

# Wylie Economic Development Corporation Board Special Called Meeting



January 12, 2024 – 7:30 AM

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

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## 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 20, 2023 Regular Meeting of the WEDC Board of Directors.
- B. Consider and act upon approval of the December 2023 WEDC Treasurer's Report.

## REGULAR AGENDA

- 1. Consider and act upon construction services at Hwy 78 & Brown.
- 2. Consider and act upon construction services at FM 544 Gateway Addition.
- 3. Consider and act upon a First Amendment to the Purchase and Sale Agreement between WEDC and SCSD-Finnell, LTD.
- 4. Consider and act upon a Third Amendment to the Purchase and Sale Agreement between the WEDC and McClure Partners Construction Company.

## 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.**

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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/Ballard, State Hwy 78/Brown, 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: 2013-9a, 2022-1c, 2022-10c, 2023-1c, 2023-2d, 2023-3b, 2023-4c, 2023-5b, 2023-9b, 2023-10a, 2023-12c, and 2024-1a.

**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 5, 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.

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*Stephanie Storm, City Secretary*

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*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 Meeting**  
December 20, 2023 – 7:30 A.M.  
WEDC Offices – Conference Room  
250 S Hwy 78 – Wylie, TX 75098

**CALL TO ORDER**

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*Announce the presence of a Quorum*

President Melisa Whitehead called the meeting to order at 7:31 a.m. Board Members present were Aaron Jameson, Whitney McDougall, and Blake Brininstool.

Ex-Officio Member City Manager Brent Parker was present.

WEDC staff present included Executive Director Jason Greiner, Assistant Director Rachael Hermes, BRE Director Angel Wygant, and Administrative Assistant Marissa Butts.

Demond Dawkins arrived during consideration of Consent Agenda at 7:32 a.m. Ex-Officio Member Mayor Matthew Porter arrived at 7:33 a.m.

**INVOCATION & PLEDGE OF ALLEGIANCE**

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City Manager Brent Parker gave the invocation and led the Pledge of Allegiance.

**COMMENTS ON NON-AGENDA ITEMS**

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

**CONSENT AGENDA**

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*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 November 15, 2023, Regular Meeting of the WEDC Board of Directors.**
- B. Consider and act upon approval of the November 2023 WEDC Treasurer's Report.**

**Board Action**

A motion was made by Aaron Jameson, seconded by Blake Brininstool, to approve the Consent Agenda as presented. A vote was taken, and the motion passed 5-0.

## **REGULAR AGENDA**

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- 1. Consider and act upon a First Amendment to the Performance Agreement between the WEDC and Sanden International (U.S.A.), Inc.**

**Staff Comments**

Staff reminded the Board that City Council approved Project 2021-9f on June 27, 2023, and the WEDC approved the Performance Agreement with Sanden International (U.S.A.), Inc. in an amount not to exceed \$500,000 on September 20, 2023. This First Amendment to the Performance Agreement provides a 90-day extension to allow Sanden adequate time to get final fire inspection and provide additional documentation to confirm the \$25MM project cost.

**Board Action**

A motion was made by Blake Brininstool, seconded by Whitney McDougall, to approve a First Amendment to the Performance Agreement between the WEDC and Sanden International (U.S.A.), Inc. A vote was taken, and the motion passed 5-0.

## **DISCUSSION ITEMS**

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- DS1. Discussion regarding ICSC.**

**Staff Comments**

Staff referred the Board to the Agenda Report provided in the packet for information related to the upcoming ICSC events. The Board then discussed their experiences at past ICSC events and their individual interest in attending future ICSC events. Additionally, the Board inquired about the benefits and connections that the EDC have gained from attending the ICSC events. Staff referenced Direct Development/Target and Clark Street/Kroger developments as results of attending ICSC events.

- DS2. 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.

## **EXECUTIVE SESSION**

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Recessed into Closed Session at 8:00 a.m. in compliance with Section 551.001, et. seq. Texas Government Code, to wit:

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

- 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, State Hwy 78/Alanis, State Hwy 78/Brown, and State Hwy 78/Skyview.**

**Sec. 551.074. PERSONNEL MATTERS; CLOSED MEETING.**

**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: 2021-4b, 2022-1c, 2022-10c, 2023- 1a, 2023-1c, 2023-2b, 2023-2d, 2023-3b, 2023-4c, 2023-5b, 2023-8a, 2023-9b, 2023-10a, 2023-11a, 2023-12a, 2023-12b, 2023-12c, and 2023-12d.**

**RECONVENE INTO OPEN SESSION**

*Take any action as a result of the Executive Session.*

President Whitehead reconvened into Open Session at 9:16 a.m.

**FUTURE AGENDA ITEMS**

There were no Items requested for inclusion on future agendas.

**ADJOURNMENT**

With no further business, President Whitehead adjourned the WEDC Board meeting at 9:16 a.m.

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**Melisa Whitehead, President**

**ATTEST:**

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**Jason Greiner, Executive Director**



Wylie Economic Development Board

AGENDA REPORT

Meeting Date: January 12, 2024
Prepared By: Jason Greiner

Item Number: B

Subject

Consider and act upon approval of the December 2023 WEDC Treasurer's Report.

Recommendation

Motion to approve the December 2023 WEDC Treasurer's Report.

Presented for the Board's review and approval is the December 2023 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, and the Performance Agreement Summary. The Quarterly Inventory Subledger will be provided.

REVENUES:

Sales Tax Revenue earned in September allocated in December, was \$374,686.38, an increase of 10.62% over the same period in 2022.

Gain/Loss Sale of Cap Assets

\$(74,295.35) Sale of 1001 & 1011 Squire

EXPENSES:

No notable expenses for this month.

**December Rev/Exp Report**

**Account Summary**

For Fiscal: 2023-2024 Period Ending: 12/31/2023

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>Fund: 111 - WYLIE ECONOMIC DEVEL CORP</b>							
<b>Revenue</b>							
<b>Category: 400 - Taxes</b>							
<a href="#">111-4000-40210</a>	SALES TAX	4,536,561.00	4,536,561.00	374,686.38	374,686.38	-4,161,874.62	91.74 %
	<b>Category: 400 - Taxes Total:</b>	<b>4,536,561.00</b>	<b>4,536,561.00</b>	<b>374,686.38</b>	<b>374,686.38</b>	<b>-4,161,874.62</b>	<b>91.74%</b>
<b>Category: 460 - Interest Income</b>							
<a href="#">111-4000-46110</a>	ALLOCATED INTEREST EARNINGS	112,000.00	112,000.00	46,282.99	129,464.17	17,464.17	115.59 %
	<b>Category: 460 - Interest Income Total:</b>	<b>112,000.00</b>	<b>112,000.00</b>	<b>46,282.99</b>	<b>129,464.17</b>	<b>17,464.17</b>	<b>15.59%</b>
<b>Category: 480 - Miscellaneous Income</b>							
<a href="#">111-4000-48110</a>	RENTAL INCOME	48,600.00	48,600.00	2,800.00	5,080.65	-43,519.35	89.55 %
<a href="#">111-4000-48410</a>	MISCELLANEOUS INCOME	0.00	0.00	1,258.18	1,258.18	1,258.18	0.00 %
<a href="#">111-4000-48430</a>	GAIN/(LOSS) SALE OF CAP ASSETS	2,655,970.00	2,655,970.00	-74,295.35	-223,384.36	-2,879,354.36	108.41 %
	<b>Category: 480 - Miscellaneous Income Total:</b>	<b>2,704,570.00</b>	<b>2,704,570.00</b>	<b>-70,237.17</b>	<b>-217,045.53</b>	<b>-2,921,615.53</b>	<b>108.03%</b>
	<b>Revenue Total:</b>	<b>7,353,131.00</b>	<b>7,353,131.00</b>	<b>350,732.20</b>	<b>287,105.02</b>	<b>-7,066,025.98</b>	<b>96.10%</b>
<b>Expense</b>							
<b>Category: 510 - Personnel Services</b>							
<a href="#">111-5611-51110</a>	SALARIES	440,500.00	440,500.00	44,429.88	87,497.88	353,002.12	80.14 %
<a href="#">111-5611-51130</a>	OVERTIME	0.00	0.00	0.00	871.40	-871.40	0.00 %
<a href="#">111-5611-51140</a>	LONGEVITY PAY	1,200.00	1,200.00	0.00	1,092.00	108.00	9.00 %
<a href="#">111-5611-51310</a>	TMRS	68,500.00	68,500.00	6,416.19	12,832.25	55,667.75	81.27 %
<a href="#">111-5611-51410</a>	HOSPITAL & LIFE INSURANCE	81,000.00	81,000.00	5,023.17	14,974.58	66,025.42	81.51 %
<a href="#">111-5611-51420</a>	LONG-TERM DISABILITY	1,600.00	1,600.00	58.50	117.00	1,483.00	92.69 %
<a href="#">111-5611-51440</a>	FICA	27,000.00	27,000.00	2,617.58	5,158.06	21,841.94	80.90 %
<a href="#">111-5611-51450</a>	MEDICARE	6,400.00	6,400.00	612.16	1,206.30	5,193.70	81.15 %
<a href="#">111-5611-51470</a>	WORKERS COMP PREMIUM	2,100.00	2,100.00	0.00	825.66	1,274.34	60.68 %
<a href="#">111-5611-51480</a>	UNEMPLOYMENT COMP (TWC)	1,600.00	1,600.00	0.08	5.00	1,595.00	99.69 %
	<b>Category: 510 - Personnel Services Total:</b>	<b>629,900.00</b>	<b>629,900.00</b>	<b>59,157.56</b>	<b>124,580.13</b>	<b>505,319.87</b>	<b>80.22%</b>
<b>Category: 520 - Supplies</b>							
<a href="#">111-5611-52010</a>	OFFICE SUPPLIES	5,000.00	5,000.00	526.08	1,157.38	3,842.62	76.85 %
<a href="#">111-5611-52040</a>	POSTAGE & FREIGHT	300.00	300.00	0.00	0.00	300.00	100.00 %
<a href="#">111-5611-52810</a>	FOOD SUPPLIES	3,000.00	3,000.00	108.65	466.79	2,533.21	84.44 %
	<b>Category: 520 - Supplies Total:</b>	<b>8,300.00</b>	<b>8,300.00</b>	<b>634.73</b>	<b>1,624.17</b>	<b>6,675.83</b>	<b>80.43%</b>
<b>Category: 540 - Materials for Maintenance</b>							
<a href="#">111-5611-54610</a>	FURNITURE & FIXTURES	2,500.00	2,500.00	0.00	-193.05	2,693.05	107.72 %
<a href="#">111-5611-54810</a>	COMPUTER HARD/SOFTWARE	7,650.00	7,650.00	2,299.98	2,299.98	5,350.02	69.93 %
	<b>Category: 540 - Materials for Maintenance Total:</b>	<b>10,150.00</b>	<b>10,150.00</b>	<b>2,299.98</b>	<b>2,106.93</b>	<b>8,043.07</b>	<b>79.24%</b>
<b>Category: 560 - Contractual Services</b>							
<a href="#">111-5611-56030</a>	INCENTIVES	1,929,250.00	1,929,250.00	0.00	0.00	1,929,250.00	100.00 %
<a href="#">111-5611-56040</a>	SPECIAL SERVICES	37,270.00	37,270.00	315.00	630.00	36,640.00	98.31 %
<a href="#">111-5611-56041</a>	SPECIAL SERVICES-REAL ESTATE	234,500.00	234,500.00	7,180.89	11,730.32	222,769.68	95.00 %
<a href="#">111-5611-56042</a>	SPECIAL SERVICES-INFRASTRUCTUR	10,324,000.00	10,324,000.00	0.00	6,101.36	10,317,898.64	99.94 %
<a href="#">111-5611-56080</a>	ADVERTISING	226,125.00	226,125.00	6,140.00	38,621.62	187,503.38	82.92 %
<a href="#">111-5611-56090</a>	COMMUNITY DEVELOPMENT	64,950.00	64,950.00	5,488.74	16,706.65	48,243.35	74.28 %
<a href="#">111-5611-56110</a>	COMMUNICATIONS	7,900.00	7,900.00	492.28	984.56	6,915.44	87.54 %
<a href="#">111-5611-56180</a>	RENTAL	27,000.00	27,000.00	2,250.00	6,750.00	20,250.00	75.00 %
<a href="#">111-5611-56210</a>	TRAVEL & TRAINING	73,000.00	73,000.00	4,839.10	17,301.13	55,698.87	76.30 %
<a href="#">111-5611-56250</a>	DUES & SUBSCRIPTIONS	60,733.00	60,733.00	3,098.81	27,818.90	32,914.10	54.19 %
<a href="#">111-5611-56310</a>	INSURANCE	6,800.00	6,800.00	0.00	5,350.11	1,449.89	21.32 %
<a href="#">111-5611-56510</a>	AUDIT & LEGAL SERVICES	23,000.00	23,000.00	3,000.00	7,470.87	15,529.13	67.52 %
<a href="#">111-5611-56570</a>	ENGINEERING/ARCHITECTURAL	530,175.00	530,175.00	30,830.61	84,473.11	445,701.89	84.07 %



