



CITY OF  
FORT LAUDERDALE  
FLORIDA

# INTERACTIVE DIGITAL KIOSKS UNSOLICITED PROPOSAL

SUBMITTED TO THE CITY OF  
FORT LAUDERDALE  
UNDER FLORIDA STATUTE 255.065

DECEMBER 2025

*THIS DOCUMENT CONTAINS CONFIDENTIAL AND PROPRIETARY INFORMATION*

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## HELLO,

Thank you for considering our unsolicited proposal to bring interactive digital wayfinding kiosks to the City of Fort Lauderdale. IKE Smart City is committed to pursuing a community-oriented model of outdoor media that balances a dynamic mix of community content, art, and advertising. This approach delivers a truly unique program that will serve as a public amenity and benefit the City's businesses, residents, and visitors.

IKE Smart City was formed by Orange Barrel Media (OBM), a 21-year-old media company that designs, constructs, and implements landmark outdoor media that adds to the character of urban places. IKE launched in Denver in 2015, and IKE networks are now live in 25 cities nationwide, including in Aventura, Coral Gables, Miami, Miami Beach, Tampa, and West Palm Beach.

IKE, the "Interactive Kiosk Experience," is a seamless, best-in-class hardware and software communication system that connects cities with people through interactive, vivid touchscreens, an ever-expanding suite of applications, and a dynamically engaging interface. IKE Smart City's ongoing investments in software development have created the true Smart City Hub — an advanced digital kiosk with integrated features, functions, and resources that provide the city and public with everything they need, all in one place.

Each kiosk offers a hyper-local experience that drives discovery, mobility, and equity across the economic spectrum. The adaptability of our system makes IKE a responsive medium that can be customized to support the diverse needs of our city partners.

Adding an IKE network to the City will provide valuable benefits:

- Fostering economic development by promoting local businesses through proximity-based directory listings
- Improving wayfinding and information to civic and cultural institutions, transit amenities, restaurants, retail and other businesses with interactive mapping and trip-planning tools
- Encouraging exploration of the City's many attractions, outdoor activities, and parks
- Promoting local events, programs, and festivals, enhancing placemaking in the City
- Offering access to valuable social services such as homeless shelters, food support, and job opportunities that is accessible, usable, and inclusive for the community
- Acting as a surveying tool for the City to solicit feedback from residents and visitors
- Creating a new source of light and vibrancy to increase visual interest of city streets

- Bringing emergency functionality to the right-of-way, including optional security cameras and an emergency call system with 911 call services
- Serving as a critical communication tool to disseminate vital public information rapidly such as weather alerts and City-directed messages as well as access to 311 services
- Delivering free public Wi-Fi and air quality monitoring to enhance the community and close the digital divide

IKE's self-sustaining business model is supported by media sales. The program will generate a significant revenue stream for the City, with no capital investment required. Our vertically integrated in-house team handles every aspect of the turnkey program, including Project Management, Design, Software, Manufacturing, Construction/Installation, Content Management, Operations/Maintenance, and Advertising Sales. A summary of the Revenue Share proposal is as follows:

- **An annual payment to the City of 20% of Net Revenues in years 1 and 2, and 35% of Net Revenues in years 3 through 20**
- **The average annual revenue share to the City, assuming 30 kiosk locations, is projected to be \$684,322**
- **The total revenue share to the City, assuming 30 kiosk locations, is projected to be \$13,686,446**

Our experience in South Florida, along with our established IKE networks in 25 major cities, ensures we will deliver a superior kiosk program to the City of Fort Lauderdale. As demonstrated by the support letters on the following pages, our ongoing success and commitment to providing public benefit through the IKE platform has been recognized by the Fort Lauderdale community, and we are grateful for their support.

We look forward to future discussions. Thank you for your time and consideration.



**Jibrán Shermohammed**  
Executive Vice President

250 N. Hartford Ave, Columbus, OH 43222  
jibrán@obm.com | (770) 714-9174

### Proposer Primary Contact

**Anna Baerman**  
VP, East Coast Development

250 N. Hartford Ave, Columbus, OH 43222  
abaerman@obm.com | (216) 338-8152

FLAGLER VILLAGE CIVIC ASSOCIATION



July 24, 2025

Mayor and Commissioners  
City of Fort Lauderdale  
1 East Broward Blvd. Suite 444  
Fort Lauderdale, Florida 33301

Dear Mayor and Commissioners,

On behalf of the Flagler Village Civic Association, I am writing to express our strong support for the installation of IKE Smart City's digital wayfinding kiosks throughout the City of Fort Lauderdale. Further to our support, we would like to be the first neighborhood in the City to feature the kiosks.

Flagler Village is one of the fastest-growing neighborhoods in the city, and with that growth comes an increasing need for tools that connect residents, workers, and visitors to what the city provides. With so many new businesses, restaurants, cultural spaces, residential buildings, and public amenities emerging in our neighborhood and across the city, the IKE kiosks provide a great opportunity to help add cohesion and connectivity in a way that is much needed.

After our meeting with IKE, we were excited that these kiosks provide wayfinding, local business directories, transit schedules, and real-time event listings - resources that are particularly valuable in a city like Fort Lauderdale and a neighborhood like Flagler Village. We were also impressed that these kiosks provide accessible information in multiple languages, and we think this will help to bridge the gap between new arrivals and long-time residents, connecting people to the many amenities our neighborhood has (and will have) to offer!

Lastly, as you know, public safety in our neighborhood is one of the Board's top priorities. We appreciated that the IKE kiosks added public safety value with emergency call capabilities, city service notifications, and access to public transportation information.

We appreciate the City of Fort Lauderdale's commitment to forward-thinking solutions and respectfully urge your support for implementing IKE kiosks citywide.

Sincerely,

Phillip Dunlap  
President, Flagler Village Civic Association

Ec: Rekelle Williams/City Manager

SAILBOAT BEND CIVIC ASSOCIATION

Christian Garay  
Sailboat Bend Civic Association, President  
1515 Arpeika Street  
Fort Lauderdale, FL 33312  
CGaray.SBCA@Gmail.com  
June 12, 2025

To Mayor Trantalis, the Fort Lauderdale City Commission, and Fort Lauderdale City Staff:

On behalf of the Sailboat Bend Civic Association, we are writing to express our enthusiastic support for the installation of IKE Smart City's digital interactive kiosks throughout the City of Fort Lauderdale. As a historic neighborhood and one of the city's most culturally vibrant communities, we recognize the significant public value these kiosks would bring - not only to our residents but especially to the many visitors who explore our city each year.

The kiosks offer intuitive, real-time wayfinding tools that help tourists and newcomers orient themselves in unfamiliar areas. These features would be a tremendous asset in supporting local tourism by connecting users to Fort Lauderdale's diverse array of attractions, including restaurants, museums, waterfronts, the city's new walking tour of Sailboat Bend and cultural events. With clear, multilingual touchscreens, visitors can confidently navigate the city while discovering local businesses and public amenities they may not otherwise encounter.

Beyond wayfinding, we are equally excited about the public safety features, transit information, and community announcements that can be delivered through these kiosks. IKE's built-in emergency call button, local event listings, and real-time transportation updates align well with our neighborhood's goals for accessibility, safety, and community engagement.

As a civic association, we are committed to enhancing the quality of life in Sailboat Bend and contributing to a welcoming, walkable, and connected Fort Lauderdale. We believe IKE Smart City's digital interactive kiosks directly support these priorities and will benefit neighborhoods across the city - residents and visitors alike.

We thank the City of Fort Lauderdale for its continued investment in smart city infrastructure and respectfully urge your support of a citywide IKE kiosk program.

Sincerely,

Christian Garay  
President  
Sailboat Bend Civic Association  
CGaray.SBCA@Gmail.com



RICH DEGIROLAMO, FLAGLER VILLAGE RESIDENT & BOARD MEMBER

DocuSign Envelope ID: 31F744B0-A36E-46D8-B8A9-BA8FB3EDDD17

Rich DeGirolamo

Board Member, Fort Lauderdale Budget Advisory Board

Board Member, Fort Lauderdale Affordable Housing Advisory Committee

Board Member, Flagler Village Civic Association

Friday, June 13, 2025

To Mayor Trantalis, the Fort Lauderdale City Commission, and Fort Lauderdale City Staff:

As a resident of Flagler Village, a board member of Fort Lauderdale's Budget Advisory Board and Affordable Housing Advisory Committee, the Flagler Village Civic Association, and a local professional who works on Las Olas, I am writing to express my strong support for the installation of IKE Smart City's digital interactive kiosks throughout the City of Fort Lauderdale.

I believe IKE interactive kiosks provide an opportunity to elevate how residents and visitors experience our city - particularly in dynamic, rapidly growing neighborhoods like Flagler Village and the Las Olas corridor. These kiosks offer user-friendly, real-time wayfinding, helping connect people with local businesses, public amenities, and cultural attractions. For both locals and tourists, these features enhance accessibility and make exploring Fort Lauderdale more intuitive and enjoyable.

As a board member of the Flagler Village Civic Association, I am especially excited about the potential for these kiosks to showcase local art and culture. Flagler Village is known for its creative energy and artistic community, and the ability to feature rotating visual content through IKE kiosks would be a welcome extension of our neighborhood identity. This integration of technology and public art could help further establish Flagler Village as a cultural destination within the city.

Moreover, I appreciate IKE's emphasis on public safety, with emergency call features, and their capacity to deliver messaging on community resources. These aspects are in line with my commitment to inclusive, equitable, and livable urban development as part of the Affordable Housing Advisory Committee.

In short, I believe the IKE kiosks will contribute significantly to Fort Lauderdale's smart city goals - strengthening connectivity, promoting small businesses, uplifting the arts, and improving the overall urban experience.

Thank you for your continued efforts to enhance our city's infrastructure. I respectfully encourage your full support of the IKE kiosk program.

Sincerely,

Rich DeGirolamo

Signed by:  6/13/2025  
6FF03EAA06EB421...

# I EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY

### Proven Success and Experienced Team

- First IKE kiosks launched in 2015; 750+ kiosks installed in the public rights-of-way to date, operating in 25 cities - with awards in six more
- Vertically integrated team of subject-matter experts, versed in all phases of kiosk development and operation
- Experienced project management team and a local sales team based in Miami with a deep understanding of the market and diverse needs of city partners

### Unrivaled Technology

- Engaging suite of applications offer an easy-to-use interactive kiosk experience that helps residents and visitors explore, discover, and navigate the City
- Platform is flexible and customizable, ensuring that the accessibility and usability of this smart city technology is welcoming and inclusive
- Full-time, in-house technology team is laser-focused on keeping IKE's proprietary software on the cutting edge with continuous innovations

### Cost-Free and Revenue-Generating Proposal

- IKE Smart City bears all costs of the program including design, fabrication, installation, maintenance, and ongoing operation
- Proposal for a minimum of 30 kiosks
- The City of Fort Lauderdale shares in 20% of Net Revenues in years 1 and 2, and 35% of Net Revenues in years 3 through 20
  - The average annual revenue share to the City, assuming 30 kiosk locations, is projected to be \$684,322
  - The total revenue share to the City, assuming 30 kiosk locations, is projected to be \$13,686,446



## IKE SMART CITY PROJECT QUALIFICATIONS

IKE Smart City is the only vendor with the qualifications and experience necessary to deliver a premier interactive wayfinding network to the City of Fort Lauderdale. **Since our inception in 2015, IKE Smart City has a perfect record of producing results and making all revenue share payments to our city partners.**

### Unparalleled Experience

IKE Smart City has a deep understanding of working with municipalities to construct in the public right-of-way from coast to coast. IKE Smart City has:

- Secured permits in diverse jurisdictions that comply with design, right-of-way, safety guidelines, and accessibility to operate successfully in South Florida and nationwide
- Developed and deployed a kiosk model proven to withstand extreme outdoor conditions, including triple-digit heat, hurricane-force winds, and freezing temperatures
- A Local Sales team based in Miami and an experienced Project Management team with a deep understanding of the market and the diverse needs of city partners, key stakeholders, and local businesses

### Expert and Vertically Integrated Team

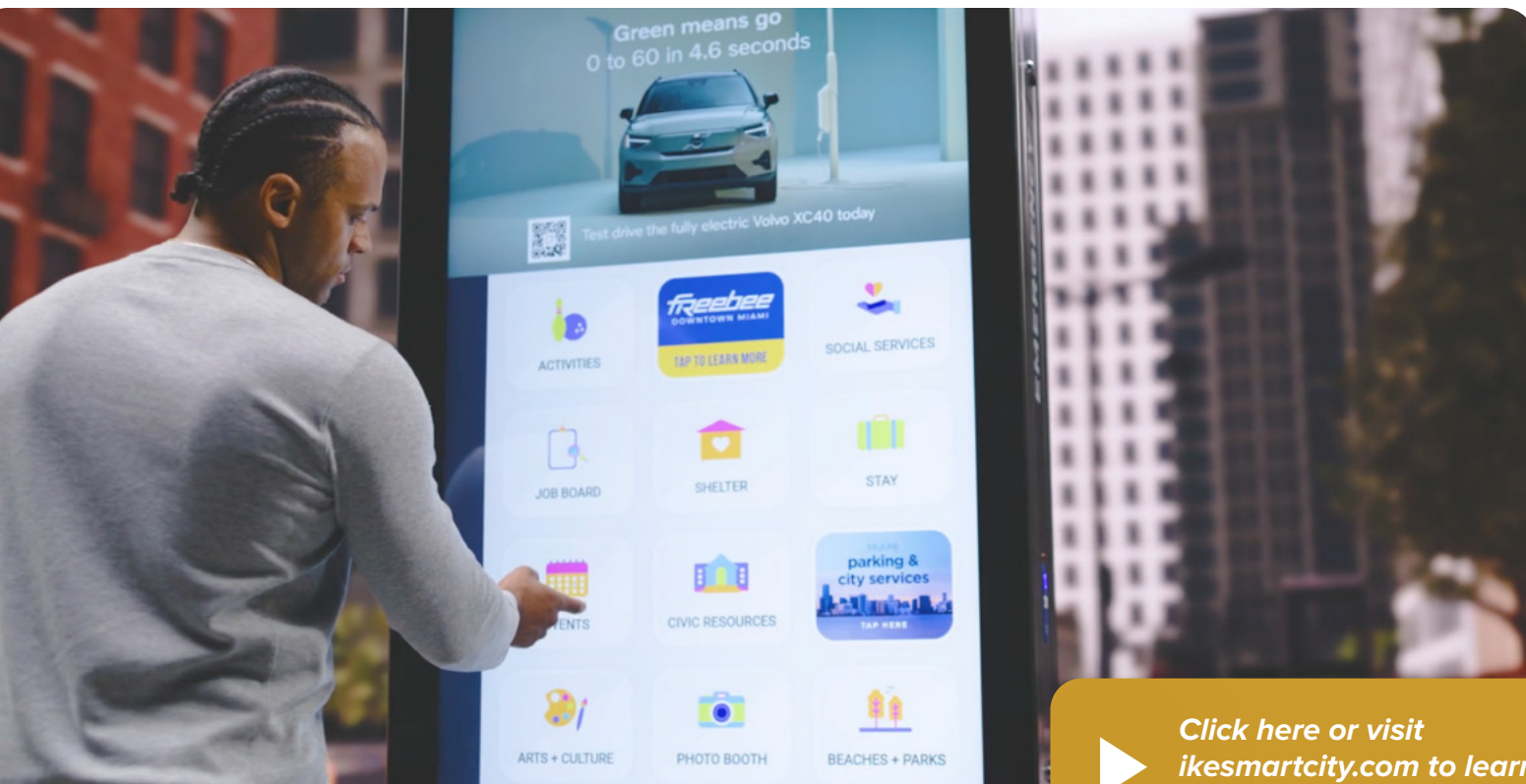
To deliver a world-class turnkey kiosk solution, IKE Smart City has a vertically integrated team versed in all phases of kiosk deployment and operation, including Project Management, Design, Software Development, Manufacturing, Construction/Installation, Content Management, Operations/Maintenance, and Advertising Sales. Importantly, IKE Smart City is the only kiosk vendor with:

- In-house Product and Software teams 100% dedicated to keeping IKE on the cutting edge of technology and adapting the platform to meet the diverse needs of cities
- An in-house Sales team that is singularly focused on securing premium advertisers for digital kiosks

### Financial Stability

IKE Smart City is well capitalized and able to invest in the success of the program in Fort Lauderdale and nationwide, with:

- A perfect record of producing results and making all revenue share payments to its city partners
- No breaches of any service level obligations and the maintenance of a best-in-class fleet of over 750 wayfinding kiosks across an expanding 25-city network
- Reinvesting cash flows into expanding the national network while preserving the integrity of existing locations with a dedicated team of knowledgeable professionals



▶ *Click here or visit [ikesmartcity.com](https://ikesmartcity.com) to learn why cities choose IKE.*

# II COMPANY OVERVIEW

## THE ORIGINS OF IKE SMART CITY

IKE Smart City was formed by Orange Barrel Media (OBM), a 21-year-old out-of-home media company with live projects in 30 top markets nationwide. OBM's focus has always been on unique, non-traditional signage in the urban core of cities, with a commitment to creating public-private partnerships that provide value to cities, property owners, and advertisers alike.

Through its work with cities across the country, OBM noticed a recurring need for improved wayfinding, discovery, and access, particularly in dense urban cores and high-tourist destinations similar to Fort Lauderdale. Many of these cities had existing static wayfinding signage but found it difficult to update and repair them due to limited funding and permitting complexity. In 2015, IKE was created in response to this need.

IKE launched in Denver with the goal of building a wayfinding and city communication system for the digital age and delivering it in a self-sustaining business model. As a subsidiary of OBM, IKE Smart City is focused entirely on creating value for municipal clients and the cities they serve through innovative smart city technology.

With a self-sustaining business model, superior design, and unmatched deployment expertise, it's no wonder that over 30 cities across the country have selected IKE Smart City as their preferred interactive digital kiosk provider.



CORAL GABLES, FL



MIAMI



ATLANTA



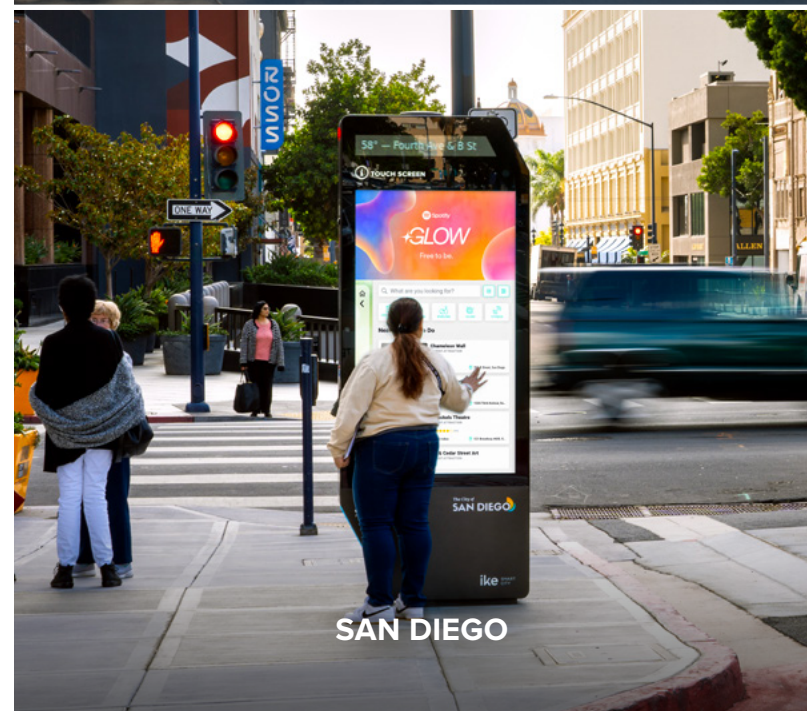
DENVER



HOUSTON



OAKLAND



SAN DIEGO

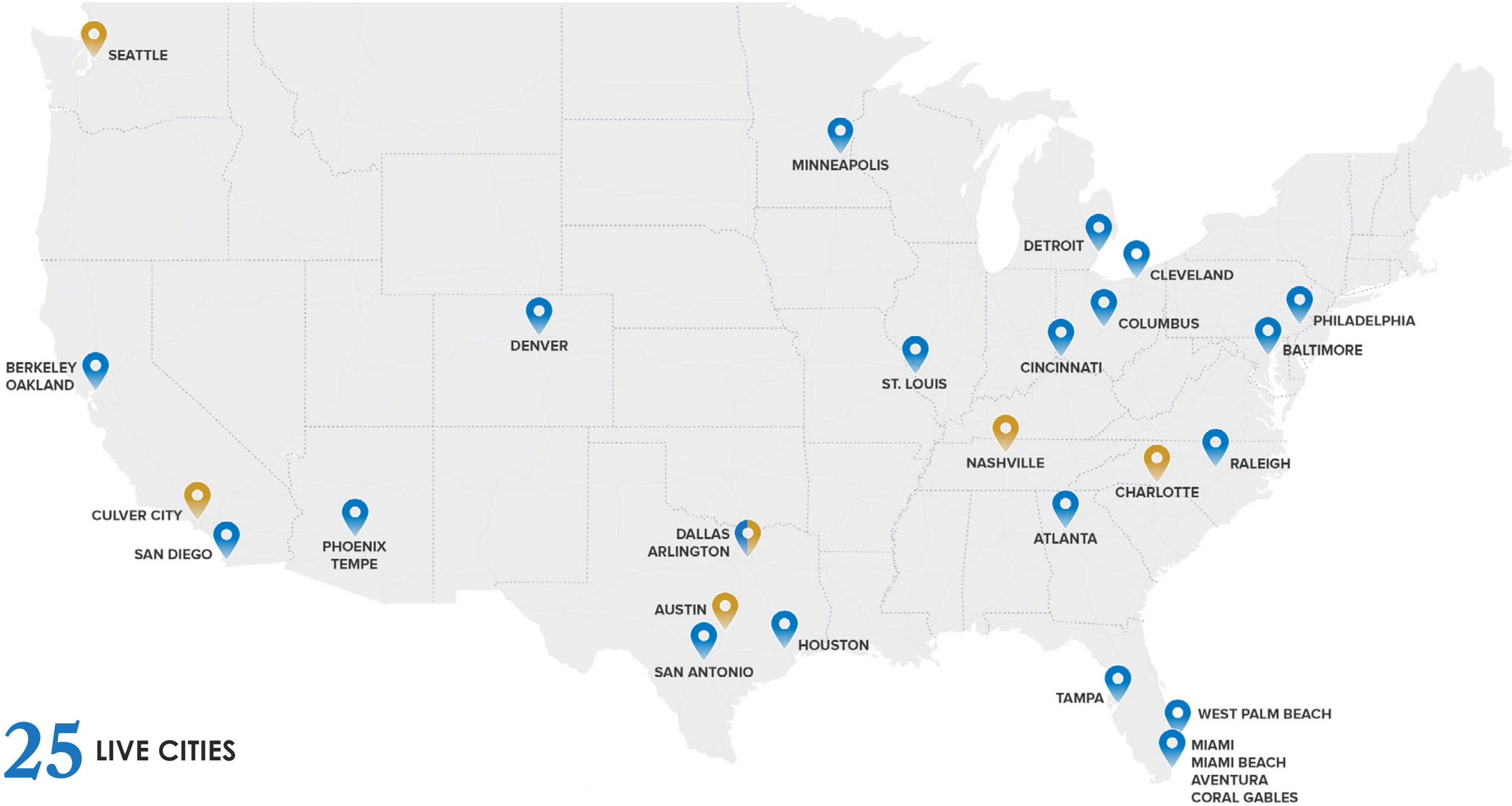


TAMPA

WE PIONEER **SMART CITY TECHNOLOGY** TO IMPROVE LIVES IN CITIES.



# NETWORKS IN SMART CITIES NATIONWIDE



**25** LIVE CITIES

**6** AWARDED CITIES

● LIVE CITY    
 ● AWARDED CITY    
 ● LIVE + AWARDED CITIES

## II. COMPANY OVERVIEW

### EXPERIENCE IN SOUTH FLORIDA

IKE Smart City brings years of proven experience working throughout South Florida, with successful IKE installations in Aventura, Coral Gables, Miami, Miami Beach, and West Palm Beach.

We first entered the region in 2019 with the launch of our kiosk program in Coral Gables, whose success quickly drew interest from neighboring cities. Since then, we have built lasting partnerships with city leaders, community organizations, and artists across South Florida to deliver a premium network of wayfinding kiosks, each tailored to reflect the unique character of its city and neighborhoods.

In addition, we have secured an established entitlement path for installations along FDOT routes in several municipalities, including Miami, Miami Beach, and Aventura.

**IKE Smart City has operated and maintained kiosks in South Florida since 2019 and currently operates over 300 kiosks in Florida cities.**

“

*As the City of Miami continues to evolve into one of the country's leading technology hubs, we are so excited to add IKE digital kiosks to our rights-of-way to build on our commitment to smart city initiatives and reinforce our role as a progressive innovator.*

**Mayor Francis Suarez**  
City of Miami

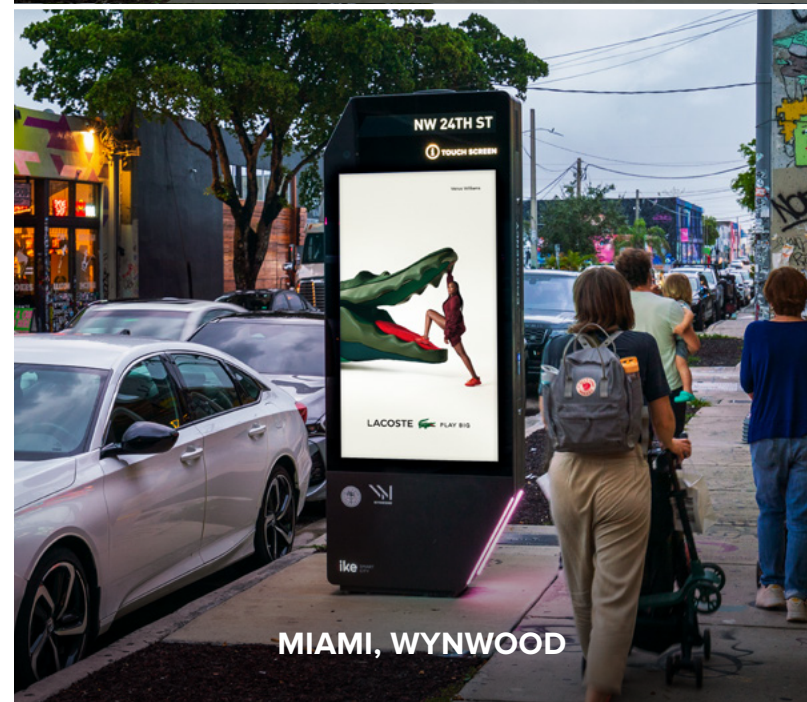
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AVENTURA



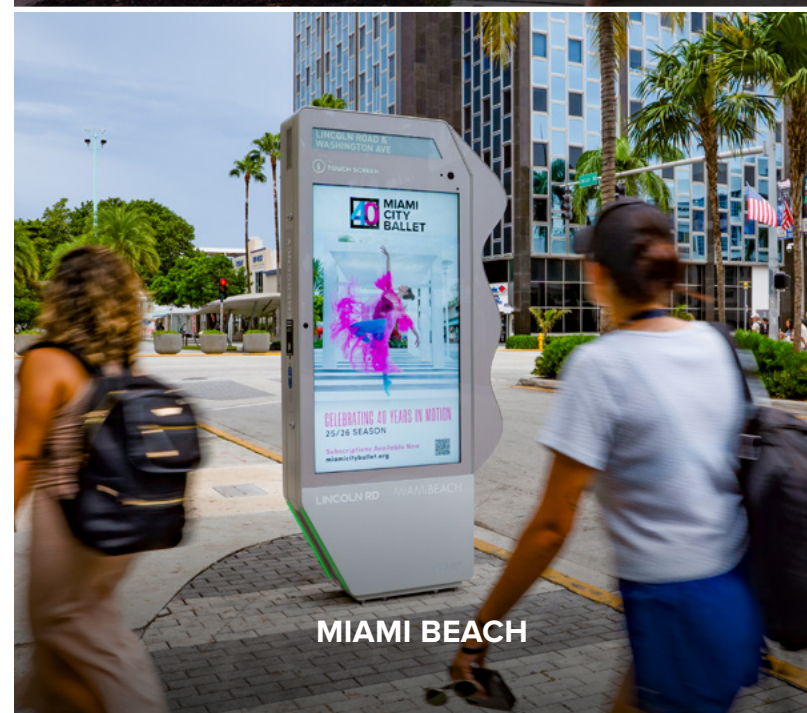
MIAMI, BRICKELL



MIAMI, WYNWOOD



CORAL GABLES



MIAMI BEACH



WEST PALM BEACH

## CASE STUDY: CORAL GABLES

### Overview

IKE launched its first four kiosks in Coral Gables along Miracle Mile and Giralda Avenue in August 2019. Due to the kiosk network's high usage, the City approved an expansion to a total of ten kiosk locations beyond the Mile in October 2020.

