



FOR IMMEDIATE RELEASE

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TASHA LOGAN FORD SELECTED AS HIGH POINT CITY MANAGER

High Point, N.C. (May 3, 2021) - The High Point City Council has selected Tasha Logan Ford as the new City Manager. Ms. Logan Ford will assume her new responsibilities in July, subject to formal appointment in an open Council meeting.



“On behalf of our City Council, I congratulate Ms. Logan Ford on her selection after a rigorous search process,” said Mayor Jay W. Wagner. “We considered many well-qualified candidates and deliberated carefully, but we found the best-qualified candidate close to home. Tasha Logan Ford is an experienced manager who is highly respected among her peers, with a strong educational background. Her years of experience as an Assistant City Manager in three other cities have prepared her to do an excellent job for our citizens.”

“I am excited to be joining the City of High Point team,” said Logan Ford. “High Point is poised for growth, the community leaders understand the value of collaborative partnerships, and the City Council’s carefully focused strategic plan provides a clear vision. I welcome the opportunity to work with the Council, staff and community to help continue to move the City forward.”

The High Point City Manager is appointed by and works under the direction of the Mayor and eight-member City Council. She is responsible for a total budget of \$314 million and 1,463 full-time employees.

Logan Ford is well known in the Piedmont Triad region, having served as Assistant City Manager in Winston-Salem since early 2018. She worked for a community development credit union in Durham early in her career before moving to municipal government. She served the City of Goldsboro as an Administrative Assistant, Assistant City



Manager, and Interim City Manager from 2004 to 2013. Then she served as Assistant City Manager in Rocky Mount from 2013 to early 2018. She has been actively involved in civic affairs in all of the communities where she has lived and worked.

Logan Ford earned a bachelor's degree in human development and family studies at UNC-Greensboro and a Master of Public Administration degree from NC State University. She achieved the coveted Credentialed Manager designation through the International City/County Management Association and is a Past President of the NC City/County Management Association. She completed several highly regarded public leadership and management training programs.

Logan Ford was born in Charleston, SC, has lived in several communities and internationally during her father's Air Force service but considers North Carolina home. She and her husband currently live in Winston-Salem with their son. They will move to High Point later this year.

The Mercer Group, Inc., a national public sector executive search and consulting firm with an office in Raleigh, assisted the City Council with its search. The Council received 47 applications from 17 states, including 22 from North Carolina, and considered a number of well-qualified candidates with extensive local government management experience. The Council interviewed several semifinalists. Mayor Wagner said that the Council greatly appreciated the valuable input of citizens and City department heads about the qualifications, experience and characteristics that the Council should look for in the next manager. "We used those criteria as a guide in making our decisions," he said.

"We thank Randy McCaslin, who continues to serve our citizens well as Interim City Manager," said Wagner. "Our new City Manager will find that our finances are in a sound condition to address the opportunities and challenges ahead, with the assistance of our very capable City staff."

High Point is located in the Piedmont Triad region, primarily in Guilford County, with portions in Davidson, Forsyth and Randolph counties. It is the state's ninth-largest city and the only one in four counties. "North Carolina's International City" is the home of the biannual High Point Market, the world's largest furniture and furnishings merchandising market, and High Point University.

The City of High Point aims to serve as the catalyst for bringing together the community's human, economic and civic resources for the purpose of creating the single most livable, safe and prosperous community in America.

For more information on the City, visit www.highpointnc.gov.

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