01/12/2024 Item B.

Budget Report

For Fiscal: 2023-2024 Period Ending: 12/31/2023

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<a href="#">111-5611-56610</a>	UTILITIES-ELECTRIC	2,400.00	2,400.00	0.00	256.03	2,143.97	89.33 %
	<b>Category: 560 - Contractual Services Total:</b>	<b>13,547,103.00</b>	<b>13,547,103.00</b>	<b>63,635.43</b>	<b>224,194.66</b>	<b>13,322,908.34</b>	<b>98.35%</b>
	<b>Category: 570 - Debt Service &amp; Capital Replacement</b>						
<a href="#">111-5611-57410</a>	PRINCIPAL PAYMENT	600,096.00	600,096.00	49,409.40	147,722.79	452,373.21	75.38 %
<a href="#">111-5611-57415</a>	INTEREST EXPENSE	631,902.00	631,902.00	53,257.07	160,276.62	471,625.38	74.64 %
	<b>Category: 570 - Debt Service &amp; Capital Replacement Total:</b>	<b>1,231,998.00</b>	<b>1,231,998.00</b>	<b>102,666.47</b>	<b>307,999.41</b>	<b>923,998.59</b>	<b>75.00%</b>
	<b>Category: 580 - Capital Outlay</b>						
<a href="#">111-5611-58110</a>	LAND-PURCHASE PRICE	1,000,000.00	1,000,000.00	0.00	7,079.00	992,921.00	99.29 %
<a href="#">111-5611-58995</a>	CONTRA CAPITAL OUTLAY	0.00	0.00	0.00	-7,079.00	7,079.00	0.00 %
	<b>Category: 580 - Capital Outlay Total:</b>	<b>1,000,000.00</b>	<b>1,000,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1,000,000.00</b>	<b>100.00%</b>
	<b>Expense Total:</b>	<b>16,427,451.00</b>	<b>16,427,451.00</b>	<b>228,394.17</b>	<b>660,505.30</b>	<b>15,766,945.70</b>	<b>95.98%</b>
	<b>Fund: 111 - WYLIE ECONOMIC DEVEL CORP Surplus (Deficit):</b>	<b>-9,074,320.00</b>	<b>-9,074,320.00</b>	<b>122,338.03</b>	<b>-373,400.28</b>	<b>8,700,919.72</b>	<b>95.89%</b>
	<b>Report Surplus (Deficit):</b>	<b>-9,074,320.00</b>	<b>-9,074,320.00</b>	<b>122,338.03</b>	<b>-373,400.28</b>	<b>8,700,919.72</b>	<b>95.89%</b>

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01/12/2024 Item B.

Budget Report

For Fiscal: 2023-2024 Period Ending: 12/31/2023

Group Summary

Category	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>Fund: 111 - WYLIE ECONOMIC DEVEL CORP</b>						
<b>Revenue</b>						
400 - Taxes	4,536,561.00	4,536,561.00	374,686.38	374,686.38	-4,161,874.62	91.74%
460 - Interest Income	112,000.00	112,000.00	46,282.99	129,464.17	17,464.17	15.59%
480 - Miscellaneous Income	2,704,570.00	2,704,570.00	-70,237.17	-217,045.53	-2,921,615.53	108.03%
<b>Revenue Total:</b>	<b>7,353,131.00</b>	<b>7,353,131.00</b>	<b>350,732.20</b>	<b>287,105.02</b>	<b>-7,066,025.98</b>	<b>96.10%</b>
<b>Expense</b>						
510 - Personnel Services	629,900.00	629,900.00	59,157.56	124,580.13	505,319.87	80.22%
520 - Supplies	8,300.00	8,300.00	634.73	1,624.17	6,675.83	80.43%
540 - Materials for Maintenance	10,150.00	10,150.00	2,299.98	2,106.93	8,043.07	79.24%
560 - Contractual Services	13,547,103.00	13,547,103.00	63,635.43	224,194.66	13,322,908.34	98.35%
570 - Debt Service & Capital Replacement	1,231,998.00	1,231,998.00	102,666.47	307,999.41	923,998.59	75.00%
580 - Capital Outlay	1,000,000.00	1,000,000.00	0.00	0.00	1,000,000.00	100.00%
<b>Expense Total:</b>	<b>16,427,451.00</b>	<b>16,427,451.00</b>	<b>228,394.17</b>	<b>660,505.30</b>	<b>15,766,945.70</b>	<b>95.98%</b>
<b>Fund: 111 - WYLIE ECONOMIC DEVEL CORP Surplus (Deficit):</b>	<b>-9,074,320.00</b>	<b>-9,074,320.00</b>	<b>122,338.03</b>	<b>-373,400.28</b>	<b>8,700,919.72</b>	<b>95.89%</b>
<b>Report Surplus (Deficit):</b>	<b>-9,074,320.00</b>	<b>-9,074,320.00</b>	<b>122,338.03</b>	<b>-373,400.28</b>	<b>8,700,919.72</b>	<b>95.89%</b>

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01/12/2024 Item B.

Budget Report

For Fiscal: 2023-2024 Period Ending: 12/31/2023

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
111 - WYLIE ECONOMIC DEVEL CC	-9,074,320.00	-9,074,320.00	122,338.03	-373,400.28	8,700,919.72
Report Surplus (Deficit):	-9,074,320.00	-9,074,320.00	122,338.03	-373,400.28	8,700,919.72

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Wylie Economic Development Corporation  
Statement of Net Position  
As of December 31, 2023

**Assets**

Cash and cash equivalents	\$ 13,630,103.04	
Receivables	\$ 770,000.00	Note 1
Inventories	\$ 14,645,353.88	
Prepaid Items	<u>\$ -</u>	
<b>Total Assets</b>	<u>\$ 29,045,456.92</u>	

**Deferred Outflows of Resources**

Pensions	<u>\$ 67,748.55</u>
<b>Total deferred outflows of resources</b>	<u>\$ 67,748.55</u>

**Liabilities**

Accounts Payable and other current liabilities	\$ 11,634.76	
Unearned Revenue	\$ 4,141.40	Note 2
Non current liabilities:		
Due within one year	\$ 513,488.21	Note 3
Due in more than one year	<u>\$ 15,034,169.48</u>	
<b>Total Liabilities</b>	<u>\$ 15,563,433.85</u>	

**Deferred Inflows of Resources**

Pensions	<u>\$ (84,717.41)</u>
<b>Total deferred inflows of resources</b>	<u>\$ (84,717.41)</u>

**Net Position**

Net investment in capital assets	\$ -
Unrestricted	<u>\$ 13,465,054.21</u>
<b>Total Net Position</b>	<u>\$ 13,465,054.21</u>

Note 1: Includes incentives in the form of forgivable loans for \$20,000 (LUV-ROS), \$100,000 (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 12/31/2023

Account	Name	Balance
<b>Fund: 111 - WYLIE ECONOMIC DEVEL CORP</b>		
<b>Assets</b>		
<a href="#">111-1000-10110</a>	CLAIM ON CASH AND CASH EQUIV.	13,628,103.04
<a href="#">111-1000-10115</a>	CASH - WEDC - INWOOD	0.00
<a href="#">111-1000-10135</a>	ESCROW	0.00
<a href="#">111-1000-10180</a>	DEPOSITS	2,000.00
<a href="#">111-1000-10198</a>	OTHER - MISC CLEARING	0.00
<a href="#">111-1000-10341</a>	TEXPOOL	0.00
<a href="#">111-1000-10343</a>	LOGIC	0.00
<a href="#">111-1000-10481</a>	INTEREST RECEIVABLE	0.00
<a href="#">111-1000-11511</a>	ACCTS REC - MISC	0.00
<a href="#">111-1000-11517</a>	ACCTS REC - SALES TAX	0.00
<a href="#">111-1000-12810</a>	LEASE PAYMENTS RECEIVABLE	0.00
<a href="#">111-1000-12950</a>	LOAN PROCEEDS RECEIVABLE	0.00
<a href="#">111-1000-12996</a>	LOAN RECEIVABLE	0.00
<a href="#">111-1000-12997</a>	ACCTS REC - JTM TECH	0.00
<a href="#">111-1000-12998</a>	ACCTS REC - FORGIVEABLE LOANS	770,000.00
<a href="#">111-1000-14112</a>	INVENTORY - MATERIAL/ SUPPLY	0.00
<a href="#">111-1000-14116</a>	INVENTORY - LAND & BUILDINGS	14,645,353.88
<a href="#">111-1000-14118</a>	INVENTORY - BAYCO/ SANDEN BLVD	0.00
<a href="#">111-1000-14310</a>	PREPAID EXPENSES - MISC	0.00
<a href="#">111-1000-14410</a>	DEFERRED OUTFLOWS	2,168,500.00
	<b>Total Assets:</b>	<b>31,213,956.92</b>
		<b><u>31,213,956.92</u></b>
<b>Liability</b>		
<a href="#">111-2000-20110</a>	FEDERAL INCOME TAX PAYABLE	0.00
<a href="#">111-2000-20111</a>	MEDICARE PAYABLE	0.00
<a href="#">111-2000-20112</a>	CHILD SUPPORT PAYABLE	0.00
<a href="#">111-2000-20113</a>	CREDIT UNION PAYABLE	0.00
<a href="#">111-2000-20114</a>	IRS LEVY PAYABLE	0.00
<a href="#">111-2000-20115</a>	NATIONWIDE DEFERRED COMP	0.00
<a href="#">111-2000-20116</a>	HEALTH INSUR PAY-EMPLOYEE	5,951.58
<a href="#">111-2000-20117</a>	TMRS PAYABLE	3,061.41
<a href="#">111-2000-20118</a>	ROTH IRA PAYABLE	0.00
<a href="#">111-2000-20119</a>	WORKERS COMP PAYABLE	0.00
<a href="#">111-2000-20120</a>	FICA PAYABLE	0.00
<a href="#">111-2000-20121</a>	TEC PAYABLE	0.00
<a href="#">111-2000-20122</a>	STUDENT LOAN LEVY PAYABLE	0.00
<a href="#">111-2000-20123</a>	ALIMONY PAYABLE	0.00
<a href="#">111-2000-20124</a>	BANKRUPTCY PAYABLE	0.00
<a href="#">111-2000-20125</a>	VALIC DEFERRED COMP	0.00
<a href="#">111-2000-20126</a>	ICMA PAYABLE	0.00
<a href="#">111-2000-20127</a>	EMP. LEGAL SERVICES PAYABLE	0.00
<a href="#">111-2000-20130</a>	FLEXIBLE SPENDING ACCOUNT	2,512.44
<a href="#">111-2000-20131</a>	EDWARD JONES DEFERRED COMP	0.00
<a href="#">111-2000-20132</a>	EMP CARE FLITE	12.00
<a href="#">111-2000-20133</a>	Unemployment Comp Payable	5.01
<a href="#">111-2000-20151</a>	ACCRUED WAGES PAYABLE	0.00
<a href="#">111-2000-20180</a>	ADDIT EMPLOYEE INSUR PAY	92.32
<a href="#">111-2000-20199</a>	MISC PAYROLL PAYABLE	0.00
<a href="#">111-2000-20201</a>	AP PENDING	0.00
<a href="#">111-2000-20210</a>	ACCOUNTS PAYABLE	0.00
<a href="#">111-2000-20530</a>	PROPERTY TAXES PAYABLE	0.00
<a href="#">111-2000-20540</a>	NOTES PAYABLE	2,168,500.00
<a href="#">111-2000-20810</a>	DUE TO GENERAL FUND	0.00