**Since deploying our kiosk network in Miami in June 2021, advertising revenue in Coral Gables has increased fivefold compared to the network's initial launch.**

The program's success extends beyond revenue; it has become an important platform for community engagement. We have collaborated with numerous local organizations, including the Actors' Playhouse at the Miracle Theatre, to develop custom, locally relevant content for the kiosks.

“

*We love IKE inventory because they target hard-to-reach neighborhoods and provide a sense of community in pedestrian friendly areas. They are the perfect way to round out a multi-channel OOH campaign.*

**Joe Stagliano**

Associate Director Of Account Services, Kinetic Media

”



## CASE STUDY: CITY OF MIAMI

### Overview

In March of 2020, the Miami City Commission approved an ordinance amending Chapter 54 of the City Code, allowing for the placement of advertising-funded interactive kiosks within the right-of-way or on City-owned property. In April 2020, the Miami City Commission approved a contract between our company and the City for the installation of up to 150 IKE kiosks citywide.

The first kiosks went live in June 2021 in the neighborhood of Wynwood, and we currently operate and maintain a network of 125+ kiosks that extends into Downtown, Allapattah, Biscayne, Brickell, Coconut Grove, Coral Way, Design District, Edgewater, Flagler, Little Haiti, Little Havana, Little River, Midtown, MiMo, and Overtown.

### Right-of-Way Expertise

We worked with the Florida Department of Transportation in Tallahassee and the local representatives in District 6 to permit IKE kiosks on state-controlled routes, including Biscayne Boulevard, and we worked with Miami Dade County to permit IKE kiosks on county-controlled routes.

To identify creative power sources for the kiosks, we worked closely with the utility company and the City of Miami. These sources included existing power infrastructure such as streetlights and traffic control cabinets.

“

*The City's experience with [IKE Smart City]/OBM is that they are responsive, creative, professional, and diligent about meeting the needs of the City, neighborhood associations, and residents.*

**Mayor Francis Suarez**

City of Miami

”



WYNWOOD  
Artist: Nick Cave



COCONUT GROVE

## CASE STUDY: CITY OF MIAMI (CONT.)

### Local Art Partnerships – Miami, FL

IKE's first Miami kiosks were in the Wynwood neighborhood, world-renowned for its street art. IKE Smart City partnered with Wynwood Walls, the local institution and international destination featuring the world's greatest artists working in the graffiti and street art genre. Together, IKE Smart City and Wynwood Walls commissioned original artwork from local graffiti artists around the theme "Welcome to Wynwood" which was displayed at IKE's launch.

IKE Smart City also partnered with Pérez Art Museum Miami (PAMM) to promote its exhibitions and feature art from its permanent collection. The work of Italian artist Marco Brambilla, known for intricate video collages, was shown throughout the summer and fall of 2021 in conjunction with his exhibition, *Heaven's Gate*.

Our Art team has continued to build on established relationships to promote Miami artists, museums, arts institutions, and cultural centers, including:

- Adrienne Arsht Center for Performing Arts
- Britto Gallery
- Frost FIU
- ICA Miami
- Little Haiti Cultural Center
- O Miami

### Arts for Learning (A4L) – Miami, FL

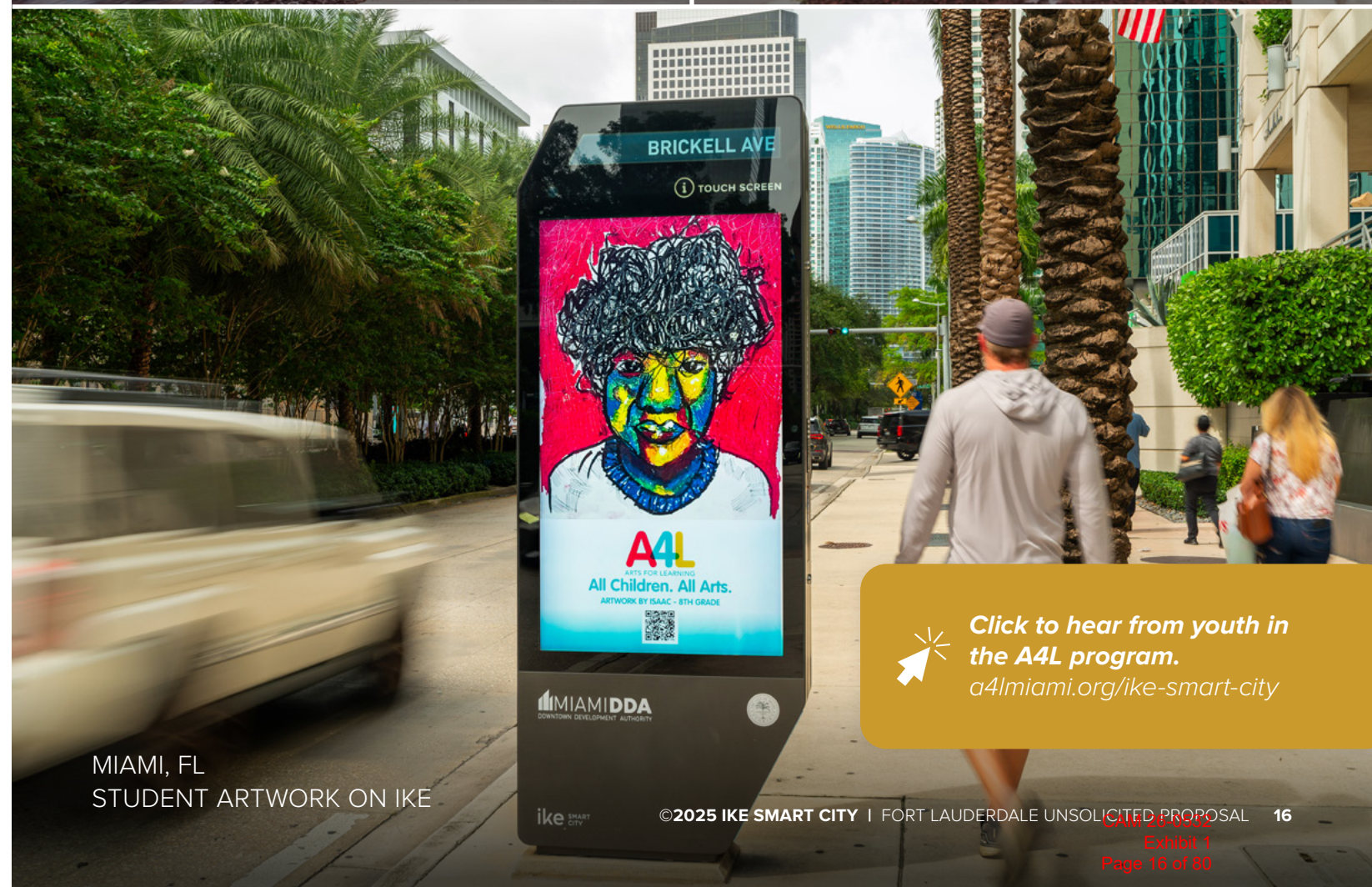
In 2024, IKE Smart City collaborated with Arts for Learning (A4L), a nonprofit organization dedicated to advancing teaching and learning through the arts, serving more than 5,000 children a year. Our partnership with A4L provided Miami's youth with an opportunity to share their artwork with the Miami community on IKE's digital screens. A curated selection of artwork was showcased on over 70 IKE kiosks across the entire network of Miami neighborhoods.



Artist: Rei Ramirez



Artist: Baghead



MIAMI, FL  
STUDENT ARTWORK ON IKE



Click to hear from youth in the A4L program.  
[a4lmiami.org/ike-smart-city](https://a4lmiami.org/ike-smart-city)

## II. COMPANY OVERVIEW

### UNPARALLELED EXPERIENCE IN THE PUBLIC RIGHT-OF-WAY

IKE Smart City has a deep understanding of working with municipalities to construct in the public right-of-way. We are uniquely qualified to execute large-scale programs across the country with unparalleled experience with networks of 125 kiosks or more in Miami, Houston, and Atlanta. IKE's fully integrated team has the first and last touch on every kiosk – from fabrication to install and maintenance – to ensure that we maintain the highest standards for our city partners.

Keys to our success include:

- Ability to supply 200 ready-to-install kiosks in a 6-month period
- Highly experienced in public right-of-way and utility construction
- Utilizing industry-recognized SAS to manage large-scale deployments for speed and efficiency
- Providing continuous software integration/upgrades
- Performing kiosk commissioning, on-going maintenance, and outage monitoring
- In-market technicians who react quickly to maintenance concerns and vandalism
- In-market warehouse with replacement parts for quick kiosk repair
- Experienced teams who react quickly to crisis situations and concerns

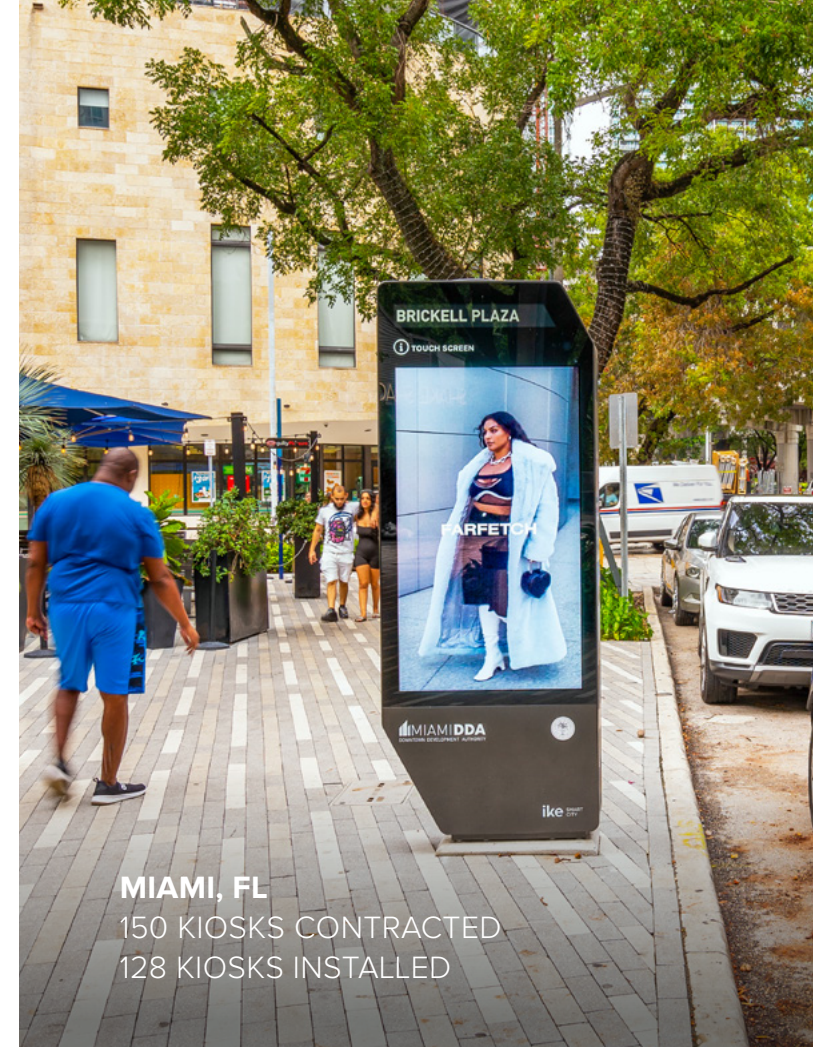
“

*IKE has renewed the concept of helpful wayfinding and community benefit through an engaging and truly sincere approach. The IKE team understands the advantage of community feedback and collaboration and is constantly improving because of it. Their goal is to not just exist in a city, but to integrate with it.*

**Luther Villagomez**

Chief Operating Officer, Houston First (George R. Brown Convention Center)

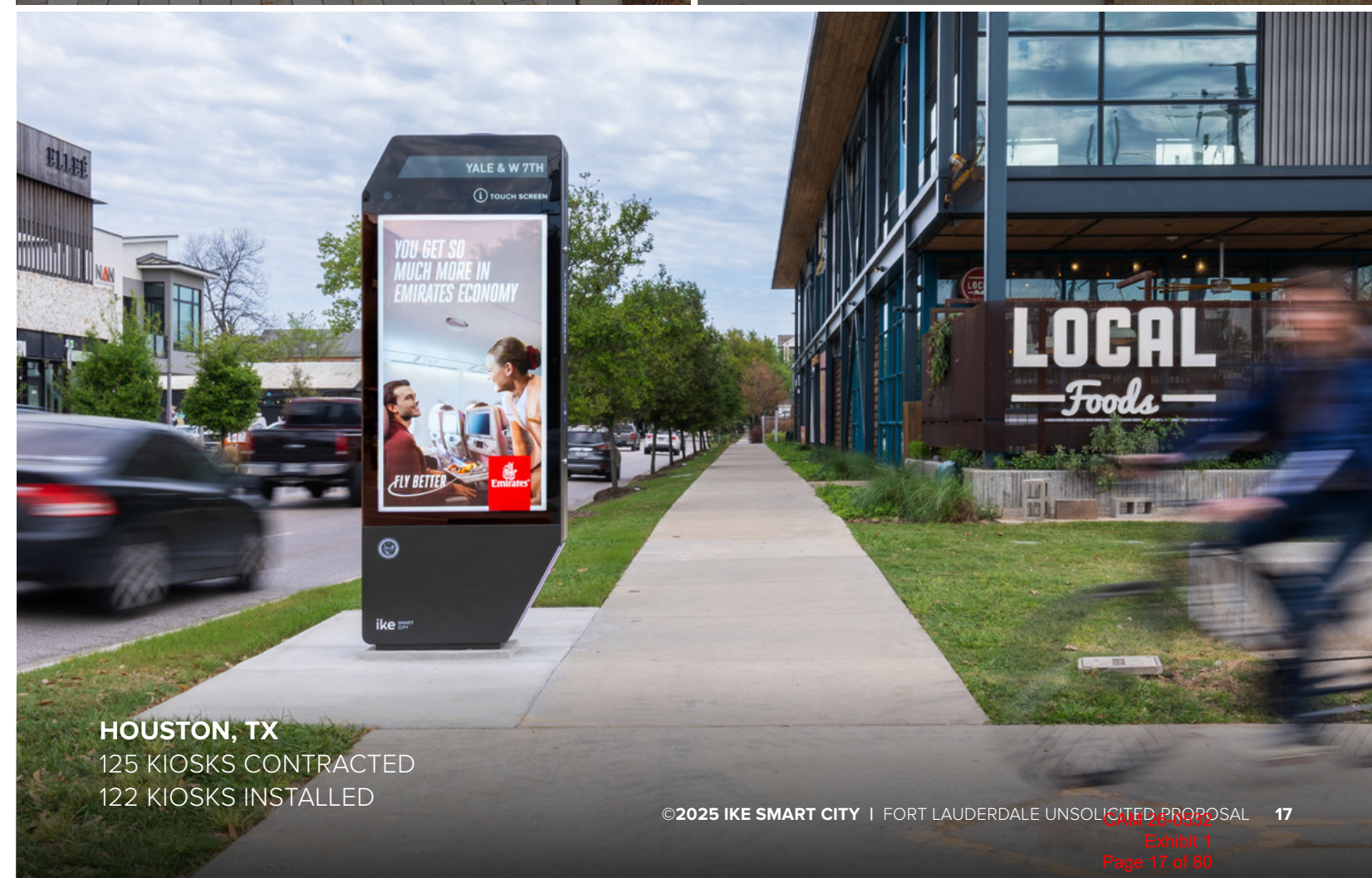
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**MIAMI, FL**  
150 KIOSKS CONTRACTED  
128 KIOSKS INSTALLED



