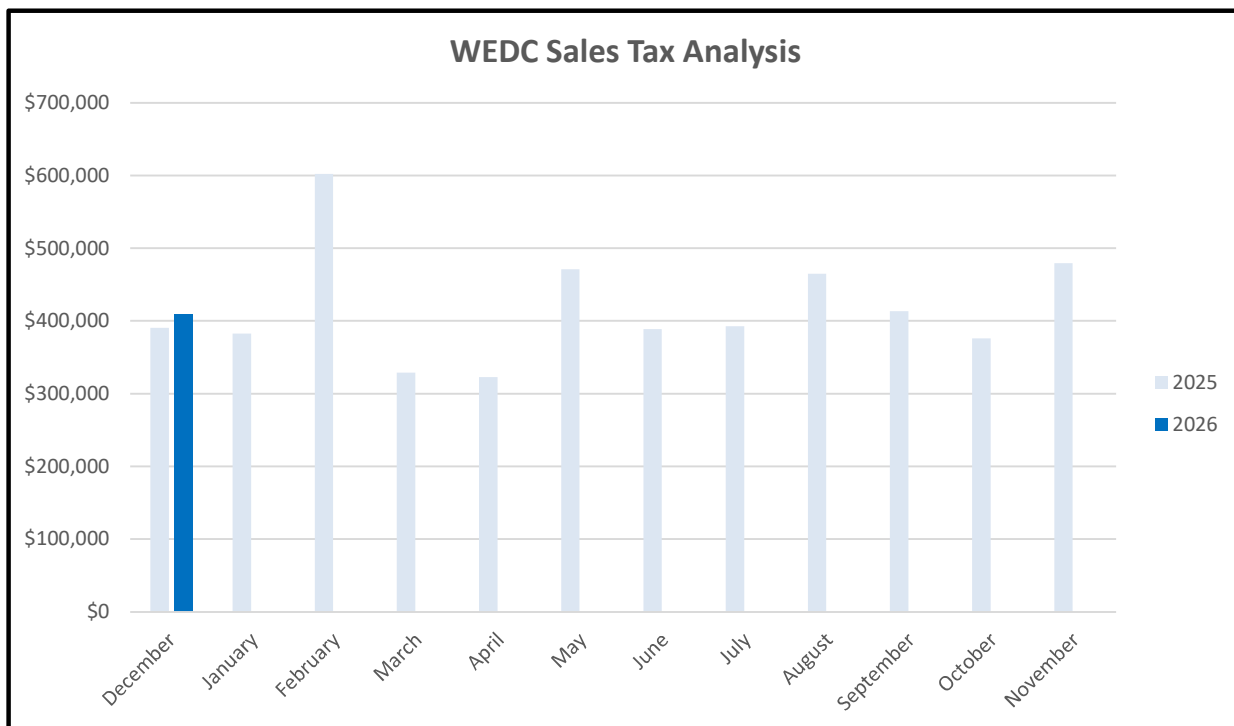
Wylie Economic Development Corporation

SALES TAX REPORT

December 31, 2025

BUDGETED YEAR

MONTH	FY 2023	FY 2024	FY 2025	FY 2026	DIFF 25 vs. 26	% DIFF 25 vs. 26
DECEMBER	\$ 338,726.54	\$ 374,686.38	\$ 390,604.04	\$ 408,728.64	\$ 18,124.60	4.64%
JANUARY	\$ 368,377.73	\$ 393,994.39	\$ 382,610.55	\$ -		
FEBRUARY	\$ 480,381.11	\$ 265,491.94	\$ 602,324.24	\$ -		
MARCH	\$ 313,686.17	\$ 577,757.71	\$ 329,048.32	\$ -		
APRIL	\$ 310,050.94	\$ 341,335.06	\$ 322,976.93	\$ -		
MAY	\$ 434,878.33	\$ 448,671.55	\$ 471,458.46	\$ -		
JUNE	\$ 330,236.89	\$ 377,949.25	\$ 388,872.57	\$ -		
JULY	\$ 379,162.00	\$ 374,225.20	\$ 392,577.13	\$ -		
AUGUST	\$ 448,253.70	\$ 463,185.29	\$ 464,675.10	\$ -		
SEPTEMBER	\$ 371,880.65	\$ 408,571.56	\$ 413,833.25	\$ -		
OCTOBER	\$ 377,466.67	\$ 402,154.81	\$ 376,060.96	\$ -		
NOVEMBER	\$ 458,694.91	\$ 446,217.04	\$ 479,646.12	\$ -		
Sub-Total	\$ 4,611,795.64	\$ 4,874,240.18	\$ 5,014,687.65	\$ 408,728.64	\$ 18,124.60	4.64%
Total	\$ 4,611,795.64	\$ 4,874,240.18	\$ 5,014,687.65	\$ 408,728.64	\$ 18,124.60	4.64%



