



Hailstone ECONOMIC



**Sara Hailstone, MPA
Principal**

ECONOMIC SPECIALIST

Sara Hailstone, principal of Hailstone Economic, is an expert in this special discipline at the intersection of community development, business development, and real estate development. Sara connects people. She is a proven, results-oriented professional with a track record for productive collaboration. She builds consensus and drives projects to get the best results and exceed stakeholder expectations. Sara offers a deep background working within the public sector, while managing the private sector's aspirations and goals. She builds teams, advocates for business growth, and publically speaks on behalf of her projects.

Sara's experience spans 20 years at the state and local levels. She recently served as the Director of Community and Economic Development for the Commonwealth of Pennsylvania's third largest city and, simultaneously, as the Executive Director of the Allentown Neighborhood Improvement Zone Development Authority (ANIZDA).

EDUCATION

- Master of Public Administration, Marywood University
- Bachelor of Science, Marywood University

SKILLS

- Community, Business, and Real Estate Development Consulting
- Public Private Partnership (P3) Implementation
- Real Estate Development Project Coordination
- Capital Procurement
- Grant Writing Assistance
- Urban Revitalization Strategizing

TRAINING & AWARDS

- Municipal Distress and Financial Stability presentation, Bond Buyer Conference, 2014
- PPL Center presentation, Urban Land Institute Conference
- Public Private Partnership (P3) Strategies presentation
- *Northeast Pennsylvania Business Journal* 40 under Forty
- *Lehigh Valley Business* Woman of Influence, 2015
- Attended multiple funding seminars hosted by PA Finance, Pennsylvania Department of Community and Economic Development (DCED), and U.S. Department of Housing and Urban Development (HUD)

PROFESSIONAL EXPERIENCE

City of Allentown
Director of Community and Economic Development

During Ms. Hailstone's tenure, approximately \$500 million of new development took place in Allentown, with another \$500 million planned. Her work there culminated with the opening of a \$274 million sports arena/entertainment venue with an attached hotel and office complex. Ms. Hailstone created and managed the \$234 million of funding needed to bring this complex project to reality. She also supervised a professional staff of 92; oversaw five key City departments—Business Development, Federal Grants Programs, Bureau of Building Standards and Safety, Bureau of Planning and Zoning, and Bureau of Health; and managed a \$7.6 million annual operating budget. She was charged with ensuring the financial prosperity of businesses, entrepreneurial development, nonprofits, housing, and neighborhood groups.

ANIZDA
Executive Director

Pennsylvania Department of Community and Economic Development
Northeast Regional Director

Ms. Hailstone served as the Regional Director of the Northeast for the Pennsylvania Department of Community and Economic Development. She was the liaison for 15 northeastern Pennsylvania counties and provided technical and strategic advice. As part of the Governor's Community Action Team, Ms. Hailstone developed high-action, multifaceted economic development plans with community partners.

City of Scranton
Director of Community and Economic Development

As Scranton's Director of Community and Economic Development, Ms. Hailstone managed \$20 million in community and economic development block grants and administered \$5 million in small business development loans. She developed a strategic plan to grow existing and attract new businesses and managed other multi-million dollar projects while serving on the boards of several community organizations.