As Of 12/31/2023

## Balance Sheet

Account	Name	Balance
<a href="#">111-2000-22270</a>	DEFERRED INFLOW	0.00
<a href="#">111-2000-22275</a>	DEF INFLOW - LEASE PRINCIPAL	0.00
<a href="#">111-2000-22280</a>	DEFERRED INFLOW - LEASE INT	0.00
<a href="#">111-2000-22915</a>	RENTAL DEPOSITS	4,141.40
	<b>Total Liability:</b>	<b>2,184,276.16</b>
<b>Equity</b>		
<a href="#">111-3000-34110</a>	FUND BALANCE - RESERVED	0.00
<a href="#">111-3000-34590</a>	FUND BALANCE-UNRESERV/UNDESIG	29,403,081.04
	<b>Total Beginning Equity:</b>	<b>29,403,081.04</b>
Total Revenue		287,105.02
Total Expense		660,505.30
<b>Revenues Over/Under Expenses</b>		<b>-373,400.28</b>
	<b>Total Equity and Current Surplus (Deficit):</b>	<b>29,029,680.76</b>
	<b>Total Liabilities, Equity and Current Surplus (Deficit):</b>	<b><u>31,213,956.92</u></b>

As Of 12/31/2023

## Balance Sheet

Account	Name	Balance
<b>Fund: 922 - GEN LONG TERM DEBT (WEDC)</b>		
<b>Assets</b>		
<a href="#">922-1000-10312</a>	GOVERNMENT NOTES	0.00
<a href="#">922-1000-18110</a>	LOAN - WEDC	0.00
<a href="#">922-1000-18120</a>	LOAN - BIRMINGHAM	0.00
<a href="#">922-1000-18210</a>	AMOUNT TO BE PROVIDED	0.00
<a href="#">922-1000-18220</a>	BIRMINGHAM LOAN	0.00
<a href="#">922-1000-19050</a>	DEF OUTFLOW TMRS CONTRIBUTIONS	42,227.29
<a href="#">922-1000-19051</a>	DEF OUTFLOW SDBF CONTRIBUTIONS	3,028.00
<a href="#">922-1000-19075</a>	DEF OUTFLOW - INVESTMENT EXP	-75,907.52
<a href="#">922-1000-19100</a>	DEF OUTFLOW - ACT EXP/ASSUMP	98,400.78
<a href="#">922-1000-19125</a>	(GAIN)/LOSS ON ASSUMPTION CHGS	-83,874.41
<a href="#">922-1000-19126</a>	DEF INFLOW SDBF CONTRIBUTIONS	-843.00
	<b>Total Assets:</b>	<b>-16,968.86</b>
		<b><u>-16,968.86</u></b>
<b>Liability</b>		
<a href="#">922-2000-20310</a>	COMPENSATED ABSENCES PAYABLE	15,502.89
<a href="#">922-2000-20311</a>	COMP ABSENCES PAYABLE-CURRENT	32,300.82
<a href="#">922-2000-21410</a>	ACCRUED INTEREST PAYABLE	28,814.49
<a href="#">922-2000-28205</a>	WEDC LOANS/CURRENT	452,372.90
<a href="#">922-2000-28220</a>	BIRMINGHAM LOAN	0.00
<a href="#">922-2000-28230</a>	INWOOD LOAN	0.00
<a href="#">922-2000-28232</a>	ANB LOAN/EDGE	0.00
<a href="#">922-2000-28233</a>	ANB LOAN/PEDDICORD WHITE	0.00
<a href="#">922-2000-28234</a>	ANB LOAN/RANDACK HUGHES	0.00
<a href="#">922-2000-28235</a>	ANB LOAN	0.00
<a href="#">922-2000-28236</a>	ANB CONSTRUCTION LOAN	0.00
<a href="#">922-2000-28237</a>	ANB LOAN/ WOODBRIDGE PARKWAY	0.00
<a href="#">922-2000-28238</a>	ANB LOAN/BUCHANAN	0.00
<a href="#">922-2000-28239</a>	ANB LOAN/JONES:HOBART PAYOFF	0.00
<a href="#">922-2000-28240</a>	HUGHES LOAN	0.00
<a href="#">922-2000-28242</a>	ANB LOAN/HWY 78:5TH ST REDEV	0.00
<a href="#">922-2000-28245</a>	ANB LOAN/DALLAS WHIRLPOOL	0.00
<a href="#">922-2000-28246</a>	GOVCAP LOAN/KIRBY	7,246,324.61
<a href="#">922-2000-28247</a>	JARRARD LOAN	79,695.52
<a href="#">922-2000-28248</a>	GOVCAP LOAN/SERIES 2022	7,556,077.29
<a href="#">922-2000-28250</a>	CITY OF WYLIE LOAN	0.00
<a href="#">922-2000-28260</a>	PRIME KUTS LOAN	0.00
<a href="#">922-2000-28270</a>	BOWLAND/ANDERSON LOAN	0.00
<a href="#">922-2000-28280</a>	CAPITAL ONE CAZAD LOAN	0.00
<a href="#">922-2000-28290</a>	HOBART/COMMERCE LOAN	0.00
<a href="#">922-2000-29150</a>	NET PENSION LIABILITY	124,687.17
<a href="#">922-2000-29151</a>	SDBF LIABILITY	11,882.00
	<b>Total Liability:</b>	<b>15,547,657.69</b>
<b>Equity</b>		
<a href="#">922-3000-34590</a>	FUND BALANCE-UNRESERV/UNDESIG	-15,592,085.34
<a href="#">922-3000-35900</a>	UNRESTRICTED NET POSITION	-120,264.00
	<b>Total Beginning Equity:</b>	<b>-15,712,349.34</b>
Total Revenue		0.00
Total Expense		-147,722.79
<b>Revenues Over/Under Expenses</b>		<b>147,722.79</b>
	<b>Total Equity and Current Surplus (Deficit):</b>	<b>-15,564,626.55</b>
	<b>Total Liabilities, Equity and Current Surplus (Deficit):</b>	<b><u>-16,968.86</u></b>

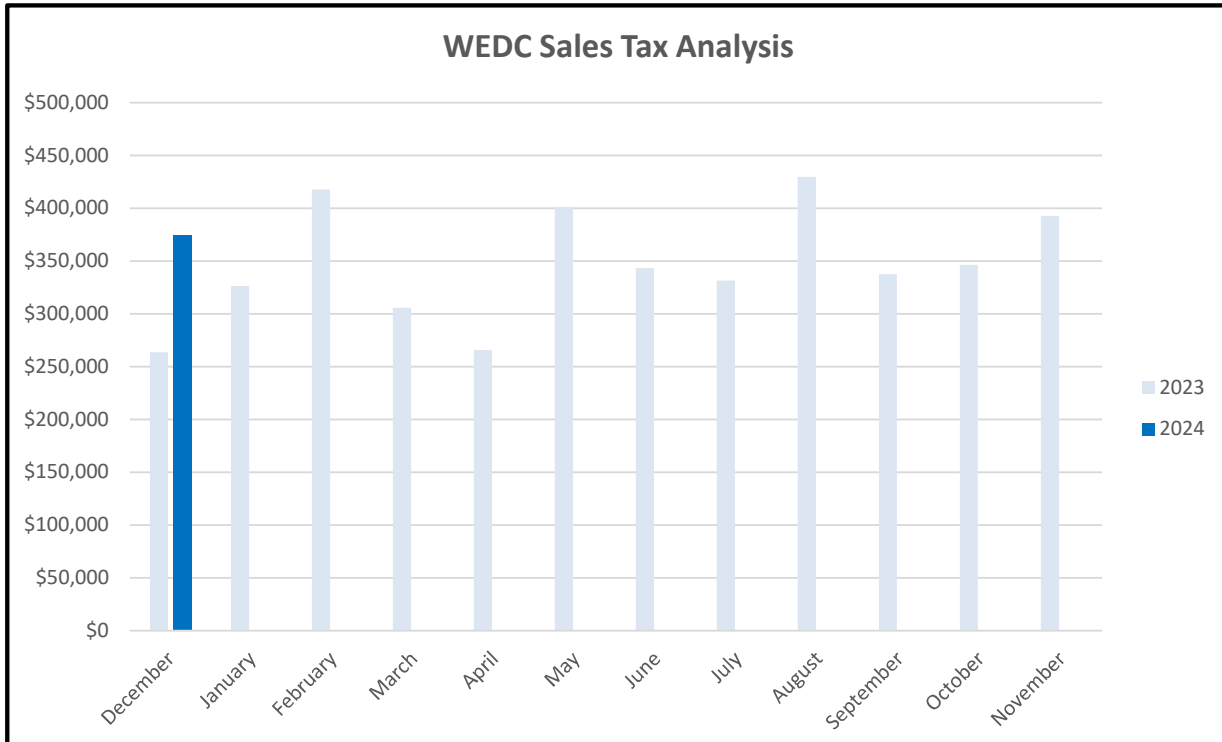
## Wylie Economic Development Corporation

### SALES TAX REPORT

December 31, 2023

#### 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	\$ -		
FEBRUARY	\$ 456,571.35	\$ 417,896.79	\$ 480,381.11	\$ -		
MARCH	\$ 257,187.91	\$ 305,605.50	\$ 313,686.17	\$ -		
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	\$ -		
<b>Sub-Total</b>	<b>\$ 3,875,470.98</b>	<b>\$ 4,161,281.96</b>	<b>\$ 4,611,795.64</b>	<b>\$ 374,686.38</b>	<b>\$ 35,959.83</b>	10.62%
<b>Total</b>	<b>\$ 3,875,470.98</b>	<b>\$ 4,161,281.96</b>	<b>\$ 4,611,795.64</b>	<b>\$ 374,686.38</b>	<b>\$ 35,959.83</b>	10.62%



\*\*\* 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 FY24.