*** Sales Tax collections typically take 2 months to be reflected as Revenue. SlsTx receipts are then accrued back 2 months.
 Example: December SlsTx Revenue is actually October SlsTx and is therefore the 1st allocation in FY26.

Wylie Economic Development Corporation

PERFORMANCE AGREEMENT REPORT

December 31, 2025

PERFORMANCE AGREEMENTS	TOTAL INCENTIVE	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	REMAINING AFTER CURRENT FY	PREVIOUS FY PAYMENTS	TOTAL INCENTIVE	
AMERICAN ENTITLEMENTS II	\$ 35,000.00	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 35,000.00	
GLEN ECHO BREWING	\$ 100,000.00	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 80,000.00	\$ 100,000.00	A
PHOENIX ASCENDING	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	B
CATES/LANSRING INVESTMENTS	\$ 600,000.00	\$ -	\$ 300,000.00	\$ 300,000.00	\$ -	\$ -	\$ -	\$ 600,000.00	\$ -	\$ 600,000.00	C
	<u>\$ 735,000.00</u>	<u>\$ 30,000.00</u>	<u>\$ 300,000.00</u>	<u>\$ 300,000.00</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 600,000.00</u>	<u>\$ 105,000.00</u>	<u>\$ 735,000.00</u>	
Deferred Outflow								\$ 630,000.00			

- A. 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.
- B. Forgivable Land Grant (\$450,000 forgiven over 4 years). \$112,500 CO & \$112,500/year in 2027, 2028, & 2029.
- C. Performance Agreement (\$600,000) and Forgivable Land Grant (\$425,000 forgiven over 4 years) \$106,250 CO, \$106,250 in 2027, \$106,250 in 2028, \$106,250 in 2029

Wylie Economic Development Corporation

Inventory Subledger (Land)
December 31, 2025

	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	\$ 180,414.00 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	n/a	\$ 400,334.00	
	Lot 2R3	7/24/14	Cooper Dr.	0.9500	41382	n/a	\$ 29,056.00	\$ 1,252,463.75
Regency Dr.	Steel/Hooper	12/29/22	Lot 2R Helmberger Industrial Park	3.6885	160671	n/a	\$ 345,441.57	\$ 345,441.57
544 Corridor	Blakey	9/29/25	Davidson Survey, Tract 46 & 42	8.573	373440	n/a	\$ 4,481,819.61	
	Dempsey	12/17/25	2002 W Kirby St	3.660	159430	n/a	\$ 2,266,681.38	\$ 6,748,500.99
544 Gateway (Lot 6 Sold) (Lot 1R Sold) (Lot 5R Sold)	Lot 2R (under contract)	Replat 1/23	544 Gateway Addition	1.483	64617	n/a	\$ 793,033.69	
	Lot 3R	Replat 1/23	544 Gateway Addition	0.846	36847	n/a	\$ 452,217.10	
	Lot 4R	Replat 1/23	544 Gateway Addition	1.183	51518	n/a	\$ 632,271.85	
	Lot 7R	Replat 1/23	544 Gateway Addition	0.931	40576	n/a	\$ 497,982.50	\$ 2,375,505.14
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	n/a	\$ 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	n/a	\$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	n/a	\$ 328,792.20	
	Keefer	10/27/21	401 N. Keefer Dr	0.4890	21301	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	n/a	\$ 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	n/a	\$ 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	\$ 207,286.00 1,386	\$ 187,941.76	
	City of Wylie	5/14/20	ROW Purchase/Alleys	0.6126	26685	n/a	\$ 26,684.86	\$ 3,264,982.74
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	n/a	\$ 172,487.04	
	Marlow	3/31/22	305 S. Ballard	0.1865	8125	n/a	\$ 186,154.60	
	Braley	7/22/19	503 S. Ballard	0.2558	11142	n/a	\$ 177,397.96	\$ 945,429.60
Brown & 78 (Lot 1 Sold)	Lot 2	Final Plat 10/24	Cooper Plaza	1.0144	44188	n/a	\$ 339,071.64	
	Lot 3	Final Plat 10/25	Cooper Plaza	0.9072	39518	n/a	\$ 303,236.92	
	Lot 4	Final Plat 10/26	Cooper Plaza	1.6154	70365	n/a	\$ 539,937.90	
	Lot 5	Final Plat 10/27	Cooper Plaza	1.8135	78996	n/a	\$ 606,166.90	
	Lot 6	Final Plat 10/28	Cooper Plaza	2.9784	129737	n/a	\$ 995,522.25	
	Lot 7	Final Plat 10/29	Cooper Plaza	1.5540	67692	n/a	\$ 519,426.93	\$ 3,303,362.54
Total				40.8538		\$ 387,700.00 5,011	\$ 18,235,686.33	\$ 18,235,686.33



