

# DANIEL S. RODGERSON, CPRP

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## EXECUTIVE SUMMARY

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Dynamic executive leader and community builder with a passion for creating unforgettable experiences that bring people together. Directed more than 1200 concerts and major events including national touring acts and nationally televised productions.

Skilled in transforming public spaces, venues, and organizations into vibrant destinations that blend music, sports, recreation, and culture. Known for turning vision into action, driving engagement, economic impact, and civic pride through innovative programming and partnerships.

## PROFESSIONAL EXPERIENCE

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### **LiveDAYBREAK | CCMC | South Jordan, Utah**

Executive Director | 2015 – October 2025

- Produced more than 200 concerts and major events, including national touring acts and regionally televised productions
- Directed large-scale signature experiences such as the Dragon Boat Races, Pumpkin Walk, Ladybug Festival, and Drone Show
- Raised more than \$2 million for local nonprofits and community initiatives through creative partnerships and philanthropy
- Commissioned over 100 permanent public art installations celebrating community identity and culture
- Managed a professional staff of 30+ full-time, part-time, and seasonal employees
- Developed strategic plans, budgets, and performance metrics to guide long-term growth
- Created a 501(c)(3) foundation, securing multiple ZAP grants and alternative funding sources
- Established LiveDAYBREAK as a statewide leader in community building, civic engagement, and live entertainment

### **Cedar City | Cedar City, Utah**

Director of Parks and Recreation | 2011 – 2015

- Directed recreation, aquatics, senior services, golf course, rodeo grounds, cemetery, and park operations
- Developed partnerships, sponsorships, and tourism collaborations with the Visitors Bureau to enhance events and regional economic impact
- Produced and managed numerous community special events that increased participation and civic engagement
- Implemented cost-recovery and efficiency models that improved long-term sustainability
- Strengthened department visibility through strategic communication and community outreach

## **Uintah Recreation Special Service District | Vernal, Utah**

Executive Director | 2006 – 2011

- Acquired and managed funding to construct a 70,000-square-foot regional recreation center
- Partnered with architects, engineers, and contractors to deliver complex capital projects on time and within budget
- Secured more than \$15 million in Energy Impact Grants and other external funding sources
- Supervised 25 full-time and 140 part-time and seasonal employees across 12 parks, golf courses, aquatic centers, and recreation facilities
- Led branding, marketing, and community outreach campaigns that increased awareness and participation
- Coordinated with county commissioners and municipal leaders to unify recreation strategy across the region
- Recognized by the Vernal Chamber of Commerce as Business of the Year for excellence in community impact and operations

## **Greenville County Recreation District | Greenville, South Carolina**

Executive Director | 2002 – 2006

- Led a complex, countywide parks and recreation system including three waterparks, an indoor ice rink, an equestrian center, an adaptive recreation camp, and regional parks and trail systems.
- Supervised more than 200 full-time, part-time, and seasonal employees across diverse, safety-critical operations including aquatics, ice sports, outdoor recreation, and adaptive programming.
- Restructured district operations and led long-term strategic and capital improvement planning to guide growth, service expansion, and financial sustainability.
- Oversaw expansion of recreation facilities, community parks, and trail systems, including the delivery of 18 miles of regional rail-trail infrastructure.
- Secured public, private, and grant funding to advance capital projects and ensure financial sustainability.
- Collaborated with tourism and partners to position Greenville County as a premier recreation destination.

## **City of Deerfield Beach | Deerfield Beach, Florida**

Assistant Director of Community Services | 1998 – 2002

- Directed nationally recognized and Olympic-qualifying events, including the Alero Beach Volleyball Series and Super Boat Grand Prix (attendance exceeding 60,000)
- Produced large-scale special events and televised productions that elevated Deerfield Beach's tourism and national visibility
- Managed a \$6.5 million annual budget and capital improvements across recreation facilities
- Supervised 44 full-time and 140 part-time and contracted employees
- Collaborated with regional tourism agencies to promote Deerfield Beach as a premier coastal destination
- Awarded Blue Wave Beach designation by the Clean Beaches Coalition for excellence in cleanliness, safety, and environmental management

## **EDUCATION**

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Bachelor of Science – International Relations – Emphasis in Marketing  
Brigham Young University, Provo, Utah  
Double Minor: Advertising and Latin American Studies

## **CERTIFICATIONS & PROFESSIONAL DEVELOPMENT**

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- Certified Parks and Recreation Professional (CPRP)
- Certified Pool Operator (CPO)
- Aquatic Facility Operator – NRPA
- Rocky Mountain Revenue School Graduate
- Leadership Greenville Graduate
- South Valley Leadership Graduate

## **PROFESSIONAL AFFILIATIONS & SPECIAL SKILLS**

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- Fluent in Spanish
- Former Red Cross Lifeguard Instructor / Water Safety Trainer
- Member: NRPA, URPA, FRPA, CPRA, USA Hockey, World Waterpark Association
- Experienced in large-scale event production, sponsorship acquisition, and tourism collaboration
- Recognized for innovation in community engagement, philanthropy, and live entertainment