# Wylie Economic Development Corporation

## PERFORMANCE AGREEMENT REPORT

December 31, 2023

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	<b>A</b>
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>B</b>
MLKJ	\$ 80,000.00	\$ -	\$ 40,000.00	\$ 40,000.00	\$ -	\$ -	\$ 80,000.00	\$ -	\$ 80,000.00	<b>C</b>
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	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	<b>D</b>
SANDEN INTERNATIONAL	\$ 500,000.00	\$ 300,000.00	\$ 200,000.00	\$ -	\$ -	\$ -	\$ 200,000.00	\$ -	\$ 500,000.00	
	<b>\$ 2,540,000.00</b>	<b>\$ 1,169,250.00</b>	<b>\$ 939,250.00</b>	<b>\$ 60,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 999,250.00</b>	<b>\$ 371,500.00</b>	<b>\$ 2,540,000.00</b>	
							<i>Deferred Out Flow</i>	<i>\$ 2,168,500.00</i>		

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

B. Performance Agreement (\$100,000) and Forgiveable Land Grant (\$100,000 forgiven over 3 years). \$25,000 CO & \$25,000/year in 2024, 2025, & 2026.

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

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



Wylie Economic Development Board

AGENDA REPORT

Meeting Date: January 12, 2024 Item Number: 1
Prepared By: Jason Greiner (Staff Use Only)

Subject

Consider and act upon construction services at Hwy 78 & Brown.

Recommendation

Motion to award the contract to \_\_\_\_\_ in the amount of \$\_\_\_\_\_ and further authorize the Executive Director to execute any and all necessary documents.

Discussion

As the Board will recall, the WEDC has been working toward the redevelopment of Hwy 78 & Brown since 2018. Staff will provide additional information regarding bids received for the necessary concrete work associated with TxDOT improvements for this project.



Wylie Economic Development Board

AGENDA REPORT

Meeting Date: January 12, 2024

Item Number: 2

Prepared By: Jason Greiner

(Staff Use Only)

Subject

Consider and act upon construction services at FM 544 Gateway Addition.

Recommendation

Motion to award the contract to \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ and further authorize the Executive Director to execute any and all necessary documents.

Discussion

As the Board is aware, the WEDC has been working toward the redevelopment of the FM 544 Gateway since 2013. Staff will provide additional information regarding bids received for the infrastructure work at FM 544 Gateway Addition.

## AGENDA REPORT

Meeting Date: January 12, 2024      Item Number: 3  
 Prepared By: Jason Greiner      *(Staff Use Only)*

### Subject

Consider and act upon a First Amendment to the Purchase and Sale Agreement between WEDC and SCSD-Finnell, LTD.

### Recommendation

Motion to approve a First Amendment to the Purchase and Sale Agreement between the SCSD-Finnell, LTD and further authorize the Board President or his/her designee to execute said agreement.

### Discussion

As the Board will recall, the WEDC approved a Purchase and Sale Agreement with SCSD-Finnell, LTD for the sale of Lot 2, Block A, 544 Gateway Addition on April 19, 2023. The contract was later executed on July 7, 2023 in the amount of \$1,227,390.12.

As provided in the contract, SCSD exercised the option to extend the Inspection Period two times by 30 days each time and paid the Extension Fee of \$5,000 for each extension. This First Amendment provides a 120-day extension to the Inspection Period of the Purchase & Sale Agreement to allow the buyer adequate time to get final detention costs and necessary approvals from the City of Wylie. It will also allow the WEDC adequate time to meet the Completion Requirements in the closing conditions, which include the installation of the public infrastructure, decel lane, and fire lane for the 12-acre development.

**J. Inspection Period.** The period beginning on the Effective Date and ending on the date which is one hundred twenty (120) days after the Effective Date. Purchaser may extend the Inspection Period up to two (2) times by thirty (30) days each by delivering written notice thereof to Seller prior to expiration of the Inspection Period (as extended) and delivering the Extension Fee to the Title Company prior to expiration of the Inspection Period (as extended).

#### Analysis:

- *Lot 2, Block A, 544 Gateway Addition*
- *Effective Date of Contract: July 7, 2023*
- *Inspection Period Expiration (120 days after Effective Date): Nov 6, 2023 (due to weekend)*
- *Inspection Period Expiration After Extension 1: December 6, 2023*
- *Inspection Period Expiration After Extension 2: January 5, 2024*
- *Closing Date: February 4, 2024*

As presented:

- Amended Inspection Period Expiration with a 120-day extension: May 6, 2024 (due to weekend)
- Amended Closing Date on or before: June 5, 2024

**FIRST AMENDMENT TO PURCHASE AND SALE AGREEMENT**

THIS **FIRST AMENDMENT TO PURCHASE AND SALE AGREEMENT** (“Amendment”) is effective on January 12, 2024, between **Wylie Economic Development Corporation** (“Seller”) and **SCSD-Finnell, Ltd.**, a Texas limited partnership (“Purchaser”).

**RECITALS**

**WHEREAS**, the parties hereto entered into that certain Purchase and Sale Agreement dated July 7, 2023 (the “Contract”), whereby Seller agreed to sell to Purchaser and Purchaser agreed to purchase from Seller Lot 2, Block A, 544 Gateway Addition, an addition to the City of Wylie, Collin County, Texas (the “Land”), together with all benefits, privileges, easements, 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**. Section 1.1.J. of the Contract is hereby deleted in its entirety and replaced with the following:

“**J. Inspection Period.** The period beginning on the Effective Date and ending on May 6, 2024. Purchaser shall not have the right to further extend the Inspection Period without the prior written consent of Seller.”

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.

**[SIGNATURE PAGE FOLLOWS]**

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

**SELLER:**

WYLIE ECONOMIC DEVELOPMENT  
CORPORATION

By: \_\_\_\_\_  
Melisa Whitehead, President

**PURCHASER:**

SCSD-FINNELL, LTD., a Texas limited partnership

By: SCSD-Finnell Mgmt., LLC, a Texas limited  
liability company, its general partner

By: \_\_\_\_\_  
Cary Albert, President

## AGENDA REPORT

Meeting Date: January 12, 2024      Item Number: 4  
 Prepared By: Jason Greiner      *(Staff Use Only)*

### Subject

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

### Recommendation

Motion to approve a Third 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 abandonment of the water line easement.

This Third Amendment provides an additional 90-day extension to the Inspection Period to allow the WEDC adequate time to finalize the engineering plans, install the TxDOT improvements and get started on the installation of the public infrastructure (water, sewer, drainage), and fire lanes for Cooper Plaza. At this time, the Inspection Period is set to expire on January 27, 2024. This proposed Third Amendment extends the Inspection Period deadline by 90 days, from January 27, 2024 to April 26, 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:**

- Water Line Relocation Date: September 29, 2023
- Due Diligence/Survey Delivery: 10-14-23 (15 days after water line relocation date)
- 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)

## THIRD AMENDMENT TO PURCHASE AND SALE AGREEMENT

THIS **THIRD AMENDMENT TO PURCHASE AND SALE AGREEMENT** ("Amendment") is effective on January 12, 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 and Second Amendment to Purchase and Sale Agreement dated to be effective July 19, 2023 (as amended, the "Contract"), which extended the Water Line Relocation Deadline to September 30, 2023, with the Water Line Relocation Date being September 29, 2023, 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 April 26, 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: January 12, 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
• Staff has continued efforts to finalize utility disconnections in preparation for demolition at 104 S Ballard, 701 S Ballard, and 711 Cooper. Staff will coordinate photography at 104 S Ballard prior to demolition and has a meeting scheduled with the artist that completed the mural onsite. Staff is coordinating with WFR and WPD to allow training opportunities prior to demolition.
• HRC approved demolition of 300 N 2nd and the item will go to City Council for final approval this month.
• Staff received a request to extend the vacate date for the tenant at 100 W Oak from January 31, 2024 to March 1, 2024.
• Property Management is still working with the previous tenant at 104 S Ballard for final walk thru of property.
• Staff is in discussion with previous tenant at 106 N Birmingham, 605 Commerce Suite 200 and 908 Kirby regarding payment of past due rent.
Listing Agreement – Segovia Partners (SP)
• SP has continued to market developable properties and has engaged with potential users/developers.
• Staff will provide project updates as needed in Executive Session.
Downtown Parking:
• Concept plans and OPCCs for Phase 1 and Buildout of the parking lots have been submitted.
• Preliminary Cost estimates are being prepared.
• Staff met onsite with the UP representative.
Downtown & SBO Property Concepts:
• KH to prepare concept layout for 503-701 S Ballard. Waiting on existing plat/survey data.

**Engineering Report:**

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

- The construction plan and TIA resubmittal to TxDOT was made in October and we are awaiting review comments. Two variances will be requested. The City has followed up with the TxDOT reviewer on status as of 1/3/24.
- Bid set was issued to contractors 12/20/23. Bids are scheduled to be received 1/8/24 and a bid tabulation and recommendation will be provided for January Board meeting.
- Ongoing coordination with Oncor and Atmos. Easements and pole locations have been staked to determine new location for utility pole along FM 544.
- Ongoing coordination with Lot 1, Lot 2 and Lot 6 developers
- After we receive all approvals, we will setup 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: Early-2024

Design & Engineering – City of Wylie’s 19 Acres - FM 544 Corridor (KH)

- Survey has been completed and KH is working on an exhibit for the RR.
- Next meeting scheduled for 12/20

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

- Staff met with EC and WES to discuss updates with TCEQ.
- EC now anticipates having the APAR wrapped up by the first week of February. They anticipate that the Certificate of Closure/Completion will be issued at the end of March/early April.

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

- The Preliminary and Final Plat as well as the Civil Plans have been approved by the City. Staff will coordinate for filing of the Final Plat with the County.
- The next step is construction bids and award of contract.
- Completion Date: Early-2024

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

- Drainage analysis and modeling is underway and preliminary results are expected to be available in January.

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

- Approval from NTMWD received. Contractor will need to coordinate with NTMWD on shutdown for tie-in.
- The proposed drainage and sanitary sewer easements have been signed and will be filed.
- KH prepared two concept exhibits for the Nelson’s property at the hard corner of 78 and Alanis.

Eubanks Easement/ROW Coordination

- Tree removal on Eubanks has been completed.
- Easement exhibits have been submitted by KH and staff is coordinating with property owners to get them signed.