Wylie Economic Development Board

AGENDA REPORT

Meeting Date: January 21, 2026

Item Number: 1

Prepared By: Jason Greiner

Subject

Consider and act upon lease of WEDC office space.

Recommendation

Motion to authorize a 36-month Commercial Lease between the WEDC and Wylie Industrial Court Development, Ltd. for the lease of office space at 250 S. Highway 78, Wylie, Texas.

Discussion

WEDC has leased office space at 250 S. Hwy 78 since December 2010. Since that time, the WEDC Board has opted to extend the lease at this location, with the last extension approved in January 2021 and valid through January 31, 2026.

The WEDC has five offices, one dedicated work/copy room, one shared office, one shared meeting room, and one shared conference room. Utilities (water, gas, and electricity) are shared based on the percentage of office space utilized.

The term of the Office Lease is 36 months, commencing on February 1, 2026, and terminating on January 31, 2029, with the rate schedule of:

\$4,000 per month	1-12 months
\$4,500 per month	13-24 months
\$5,000 per month	25-36 months

Staff will lead the discussion after Executive Session.



Wylie Economic Development
Board

AGENDA REPORT

Meeting Date: January 21, 2026Item Number: DS1

Prepared By: Jason Greiner

Subject

Discussion regarding architectural services at Hwy 78 & Brown.

Recommendation

No action is requested by staff for this item.

Discussion

Staff will lead the Discussion regarding architectural services at Hwy 78 & Brown.



Wylie Economic Development
Board

AGENDA REPORT

Meeting Date: January 21, 2026Item Number: DS2

Prepared By: Jason Greiner

Subject

Discussion regarding pond maintenance services at Hwy 78 & Brown.

Recommendation

No action is requested by staff for this item.

Discussion

Staff will lead the Discussion regarding pond maintenance services at Hwy 78 & Brown.



Wylie Economic Development
Board

AGENDA REPORT

Meeting Date: January 21, 2026 Item Number: DS3
Prepared By: Jason Greiner

Subject
Discussion regarding ICSC events.

Recommendation
No action is requested by staff for this item.

Discussion
Staff will lead a discussion about the upcoming ICSC event.

ICSC Las Vegas May 18-20, 2026

Monday, May 18 • Wynn
Professional Development
Keynote Presentation
Opening Reception

Tuesday, May 19 • LVCC
8:00 am – 5:00 pm • Exhibit Hall Open
10:00 am – 4:30 pm • Sessions

Wednesday, May 20 • LVCC
8:00 am – 3:00 pm • Exhibit Hall Open
10:00 am – 12:00 pm • Sessions

ICSC LAS VEGAS takes place annually in May, and it’s a gathering of dealmakers and industry experts who are driving innovation and evolution in commercial real estate.

For more information, please follow the link: [ICSC Las Vegas 2026](#)

AGENDA REPORT

Meeting Date: January 21, 2026Item Number: DS4Prepared By: Jason Greiner

Subject

Discussion and updates from WEDC Committees.

Recommendation

No action is requested by staff on this item.

Discussion

Committee members and staff will hold a discussion and provide updates from WEDC Committees.

