



Cole NeSmith is an experience curator, writer, musician, actor and speaker. He is the Founder and Artistic Director of the Creative City Project. He is also the Founder and Chief Creative Officer of The Memoir Agency. Through these two companies, Cole works to make every place and moment meaningful through epic events and immersive experiences.

Each year, Cole is involved with creating unique artistic experiences that reach hundreds of thousands of guests in Central Florida and beyond. These include Dazzling Nights Holiday events, Happy Frights and Haunting Nights Halloween events, one-of-a-kind corporate and client experiences and innovative arts programming as part of the annual Creative City Project season.

Cole started the award-winning arts non-profit, Creative City Project, in 2012 to elevate Orlando's creative stature and to help shape the global perception of Orlando as a place known for creativity and innovation.

Through The Memoir Agency, Cole and his team create "Immersive Master Plans," helping cities and developers build irresistible places to live, work, and visit. Through artistic activations, Cole helps municipal leaders design cities that bring meaning to people's lives every day.

Cole is actively involved in Orlando's cultural transformation through his leadership in initiatives like



Project DTO — imagining the next ten years of growth for Downtown Orlando

as the Creative Director of “Beautiful Together” — an artistic response to the Pulse tragedy

as the Creative Director of the “Rise and Shine” opening celebration for Steinmetz Hall at the Dr Phillips Center for the Performing Arts.

And as the creator and Artistic Director of the IMMERSE Performing and Interactive Arts Festival

He has been named one of Orlando Magazine's “50 Most Powerful People in Orlando,” Orlando Business Journal’s “Power Players,” and was included in OBJ’s “40 Under 40” list. He has also been a regular contributor to the Orlando Sentinel’s “Central Florida 100.”

As a performing artist, Cole has appeared in professional theater, works of classical and contemporary music, film and TV.