**ATLANTA, GA**  
220 KIOSKS CONTRACTED  
116 KIOSKS INSTALLED



**HOUSTON, TX**  
125 KIOSKS CONTRACTED  
122 KIOSKS INSTALLED

REFERENCES

CITY	ORGANIZATION	FIRST INSTALL	LIVE KIOSKS	CONTACT NAME	TITLE	PHONE	EMAIL
Aventura, FL	City of Aventura	08/14/24	14	Bryan Pegues	City Manager	(305) 466-8910	peguesb@cityofaventura.com
Coral Gables, FL	City of Coral Gables	10/15/18	10	Belkys Perez	Director, Economic Development Department	(305) 460-5392	bperez2@coralgables.com
Miami, FL	City of Miami	06/22/21	128	Art Noriega	City Manager	(305) 250-5400	anoriega@miamigov.com
West Palm Beach, FL	City of West Palm Beach	05/19/25	8	Armando Fana	Assistant City Administrator	(561) 822-1400	afana@wpb.org
Arlington, TX	City of Arlington	05/23/25	7	Lyndsay Mitchell	Director of Strategic Initiatives	(817) 832-1275	lyndsay.mitchell@arlingtontx.gov
Atlanta, GA	City of Atlanta, Department of Atlanta Information Management (AIM)	04/03/22	116	Isaac Vines	Sr. IT Project Manager, City of Atlanta	(404) 780-6836	ievines@atlantaga.gov
Baltimore, MD	Downtown Partnership of Baltimore	04/16/19	16	Erika Murray	Vice President, Marketing and Communications	(410) 244-1030	emurray@dpob.org
Berkeley, CA	Visit Berkeley	12/13/21	22	Jeffrey Church	President & CEO	(510) 549-7040	jchurch@visitberkeley.com
Cincinnati, OH	Cincinnati Center City Development Corporation (3CDC)	04/26/22	19	Katie Westbrook	Senior Vice President of Development	(513) 977-8054	kwestbrook@3cdc.org
Cleveland, OH	City of Cleveland	05/16/19	25	Sarah N. Johnson	Chief Communications Officer, Office of the Mayor	(216) 664-2000	Sjohnson8@clevelandohio.gov
Columbus, OH	Experience Columbus	12/07/18	41	Kari Kauffman, CTA	Chief Destination Experience Officer	(614) 222-6107	kkauffman@ExperienceColumbus.com
Denver, CO	Downtown Denver Partnership	06/09/15	30	Kourtney Garrett	President and CEO	(303) 534-6161	kgarrett@downtowndenver.com
Detroit, MI	Downtown Detroit Partnership	03/09/22	30	Gina Cavaliere	Chief Community Impact Officer and BIZ Director	(313) 314-2724	gina.cavaliere@downtowndetroit.org
Houston, TX	City of Houston	02/08/22	122	Jesse Bounds	Director of Innovation	(713) 302-2287	jesse.bounds@houstontx.gov
Minneapolis, MN	Mpls Downtown Council	05/24/24	17	Lisa Middag	Senior Director, Economic Development	(612) 338-3807	lmiddag@mplsdid.com
Oakland, CA	Oakland Metropolitan Chamber of Commerce	03/21/24	17	Barbara Leslie	President & CEO	(510) 874-4800	bleslie@oaklandchamber.com
Raleigh, NC	Downtown Raleigh Alliance	10/13/23	16	Bill King	President & CEO	(919) 821-6980	billking@downtownraleigh.org
San Antonio, TX	City of San Antonio	10/15/18	23	Alanna Reed	Director, Communications & Engagement	(210) 863-4487	alanna.reed@sanantonio.gov
San Diego, CA	City of San Diego	11/15/24	20	Sarah Brenha	Assistant Deputy Director, Economic Development	(619) 533-3837	sbrenha@sandiego.gov
Tampa, FL	Tampa Downtown Partnership	06/19/21	30	Ivy Lupco	Manager of Public Space Placemaking & Programming	(813) 682-2055	ilupco@tampasdowntown.com
Tempe, AZ	Downtown Tempe Authority	02/10/20	10	Lori Foster	President & CEO	(520) 990-9591	lori@downtowntempe.com

# III PROPOSAL

## PROPOSAL

### Financial Benefits

IKE Smart City and the City of Fort Lauderdale will place 30 kiosks at mutually agreed-upon locations. IKE Smart City will manufacture, install, operate, and maintain all kiosks at no cost to the City.

IKE Smart City will pay to the City of Fort Lauderdale 20% of Net Revenues in years 1 and 2, and 35% of Net Revenues in years 3 through 20. The definition of Net Revenues is Gross Revenues less a 12.5% Sales and Management Expense, Electricity, Data, Insurance, Taxes, Depreciation, and Maintenance.

- **Average annual income to the City is projected to be \$684,322 over the 20-year term of the agreement.**
- **The total income to the City is projected to be \$13,686,446 over the 20-year term of the agreement.**

### Civic Benefits

IKE Smart City will provide the City of Fort Lauderdale with 12.5% of all advertising time to be used by the City for the promotion of civic content, public service announcements, or other communications. Any unsold advertising time will be provided to the City at no cost, when available.

**IKE Smart City's experience managing a kiosk program in five South Florida cities makes us uniquely qualified to accurately anticipate revenue for a network of kiosks in the City of Fort Lauderdale.**

**PRO FORMA**

**YEARS 1-10**

Year	Lease Term									
	1	2	3	4	5	6	7	8	9	10
<b>Gross Revenues</b>										
Fort Lauderdale IKE Network (30 Units)	\$ 1,834,560.00	\$ 2,159,539.20	\$ 2,613,582.32	\$ 2,691,989.79	\$ 2,772,749.48	\$ 2,855,931.96	\$ 2,941,609.92	\$ 3,029,858.22	\$ 3,120,753.97	\$ 3,214,376.59
<b>Expenses</b>										
Sales and Management Expense (12.5%)	\$ (229,320.00)	\$ (269,942.40)	\$ (326,697.79)	\$ (336,498.72)	\$ (346,593.68)	\$ (356,991.50)	\$ (367,701.24)	\$ (378,732.28)	\$ (390,094.25)	\$ (401,797.07)
Electricity	(48,600.00)	(50,058.00)	(51,559.74)	(53,106.53)	(54,699.73)	(56,340.72)	(58,030.94)	(59,771.87)	(61,565.03)	(63,411.98)
Data	(23,400.00)	(24,102.00)	(24,825.06)	(25,569.81)	(26,336.91)	(27,127.01)	(27,940.82)	(28,779.05)	(29,642.42)	(30,531.69)
Property Insurance	(122,850.00)	(126,535.50)	(130,331.57)	(134,241.51)	(138,268.76)	(142,416.82)	(146,689.32)	(151,090.00)	(155,622.70)	(160,291.39)
Media Liability Insurance	(3,077.45)	(3,622.59)	(4,384.24)	(4,515.77)	(4,651.24)	(4,790.78)	(4,934.51)	(5,082.54)	(5,235.02)	(5,392.07)
Personal Property Taxes	(23,184.00)	(20,865.60)	(18,547.20)	(16,228.80)	(13,910.40)	(11,592.00)	(9,273.60)	(6,955.20)	(4,636.80)	(2,318.40)
Other State and Local Taxes	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)
Depreciation	(315,000.00)	(315,000.00)	(315,000.00)	(315,000.00)	(315,000.00)	(315,000.00)	(315,000.00)	(315,000.00)	(315,000.00)	(315,000.00)
Maintenance	(126,630.00)	(188,551.80)	(234,119.41)	(200,034.60)	(1,031,697.65)	(146,798.88)	(218,583.21)	(271,408.56)	(231,894.93)	(312,480.13)
Total Expenses	(892,136.45)	(998,752.89)	(1,105,540.01)	(1,085,270.76)	(1,931,233.37)	(1,061,132.71)	(1,148,228.65)	(1,216,894.51)	(1,193,766.14)	(1,291,297.73)
Net Revenues	\$ 942,423.55	\$ 1,160,786.31	\$ 1,508,042.31	\$ 1,606,719.03	\$ 841,516.11	\$ 1,794,799.26	\$ 1,793,381.27	\$ 1,812,963.72	\$ 1,926,987.82	\$ 1,923,078.86
<b>Rent Income</b>										
Total Rent Income	\$ 188,484.71	\$ 232,157.26	\$ 527,814.81	\$ 562,351.66	\$ 294,530.64	\$ 628,179.74	\$ 627,683.45	\$ 634,537.30	\$ 674,445.74	\$ 673,077.60

**PRO FORMA (CONT.)**

**YEARS 11-20**

Year	Lease Term									
	11	12	13	14	15	16	17	18	19	20
<b>Gross Revenues</b>										
Fort Lauderdale IKE Network (30 Units)	\$ 3,310,807.88	\$ 3,410,132.12	\$ 3,512,436.08	\$ 3,617,809.17	\$ 3,726,343.44	\$ 3,838,133.75	\$ 3,953,277.76	\$ 4,071,876.09	\$ 4,194,032.37	\$ 4,319,853.34
<b>Expenses</b>										
Sales and Management Expense (12.5%)	\$ (413,850.99)	\$ (426,266.52)	\$ (439,054.51)	\$ (452,226.15)	\$ (465,792.93)	\$ (479,766.72)	\$ (494,159.72)	\$ (508,984.51)	\$ (524,254.05)	\$ (539,981.67)
Electricity	(65,314.34)	(67,273.77)	(69,291.98)	(71,370.74)	(73,511.86)	(75,717.22)	(77,988.73)	(80,328.39)	(82,738.25)	(85,220.39)
Data	(31,447.64)	(32,391.07)	(33,362.80)	(34,363.69)	(35,394.60)	(36,456.44)	(37,550.13)	(38,676.63)	(39,836.93)	(41,032.04)
Property Insurance	(165,100.13)	(170,053.13)	(175,154.72)	(180,409.37)	(185,821.65)	(191,396.30)	(197,138.19)	(203,052.33)	(209,143.90)	(215,418.22)
Media Liability Insurance	(5,553.83)	(5,720.44)	(5,892.06)	(6,068.82)	(6,250.88)	(6,438.41)	(6,631.56)	(6,830.51)	(7,035.43)	(7,246.49)
Personal Property Taxes	(10,385.79)	(9,347.21)	(8,308.63)	(7,270.05)	(6,231.47)	(5,192.89)	(4,154.31)	(3,115.74)	(2,077.16)	(1,038.58)
Other State and Local Taxes	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)	(75.00)
Depreciation	(141,111.22)	(141,111.22)	(141,111.22)	(141,111.22)	(141,111.22)	(141,111.22)	(141,111.22)	(141,111.22)	(141,111.22)	(141,111.22)
Maintenance	(170,180.13)	(253,397.85)	(314,636.91)	(268,829.78)	(1,386,515.37)	(197,285.41)	(293,757.56)	(364,750.42)	(311,647.40)	(419,947.16)
Total Expenses	(1,003,019.06)	(1,105,636.21)	(1,186,887.84)	(1,161,724.81)	(2,300,704.99)	(1,133,439.61)	(1,252,566.43)	(1,346,924.75)	(1,317,919.33)	(1,451,070.77)
Net Revenues	\$ 2,307,788.83	\$ 2,304,495.91	\$ 2,325,548.25	\$ 2,456,084.36	\$ 1,425,638.46	\$ 2,704,694.14	\$ 2,700,711.33	\$ 2,724,951.34	\$ 2,876,113.05	\$ 2,868,782.57
<b>Rent Income</b>										
Total Rent Income	\$ 807,726.09	\$ 806,573.57	\$ 813,941.89	\$ 859,629.52	\$ 498,973.46	\$ 946,642.95	\$ 945,248.97	\$ 953,732.97	\$ 1,006,639.57	\$ 1,004,073.90

## CONTRACT TERM

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IKE Smart City proposes a 10-year initial term with a 10-year auto-renewal term, subject to IKE meeting performance criteria.

Included below are examples of criteria IKE Smart City commits to meeting:

- IKE Smart City has met all operation and maintenance obligations
- IKE Smart City has deployed monthly updates to the operating software of the kiosks
- IKE Smart City has provided electronic monitoring for each IKE kiosk 24 hours per day / 7 days per week, to ensure that all software is operable and shall have remedied any interruptions or malfunctions in the software as soon as reasonably practicable
- IKE Smart City has replaced any hardware components or internal networking components as needed
- IKE Smart City is not in default of revenue share obligations
- IKE Smart City has kept the content on the kiosks up-to-date and relevant pursuant to a plan developed with the City of Fort Lauderdale



## ADVERTISING GUIDELINES

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Our Sales team is adept at tasteful advertising copy and imagery.

We adhere to all local advertising restrictions and always work directly with our city partners to form mutually agreed-upon advertising restrictions.

IKE Smart City will not advertise anything that:

- Is contrary to any law, ordinance, rule or regulation of any applicable governmental authority
- Promotes or advertises unlawful or illegal goods, services, or activities
- Promotes or advertises tobacco or tobacco-related products
- Promotes or advertises firearms
- Promotes or advertises sexual services, programs, or products
- Promotes or advertises political candidates or political issues
- Promotes or advertises a competing brand of non-alcoholic beverage to the City's pouring rights provider
- Promotes or advertises alcoholic beverages within 250 feet of any school, day care, or house of worship

Our Sales team has experience navigating content restrictions with city partners.

