

Tracey F. Williams
Lathrup Village, MI

[REDACTED]

[REDACTED]

September 4, 2025

Lathrup Village Planning Commission
27400 Southfield Road
Lathrup Village, MI 48076

Dear Members of the City of Lathrup Village,

As an advocate for small business growth, community engagement, and sustainable development, I am passionate about contributing my skills and experience to support Lathrup Village's vision for thoughtful, inclusive, and balanced growth.

In my role as a Business Forward Consultant with Oakland Thrive, I have worked closely with local entrepreneurs, city officials, and regional partners to drive economic vitality throughout Southfield, Lathrup Village, and surrounding communities. Through these collaborations, I have successfully designed and executed programs that strengthen our local business ecosystem, attract investment, and enhance community participation.

I believe my experience in stakeholder engagement, strategic planning, and economic development uniquely positions me to support the Commission's mission of guiding land use, zoning, and development decisions that reflect the needs of our residents while fostering long-term growth and sustainability. I am committed to bringing a collaborative, data-informed perspective to ensure decisions align with the city's vision and values.

I would welcome the opportunity to contribute my experience, passion, and insights to the Planning Commission and help shape the future of Lathrup Village. Thank you for considering my application. I look forward to the opportunity to discuss how I can best serve our community.

Sincerely,

Tracey F. Williams

Tracey F. Williams

Lathrup Village, MI • [REDACTED]
[REDACTED]

Community & Economic Development Leader | Candidate for Lathrup Village Planning Commission

Professional Summary

Dynamic community advocate and strategic leader with 10+ years of experience driving small business growth, economic vitality, and cross-sector collaboration. Passionate about supporting Lathrup Village's long-term development through informed decision-making, sustainable land-use strategies, and strong resident engagement. Proven success working alongside city leaders, business owners, chambers of commerce, and regional partners to promote inclusive growth, attract investment, and strengthen neighborhood vibrancy.

Core Competencies

Community & Economic Development Strategy | Urban Planning & Land-Use Collaboration | Stakeholder & Public Engagement | Policy & Zoning Awareness | Small Business Advocacy & Support | Strategic Partnerships & Regional Growth | Project Management & Cross-Functional Leadership | Public Speaking & Community Outreach

Professional Experience

Oakland Thrive & Oakland County — Pontiac, MI

Business Forward Consultant (2022 – Present)

Lead economic development initiatives supporting 700+ small businesses across Southfield, Lathrup Village, and surrounding communities. Serve as a strategic advisor and liaison between entrepreneurs, chambers of commerce, city officials, and regional partners to drive innovation and community revitalization.

Key Achievements:

- Partnered with the City of Southfield, Lathrup Village DDA, and Centrepolis Accelerator to advance economic growth initiatives.
- Designed and executed 15+ high-impact programs resulting in record community participation and engagement.
- Guided businesses through digital transformation, marketing strategies, and operational enhancements to improve competitiveness.

Charles H. Wright Museum — Detroit, MI

Director of Customer Experience & Retail Operations (2015 – 2022)

Directed strategic initiatives to modernize retail operations and improve visitor experiences for one of the nation's largest cultural institutions.

Key Achievements:

- Tripled retail revenue from <\$100K to nearly \$300K through innovative product development and marketing.
- Launched an e-commerce platform, generating 13% of total retail revenue online within the first year.
- Partnered with local artists to expand community-driven product offerings and strengthen cultural engagement.

Rabah Consulting — Southfield, MI

Founder & Marketing Consultant (2012 – 2015)

Founded and led a boutique marketing consultancy specializing in strategic planning, branding, and business growth.

Key Achievements:

- Increased retail presence in 30+ locations through custom marketing strategies and sales enablement.
- Negotiated partnerships with Walgreens and Detroit-area schools, boosting product sales by 30%.

Hawks & Associates, Inc. — Detroit, MI

Partner / Sales & Marketing Director (2011)

Led business development efforts for an energy consulting firm focused on Fortune 500 clients and financial institutions.

Key Achievements:

- Generated \$300K in new revenue within six months by targeting high-value corporate clients.
- Secured multiple Fortune 500 contracts through relationship-building and strategic proposals.

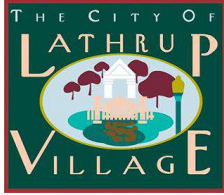
Education

Master of Science, Internet Marketing — Full Sail University

Bachelor of Arts, Marketing — Michigan State University

Community Leadership & Volunteer Engagement

- Ambassador Fine Art Collection – Lifetime Achievement Award | 2024
- Detroit City Council Special Recognition | 2024
- Torch of Wisdom Foundation — Event Committee Lead | 2023
- Christian Tabernacle Church — Media & Communications Coordinator | 2005–Present



City of Lathrup Village
27400 Southfield Road
Lathrup Village, MI 48076
www.lathrupvillage.org | (248) 557-2600

APPLICATION FOR COMMITTEES, COMMISSIONS, & BOARDS

Date of Application: 9/4/2025

Please check the committee for which you are applying for:

- | | |
|--|---|
| <input type="checkbox"/> Board of Review | <input type="checkbox"/> Lathrup Village Foundation Board |
| <input type="checkbox"/> Building Authority | <input checked="" type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Downtown Development Authority (DDA) | <input type="checkbox"/> Parks & Recreation Committee |
| <input type="checkbox"/> Historic District Commission | <input type="checkbox"/> Tree Committee |
| <input type="checkbox"/> Inclusion, Diversity, & Accessibility Committee | <input type="checkbox"/> Other: _____ |

Name: Tracey F. Williams

Address: 18625 Bungalow Drive, Lathrup Village, MI 48076

Phone: 248-302-9301 Street, City, State, Zip Email: traceywilliams.werkz@gmail.com

Are you at least 18 years of age: YES ☒ NO ☐

Are you a registered voter in Lathrup Village: YES ☒ NO ☐

Have you been a resident of Lathrup Village for 1+ years: YES ☒ NO ☐

A resume/CV is required with your application. Additionally, please include a letter that covers any additional information that clearly states your qualifications for serving on the committee you selected and why you believe you are the best fit to serve Lathrup Village.

Signature: Tracey Williams Verified by pdfFiller 09/04/2025 Date: 9/4/2025

Applicants must be in good standing with the City to be eligible for committee, commission, or board appointment. Any outstanding violations or payments associated with the applying individual or individuals' property may result in the submitted application being rejected.

Return completed application to:
Lathrup Village – City Clerk, 27400 Southfield Road, Lathrup Village, MI 48076

Kelly Garrett
Mayor

Bruce Kantor
Mayor Pro-Tem

Jalen Jennings
Council Member

Jason Hammond
Council Member

Maria Mannarino
Council Member