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Logan Ford appointed assistant city manager for Winston-Salem

Rocky Mount, N.C.—Assistant City Manager Tasha Logan Ford announced that she will be leaving the area she has called home since 2013 for a new position in a new city. Logan Ford will assume the role of assistant city manager in Winston-Salem.

“Every community has a unique set of strategic initiatives and priorities,” said Logan Ford. “It is the approach you take to them that makes the difference.”

It is her optimistic approach to problem solving that has propelled Logan Ford, and the city of Rocky Mount, forward during her time with the city. She has overseen numerous departments in her tenure, including Police, Fire, Development Services, formerly called Planning and Development, Engineering, Human Resources, Public Works and Water Resources and the Budget and Evaluation office. She was also tapped to lead the newly created Community and Business Development department encompassing the divisions of Community Development, Downtown Development and Business Development.

Projects are not what stand out for the North Carolina State University graduate; it is the people that she will remember most fondly.

“When I think back, one of my greatest accomplishments here is being able to work with staff and community members to figure out how to move things forward,” remembered Logan Ford.

The Fun Bike Ride, a project begun early in her career with the city, was one example. The idea, brought forward by staff, allowed Logan Ford the opportunity to work with the Engineering department and citizens to create a bike route friendly to families that also showed off various areas of the city.

“Seeing the people and the families who came out with their bikes and kids to ride around downtown was exciting. We highlighted the historic neighborhoods that were along the route, visited MLK Park and took the greenway through Battle Park, eventually ending where we began, at Sunset Park for a cookout,” she recalled. “I enjoyed this event as it allowed people and families to connect through a new healthy outdoor activity, learning different parts of the community and some of the history of Rocky Mount.”

Other community oriented endeavors that topped her “remember when” list included affordable housing projects, like the groundbreaking and construction of Beal Street Square Apartments and the recent groundbreaking at Ravenwood Crossing.

“The neighborhood engaged with staff and the developers for the Beal Street project to be realized. Safe, decent, affordable housing equates to a better quality of life for individuals, families and the city as a whole,” commented Logan Ford.

Forward-thinking and forward-moving, Logan Ford led the land assembly team for the Rocky Mount Event Center. The group was responsible for the acquisition of the land for the facility.

“I was so proud to see the level of dedication our team had to bringing a facility of that magnitude to our city,” recollected Logan Ford.

According to City Manager Rochelle D. Small-Toney, Logan Ford has left a lasting impression with the city.

“Tasha has served our city with high distinction and professionalism and has led the efforts to make Rocky Mount the distinguished community that it is and is poised to become in the very near future,” said Small-Toney. “I am very proud of her accomplishments and trust that only greater opportunities are ahead for her.”

Logan Ford’s last official day with the city of Rocky Mount will be Jan. 19, 2018.

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