



# NEW YORK GRANT COMPANY

## HEIDI SHEA SPRINGER – SENIOR VICE PRESIDENT

Heidi Shea Springer is an accredited urban planner with over 25 years of economic development, community development, and direct business assistance experience. Heidi's experience ranges from large multi-nationals establishing headquarters and back-office operations; to not-for profits seeking new offices and program locations; to retail and supermarket development; to assisting family-run industrial companies purchase facilities or enter into long-term leases.

Heidi joined New York Grant Company in 2013 as a manager of economic development and market research and is now Senior Vice President. She oversees NYGC's Industrial Development Agency (IDA) efforts across the state of New York, advising clients on the potential value of IDA assistance and the associated compliance requirements as well as other relevant discretionary and as-of-right programs. Heidi is the point person for several clients' ongoing compliance reporting requirements, representing nearly \$1 million in tax savings for these key accounts. She helped to create and now maintains an internal database of incentives by state. Heidi also promotes the full range of NYGC's services through webinars and speaking engagements targeting the business community and partner companies.

Previously, Heidi served the City of New York for 13 years in progressively responsible roles overseeing programs and staff of the New York City Industrial Development Agency at the New York City Economic Development Corporation (NYCEDC). During her tenure at NYCEDC, she assisted scores of companies, not-for-profits and developers, successfully negotiating agreements with more than 30 companies that netted the City commitments for more than 35,000 jobs, over \$3 billion in private investment and three million square feet of commercial development. After 9/11, Heidi implemented the City's Recovery Zone Program, which provided critical access to federal capital allowing key development projects to proceed when liquidity in the financial markets evaporated.

Prior to serving the City, Heidi worked for REIS, Inc., a real estate services firm, reporting on commercial real estate markets across the US and providing data on individual investment properties. Heidi also worked at the International Council of Shopping Centers, analyzing retail sales, development trends, and economic data germane to the retail industry. She has also worked with local economic development corporations and merchant groups to build neighborhood stability and growth.

Heidi earned a Master of Science in Urban Planning from Columbia University, as well as Bachelors' degrees in Urban Planning and Sociology from Arizona State University. Heidi's current professional development activities include the completion of the International Economic Development Council's curriculum for the Certified Economic Developer program and is preparing for the accreditation exam.



### EDUCATION

MS - Urban Planning - Columbia University  
BS - Urban Planning - Arizona State University  
BS - Sociology - Arizona State University

### PROFESSIONAL AFFILIATIONS

American Planning Association/American Institute of Certified Planners  
International Economic Development Council  
Brooklyn Chamber of Commerce - Real Estate Committee  
Council of Development Finance Agencies

### AWARDS/RECOGNITION

2014 City & State - Above & Beyond

### OTHER AFFILIATIONS

Community Advisory Panel - Greenpoint Community Environmental Fund

HEIDI SPRINGER | SENIOR VICE PRESIDENT

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