Current Active Standing Committees of the WEDC:

- Budget, Finance, and Audit Committee (Melisa Whitehead, Demond Dawkins)
 - The Budget, Finance, and Audit Committee will meet on 1-30-26.
- Business Retention and Expansion Committee (Harold Smith, Melisa Whitehead)
- Committee for New Business Attraction and Recruitment (Blake Brininstool, Alan Dayton)

Current Special Committees of the WEDC:

- Strategic Planning Committee (Blake Brininstool, Harold Smith, Demond Dawkins)
 - Members of the Strategic Planning Committee met on 1-14-26 to review/discuss the organization's Goals and Objectives.
- Staffing and Compensation Committee (Harold Smith, Melisa Whitehead)

STAFF REPORT

Date:

January 21, 2026

Item Number:

DS5

Prepared By:

Jason Greiner

Subject

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

Recommendation

N/A

Discussion

WEDC Property Update:

Recently Sold or Pending Real Estate Agreements

- 544 Gateway/Lot 1: 2 Acres Shadyside, LLC – Sold: 8-18-25. Construction began on 9-22-25, terminating the option to re-purchase. Anticipated completion date: Spring 2026
- 544 Gateway/Lot 5: Lanspring Investments, LLC – Sold: 09-23-25. Anticipated completion date: Mid/Late 2026
- 544 Gateway/Lot 2: SCSD – Current Status: Final Engineering Review. Closing Date: TBD
- 3.66-acre tract/JD & JM Enterprises, L.P. (Dempsey); This property was acquired on 12-17-25.

Listing Agreement – Segovia Partners (SP)

- The one remaining pad site is under contract. Upon closing, Staff will cancel the listing agreement.
- SP has continued to market developable properties and has engaged with potential users/developers.
- Staff will provide project updates as needed in Executive Session.

Engineering Report:

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

- Tiseo currently working on FM 544 Gateway turn lane improvements.
- Tiseo to provide final change order for signature.
- Projected Completion Date: 2/28/26
- KH sent updated Lot 3 parking lot concept plan to WEDC for review.
- KH preparing IPO for construction plans for parking lot.

FM 544 Corridor Master Plans

- KH provided the Phase 1 East Meadow concept plan to the WEDC for review.
- KH to update concept plans and create OPCC based on updated pond locations and phasing options.

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

- The NTMWD vault adjustment coordination project has been completed; pending installation of necessary ground cover.
- Second walkthrough completed on 12/9/2025; continual work through final punch-list items.

- Staff and City of Wylie met onsite with pond maintenance contractor to assess pond and review necessary items for inclusion in pond maintenance contract. Item for Board consideration 1-21-26.

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

- KH reviewed the Hooper TIA and the Site Plan/Preliminary Engineering plans and provided comments to the City of Wylie on 12/22/2025.
- KH to perform downstream assessment once the design of the final stormwater improvements are finalized.

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

- KH provided a recommended award letter for Canary Construction.
- A pre-con meeting can be scheduled once all easements are signed and filed.
- Contractor will need to coordinate with NTMWD on shutdown for tie-in.

Jackson Avenue Development

- Project on hold.
- Coordinating with City and design team for the Downtown infrastructure/wayfinding project to coordinate parking, drainage, and “theme” of the development.
- Once the 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 plan the buildings (anticipated to be shell buildings/condominiums for lease. The development will meet the requirements of the Downtown overlay district.

Atmos Gas Main Extension- N Hwy 78

- The City of Wylie confirmed that the updated permit has been received.
- Mastec has advised that construction will begin on 1-26-26.

SH 78 Sidewalks

- KH coordinating with North Texas Surveying for easement exhibits.
- KH submitted preliminary construction plans to City for review on 12/23/2025.

Downtown Parking / Jackson Ave Parking and Striping

- KH to revise parking layout and extents based on recent discussion with WEDC and send an updated exhibit to WEDC for review and approval.
- KH to begin preparing construction plans once the WEDC reviews and approves the exhibit.

BRE & Workforce Updates:

- Four BRE visits were conducted in December.
- Follow-up discussion with the new owner of a legacy business facing expansion challenges.
- Supported CTE Advisory Committee luncheon with Wylie ISD and local employers.
- Coordinated with WSNCT for local employer’s IWT grant submission.
- Launched details registration link for Leadership Essentials for Business Success training series.
- Assisted businesses in applying for SSB grant funding for Leadership Essentials for Business Success.

