

Daniel S. Rodgers, CPRP

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Executive Summary-

Accomplished executive leader with extensive experience in parks and recreation, non-profit management, alternative funding sources, and community development. Skilled in overseeing multimillion-dollar operations, securing major funding, and leading high-impact programs and facilities that foster civic engagement. Known for delivering innovative, unique community-driven events while also successfully building, managing and operating a variety of facilities.

Experience

2015-Present

Director of LiveDAYBREAK, South Jordan, Utah

- Managing a non-profit for the largest real estate developer in Utah
- Collaborating with the developer LHM
- Executing a series of 205 events and activities each year
- Setting a new standard of community building
- Managing funds of 3.2 million per year
- Raising over 2 million dollars for a variety of non-profit organizations
- Managing the community arts program with over 100 unique installations
- Hosted the first drone show and first Dragon Boat race in the state of Utah
- Supervising 9 full-time and several part-time and seasonal positions
- Received several local and national awards
- Created a strategic plan with yearly measurable objectives
- Executing some of the best and most unique events in Utah
- Generated a variety of alternative funding sources
- Managing/booking a 24-night summer concert series with national touring acts
- Created a 501C3 and received ZAP grants for 4 years

2012-2015

Director of Parks and Recreation Cedar City, Utah

- Managing a department for a city consisting of 5 divisions
- Fundraising and seeking partnerships and sponsorships
- Managing budgets in excess of 4.5 million per year
- Supervising 22 full-time and 140 part-time positions
- Managing a 60,000 square foot recreation facility
- Overseeing a cemetery, golf course, rodeo grounds and multiple parks and trails
- Creating and successfully managing multiple community special events

2007-2012

Executive Director: Uintah Recreation Special Service District, Vernal, UT

- Acquiring funding to construct a 70,000 square foot recreation center
- Coordinating with architect and builder to construct center
- Working closely with county officials and three municipalities
- Managing 12 county parks, a splash park, golf course and aquatic center
- Marketing and branding district
- Grant writing, received 15 million in Energy Impact Grants
- Overseeing several major simultaneous capital projects
- Supervising 25 full-time staff and 140 part-time and seasonal staff

2003-2007

Executive Director: Greenville County Recreation District, Greenville, SC

- Directing a large complex county organization for over 400,000 residents
- Overseeing 53 full-time and over 300 part-time staff at 46 facilities
- Managing budgets of 11 million per year with several capital projects
- Directing long range and strategic plans for district
- Working in cooperation with several other service agencies
- Securing funds from a variety of alternative sources
- Restructuring the entire district
- Overseeing over 46 unique parks and facilities, including 7 community centers, 3 waterparks, an ice rink, a sports complex, an equestrian facility and approximately 18 miles of rail-trail

1999-2003

Assistant Director of Community Services: Deerfield Beach, Florida

- Overseeing a department in a progressive city with 64,000 residents
- Directly supervising 44 full-time staff, 140 part-time and contracted employees
- Managing a large department with 5 recreation centers, one mile of public beach, Arboretum, two cemeteries, tennis center, two boat ramps, a 900ft pier and 18 parks
- Directing Olympic caliber and nationally televised events including The Alero Beach Volleyball Series and the Super Boat Grand Prix
- Managing a variety of special events with attendance reaching 60,000 people
- Responsible for capital improvements for all recreation facilities
- Creating and monitoring budgets in excess of 6.5 million per year

Activities

- Swim Coach for Special Olympics/ Volunteer of the Year
- Member of FRPA/ URPA/ CPRA/ NRPA/ USA Hockey
- World Water-Park Association Member/ U.S. Lifeguard Assoc. Member
- Eagle Scout: Boy Scouts of America/ South Valley Leadership Graduate.

Certifications & Special Skills

Spanish fluency • Former Red Cross Lifeguard Instructor/ Water Safety Trainer
Certified Pool Operator/ Safety for Swim Coaches Instructor • CPR and First Aid
Instructor/ Ellis and YMCA Trained • NRPA Aquatic Facility Operator
Certification • Leadership Greenville Graduate • Business of the year, Vernal
Chamber of Commerce • Rocky Mountain Revenue School Graduate • South
Valley Leadership Graduate

Education

Major B.S. International Relations/ Marketing
Emphasis in Advertising
Brigham Young University, Provo, UT
Minor Communications/ Advertising