FM 544/Younger Partners Commercial Property Survey

- Survey field work is completed. This survey includes the data that will be required for the flood study of the City’s 19-acre tract.
- KH is preparing an IPO to prepare a concept showing a roadway alignment from 544 (aligned with Medical Plaza Drive) that extends through municipal complex park to connect at Brown Street (intersect with Sanden Blvd) (IPO #12)

State Hwy 78 TxDOT Improvements

- KH preparing EJCDC contracts for the project (expected completion end of week). Will insert the schedule of values from contractor when received.

Jackson Avenue Development

- KH preparing an IPO for a master plan, preliminary and final engineering, and an OPCC for the development of the block at Jackson/Oak/Marble. 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.
- Will require close coordination with City and design team for the Downtown infrastructure/wayfinding project to coordinate parking, drainage and “theme” of the development.

**BRE Updates:**

- Staff conducted 2 BRE visits in December.
- Supported CTE Advisory Committee luncheon with Wylie ISD and local employers.
- Met with Collin College and local small business to discuss and develop Skills Development Fund grant application for workforce training program for current employees.
- Participated in BRE Alliance Work Session to develop workforce programs as a regional effort in support of local employers’ hiring needs.
- Arranged tours for Leadership Wylie at Deanan Gourmet Popcorn, Glen Echo Brewing, and Lovett Industrial’s Wylie project.

**Additional WEDC Activities/Programs in Review:**

- Staff attended P&Z, City Council, and HRC meetings in December.
- Staff worked with legal regarding ongoing real estate projects and performance agreements.
- Staff coordinated the completion of the sale of the Squire property with MLKJ.
- Sales tax revenues for the month of January are not yet available. Staff will provide when available.
- Blake Brininstool, Whitney McDougall, and Aaron Jameson completed TEDC Sales Tax Training.
- Staff and Board Members attended the Chamber of Commerce Gala.
- Jason Greiner attended the TEDC Board Retreat.
- Staff worked on ongoing updates and refreshes to website content and available properties for better online visibility. This included work toward development of video content, updates to data and featured stories.
- Staff worked on ongoing development of social media initiatives and future content creation/scheduling.
- Staff worked on the development of written content including press releases.

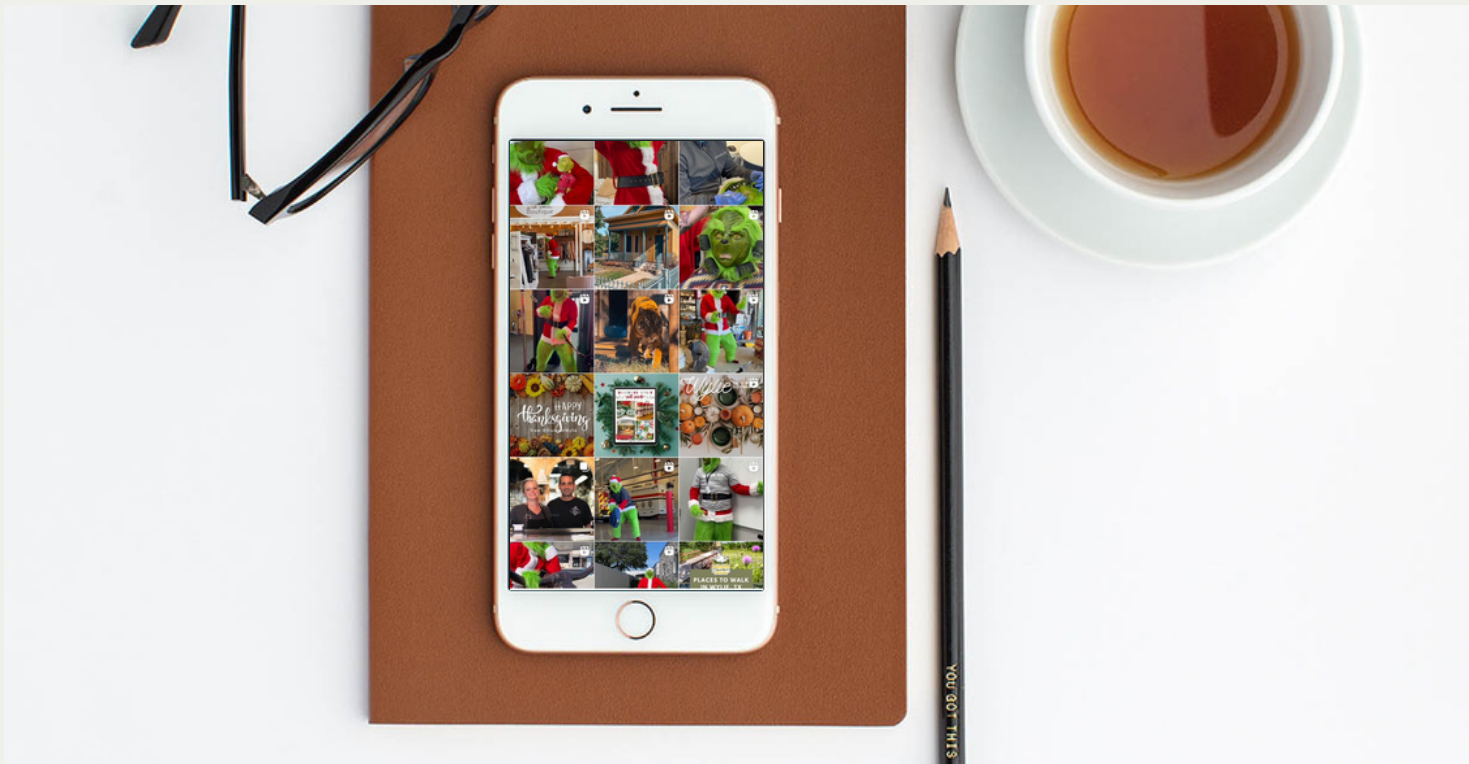
**Upcoming Events:**





- ICSC Red River – January 31- February 2
- Project U- Burleson – February 20
- TEDC Winter Conference- San Antonio – February 21-23

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

# DISCOVER WYLIE

Q1 *reporting*



    @DISCOVERWYLIE  
10/1/2023 - 12/31/2023

# OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 10/1/2023 - 12/31/2023

## *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: 10/1/2023 - 12/31/2023

1261  
TOTAL FOLLOWERS

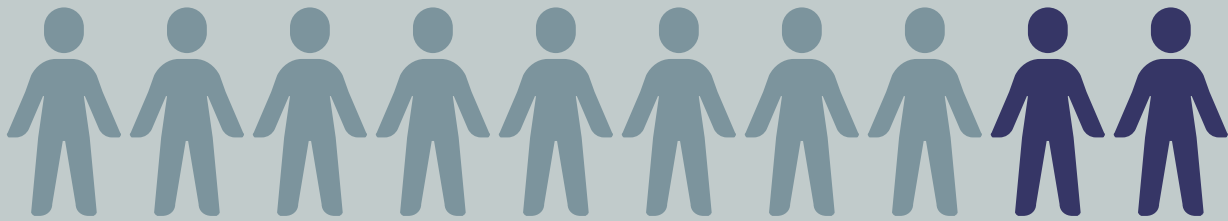
139  
NEW FOLLOWERS

+11%  
PREVIOUS QUARTER

ENGAGEMENT	1362
REACH	12,000
CONTENT INTERACTIONS	3,096
NON-FOLLOWER REACH	10,900
IMPRESSIONS	55,463

THE CONTENT INTERACTIONS AND REACH WE HAD IN Q1 WERE ABOUT 50% OF WHAT WE HAD IN ALL OF 2022 - JUST IN ONE QUARTER.

## AUDIENCE FEMALE / MALE

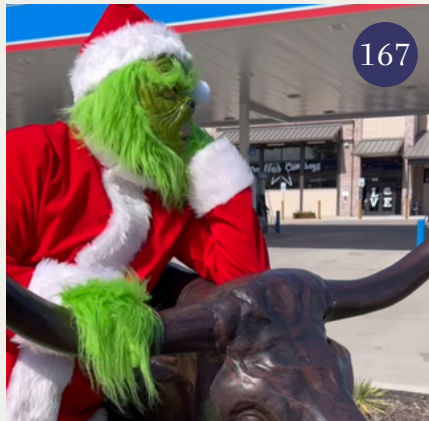


## AUDIENCE LOCATION

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: 10/1/2023 - 12/31/2023

## @DiscoverWylie Q1 WINS

There were 1,090 profile visits. This is a 43% increase from the previous 90 days.

We reached 10,900 non-follower accounts. That's a 252% increase from last quarter.

We had 146 external link taps. This is from people clicking links to read blog posts shared on DiscoverWylie.com. That's a 19% increase from the previous quarter.

## THE REEL REPORT



Our most popular reel this quarter was the Holiday Express. It was played 19,647 times, had 524 likes, 11 comments, and was shared 20 times.

# FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 10/1/2023 - 12/31/2023

**20,800**  
TOTAL FOLLOWERS

**706**  
NET NEW FOLLOWERS

**+3.5%**  
PREVIOUS QUARTER

ENGAGEMENT 6,100 likes, comments, shares

REACH 178,800 people on FB reached

AUDIENCE FEMALE / MALE



LINK CLICKS: 2,676

COMMENTS: 638

POST SHARES: 547

REACTIONS: 5,694

These are all increases over Q1 of 2023.

## TOP PERFORMING POSTS (BY REACH)



Reach: 75,062  
Reactions: 189  
Comments: 13  
Shares: 63



Reach: 55,700  
Reactions: 120  
Comments: 9  
Shares: 33



Reach: 41,146  
Reactions: 154  
Comments: 15  
Shares: 52

# TIKTOK REPORT

@DiscoverWylie

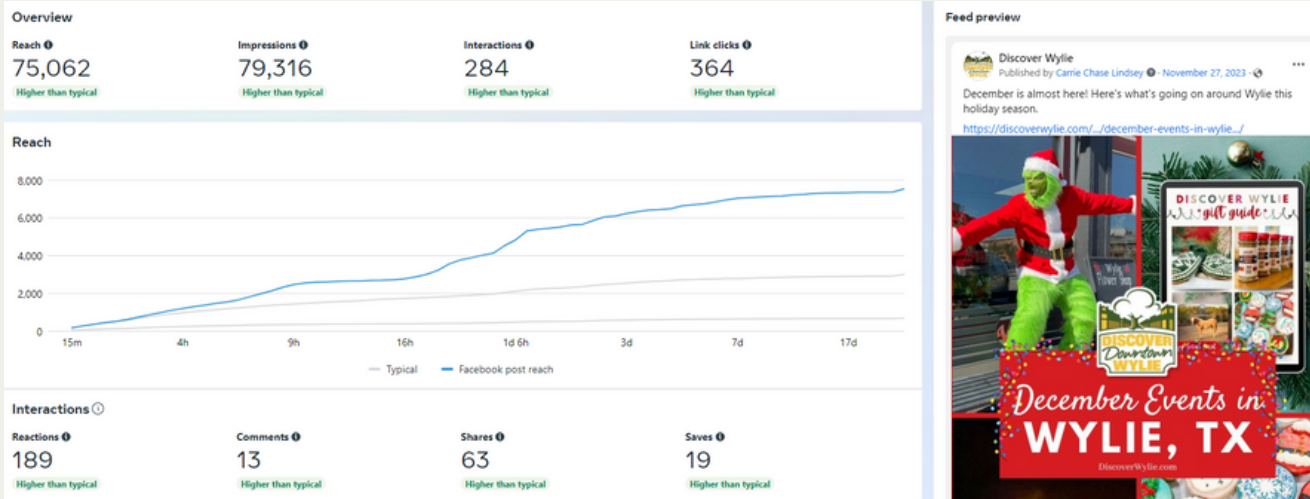
Report Time Period: 10/1/2023 - 12/31/2023