Additional WEDC Activities/Programs in Review:

- Ongoing efforts toward social media, Discover Wylie, and Social Media Rescue for local businesses.
- The Services Agreement with Granicus/Simpleview has been executed for Discover Wylie website redesign services. On-site immersion experience was held December 9th-11th.
- Ongoing meetings and discussions with real estate developers, contractors, and property owners continue.
- Staff attended TEDC Board retreat (JG)
- Staff attended the Wylie ISD’s CTE Advisory Meeting (AW, CS)
- Staff and Board attended the Elfin Gala and Awards (BB, JG)
- Staff attended the SEDC 2025 Emerging Leaders #YPCon (MB)

- Staff participated in TEDC Virtual Sales Tax Training (RH)
- Staff met with Collin College Wylie for an overview of their campus expansion plans to incorporate a new CTE center. (JG, RH, AW, CS)
- Staff attended Leadership Wylie – WISD Collin College (CS)
- Staff attended the Mayor/Council Staff Appreciation Luncheon (JG, RH, AW, MB, CS)
- Sales tax revenues for January are up 1.62% and 3.14% for the year.

Upcoming Events:

- Broker/Developer Event: Hidden Lakes – February 12-13
 - Project U – February 17 – Burleson
 - ICSC Red River – February 17-18 – San Antonio
 - TEDC Winter Conference – February 25-27 – El Paso
 - WISD Boots ‘N Barbecue – March 28
- *RSVP Required*

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

Future Board Meetings with Known Conflicts:

February 18, 2026 *	ICSC Red River February 17-18
March 18, 2026 *	WISD Spring Break March 16-20
May 20, 2026 *	ICSC Las Vegas May 18-20
June 17, 2026 *	TEDC Mid-Year Conference June 17-19

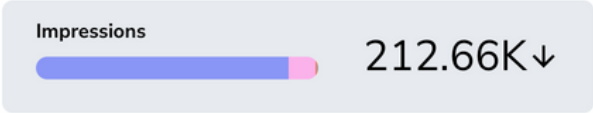
*Potential known conflicts have been identified for review by the Board.

QUARTERLY UPDATE





DATA



	What a treat right in Historic Downtown Wylie! Ballard ...		Nov 12, 2025 5:12 PM		64.79k
	More		Reuse content		View
	Have you been over to the newest Torchys!? Torchy's Tacos -...		Oct 20, 2025 7:37 AM		25.98k
	More		Reuse content		View
	Tucked in to Historic Downtown Wylie is Jzt JAZ Boutique ...		Jan 12, 2026 1:48 PM		2.48k
	More		Reuse content		View

ACTIONS TAKEN TO BUSINESS PAGES

2,248

PROJECT HIGHLIGHTS

01/21/2026 Item DS5.



SOCIAL MEDIA RESCUE

01/21/2026 Item DS5.

SPRING 2026 Class Schedule

Registration Opens - 3/2

Deadline - 3/26

Winners Announced - 3/27

Classroom Classes - 4/6, 4/13, 4/20

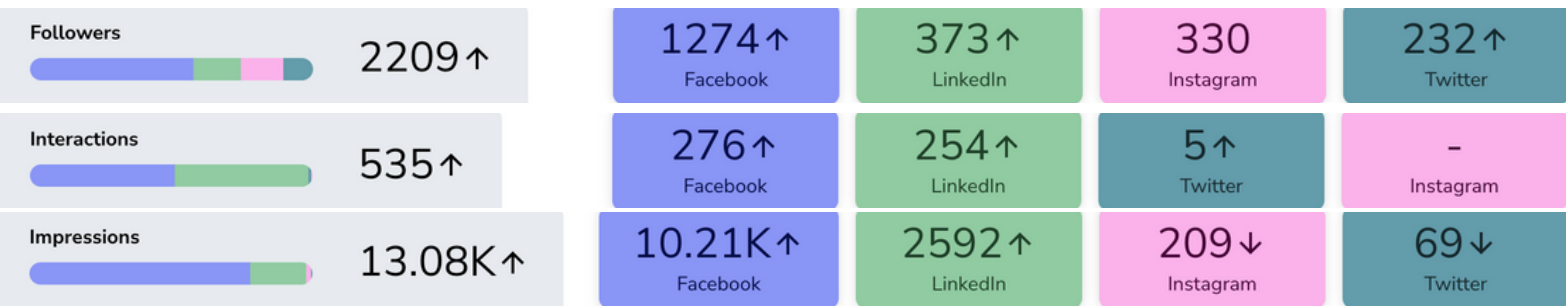
1 on 1 Consults - 4/27



SOCIAL MEDIA

SOCIAL MEDIA ORGANIC

EDC



Discover Wylie



Historic Downtown Wylie



SOCIAL MEDIA

01/21/2026 Item DS5.

