

## **WDDC 3<sup>rd</sup> Annual Lecture**

Featuring:

**Carol Coletta**

President and CEO of CEOs for Cities

March 10, 2011

Orpheum Theater

Time: TBA

CEOs for Cities is a civic lab of today's urban leaders catalyzing a movement to advance the next generation of great American cities. CEOs for Cities works with its network partners to develop great cities that excel in the areas most critical to urban success: talent, connections, innovation and distinctiveness.

Carol Coletta has served as president and CEO of CEOs for Cities since 2005. Previously, she served as president of Coletta & Company in Memphis. In addition, she served as executive director of the Mayors' Institute on City Design, a partnership of the National Endowment for the Arts, U.S. Conference of Mayors and American Architectural Foundation. For ten years, she was the host and producer of the nationally syndicated public radio show Smart City.

Carol was a Knight Fellow in Community Building for 2003 at the University of Miami School of Architecture. In 2010, she was named Honorary Senior Fellow of the Design Futures Council. She is a highly sought after speaker on the success formula for cities and creative communities and is frequently interviewed as an expert on urban issues by national media.

In 2008 she was named one of the world's 50 most important urban experts by a leading European think tank. Most recently, she was named the recipient of the Lambda Alpha International 2009 International Journalism Award for her work with CEOs for Cities and Smart City Radio, and readers of PLANetizen.com have named her one of the top 50 urban thinkers of all time.

### **Thursday Evening – WDDC Annual Lecture**

Over the past two years, the WDDC Annual Lecture has developed into an increasingly popular public program. Attendees will experience a world-class lecturer, Carol Coletta, as she helps Wichitans understand why revitalizing Downtown Wichita is important to the entire region.

The Orpheum will be the location for Ms. Coletta's insightful and relevant presentation to an interested audience comprised of residents, employers, business professionals and owners, students and anyone interested in making Wichita a better to community to live, work and play.

## **Thursday Afternoon – “Downtown Café”**

### **Projected Attendance: 30 students at 3 locations**

Partnering with Young Professionals of Wichita, Wichita State University, Friends University, Newman University, Butler County Community College and other area colleges and universities as well as high schools, the “Downtown Café” is an opportunity for seniors in high school, college students, and young professionals to engage in communication about Downtown. The event will occur on college campuses, making it easy for students to attend. Participants will enjoy pizza and soft drinks in a café style setting to help facilitate discussion.

There are four sessions, each lasting about 15 minutes. At each session, participants in small groups will answer questions or issues focused on their interaction, use, and wants of Downtown. At the end of each session, participants will mix among different tables and answer new questions, with a “table host” assigned to each table to update the new table members on what was said before. After the third round, the entire room will be opened up for a period of sharing discoveries and insight as a whole. This will also be a time for questions to be developed for Carol Coletta.

Following the “Downtown Café,” participants will receive free transportation to the keynote presentation.

The benefit of the “Downtown Café” is to provide an opportunity for students and young professionals to interact and engage in discussion surrounding Downtown. This will hopefully increase interest and involvement in the revitalization of Downtown and offer an easy way for students and young professionals to hear a unique and highly regarded speaker.

WDDC will provide: buses to transport participants to and from the annual lecture and materials for discussion.

Young Professionals of Wichita will provide: facilitators for each location and contact with Emerging Young Professionals groups.

Colleges and Universities to provide: location for World Café event, food for participants, and publicity in school paper.

If you and your College or University are interested and willing to help, please let Ann Keefer and Jamil Malone know by Friday, January 21 by emailing [ann@downtownwichita.org](mailto:ann@downtownwichita.org)