**IKE Smart City will work directly with the City of Fort Lauderdale to establish a mutually agreed-upon content restriction list.**

### III. PROPOSAL

## PROPOSED LOCATIONS (30)

IKE Smart City is committed to working with City leadership and community stakeholders to identify kiosk program locations that maximize community benefits, revenues, usefulness, and functionality.

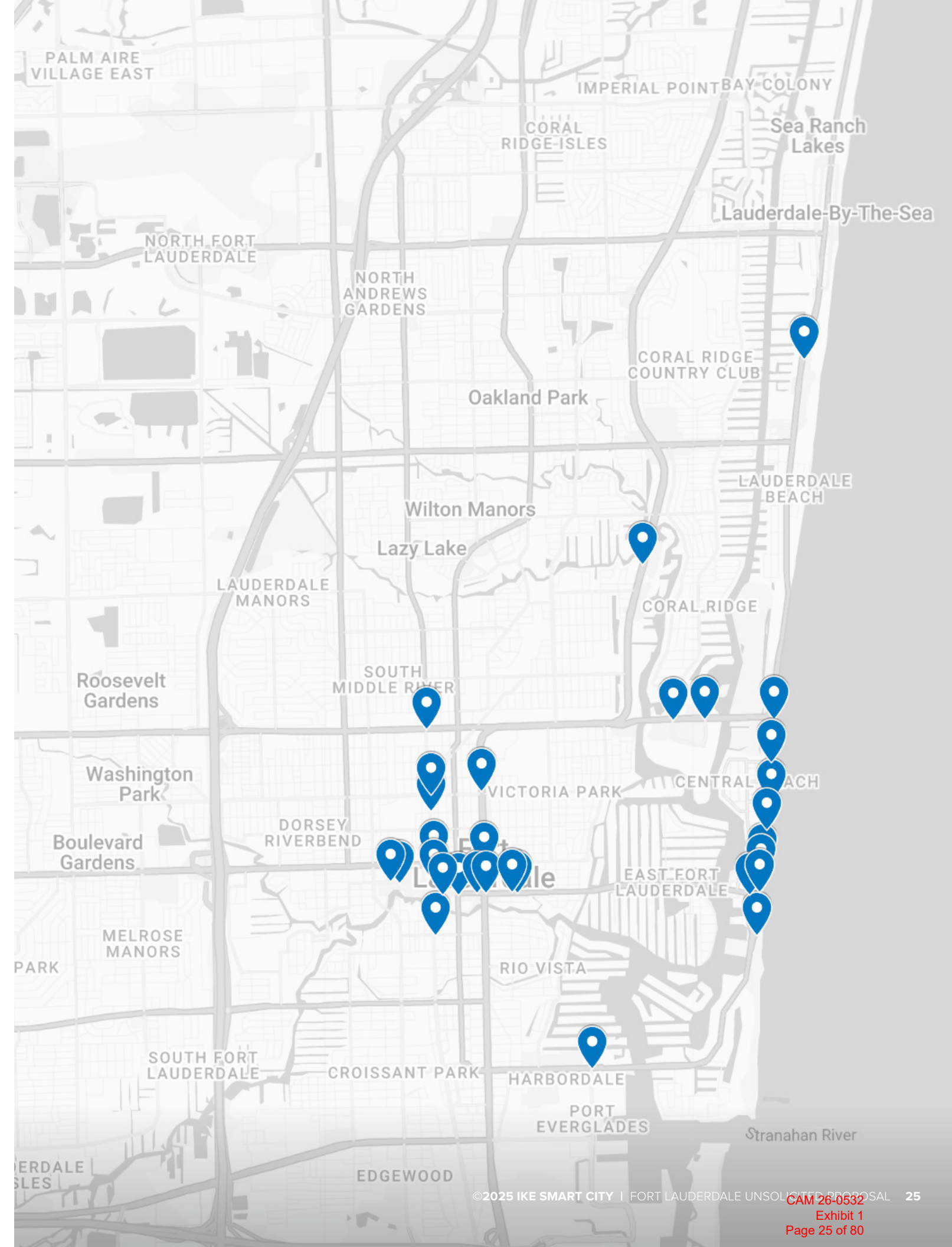
We recommend a deployment of 30 kiosks throughout key commercial corridors that include:

- Fort Lauderdale Beach Blvd
- Las Olas Blvd
- Andrews Ave
- Broward Ave

We plan to install in phases of approximately 15 kiosks and will work with the City and stakeholder groups to identify which kiosk locations are priority.

**The allocations, as well as the final kiosk locations, will be determined in partnership with IKE Smart City, the City, and the applicable neighborhood groups and stakeholders.**

All IKE kiosk locations are subject to shift as technical due diligence is completed by IKE Smart City's local civil engineer. This due diligence includes identifying a power source, ensuring that all locations are sited for ADA compliance and with appropriate setbacks from the curb or other objects in the right-of-way, and confirming that there are no underground utility conflicts.





## LOCATION RATIONALE AND SITE ANALYSIS

IKE Smart City critically analyzes a number of factors when proposing optimal locations for an IKE network. However, final locations will be selected in concert with the City of Fort Lauderdale to ensure the network serves the needs of the community and achieves the program objectives. Following are the key requirements and criteria we consider:

### Public Interaction

Kiosk locations are easily and safely accessible to pedestrians and selected to maximize engagement within the right-of-way.

- Located at densely populated intersections
- Easy access for pedestrian use
- Minimal tree, infrastructure, street furniture, building, or other blockage

Kiosks are located on the most commercial streets in the City.

- Pedestrian-oriented with several retailers, restaurants, hotels, and street-facing storefronts
- Densely populated areas with multi-family residential units
- Near cultural institutions, parks, and event venues
- Kiosks will not be placed in exclusively single-family residential zoning districts

### ADA and Code Compliance

Locations meet Federal ADA requirements and all applicable City code requirements.

- Maintain 4' unobstructed walkway
- 2.08% cross slope and 5% running slope in the direction of travel
- Level landing and turnaround area
- Conform to all United States Access Board Public Rights-of-Way Guidelines
- Complies with all applicable city design guidelines, city ordinances and construction standards

### Power

Kiosk locations selected in close proximity to power sources.

- Sample power sources: man-hole, traffic control box, small cell, streetlights, private businesses
- Goal is to avoid long trenches and invasive construction and disruption



## KIOSK LOCATION SITING PROCESS

Our Development team will work with the City and other key stakeholders to ensure the best kiosk sites are selected. This is a collaborative, inclusive process that is designed to include input from those with in-depth knowledge of the City. The following is an outline of the steps after contract execution to finalize kiosk sites in order to begin construction and installation.

### Preliminary Site Selection and Community Engagement

IKE Smart City works closely with City officials, Business Improvement Districts, and local community groups to identify the preferred locations for the kiosks through the City. In addition to working with the City and key stakeholder groups, IKE Smart City recommends meeting with local businesses, like restaurants, coffee shops, and retail stores, with an adjacent proposed kiosk. The IKE Smart City team has relationships with a number of existing local stakeholders and will help to facilitate these conversations.

### Preliminary Engineering

Once the preliminary kiosk locations are confirmed, IKE's construction team conducts a review of the selected locations with respect to ADA and code compliance. At this stage in the process, it is important to confirm items like access to power and pedestrian mobility to ensure that the locations are viable for kiosk installations.

### Final Site Selection Process

During the final site selection process, the IKE Smart City team meets with City staff to discuss the identified kiosk locations and ensure that the network has the desired coverage. The purpose of this review is to confirm that we are including key areas within the City, and that the kiosks are distributed in a way that provides equitable access. This step of the process concludes with multiple, in-person site walks with City staff for final determination.

### Engineering and Design

Once the City and IKE Smart City have identified final kiosk locations, IKE Smart City works with a civil engineering firm on appropriate placement of the kiosks within the right-of-way. Technical criterion, such as access to power, accessibility, and underground utilities are reviewed. From there, locations that meet all of the necessary requirements would move forward to the design phase to be ready for construction and installation.

### Procedure for Moving IKE Kiosks

IKE Smart City will bear the cost of removal and re-installation of kiosks that must be moved for City capital projects or engineering purposes, provided that the City helps select a location where the kiosk can be relocated.

# IV DESCRIPTION OF QUALIFYING PROJECT

# IV • CONCEPTUAL DESIGN

#### IV. DESCRIPTION OF QUALIFYING PROJECT: CONCEPTUAL DESIGN

### SUPERIOR DESIGN

Dual-sided digital touchscreens invite pedestrian interaction from a sleek cabinet structure, which can be customized to match the aesthetics of any city. We invest heavily in IKE's design and hardware to deliver a superior product that sets us apart from the competition.

- Evaluated to UL safety standards by a Nationally Recognized Testing Laboratory (NRTL)
- Built to withstand urban environment and extreme weather conditions
- Auto-dimming glass screens adjust based on amount of light
- State-of-the-art remote monitoring of each major electrical component
- Screen size: 1920px H x 1080px W
- Power source: 20A @ 120V / 15A @ 240V with max power consumption of 1920W, connecting to new or existing utility service, fed from underground

#### Free Public Wi-Fi

IKE offers free public Wi-Fi to those near each kiosk, and bandwidth reaches 150' from the kiosk.



#### IV. DESCRIPTION OF QUALIFYING PROJECT: CONCEPTUAL DESIGN

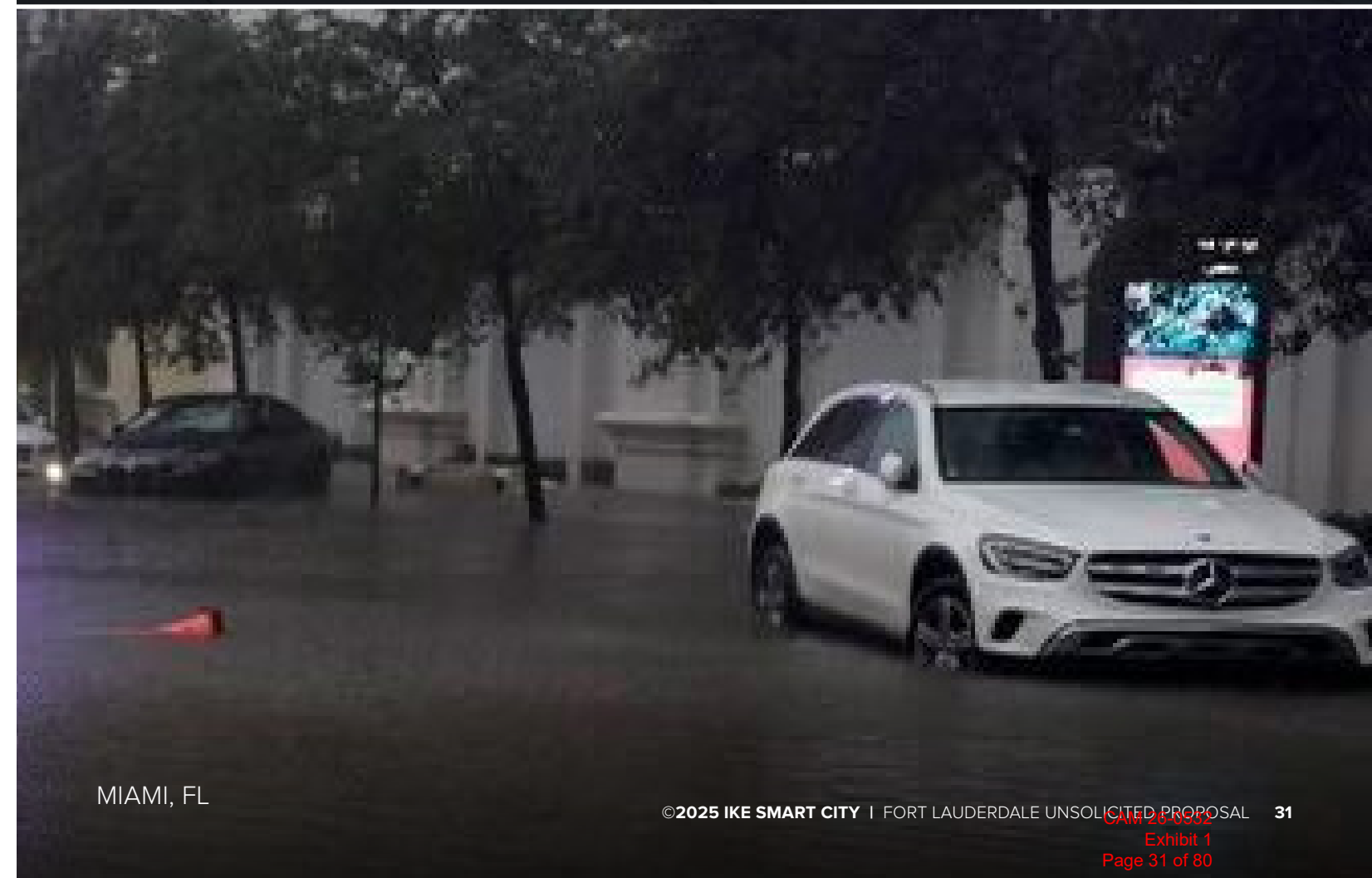
### WEATHERPROOF IN ALL CONDITIONS

IKE has been designed and manufactured to withstand even the most extreme weather conditions. From triple-digit heat in Phoenix and Tempe, AZ and hurricanes in Miami, FL to freezing conditions in Cleveland, OH, IKE achieves operational excellence in all climates.

- Corrosion-resistant for a minimum of 15 years
- Dust- and water-resistant to a rating of IP-56
- Shatterproof tempered glass doors laminated with optical clear resin
- Operating temperature of -20° to 120° Fahrenheit and 5% to 95% humidity
- Withstands direct sunlight up to 300W per square meter of solar load
- Rated to withstand hurricane-force winds of up to 165 mph (including glass and foundation)
- Flood sensor automatically sends warning notifications to the IKE team if the water line reaches 18” from the base of the kiosks



PHOENIX, AZ



MIAMI, FL



## HURRICANE PROTOCOLS

Protocols are activated by weather predictions and hurricane forecasts as indicated by Integrated Public Alert and Warning System (IPAWS).