<p>256</p> <p>TOTAL FOLLOWERS</p> <p>51</p> <p>NEW FOLLOWERS</p> <p>+25%</p> <p>PREVIOUS QUARTER</p>	<p>TOTAL VIEWS</p> <p>18,000</p>
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# DISCOVER WYLIE BLOG

DiscoverWylie.com

Report Time Period: 10/1/2023 - 12/31/2023



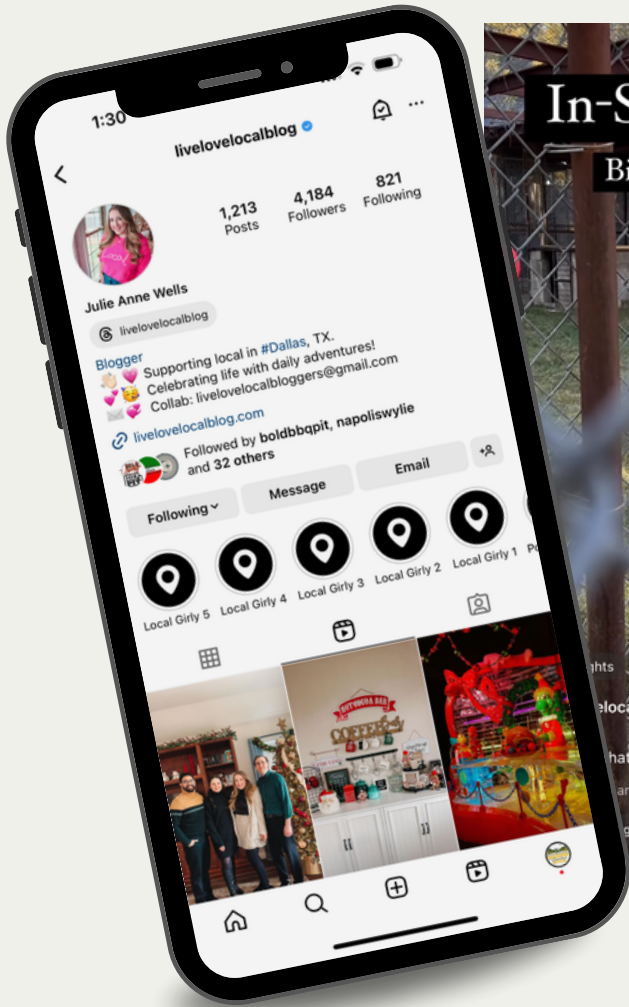
This blog post reached over 75,000 Facebook accounts. This post received 364 link clicks on the article. For Q1, the posts that had the most impressive reach were all blog posts.

# INFLUENCER MARKETING

@DiscoverWylie

Report Time Period: 10/1/2023 - 12/31/2023

This quarter, we brought in a local influencer to experience an overnight stay in Wylie. She created two reels and shared over 20 stories. She also wrote a blog post that was shared on Facebook, on her page as well as ours.



▶ 15,100



▶ 9,221

# GRINCH REPORT

@DiscoverWylie

100+ PIECES OF CONTENT (VIDEOS, PHOTOS)

189,168 PEOPLE REACHED ON SOCIAL MEDIA

30 SMALL BUSINESSES PROMOTED

26,393 ENGAGEMENTS

1000+ NEW FOLLOWERS

OVER 500 HOURS OF VIDEO WATCHED ON FACEBOOK



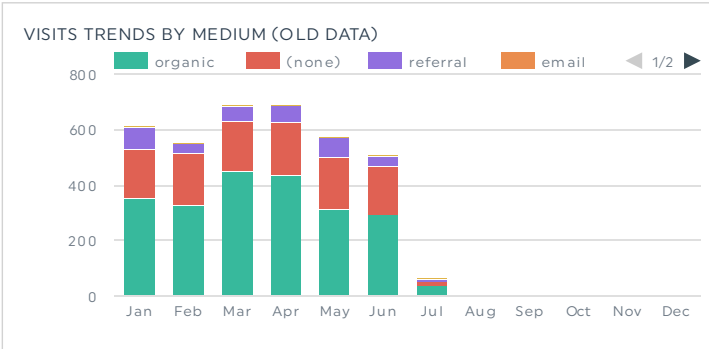
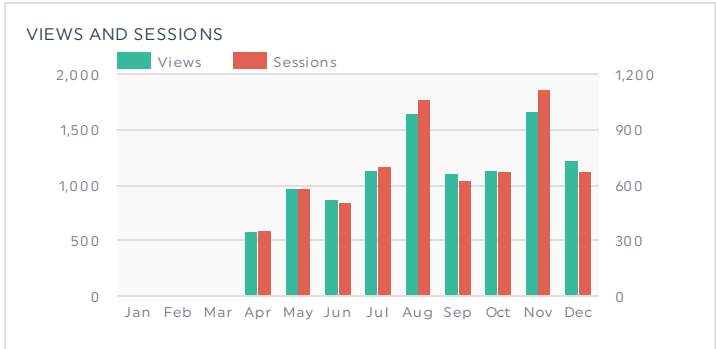
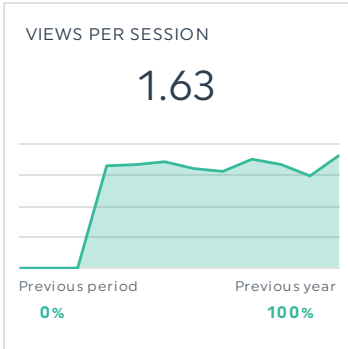
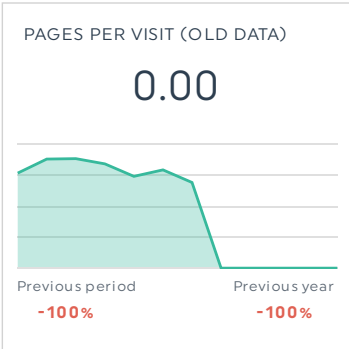
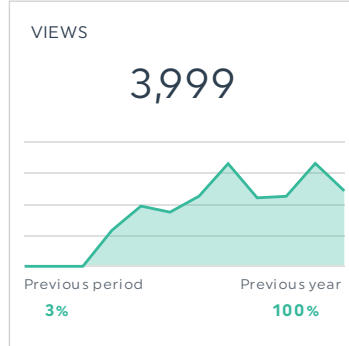
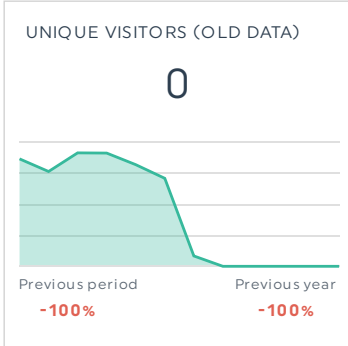
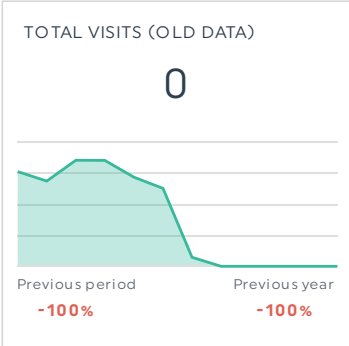
SEE YOU  
NEXT YEAR!



# REPORT FOR OCT 1, 2023 - DEC 31, 2023

## WYLIE EDC - QUARTERLY + ROLLING MONTHLY

### WEBSITE TRAFFIC OVERVIEW



#### TOP SESSIONS AND VIEWS BY SESSION SOURCE

Session Source	Sessions	Views
google	1,268	2,298
(direct)	604	845
m.facebook.com	299	332
lm.facebook.com	83	100
bing	44	115
l.facebook.com	38	53
yahoo	20	35
linkedin.com	18	19
wylietexas.gov	10	19
discoverwylie.com	10	24

#### TOP VIEWS BY PAGE PATH

Page path without query string	Views
/	703
/say-it-with-sugar	428
/site-selection/recent-developments	404
/about-us/meet-the-staff	277
/properties/kcs-intermodal	252
/site-selection/demographics	134
/about-us/latest-news/sanden-expansion	115
/site-selection/retail-in-wylie	101
/about-us/latest-news/hwy-78-and-brown-street-redevelopment	93

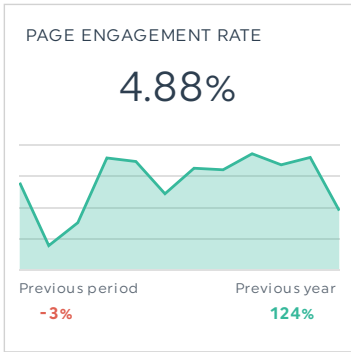
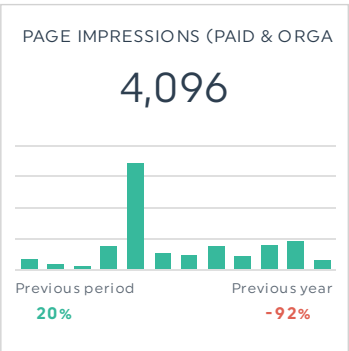
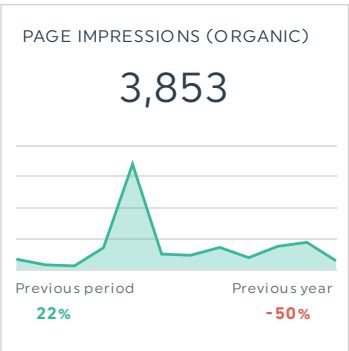
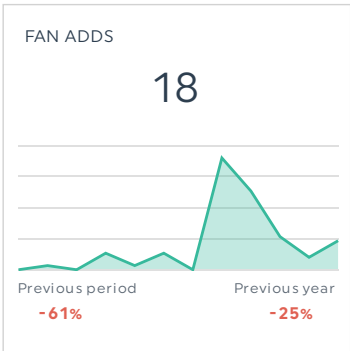
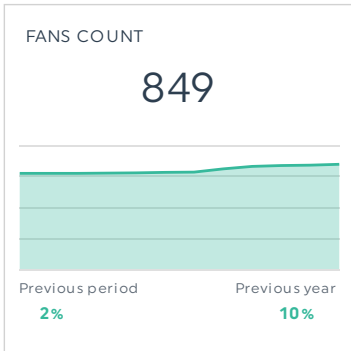
#### TOP SESSIONS BY CITY

City	Sessions
Wylie	559
Dallas	419
(not set)	264
Garland	69
Plano	58
Columbus	53
Richardson	27
Austin	26
McKinney	24
Chicago	24

