

## **Tracy Styf**

Executive Director

Town Center Community Improvement District (TCCID)

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### *Abbreviated Bio:*

Tracy Styf is the Executive Director of the Town Center Community Improvement District (CID), where she collaborates with decision-makers, elected officials, business leaders, investors, and government agencies to manage over \$4M annually for impactful infrastructure and quality-of-life improvements. With nearly 25 years of experience across civic, private, and nonprofit sectors, Tracy is a recognized leader in community and economic development, known for her strategic insights and visionary leadership.

Under her direction, the Town Center CID has secured more than \$130M in grant funding for transformative projects like the award-winning Skip Spann Connector and Noonday Creek Trail. She currently oversees 15 projects totaling \$75M, with a focus on improving transportation, public spaces, and regional connectivity.

Tracy's leadership has earned her numerous awards and recognitions, and she serves on several community boards, including the Cobb Chamber, Council for Quality Growth, Kennesaw State University, and the Strand Theater. She and her husband, Dan, live in Smyrna with their daughter, Lila, and enjoy any time spent on the water. Her work continues to enhance the community, fostering economic growth and a vibrant sense of place.

### *Long-form Bio:*

Tracy Styf is the Executive Director of the Town Center Community Improvement District (CID), where she collaborates with decision-makers, elected officials, business leaders, investors, and government agencies to manage more than \$4M annually for impactful infrastructure and quality-of-life improvements in the district. With nearly 25 years of experience across the civic, private, and nonprofit sectors, Tracy has established herself as a leader in community and economic development, frequently speaking at roundtables, events, and forums.

Known for her strategic insights and visionary leadership, Tracy has secured more than \$130M in grant funding for the Town Center CID, delivering transformative projects such as the National award-winning Skip Spann Connector and the Noonday Creek Trail. Currently overseeing 15 projects totaling \$75M, her innovative strategies continue to enhance the region. Tracy also led the completion of funding for the first three phases of the South Barrett Reliever, totaling nearly \$50M. She prioritized initiatives such as the CID's Electric Vehicle Charging Infrastructure (EVCI) Study and Freight Cluster Plan, along with providing funding for the Regional Connected Vehicle Program - each playing a crucial role in improving the regional transportation system. Tracy spearheaded the launch of Georgia's first CID bikeshare program and Cobb County's first lighted bridge, the Skip Spann Connector. Her team also completed Cobb's first bridge mural and established the district's first USATF-certified race along the

Noonday Creek Trail, further emphasizing community engagement and environmental preservation.

In addition to her work with the CID, Tracy founded the CID's 501(c)(3) partner, the Alliance, which enhances the CID's impact by delivering complementary programs and public space investments that benefit residents, visitors, and businesses alike. The Alliance's strategic alignment with Town Center's Master Plan ensures cohesive, lasting improvements for the community.

Prior to her work with the TCCID, Tracy served as the director of business development for Coxe Curry & Associates. In this role, Tracy led new business and marketing efforts, primarily in the Cobb region. Prior to Coxe Curry, Tracy served as development director for St. Luke's Community House in Nashville, Tennessee. She was also a founding member of the Eating Disorders Coalition of Tennessee (now Renewed), where she served as the organization's first executive director.

Tracy is actively involved in her local community, serving on boards such as Cobb Chamber, Council for Quality Growth, Georgia Transportation Alliance, and Kennesaw State University. For the past six years, Tracy has been named one of the 100 Influential Women to Know by *Engineering Georgia* and a Notable Georgian by *Georgia Trend* magazine. Other recognition includes being honored as the 2017 Woman of Distinction by the Cobb Chamber and a member of the *Atlanta Business Chronicle's* 40 Under 40 class. She has also been recognized as a Top 20 Under 40 by *Cobb Life Magazine* and a 2014 Woman of Achievement by LiveSafe Resources.

A Distinguished Alumna of Vanderbilt University, Tracy holds an M.Ed. in Human Organizational Development and graduated summa cum laude with a B.S. in Psychology from Georgia State University. She resides in Smyrna with her husband, Dan, and daughter, Lila. In her free time, Tracy enjoys cooking, traveling, and spending time on the water.

Her leadership has had a profound impact on the community, enhancing the quality of life, fostering regional connectivity, and creating a meaningful sense of place for everyone in the district.