- Preparation begins approximately 3 days before landfall depending on the size of the IKE network
- In-market Field Technicians reinforce both sides of each kiosk with layers of plywood
- A thick waterproof cover padded with an inner layer of anti-scratch felt is then added and secured with a padlock
- A back stock of supplies and parts are stored in-market
- Remote monitoring software automatically alerts our team to problematic kiosk behaviors and flood sensor triggers
- Kiosks are checked by our Technicians during the weather emergency as public safety allows

**IKE kiosks have withstood over five years of hurricane seasons in Florida without any damage.**





## CUSTOMIZABLE PLATFORM

IKE Smart City takes great care to deliver a kiosk experience that represents a city's brand. We offer many customization opportunities throughout the platform. IKE's elevated kiosk and interface designs reflect our commitment to add rather than detract from the surrounding areas.



Example 1: City Logo

Example 2: City Name

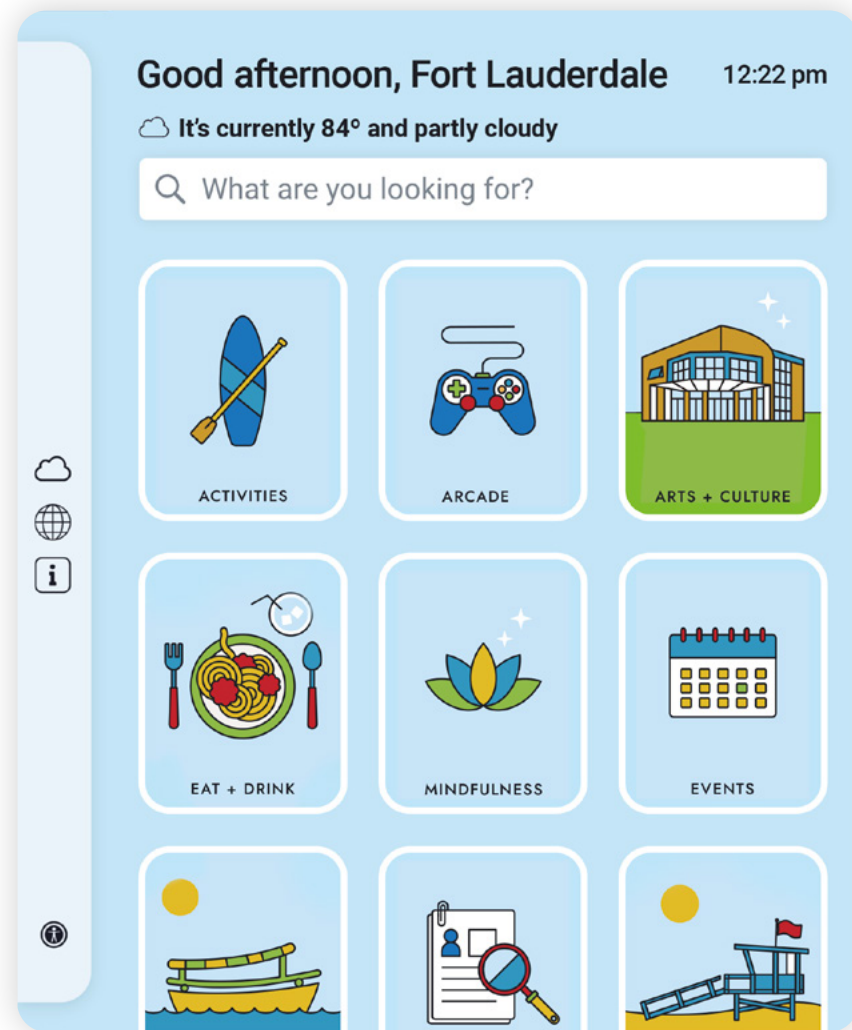
Example 3: Sun Graphic



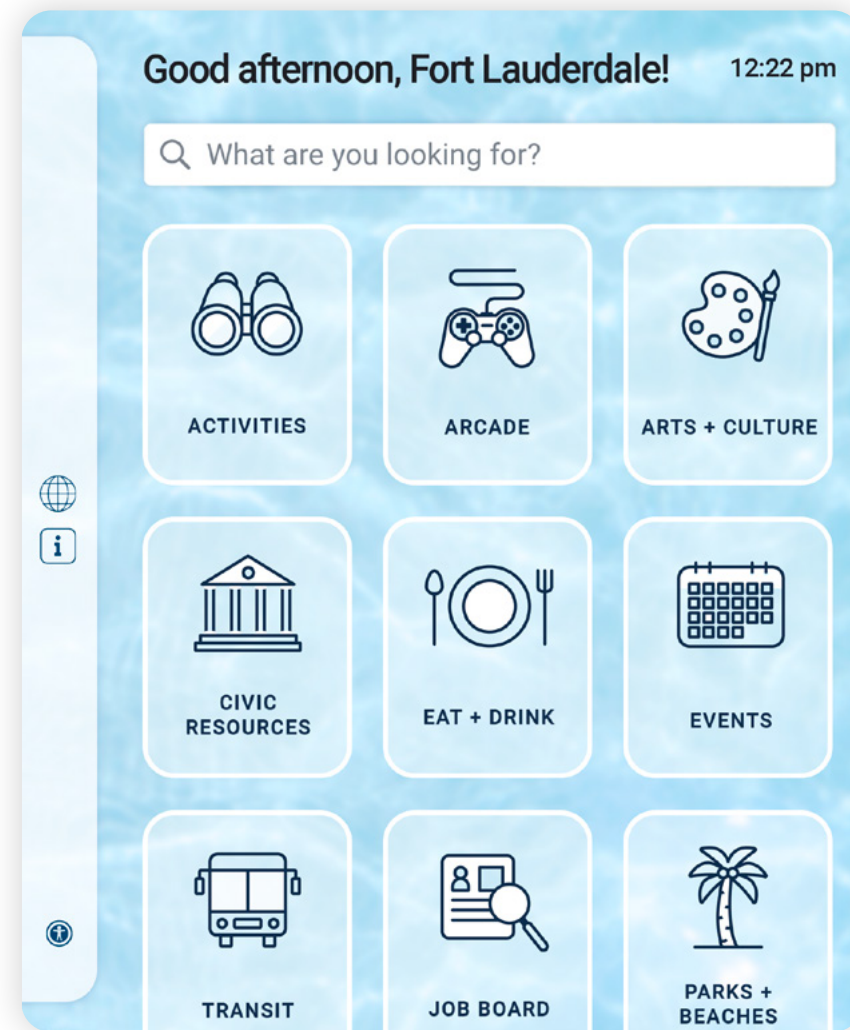
## CUSTOM HOME SCREEN APPLICATION DESIGNS

IKE Smart City offers a choice of three application design collections. The interactive application dashboard appears when a pedestrian touches IKE's screen. Each engaging collection offers unique opportunities to customize the look and feel of IKE's home screen. This flexible approach allows our city partners to choose the design style that works best for their kiosk initiative and brand. Customization opportunities differ by collection but include accent colors, fonts, select application icons, dashboard welcome message, and local weather and time.

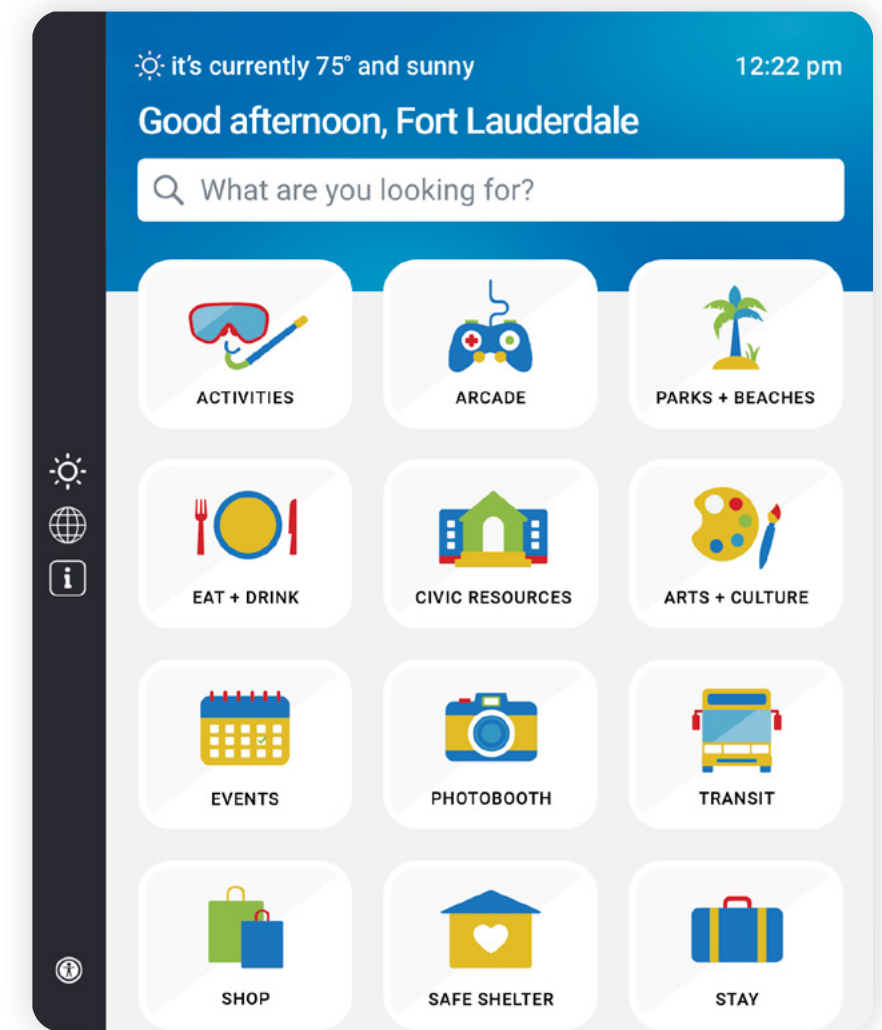
### Easter Egg Collection



### Translucent Collection



### Vibrant Collection





KIOSK RENDER

CONFIDENTIAL & PROPRIETARY – CONTAINS TRADE SECRETS



KIOSK RENDER

CONFIDENTIAL & PROPRIETARY – CONTAINS TRADE SECRETS



KIOSK RENDER

CONFIDENTIAL & PROPRIETARY – CONTAINS TRADE SECRETS



## FEATURES AND BENEFITS

IKE digital kiosks will provide the City of Fort Lauderdale and its residents and visitors with an effective two-way communication platform and valuable new amenity.

### ◆ Essential and Emergency Communications

IKE is a highly visible medium for delivering important information and coordinated messages from multiple city departments.

- Allows for the immediate broadcast of emergency messages and critical updates
- Automatically displays severe weather notifications and AMBER Alerts
- Platform for public service announcements such as road closures and scheduled maintenance

### ◆ Wayfinding

IKE's local directories and robust wayfinding capabilities are seamlessly integrated to turn information into action for users.

- Detailed directory cards for local destinations include geo-located wayfinding information that can be transferred to mobile devices
- Real-time data feed from Transit covers all local transportation options including first- and last-mile solutions
- Trip-planning filters enable customized multimodal point A to point B travel itineraries

### ◆ City and Community Content

IKE's interface provides space for cities, BIDs, and DMOs to deploy custom promotional content.

- Application content showcases the City of Fort Lauderdale free of charge
- One of eight panels in the ad loop and any unsold space is dedicated to the City of Fort Lauderdale at no cost
- Customizable "Poster" applications on IKE's home screen are reserved for the City of Fort Lauderdale

### ◆ Localized Experience

Each kiosk is location-aware and displays content that is specific to the surrounding area.

- Directory listings are populated with businesses situated within a customizable radius of each kiosk and are sorted based on proximity to the kiosk location
- Wayfinding is location-aware and displays transit options in order of distance to the kiosk in use
- Data is updated through real-time feeds to ensure content reflects the most accurate and up-to-date local information



## FEATURES AND BENEFITS (CONT.)

### ◆ Economic Development

The IKE platform promotes area businesses at no cost to business owners.

- Free interactive directory listings drive awareness of area businesses
- Integrated wayfinding drives foot traffic to increase sales
- IKE listings are based on proximity according to distance from the kiosk, and paid placement is not allowed

### ◆ Mobile and Web Extensions

IKE is compatible with smartphones, and users can send kiosk content to their mobile device for a seamless experience on the go.

- Applications include integrated QR feature
- Transferrable listings with destination mapping enable one-step navigation
- Ability to lead users to web URLs for additional information, mobile ticketing, and purchases

### ◆ Air Quality

IKE supports environmental initiatives and provides sophisticated air quality monitoring.

- Air Quality API from Google Maps platform provides current air quality conditions with unparalleled accuracy
- Accurate real-time surveying of outdoor air pollutants down to a street-level resolution
- All collected data is in IKE's CMS for customizable reports and tracking of climate indicators

### ◆ Infrastructure and Systems Integrations

IKE was designed to seamlessly integrate with existing and future infrastructure, systems, and technologies.

- Serves as a free Wi-Fi hotspot for a minimum radius of 150ft around each kiosk
- Equipped with an emergency call button that connects to emergency services, as well as optional security cameras
- Ability to incorporate EV charging stations and other powered docks such as e-bikes and e-scooters
- Multi-tenant content management system accepts feeds via secure APIs and external URLs

### ◆ Data and Analytics

IKE delivers valuable data and analytics to better understand pedestrian traffic and kiosk engagement.

- Aggregated and anonymized data is never sold to third parties
- Collects pedestrian counts, engagement, and most used apps
- Configurable reports are accessible in IKE's CMS

## PUBLIC SAFETY

### Optional Emergency Call System

IKE offers an optional Emergency Call System that connects to local emergency services at no extra cost to the City of Fort Lauderdale. The platform covers 100% of the cost of cellular and data coverage for each kiosk, including two-way communication for emergency calls. The system consists of the following components:

- “Emergency” designation on side panel of kiosk
- Backlit emergency call button with two-way speaker on side panel of kiosk
- Integrated emergency camera located above the call button

#### When the emergency call button is pressed, IKE automatically:

- Dials 911 and notifies the responding dispatcher of the exact kiosk location
- Enables two-way communication between the caller and the dispatcher
- The camera above the emergency call button records secure video of the caller and surrounding events

### Optional Security Cameras

Two integrated security cameras with a remote DVR system can be added to IKE’s configuration at no extra cost. One camera is positioned above the touchscreen on each side of the kiosk and records video footage 24/7.

- Access to the DVR system is strictly controlled by IKE Smart City’s security protocols and unique log-in credentials
- Designated emergency personnel are required to complete and submit a request form to view the footage
- Video footage is permanently deleted from the DVR system after 15 days



## PUBLIC AND EMERGENCY MESSAGING

IKE is connected to the Integrated Public Alert and Warning System (IPAWS) All-Hazards feed and automatically checks for alerts every minute so that public safety warnings are displayed in real time without delays.

