



Media Contact:

Communications

(252) 972-1333; (252) 972-1366

communications@rockymountnc.gov

FOR IMMEDIATE RELEASE

Daniels appointed City Manager

Rocky Mount, N.C. – On Monday, April 14, 2025, the Rocky Mount City Council voted unanimously to appoint Elton Daniels as its next City Manager. His first day in his new post will be Tuesday, April 15.

Daniels is a Credential Manager through the International City/County Management Association (ICMA-CM) and a member of the North Carolina City/County Management Association (NCCCMA), currently serving as Immediate Past-President of the statewide association.

Daniels has over 15 years of North Carolina local government management experience. He was initially hired as the city's Director of Parks and Recreation in February of 2019, and in November of that year, he was promoted to Assistant City Manager.

"To have the opportunity to serve as city manager in the city that I've been connected to since 2011 is truly a dream come true," stated Daniels. "I am honored and humbled by the faith and confidence the Mayor and Council have in me."

As Assistant City Manager, Daniels was responsible for a budget portfolio totaling over 100 million dollars and more than half of the city's workforce. For approximately three years, he was the city's only Assistant City Manager.

"I look forward to working with Elton Daniels in his new role as city manager," said Mayor Sandy Roberson. "Having a city manager who already knows the inner workings of the city and can effectively collaborate with Council puts us in a great position to continue the forward momentum we have built."

Daniels' leadership highlights include:

- **COVID-19 Pandemic Recovery:** Oversaw the development and implementation of the city's continuity of operations planning (COOP Plan)
- **Infrastructure Development:** Led the renovation efforts in Battle Park (a \$1.2 million grant-funded project)

- Played an integral role in assisting the Rocky Mount Fire Department with their ISO 1 Re-Accreditation, as well as getting the approval from the Local Government Commission to build Fire Station II
- Assisted with the procurement and administration of several major grant projects
- Led logistical efforts to host regional and statewide events

During his tenure, Daniels has worked with every city department, and most recently, he has been responsible for Engineering, Fire, Parks and Recreation, Public Works (including Transit), Water Resources and the Rocky Mount Event Center.

According to Ward 2 Councilmember Reuben Blackwell, “Assistant City Manager Daniels has proven, time and again, that he is trustworthy and more than capable of being our next City Manager. The Council looks forward to working with him as we continue to grow this city and build an even better future for Rocky Mount.”

As City Manager, Daniels will oversee the city’s \$300 million budget and lead the municipality’s nearly 1,000 employees. With three months left in the current fiscal year, Daniels has several initial priorities.

“My first objective is to prepare and recommend the Fiscal Year (FY) 2026 budget, then begin working on the FY 2025 audit,” explained Daniels. “Accomplishing those vital tasks will require a strong team. To that end, I plan to fill key vacancies and continue supporting folks who are already here. Our people are our greatest asset - even with technological advancements such as AI – at the end of the day, our people matter most.”

Before joining Rocky Mount, Daniels served as Town Manager for the towns of Selma and Sharpsburg, both in North Carolina, Assistant County Manager for Franklin County, and as Magistrate Judge for Brunswick County.

He has also worked in the private and non-profit sectors.

He holds a master’s degree in public administration from the University of North Carolina at Wilmington and a bachelor’s degree in political science from Furman University.

Daniels has continued to further his education, completing the UNC School of Government’s Municipal and County Administration Course, the Public Executive Leadership Academy (PELA), the Community Development Academy, the North Carolina Rural Center’s Rural Economic Development Institute (REDI), and the University of Virginia’s Senior Executive Institute (SEI).

“Together, working with the Mayor, Council, staff and other community stakeholders, we will foster an environment of trust and transparency, where collaboration and respect are at the

forefront of every decision we make for the betterment of our entire community. The work that lies ahead of us is not just about managing day-to-day operations; it's about shaping a city that future generations will be proud to call home.”

Elton, his wife, Michelle and their two children are residents of Rocky Mount.

About the Office of the City Manager

The rockymountnc.gov/200/City-Manager is responsible for the management of all City activities and services, primarily overseeing day-to-day functions and long-range planning for the organization. Appointed by the City Council, the manager implements policies and programs adopted by the City Council and provides professional policy recommendations.

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