



ERIN LYNG

Associate Vice President

Healthy Communities | Strategic Planning | Economic Development | Community Engagement

EXPERTISE

As associate vice president with Progressive Urban Management Associates, Erin Lyng is experienced in strategic planning, economic development, and community engagement strategies. Additionally, as P.U.M.A.'s project manager for the Colorado Fresh Food Financing Fund, she is integral to healthy community planning efforts.

Representative P.U.M.A. projects include:

- Managing statewide outreach and technical assistance for the Colorado Fresh Food Financing Fund, a public-private fund that has invested over \$3 million in loans and grants to fund healthy food retailers in underserved communities throughout the state
- Developing a range of strategic plans from actions plans for Main Street organizations to economic development plans for rural counties such as Prowers County, CO
- Producing feasibility studies for historic properties, such as the Tabor Opera House in Leadville, CO, to inform reuse options and longevity
- Preparing and analyzing market data for a diverse range of communities from Norfolk, VA, to Colorado Springs, CO
- Researching case studies and best practices for topics ranging from public markets to transit alternatives to historic theaters
- Engaging the community through facilitated focus groups, interviews, outreach events, and surveys

PAST EXPERIENCE

Program Coordinator, Resource Media, San Francisco, CA, 2011-2012

Supported client media campaigns by providing original story research, drafting press materials, and producing case studies. Built and maintained custom media lists, pitched reporters, compiled and analyzed media coverage.

Communications Associate, Governor's Energy Office, Denver, CO, 2010

Managed statewide communications for the Weatherization Assistance Program, including oversight of the program's marketing budget, distribution of promotional materials and directing the call center. Coordinated outreach efforts with 11 local weatherization agencies located throughout Colorado.

Media Supervisor, Carat, Boston, MA, 2006-2009

Recommended digital paid-media strategies for clients, negotiated contracts with online publishers, and optimized campaigns to deliver top performance within budget.

PRESENTATIONS

- "Strategies to Enhance Downtowns" | Downtown Colorado Inc. Conference, 2018
- "Colorado Fresh Food Financing Fund" | Healthy Eating Active Living Summit, 2017
- "Health & Wealth: The Transformation of Lamar" | Main Street Now Conference, 2017
- "Developing Replicable Financing Models" | Urban Land Institute Food & Real Estate Forum, 2017
- "Planning for Rural Economic Prosperity" | Community Builders Leadership Institute, 2016
- "Attract a Downtown Grocery Store" | Downtown Colorado Inc. Conference, 2015

AFFILIATIONS

American Planning Association
Urban Land Institute
Downtown Colorado Inc. | Current Board Member
Downtown Denver Partnership | Participant in 2016 DDP Leadership Program
All In Denver

EDUCATION

Master of Arts in Urban and Regional Planning, University of Colorado at Denver
Bachelor of Arts in Economics and German, Boston College, Chestnut Hill, MA
Ludwig Maximilian Universität, Munich, Germany

PROGRESSIVE URBAN
MANAGEMENT ASSOCIATES



P.U.M.A.