TOP SESSIONS BY DEVICE CATEGORY

Device category	Sessions	Change
desktop	1,240	-11
mobile	1,184	+54
tablet	36	+16

FACEBOOK INSIGHTS











TOP POSTS BY IMPRESSIONS

Post	Impressions
Yesterday, Sanden International (USA), Inc. announced the grand opening of their new Electric Ve...	549
We hope everyone had a great time yesterday for #MfgDay Here are some photos from the kicke...	365
Photos from Wylie Economic Development Corporation's post (id: 153940454642753_82294063...	352
The manufacturing industry has endless opportunities for the next generation of creators, as wel...	211
It's MFG Day in Wylie! The Wylie-local manufacturer tours start later today. We heard they were fu...	187
In celebration of Manufacturing Month, get a little insight on one of Wylie's manufacturers who ...	179
🇺🇸 Honoring Our Heroes on Veterans Day! 🇺🇸 We're thankful of all the brave men and women wh...	159
Merry Christmas, Wylie! We hope everyone gets to spend time with loved ones during the holiday. ...	152
Wylie Economic Development Corporation's cover photo (id: 153940454642753_3055445023641...	149
It's officially #MFGDAY! Each year, Manufacturing Day (MFG Day) is held on the first Friday in Octo...	146

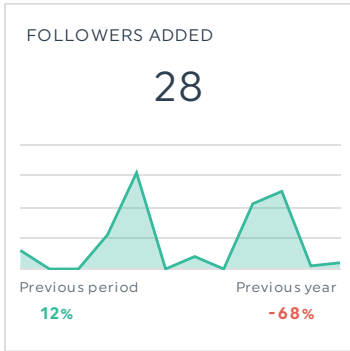
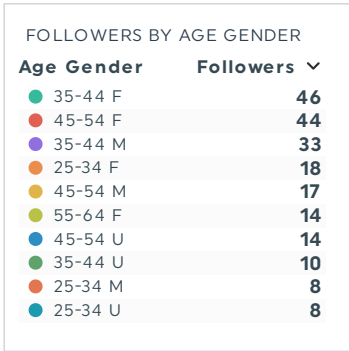
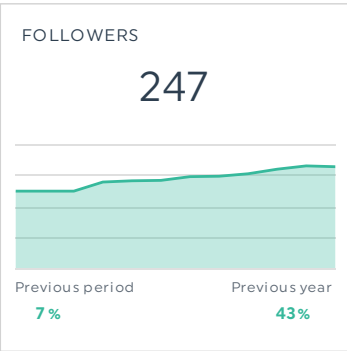


TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image

	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
 Yesterday, Sanden International (USA), Inc. announced the grand opening of their new Electric Vehicle Air Conditioning Compressor line in North Texas. With more than \$40 Million	12.69%	21	0	0
 We hope everyone had a great time yesterday for #MfgDay Here are some photos from the kickoff event at the F. Ovid Birmingham Agriculture Center (Wylie ISD)! Advanced welding and	11.55%	9	0	0
 Photos from Wylie Economic Development Corporation's post (id: 153940454642753_822940639841981)	7.01%	6	0	0
 The manufacturing industry has endless opportunities for the next generation of creators, as well as ~694,000 job openings! Want to inspire your kids/students with careers that combine	6.06%	8	3	0
 Merry Christmas, Wylie! We hope everyone gets to spend time with loved ones during the holiday. Be safe out there! (id: 153940454642753_850524357083609)	5.33%	5	0	0
 It's MFG Day in Wylie! The Wylie-local manufacturer tours start later today. We heard they were full, but you can check the link in case someone had to cancel - <a href="https://bit.ly/466JeVM">https://bit.ly/466JeVM</a>	3.98%	4	0	0
 It's officially #MFGDAY! Each year, Manufacturing Day (MFG Day) is held on the first Friday in October in order to show students, parents, and the public what modern manufacturing is all	3.68%	5	0	0
 It's officially Manufacturing Month! Did you know that manufacturers earn some of the highest salaries and benefits in the U.S.? From using cutting-edge technology to teamwork,	2.40%	2	0	0

INSTAGRAM INSIGHTS



PERFORMANCE BY POST				
Post Name	Engagement	Impressions	Reach	Engagement Rate
We hope everyone had a great time yesterday for #MfgDay Here are some photos from the kickoff event at the F. Ovid Birmingham Agriculture Center (Wylie ISD)! Advanced welding and engineering students from [redacted] WHS and X WEHS got to see firsthand how manufacturing companies operate. Students toured Sanden, Avanti, Barco Pump and Tower. Wylie Mayor Pro Tem Jeff It's MFG Day in Wylie! The Wylie-local manufacturer tours start later today. We heard they were full, but you can check the link in case someone had to cancel - <a href="https://bit.ly/466JeVM">https://bit.ly/466JeVM</a>	12	92	71	10.87%
The manufacturing industry has endless opportunities for the next generation of creators, as well as ~694,000 job openings! Want to inspire your kids/students with careers that combine creativity and purpose? They can have: [redacted] Room to imagine [redacted] Grow personal skills [redacted] Engineer the future All these things exist in a manufacturing career! Learn more at <a href="https://bit.ly/2ZehvDf">https://bit.ly/2ZehvDf</a> #MFGDay23	6	67	60	8.96%
In celebration of Manufacturing Month, get a little insight on one of Wylie's manufacturers who makes JET PARTS for the F-16, F-22, F-35 and C-130! Savage Precision does exactly that - <a href="https://bit.ly/3rXNPqO">https://bit.ly/3rXNPqO</a> #MFGDAY	4	37	34	10.81%
	3	43	42	6.98%
<b>Total</b>	<b>30</b>	<b>427</b>	<b>382</b>	<b>6.56%</b>

## TWITTER INSIGHTS

**FOLLOWERS**

⚠

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

**FOLLOWER ENGAGEMENT RATE**

⚠

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

**TOP MENTIONS BY FOLLOWERS COUNT**

⚠

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

**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:

2023 4th Quarter:

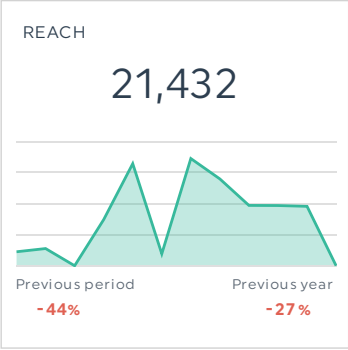
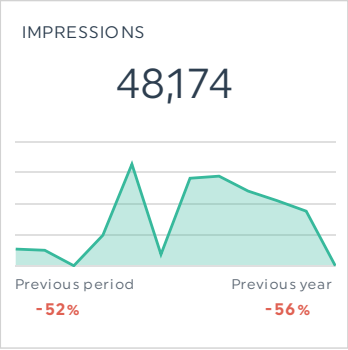
- o Followers: 210
- o Impressions: 349
- o Engagement: 1.8%
- o Likes: 26
- o Retweets: 0

# FACEBOOK ADS: WYLIE EDC & CHAMBER



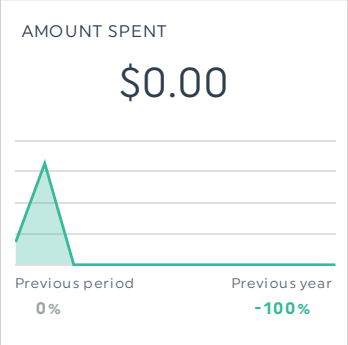
TOP CAMPAIGN BY CLICKS (ALL)

Campaign Name	Clicks (All) ▾
● Event: Elfin Gala 2023: A Winter Wonderland	1,145
● Event: Fall Cornhole Tournament	280
● Event: Monthly Chamber Luncheon, State of Education, sponsored by Brightway Insurance	182
● Event: 5:01 PM   Professional Mixer at Football Field Sports Bar & Grill	85



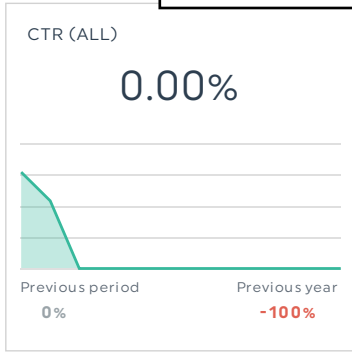
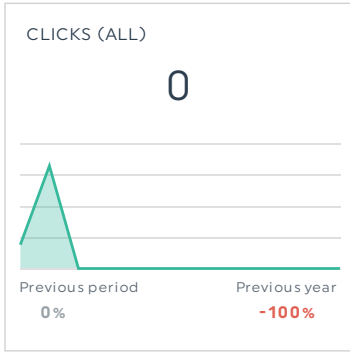
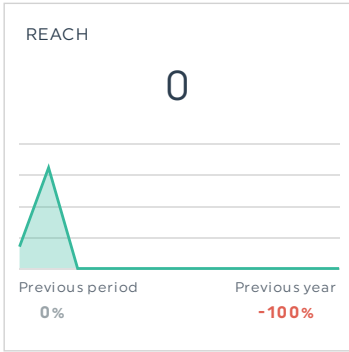
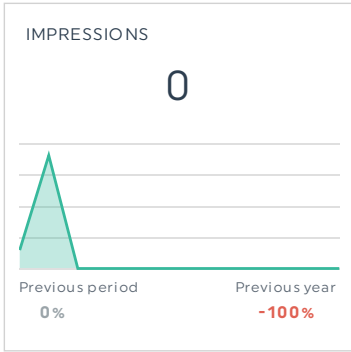
# FACEBOOK ADS: DISCOVER WYLIE