- Warnings to IPAWS are provided by:
  - National Oceanic and Atmospheric Administration (NOAA)
  - Emergency Alert System (EAS)
  - Wireless Emergency Alerts (WEA)
  - Over 1,100 other federal, state, local, tribal, and territorial authorities certified by FEMA to publish alerts via software packages
- Alert types include severe weather events and natural disasters, AMBER Alerts, active shooters, and more
- Each kiosk checks for new alerts geofenced to the kiosk location and displays these alerts in a highly visible fashion in Passive Mode
- In Interactive Mode, IKE displays a pulsating alert button on the toolbar to draw attention to any active alerts and provide a way to view details

### City Emergency Messaging

IKE's multi-tenant CMS allows the City to deploy custom critical messages from multiple city departments. Messages can also be programmed to appear on all kiosks or select kiosk locations only, allowing customization by neighborhoods.



# IV • USER EXPERIENCE

## INTUITIVE AND ENGAGING

With constant access to touchscreen technology, users' expectations of digital technology are high. For this reason, we began development of IKE with a foundational belief that the user experience must be as polished and intuitive as that of an iPhone or Android device. IKE is immediately familiar to any user of a smartphone. **Simple touch gestures activate the system and provide everything a user needs, all in one curated place.** We have invested more than nine years in the development of our software, which provides our partners with a product that's instinctive, smart, and engaging.

“

*One of our main goals is to reveal the best Columbus has to offer to visitors and residents alike. With IKE deploying across our city, we now have a major platform to promote events and help guide discovery of local restaurants, shops and unique things to do. The City of Columbus has so much to offer, and the IKE kiosks are one more way we're bringing that to life.*

**Kari Kauffman, CTA**

Chief Destination Experience Officer, Experience Columbus

”

ORGANIZED

RELEVANT

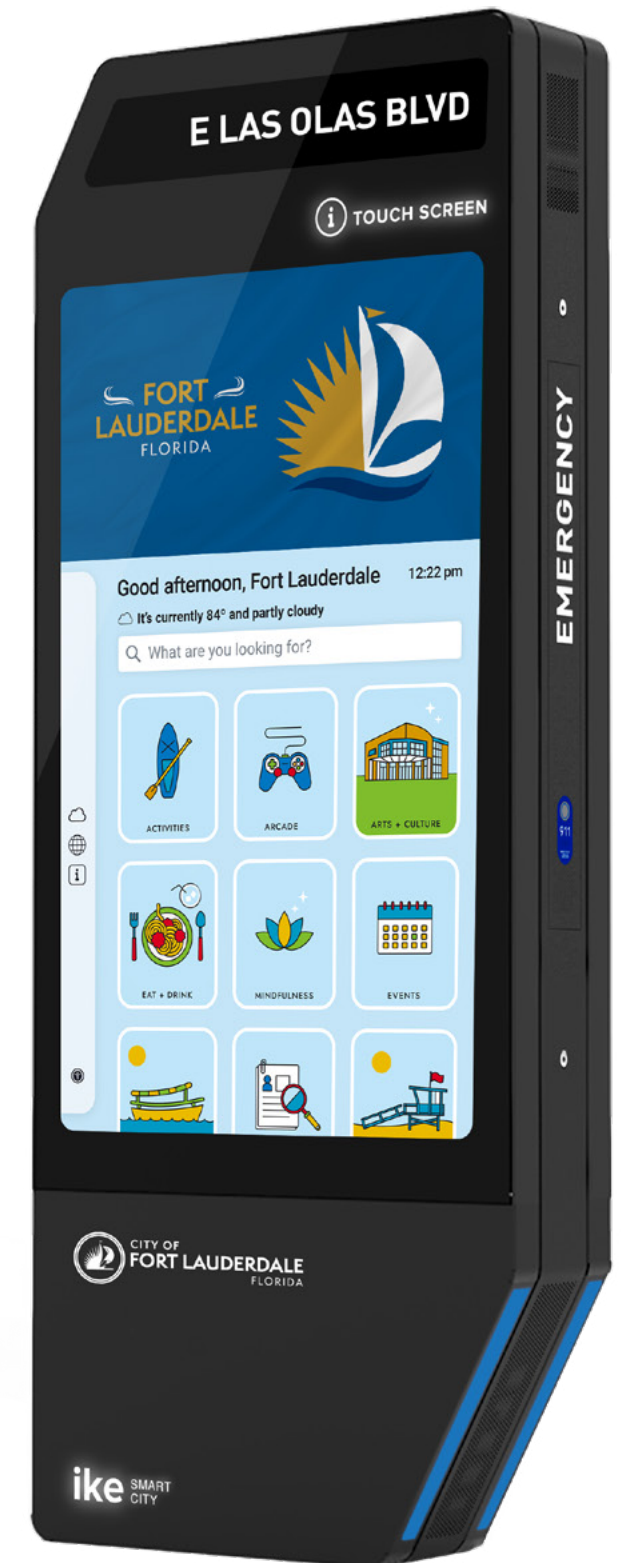
INTUITIVE

CURATED

RESPONSIVE

INTEGRATED

CUSTOMIZED



#### IV. DESCRIPTION OF QUALIFYING PROJECT: USER EXPERIENCE

### MODES OF OPERATION

The cost of the IKE program, both initial capital and ongoing expenses, is borne entirely by IKE Smart City and is recouped by paid advertising revenues. In addition to paid advertising, IKE also displays city, community, and interactive content at no cost to the City.

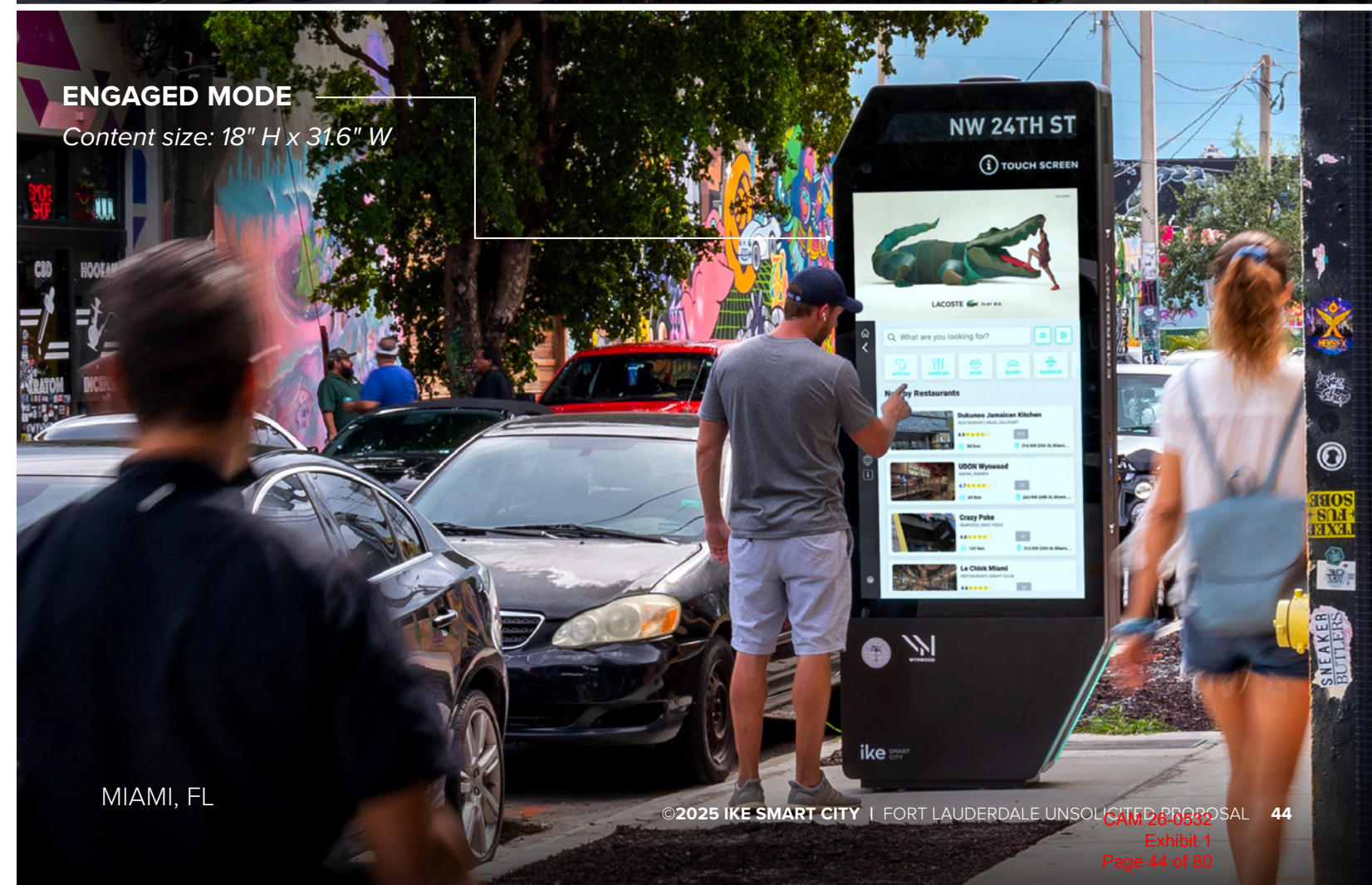
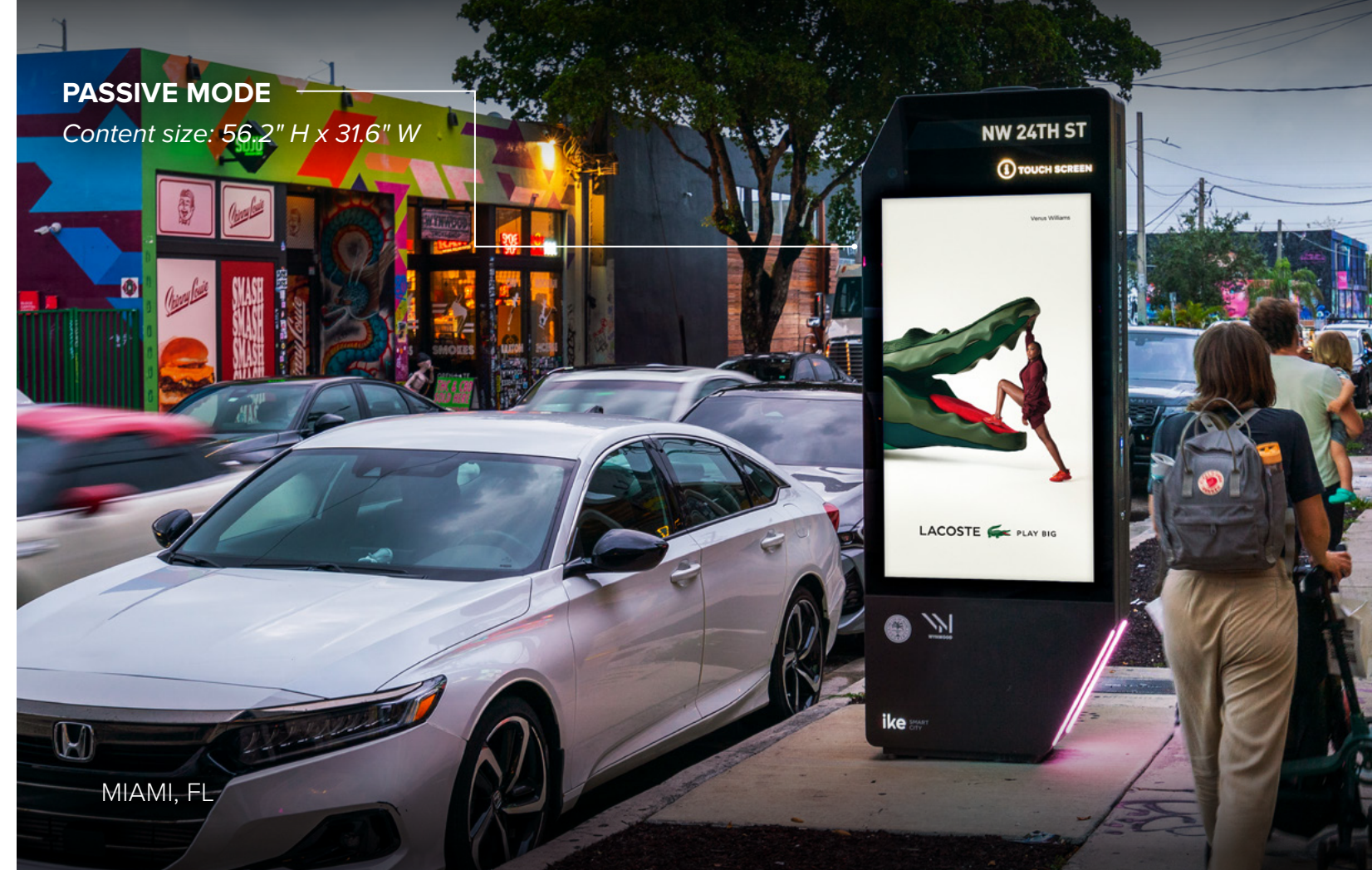
The kiosks are placed in highly visible intersections with frequent pedestrian activity to ensure maximum impact for advertisers and the highest level of kiosk usage. Accordingly, IKE has two modes of operation – passive and engaged.

#### Passive Mode

This is the default mode of operation. The entire 65-inch screen is occupied by a 9:16 portrait layout showing a loop of advertising, city, and community content.

#### Engaged Mode

To engage in dynamic content, a user touches the screen and the interactive application dashboard is displayed. The ad loop resizes to a 16:9 landscape layout and runs at the top of the screen during user interaction.





## INTERACTIVE SUITE OF APPLICATIONS

The interactive kiosk experience starts with an easy-to-use app dashboard on IKE's home screen. The engaging interactive suite of applications has been thoughtfully designed to equip each user with all the tools they need to discover, navigate, and explore the City of Fort Lauderdale.

### Discovery and Mobility

SHOP

Entices shoppers to spend at local retail destinations.

EAT + DRINK

Gives plenty of options to satisfy culinary cravings.

STAY

Lists a wide variety of overnight accommodations.

EVENTS

Highlights the what, when, and where of City happenings.

TRANSIT

Identifies real-time public transit routes and schedules.

DIRECTIONS

Offers point-to-point multimodal directions and trip planning.

ARTS + CULTURE

Showcases cultural destinations, venues, and activities for the creative arts.

PARKS + BEACHES

Helps people enjoy recreation at outdoor destinations around the City.

ACTIVITIES

Highlights things to do in the City across a wide range of interests.

