



Media Contact: Tameka Kenan-Norman  
Public Affairs Manager  
(252) 972-1333

FOR IMMEDIATE RELEASE  
May 25, 2017

## **Council appoints Rochelle D. Small-Toney City Manager**

**Rocky Mount, N.C.**-The Rocky Mount City Council has approved the appointment of a new city manager. Rochelle D. Small-Toney will assume the responsibilities of Rocky Mount city manager starting July 2, 2017.

Small-Toney, a 1978 and 1981 graduate of the University of North Carolina at Chapel Hill, received both a Bachelor of Arts degree and a Master of Public Administration from the institution. Since that time, she has amassed 34 years of experience in government and is an ICMA (International City/County Management Association) Credentialed Manager.

Most recently, the Wilmington, N.C. native served as deputy city manager for the city of Fayetteville, N.C. In that role, Small-Toney provided senior executive level direction for Planning and Zoning, Permitting and Inspections, Engineering and Infrastructure, Community Development, Human Relations and Economic and Business Development.

In Fayetteville, Small-Toney also served as project director for the city's upcoming minor league baseball stadium. The sports enthusiast oversaw all phases of the project, including the feasibility study, recruitment of the Houston Astros, a class A minor league team, development of the Memorandum of Understanding and the creation of a 30-year financial plan. The stadium and mixed-use commercial property is scheduled to be completed in 2019 and will be located in downtown Fayetteville.

Mayor David Combs and the Rocky Mount City Council are excited about Small-Toney's appointment as city manager. Combs touted an interesting fact about Small-Toney-"she was the first female African-American to ever play women's basketball at UNC," stated Combs.

Small-Toney has braved other firsts. Prior to joining the city of Fayetteville, she worked as city manager for the city of Savannah, Ga. She was Savannah's first African-American and first female city manager, managing a \$283 million annual budget and a \$175 million five-year Capital Improvement Program. Small-Toney will be Rocky Mount's first female city manager.

Small-Toney's other professional experience includes serving as assistant city manager in Danville, Va. and Charlottesville, Va.; assistant to the city manager for budget and management analysis in Danville, Va.; and budget analyst and personnel analyst for the city of Wilmington, N.C.

"We are happy someone with such varied and relevant experience will lead Rocky Mount," stated Combs. "With the advent of the Downtown Community Facility and the on-going success of the Rocky Mount Sports Complex, Small-Toney's avid love of sports, background in athletics and oversight of large sports projects will be a tremendous asset to our growing city."

Councilmember Lamont Wiggins echoed that sentiment.

"Rochelle Small-Toney comes to our city with a wealth of knowledge and a multitude of positive experiences and outcomes that span three decades of dedicated public service," said Wiggins." From small towns to large metropolitan areas, she is a proven manager in all areas that touches the full gamut of local services. We look forward to her new era of leadership that forges forward with an all-encompassing citizen centered, service oriented and transformative direction."

According to Combs, the Rocky Mount City Council led a thorough search with the assistance of the search firm, Developmental Associates, LLC, resulting in several candidates. An exhaustive background investigation was also conducted before the council agreed to hire Small-Toney.

Small-Toney is married to Leroy Toney, Sr. They are the parents of Rosalind S. Toney of Norfolk, Va. and Leroy Toney, Jr. of Charlottesville, Va.

Small-Toney's salary will be \$175,000 annually, plus benefits.

###