

Phil Jordan, CVE

Project Team Member

Phil Jordan has more than 35 years of management experience in venue development (design and construction) and operations, theatrical production, special events and community coalition building. He has supported the Heber Valley Arts Center Project since inception in 2019.

“What drives my decision-making is my belief that Performing Arts and Events dynamically grow local and regional economies, and are the gateway for long term growth. My vision is performers of all kinds make indelible positive impact and thrive on audience feedback while those audiences engage in live experiences that bring value.”

A committed arts and event management professional, Jordan is a Certified Venue Executive (CVE) with the International Association of Venue Managers, a member of the IAVM Venue Management School Faculty and previously a member of its Board of Regents.

Most recently, Jordan has launched *Performative, Inc* a boutique consulting service specific to cultural facilities development and operations projects. Since 2005, Jordan served as the Division Director for the Salt Lake County Center for the Arts in Salt Lake County, Utah. He managed a \$12 million annual operating budget together with a 54 member team that administered 5 major venues and ticketing services including: the 2,800-seat Maurice Abravanel Concert Hall, 1,870-seat historic Capitol Theatre, 3 theatres at Rose Wagner Performing Arts Center, Utah Museum of Contemporary Art (UMOCA), and ArtTix ticketing services. In 2016, the new 2,500 seat George S. and Delores Dore Eccles Theater was added to his portfolio following eight years of planning and construction specifically targeted for enhanced commercial programming in the Salt Lake regional market. The patron response to the new theater and programming has exceeded expectations in every outcome. In 2017, Jordan was promoted to Cultural Planning & Projects Director to continue the County’s expansion of innovative community arts facilities and programs, which included the new Mid-Valley Performing Arts Center with its 2 community-based theaters which opened in 2019.

Prior to his engagement with Salt Lake County, Jordan managed the Soldier Hollow cross-country and biathlon competition venue located in Midway, UT for the 2002 Winter Olympics in Salt Lake City. He worked in Las Vegas with the Cirque du Soleil organization for the complex original production and initial operations of “O” at Bellagio as its Operation Production Manager and for 18 years as the Director of Production for the Boston Ballet Company. Phil resides with his lifetime partner, Susan, in Heber City since their 2005 return to Utah.



Member of



Pat Sweeney

Project Team Member

A native of Baltimore, Pat received a BA degree from the University of Maryland with an emphasis on acting and theatre management. Acting in many college productions, she received a medal at The Kennedy Center's American College Theatre Festival. Using her theatre degree, Pat developed and taught a county-wide program for creative dramatics in area elementary schools. In addition, Pat was the manager of the Colony 7 Dinner Theatre, a highly successful 52-week theatre located outside of Annapolis, MD.

Pat went on to a career in marketing and advertising, first travelling the country teaching television stations and advertising agencies how to maximize revenue with available research tools. Her work of 14 years as a Sales Manager at both WDVM and WMAR television stations in Washington and Baltimore respectfully provided opportunities to create a new business development team, develop innovative partnerships with retailers and launch successful advertising campaigns. Additionally, Pat and her team were charged with selling sponsorship opportunities annually to Orioles Baseball as well as to the local marketing of NBC's Olympic coverage. Designing levels of on-going sponsorship packages for advertisers was also a key element of Pat's duties during six years with Mid-Atlantic Comcast advertising. *"The best part," she says, "is finding the right idea to match with the right person. You want to make it memorable."*

A side-step from television and cable, Pat moved to work with Patuxent Publishing, the community newspaper arm of the daily Baltimore Sun. There she was responsible for an advertising sales staff of six managers, three offices and 37 salespeople and revenue for 14 weekly newspapers surrounding the Baltimore area. She eventually worked in the same capacity at The Baltimore Sun.

The year prior to moving to Midway, Utah found Pat as the Director of Sponsorships for the 2013 Baltimore IndyCar Race. The race, as part of the national IndyCar season, was held through the streets of downtown Baltimore and drew 150,000 over Labor Day weekend to Baltimore's Inner Harbor.

Pat and her husband Gene, a Presidential award-winning sports photographer, moved to Utah from Baltimore in 2013. In addition to her work with the Heber Valley Arts Center since 2016, Pat has been a member of the Wasatch Arts Council for the past 11 years and has served as its President since 2016.



Mike Glenn

Project Team Member

Mike grew up in Billings, Montana where his father served as a music educator. Mike came to Utah in 1970 for college. After graduate school, he worked for the State of Utah for 36 years including time as the Utah Energy Office Director, managing key team staff members and the federal Institutional Conservation Program.

Mike then shifted over to senior management as the Director of Federal and State Funded Housing Programs for the Utah Division of Housing and Community Development.

After retirement in 2014 as part of his lifetime commitment to **service**, Mike he was appointed by Governor Gary Herbert to the Olene Walker Housing Loan Fund Board where he currently serves. For the past six years, Mike has been engaged in development of the Heber Valley Arts Center. He also serves on Wasatch County Arts Council, Midway Historic Preservation Committee, and Midway Boosters.

He volunteers at the Church Humanitarian Center, the Heber Family Search Center, and with Scouting. He resides with his wife, Diann, and three children in Midway, Utah.