COMMENTS

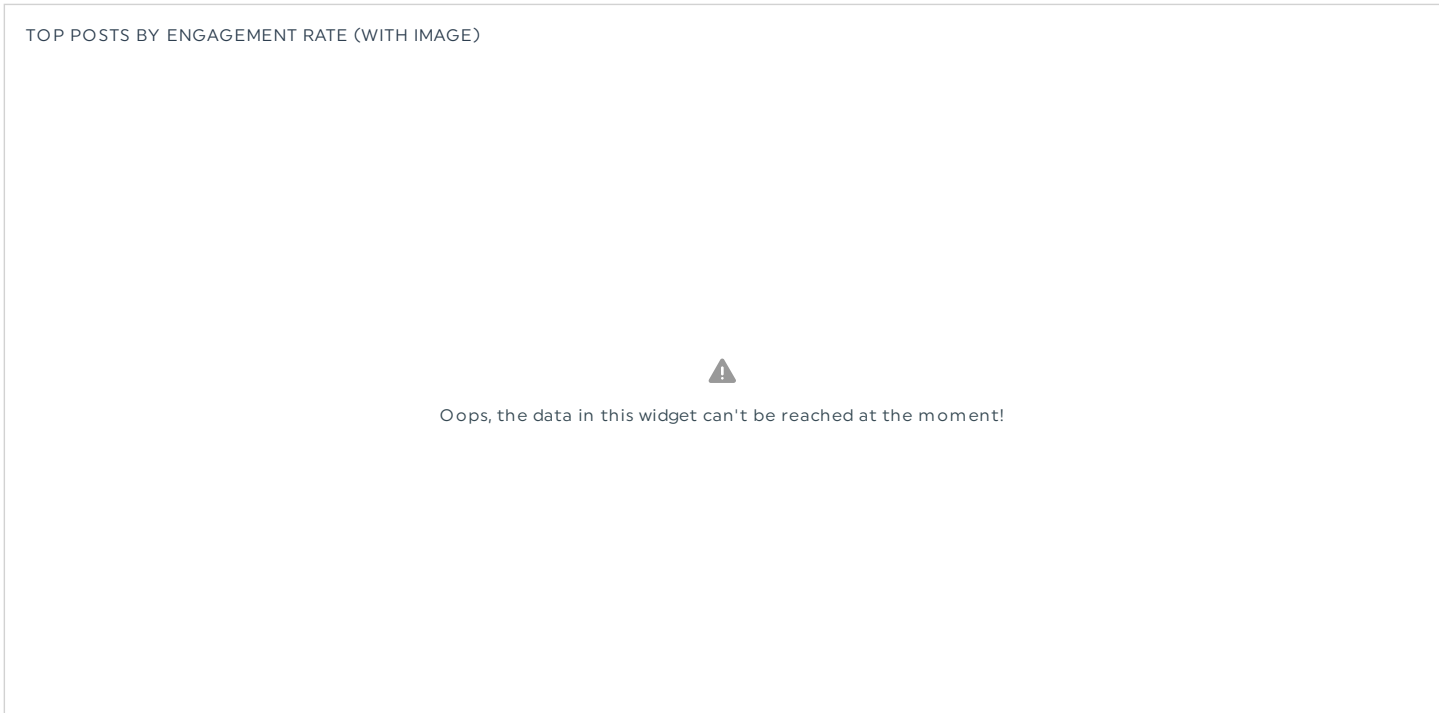
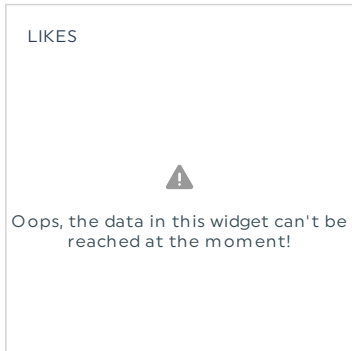
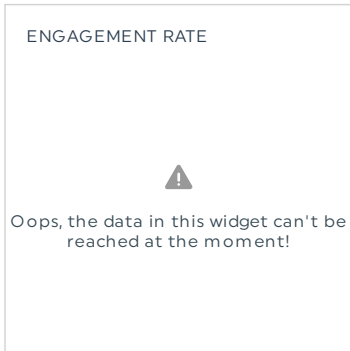
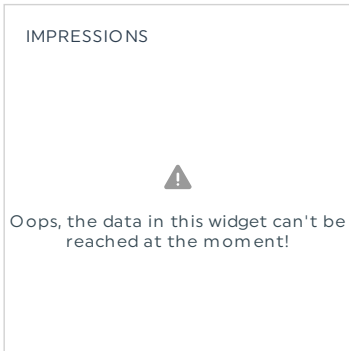
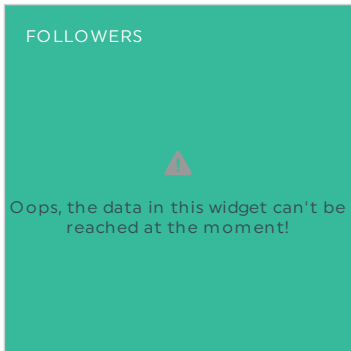


TOP CAMPAIGN BY CLICKS (ALL)

There is no data for this period



## LINKEDIN INSIGHTS



# QUARTERLY UPDATE



# SAMPLE CONTENT



**Dine Shop Play Texas**  
November 13, 2023 · 🌐

Sweet Tooth Engaged! WOW! If you have never tried anything from [Say It With Sugar Cake Shop](#) in Wylie... You are missing out! The FAMOUS sugar cookies are always fresh and ready to eat, they have cupcakes, macaroons, and LOOK at those custom cakes.. They have featured on TV cooking shows multiple times and we can tell why. Pop in and say hi and grab some treats, you won't be disappointed!



November 21, 2023 · 🌐  
Sometimes time is not on our side to get that workout in, [HOTWORX](#) is a new concept that just opened a new location in Wylie. It is an infrared fitness studio.. Hot Worx allows you to get a workout in and burn those calories in a fraction of the time. They have a free weight and machine weight area and then the different infrared sauna studios. Very cool and worth checking them out! Welcome to Wylie!



📣 Boost this post to reach up to 860 more people if you spend \$42. [Boost post](#)



**Dine Shop Play Texas**  
October 19, 2023 · 🌐

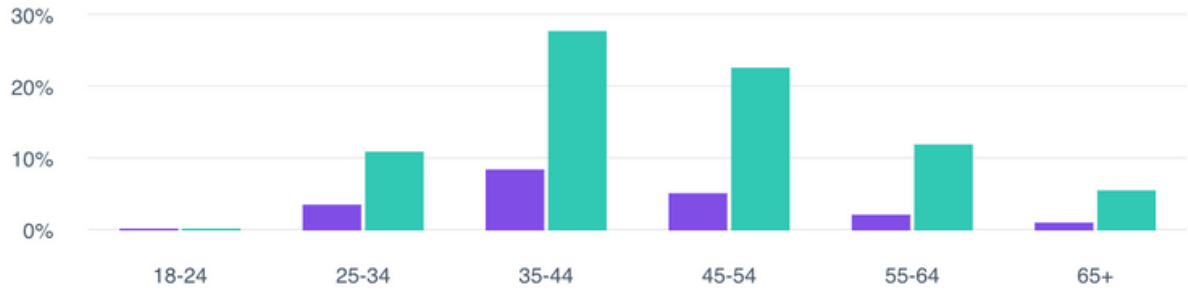
Calling all parents of littles! Have been over to check out [Just JAZ Boutique](#) in [Historic Downtown Wylie](#)? Take a peek inside and decide for yourself. Wall to wall options.. From bows and dresses to seasonal holiday fits.. This awesome local boutique offers some things you may not be able to find anywhere else. Go show them some love and get those kiddos looking right for this cooler weather and holiday season!



## Age and Gender

- Men 20.70%
- Women 79.30%

01/12/2024 Item DS1.



OCT-DEC

# THE DATA

2023

## PODCAST DOWNLOADS

750

## UNIQUE IMPRESSIONS

265,078

## AVERAGE PEOPLE REACHED PER MONTH

87K

## ACTIONS TAKEN TO BUSINESS PAGES

5K

# TOP PERFORMERS

# SOCIAL MEDIA RESCUE

e Shop Play Texas

ber 11, 2023 · 🌐

ne out! If you have not been to [Creekside Fine Grill](#) the new to roll into town in Wylie Texas, YOU SHOULD! I went for lunch and tried ALL OF THE THINGS.. I had a Farm, Chicken Salad and even some Fish! ... [See more](#)



this post to reach up to 860 more people if you spend \$42.

e Shop Play Texas

ember 13, 2023 · 🌐

h Engaged! WOW! If you have never tried anything from [Sugar Shop](#) in Wylie... You are missing out! The FAMOUS sugar cookies are fresh and ready to eat, they have cupcakes, macaroons, and Lemon cakes.. They have featured on TV cooking shows multiple times. Tell why. Pop in and say hi and grab some treats, you won't be disappointed!



e Shop Play Texas

ober 19, 2023 · 🌐

parents of littles! Have been over to check out [Just JAZZ Boutique](#) in Wylie? Take a peek inside and decide for yourself. From bows and dresses to seasonal holiday fits.. This awesome boutique offers some things you may not be able to find anywhere else. I love and get those kiddos looking right for this cooler weather season!



post to reach up to 860 more people if you spend \$42.

er 27, 2023 · Wylie · 🌐

!! [Shoemaker & Hardt Coffee and Country Store](#) located in Wylie HAS IT ALL! First off the coffee is TOP of the line! I love it! NOTHING.. Trinkets to decor, mancave gifts, the vintage seashells. One of their newest editions is the ice cream and it's DELICIOUS! We love small business, this one is fantastic!



post to reach up to 860 more people if you spend \$42.

ber 21, 2023 · 🌐

me is not on our side to get that workout in, [HOTWORX](#) just opened a new location in Wylie. It is an infrared fitness studio where you can get a workout in and burn those calories in a way that is safe. They have a free weight and machine weight area and there are also studios. Very cool and worth checking them out! Welcome!



post to reach up to 860 more people if you spend \$42.





# Grinch Campaign

Much Larger Scale Over 2022

Increased Viewership

Increased Engagement

Increased Participation

More Info Included in DW Report



## 2024 Plans

2 Business Owner Group Classes

Quarterly Special Event Trainings

Small Business Week Event

# NEXT STEPS

Next  
Step?

01/12/2024 Item DS1.



## DINESHOPPLAY TEXAS

Dine Shop Play Texas efforts for Wylie over the next year will focus on short form content highlighting local businesses and events. We want to work on story and reel format video as the reach appears to be better. We would also like to discuss dedicated ad spend for the content. We are exploring furthering the connection with Discover Wylie and assisting in content creation for that outlet. We would also like to explore the opportunity to use geo fenced ad campaigns to drive sales and attendance to local businesses and events.



We plan to increase the frequency of the podcast and begin to feature more small businesses. This effort will be to tell their story and connect the community to the these businesses in a deeper way

**2023 December** **Board Meeting – 20<sup>th</sup>**

Day	Time	Meeting/Event
<u>1</u>	6:00 pm	Chamber Winter Wonderland Elfin Gala – Boyd Farm, Lavon
<u>4-15</u>		<i>TEDC Sales Tax Workshop – Virtual – aj, wm, bb</i>
<u>5</u>	8:30 am	WDMA Meeting
<b>7-8</b>		<b>TEDC Board Retreat - jg</b>
<u>12</u>	6:00 pm	City Council
<u>12</u>	11:00 am	CTE Advisory Luncheon
<u>20</u>	7:30 am	WEDC- Board Meeting
<u>21</u>		Leadership Wylie – City of Wylie/EDC Day
<u>22, 25</u>	<b>CLOSED</b>	<b>Christmas Holiday</b>

**2024 January** **Special Called Board Meeting – 12<sup>th</sup>**

Day	Time	Meeting/Event
<u>1</u>	<b>CLOSED</b>	<b>New Year’s Day Holiday</b>
<u>9</u>	8:30 am	WDMA Meeting
<u>9</u>		Wylie Chamber Board Retreat
<u>9</u>	6:00 pm	City Council
<u>10</u>	11:30 am	City of Wylie’s Annual Employee Banquet
<u>12</u>	7:30 am	WEDC- Board Meeting and Board Retreat
<u>15</u>	<b>CLOSED</b>	<b>Martin Luther King Jr. Holiday</b>
<u>23</u>	6:00 pm	City Council
<b>31-Feb 2</b>		<b>ICSC Red River- Dallas – jg, rh</b>

**2023 February** **Board Meeting – 21<sup>st</sup>**

Day	Time	Meeting/Event
<u>6</u>	8:30 am	WDMA Meeting
<u>13</u>	6:00 pm	City Council
<u>21</u>	7:30 am	WEDC Board Meeting
<b>20</b>		<b>Project U in Burleson</b>
<b>21-23</b>		<b>TEDC Winter Conference 2024 – San Antonio, TX – jg, rh</b>
<u>27</u>	6:00 pm	City Council

**Around the Corner...**

- *Wylie ISD Education Foundation Boots ‘n Barbecue – Plano Event Center – March 23* \*RSVP Required
- *TEDC Women in Economic Development Conference- Round Rock, TX - April 23-24*
- *TEDC Basic Course- Ft. Worth – June 11-14* \*RSVP Required
- *National Small Business Week – April 28 – May 4*