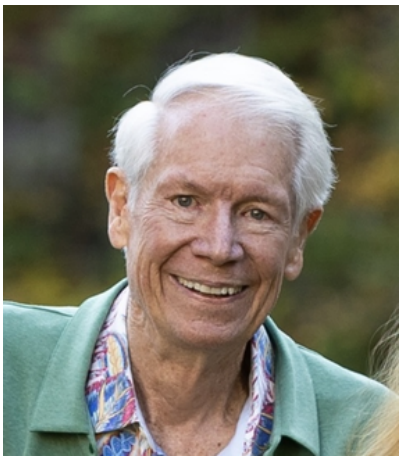


David Wicker Freed

November 19, 1948 ~ December 24, 2022

David Wicker Freed, 74, of Salt Lake City, Utah passed away peacefully at home surrounded by family on Christmas Eve, December 24, 2022. Family was paramount to the loving husband, father, son, brother and soon-to-be grandfather. Dave was married to Luella for 47 years and they traveled the world with fabulous friends. A businessman, mentor, and loyal friend, Dave was strong, determined, fair, and understanding. He was a passionate art collector, world traveler, avid cyclist, connoisseur of food and wine, and was always willing to share his recommendations. His favorite retreats were in Kauai, where he spent precious time with his family, and at the cabin up Weber Canyon. Dave spent his formative years as a cowboy working on the family property, expanding his passion for animals and the outdoors.

While at the University of Utah, Dave, being one semester shy from receiving his MBA, got a call from his Uncle Bob requesting help with the family business, Lagoon Amusement Park. Family was always a priority, so Dave answered that call and began his lifelong career at Lagoon. As an officer and director of America's largest family-owned amusement park, Dave participated in and was well respected by organizations such as the International Association of Amusement Parks and Attractions and the American Society for Testing and Materials. In 1988, he was awarded the Meritorious Service Award given in recognition of the most outstanding service to the amusement and attraction industry by an individual. His contributions to Lagoon and its guests have not gone unnoticed. To Dave, the employees at Lagoon were family. His loyalty was reciprocated by the many long-time employees who have spent their entire careers at Lagoon; a family amusement park that truly feels like family.

Dave's absence in the lives of those who knew him leaves a deep void. However, as he would expect, the path forward will be one step at a time in his honor. Dave, you are loved and you will be greatly missed.

Dave is survived by his wife, Luella, daughters Kirsten and Julie, brothers Howard and Michael, sisters Anne, Kristen and Jennifer, and grandson David Leo Freed. Preceded in death by his parents, Peter and Cristie Freed.

In lieu of flowers, please send donations to ALS Research foundations.

Private family services will be held.