

Tracy Styf

Executive Director

Town Center Community Improvement District (TCCID)

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 \$3.7M 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.

Under her leadership, the Town Center CID has leveraged its annual revenue to secure over \$130M in grant funding for projects such as the National Award-Winning Skip Spann Connector and the Noonday Creek Trail. Currently overseeing 15 projects totaling \$75M, Tracy's innovative strategies have significantly enhanced the region.

Tracy maintains an impressive list of awards, recognitions, and honors bestowed by numerous organizations and peer groups focused on leadership and economic development. She also serves on several community boards, including the Cobb Chamber, Cobb Community Foundation, Council for Quality Growth, Kennesaw State University, Select Cobb, and the Strand Theatre. Additionally, she serves as Strategic Planning Chair and Trustee Member for Smyrna First United Methodist.

She and her husband, Dan, live in Smyrna with their daughter, Lila. They love spending time on the water, including boating on Lake Wedowee and deep-sea fishing in the Florida Keys. Tracy's leadership has had a profound and positive impact on the community, enhancing quality of life and creating a meaningful 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 \$3.7M 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.

Under her leadership, the Town Center CID has leveraged its annual revenue to secure over \$130M in grant funding for projects like the National Award-Winning Skip Spann Connector and the Noonday Creek Trail. Currently overseeing 15 projects totaling \$75M, Tracy's innovative strategies have significantly enhanced the region.

Prior to her work with the TCCID, Tracy served as the director of business development for Coxe Curry & Associates. In this role, Tracy was responsible for leading and overseeing the development of new business and marketing efforts for the firm as well as directing client engagements primarily in the Cobb region. Prior to Coxe Curry, Tracy served as development director for St. Luke's Community House in Nashville, Tennessee. Additionally, she was 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 various boards including Cobb Chamber, Cobb Community Foundation, Council for Quality Growth, Georgia Transportation Alliance, Kennesaw State University, Select Cobb, and the Strand Theatre. She is also a member of the 2017 Leadership Atlanta Class, Atlanta Regional Commission, Kennesaw Business Association, Marietta Kiwanis, 2012 Leadership Cobb Class, 2015 Regional Leadership Institute, and Women in Transportation. Additionally, she serves as Strategic Planning Chair and Trustee Member for Smyrna First United Methodist.

For the past six years, Tracy has been named as one of the 100 Influential Women to Know by Engineering Georgia and a Notable Georgian by Georgia Trend magazine. Other awards and recognition include: 2017 Woman of Distinction by the Cobb Chamber, 2017 member of the 40 Under 40 class by Atlanta Business Chronicle, Top 20 Under 40 by Cobb Life Magazine and a 2014 Woman of Achievement by LiveSafe Resources.

Tracy has been honored as a Distinguished Alumna of Vanderbilt University where she earned her M.Ed. in Human Organizational Development with highest honors. She also graduated summa cum laude with a B.S. in Psychology from Georgia State University and an A.A. from Oxford College of Emory University. She and her husband, Dan, live in Smyrna with their daughter, Lila. In her free time, she loves to cook, travel, and deep-sea fish in the Florida Keys.

Tracy's contributions to her community go beyond her professional roles, as she lends her experience and expertise to guide organizations through strategic planning, capital campaigns, and establishing best practices for mission-oriented success. Her leadership has had a profound and positive impact on the community, enhancing quality of life and creating a meaningful sense of place.