Social Media Ads

Paid Ad Campaign Results

Campaign ↑↓	Results ↑↓ ▾	Reach ↑↓ ▾	Impressions ↑↓ ▾	Cost per result ↑↓ ▾	Amount spent ↑↓ ▾
HDW Engage	1,325 Follows or likes	13,933	33,568	\$0.19 Per Follow or like	\$247.48
Holiday Events	1,955 Post engagements	13,065	31,833	\$0.08 Per Post Engage...	\$159.74
Boo Promo	744 Event Responses	14,699	34,624	\$0.18 Per Event Response	\$132.24

Planning

Continue Building HDW Pages
Promote Upcoming Downtown Events

GRINCH

Grinch Holiday Campaign

Impressions

115.72K↑

Interactions

4289

Followers

2636↑

95.72K↑

Facebook

10.84K↑

Instagram

9160

TikTok

3398

Facebook

509

Instagram

382

TikTok

1999↑

Facebook
















373↑

TikTok

264↑

Instagram

Numbers do not include the exposure when businesses posted to their pages directly.

	Network	Date	Type	Impressions ? ↓
 Well.. I guess the Grinch is out of the bag.. ... More Reuse content View		Nov 10, 2025 11:09 AM		26.1k
 Well I suppose just like it started it ends with Wylie Police ... More Reuse content View		Dec 17, 2025 10:02 AM		5.44k
 I still can't believe it myself. I AM THAT GOOD!... More Reuse content View		Nov 19, 2025 10:04 AM		4.44k
 Wasn't feeling the GREEN anymore so stopped by Hair ... More Reuse content View		Dec 2, 2025 10:03 AM		2.97k
 Another one of my favorite stops for gift stealing.. GIFTING! ... More Reuse content View		Dec 11, 2025 10:03 AM		2.96k

2025 December

Board Meeting – 17th

Day	Time	Meeting/Event
1-15		TEDC Sales Tax Workshop – Virtual – rh
2	8:30 am	WDMA Meeting
4		TEDC Board Retreat – Austin – jg
5	6:00 pm	Chamber Elfin Gala – Boyd Farm, Lavon – bb, jg
5	11:30 am	Wylie ISD CTE Advisory Meeting – aw, cs
8-10		SEDC - Emerging Leaders #YPCON – mb
9	6:00 pm	City Council
11		Leadership Wylie – WISD, Collin College – cs
17	7:30 am	WEDC- Board Meeting
24-26	CLOSED	Christmas Holiday

2026 January

Board Meeting – 21st

Day	Time	Meeting/Event
1	CLOSED	New Year's Day Holiday
6	8:30 am	WDMA Meeting
13	6:00 pm	City Council
14	12:00 pm	WEDC Strategic Planning Committee Meeting – bb, hs
15		Leadership Wylie – Collin County – cs
19	CLOSED	Martin Luther King Jr. Holiday
21	7:30 am	WEDC Board Meeting
22	5:01-7:00 pm	5:01 PM Professional Mixer – Landon Winery
27	6:00 pm	City Council
30	12:00 pm	WEDC Budget, Finance, & Audit Committee Meeting – mw, dd

2026 February

Board Meeting – 18th

Day	Time	Meeting/Event
3	8:30 am	WDMA Meeting
3		Leadership Wylie – SIMSOC – cs
10	6:00 pm	City Council
12-13		Broker/Developer Tour & Event: Hidden Lakes
17		Project U in Burleson – rh, aw, cs
17-18		ICSC Red River – San Antonio, TX – jg, mb
18	7:30 am	WEDC Board Meeting
24	6:00 pm	City Council
24-26		TEDC Winter Conference – El Paso, TX – jg, rh, mb

Around the Corner...

- Wylie ISD Business Symposium – Collin College/Wylie – March 11
- Boots 'N Barbecue Gala – WISD Ed Foundation – Plano – March 28
- ICSC Las Vegas – May 18-20

*RSVP Required

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