



**Tracy Verrier**  
*Senior Economic Analyst*

Passionate economic development executive and practitioner. As a local community economic development executive, Tracy worked with a team of professionals, community leaders, and a variety of stakeholders to develop and implement economic development programming, as well as worked with businesses and entrepreneurs to startup, grow, and locate in her community. She has supported economic, community, and business development projects resulting in over \$252m of investment, supported by over \$47m of grants and incentives. However, Tracy's roots are in economic and data analysis, and she has a strong understanding of how to build and communicate a narrative using statistical insights.

#### **Education:**

M.A. Economics &  
M.A. International  
Relations, Maxwell  
School, Syracuse  
University

B.A. Economics, Drew  
University

#### **Affiliations & Awards:**

Certified Economic  
Development Finance  
Professional, National  
Development Council

WCNY Makers: Women  
Who Make America  
(2018)

#### *Expertise*

#### **Economic Development Leadership**

- Stakeholder engagement
- Program development and management
- Identifying community and business needs
- Planning for growth based on community strengths and assets

#### **NYS Public Authorities**

- Requirements under Public Authorities and General Municipal Law
- Monitoring and compliance
- PARIS reporting
- Meeting and documentation transparency practices

#### **Grant Writing**

- Experience with NYS Regional Economic Development Council and Consolidated Funding Applications processes
- Budget development
- Narrative and content generation
- Scoring alignment
- Editing for consistency

#### *Key Projects*

#### **Comprehensive Economic Development Strategy Update – Erie County Industrial Development Agency**

- Coordinated efforts to update the county-wide Comprehensive Economic Development Strategy (CEDS) for Erie County.
- Conducted interviews, workshops, and surveys to gather input from communities and stakeholders throughout the county.
- Reviewed existing plans and strategies to identify cross-disciplinary priorities and existing efforts to be included in the CEDS.
- Drafted an action plan matrix outlining key goals, objectives, and actions to advance economic and community development in Erie County over the next five years.

#### **Economic Impact Analysis – G4 Development**

- Conducted data-driven analysis of the economic and fiscal benefits of a multi-family housing development in Brookhaven, NY.

- Included impacts of local labor utilization and material acquisition during construction, job impacts from operation, and new jobs and earnings generated by household spending of residents.
- Also included fiscal impacts to local government from increased property tax and increased sales tax from construction and household spending.

#### **Administration of the City of Geneva IDA and LDC – Geneva, NY**

- Named Executive Director of the Industrial Development Agency and Local Development Corporation.
- Ensure compliance with NYS public authorities law and reporting.
- Provide administrative support for board meetings and bookkeeping.
- Work actively with prospects and legal team to advance new projects and land sales.

#### **Establishment of Local Development Corporation – Cape Vincent, NY**

- Provided analysis of various non-profit statuses so the community could decide on the best structure for their current needs.
- Drafted policies to comply with NYS Public Authorities Law and federal Not-For-Profit regulations, as well as articles of incorporation.
- Wrote multiple instructional and guidance documents to assist with LDC start-up and operation.

#### *Other Projects (Performed by Ms. Verrier in previous roles with other organizations)*

##### **Public Authorities Administration**

- Previously Executive Director of two Industrial Development Agencies and one Local Development Corporation, providing day-to-day leadership and oversight
- Assisted businesses through IDA application and approval process
- Structured PILOT agreements
- Ensured compliance with NYS Public Authorities and General Municipal Law, including monitoring, transparency, auditing, and PARIS reporting

##### **Revolving Loan Fund Administration & Implementation**

- Creation and updating of administrative plans for CDBG revolving loan funds, as well as creation of all related documents for a privately funded RLF
- Provided application support and intake
- Underwrote and summarized loans for decision-making committee
- Monitored loan recipients via site visits and document collection to ensure appropriate use of funds and maintenance of collateral

##### **City of Auburn Downtown Revitalization Initiative**

- Co-Chaired DRI Investment Committee
- Developed and oversaw initial implementation of DRI Small Project Grant Fund
- Assisted funded projects in identifying additional resources and financing as needed

##### **Incentives for Business and Community Development Projects**

- Identified appropriate funding sources and technical assistance resources
- Assisted with various incentive and grant applications to fill funding gaps
- Projects assisted successfully secured over \$47m in grants, low interest loans, and tax credits