MINDFULNESS

Directs to nearby spas, gyms, and places for wellness.

### Social Equity

JOB BOARD

Provides easy access to local job listings and employment opportunities.

SAFE SHELTER

Connects those needing a safe place to facilities with beds and other services.

CIVIC RESOURCES

Makes it easy to get important things done with listings of civic services.

SOCIAL SERVICES

Improves access to support services and resources for residents in need.

### Entertainment

PHOTO BOOTH

Offers a range of frames, filters, and stickers for fun selfies.

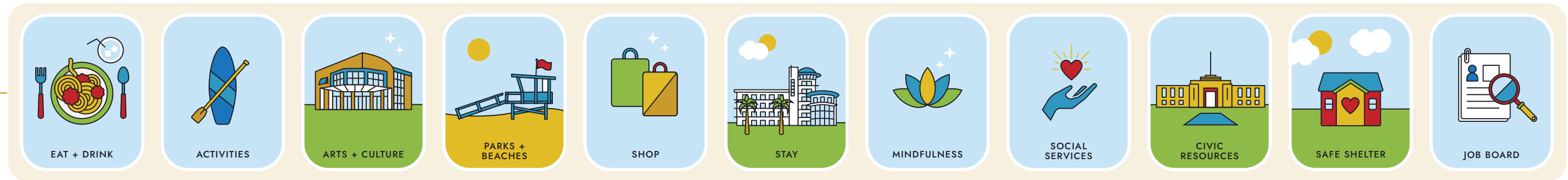
ARCADE

Entertains and engages pedestrians with fun and easy-to-use video games.

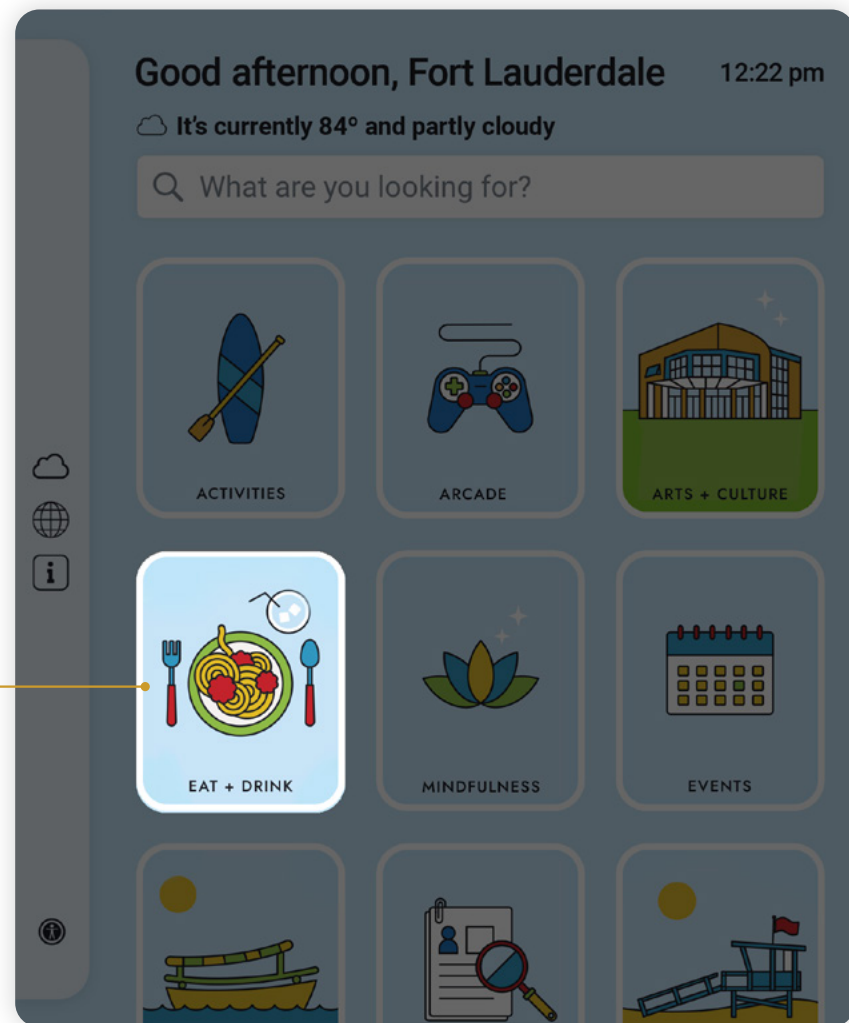


## DIRECTORY APPLICATIONS

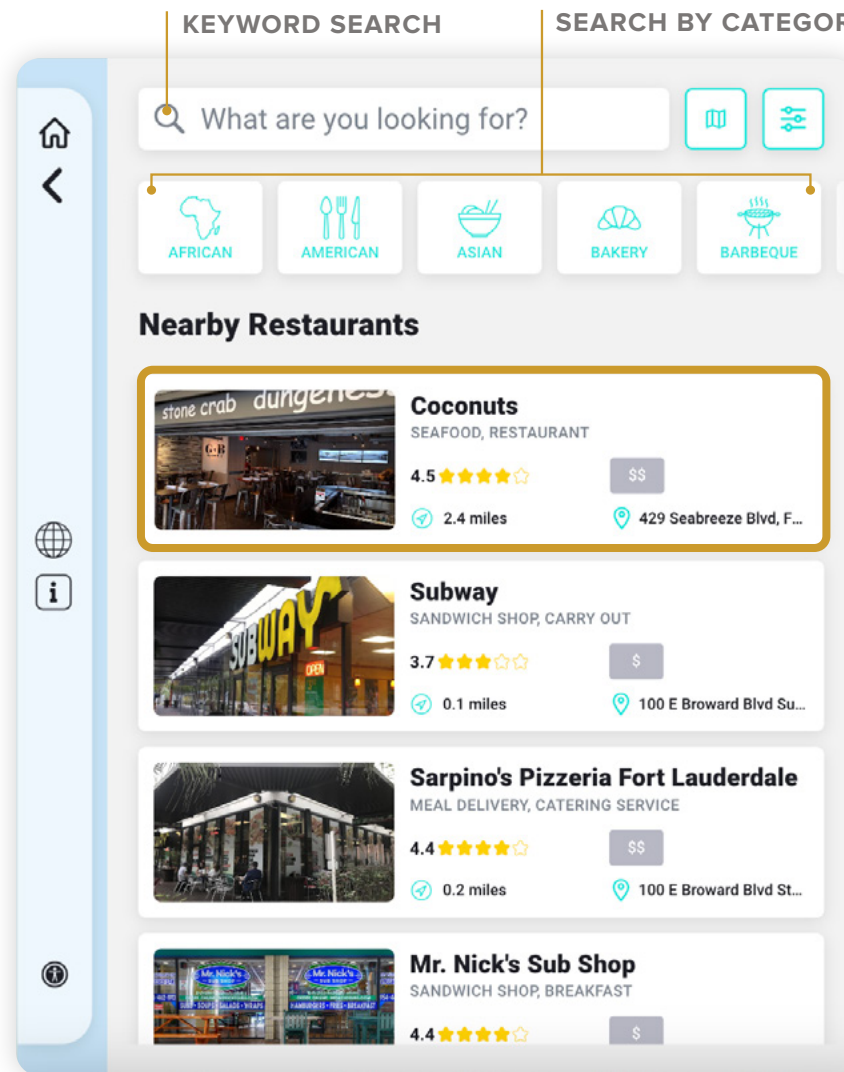
IKE offers 11 Directory applications with interactive listings that promote area businesses, organizations, and destinations free of charge. While Directory applications share the same framework, each one provides unique content and information. Data sources for Directory listings are continuously updated, ensuring that data is always up-to-date.



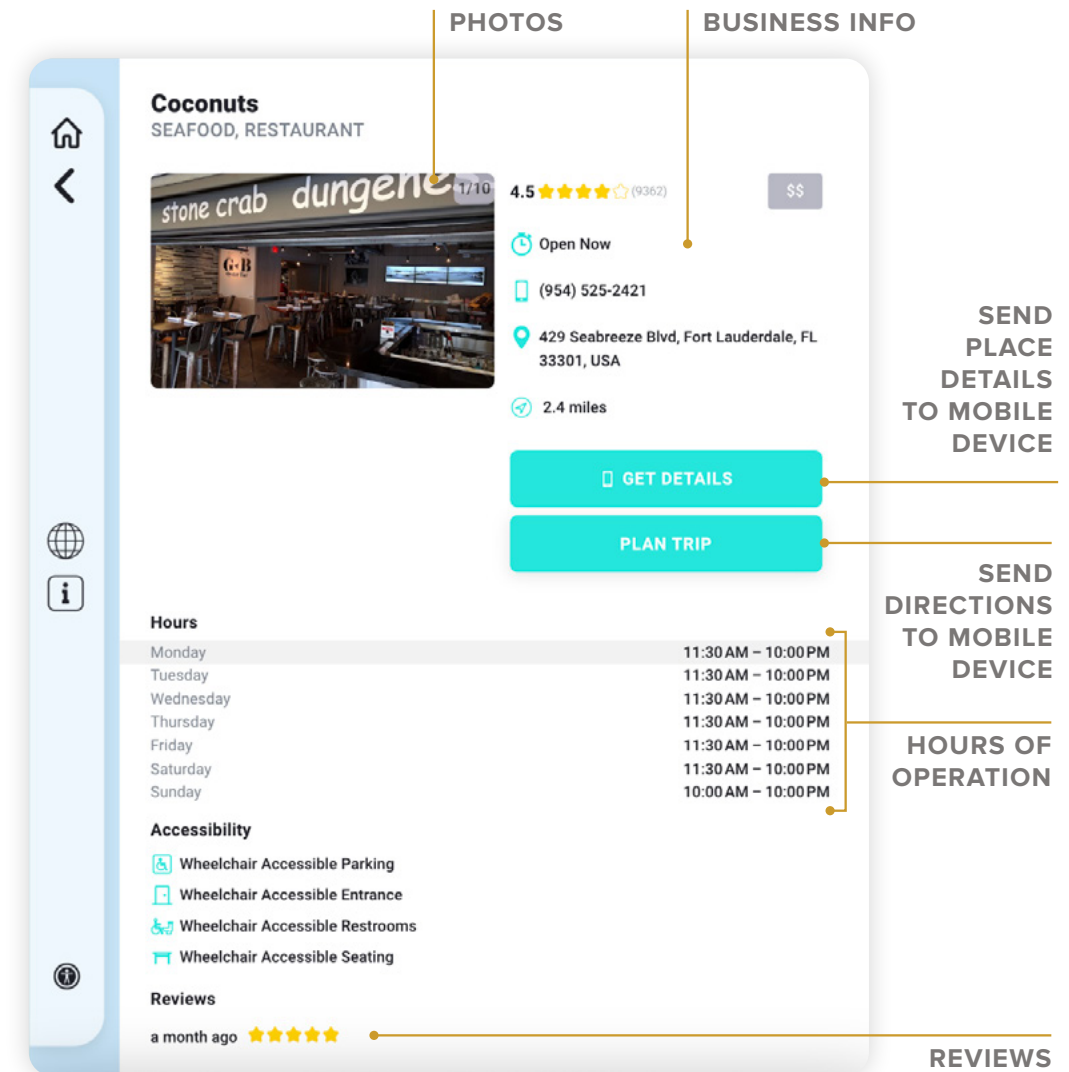
Application Dashboard



Scrollable Directory Listings



Detailed Directory Cards



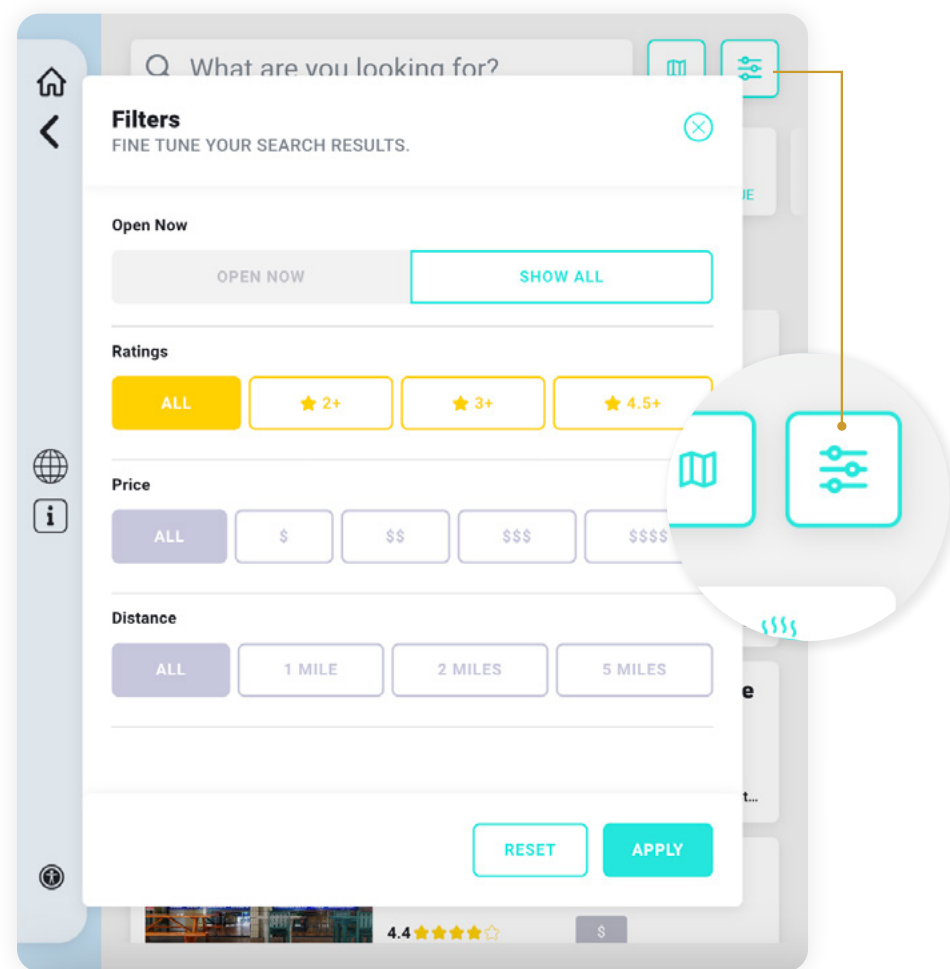


## DIRECTORY FEATURES

Each kiosk is programmed with geographic coordinates that automatically populate Directory applications with businesses situated within a customizable radius of the kiosk location. Additionally, IKE offers several unique ways a user can interact with Directory listings. These features help to create a more enjoyable and customized user experience.

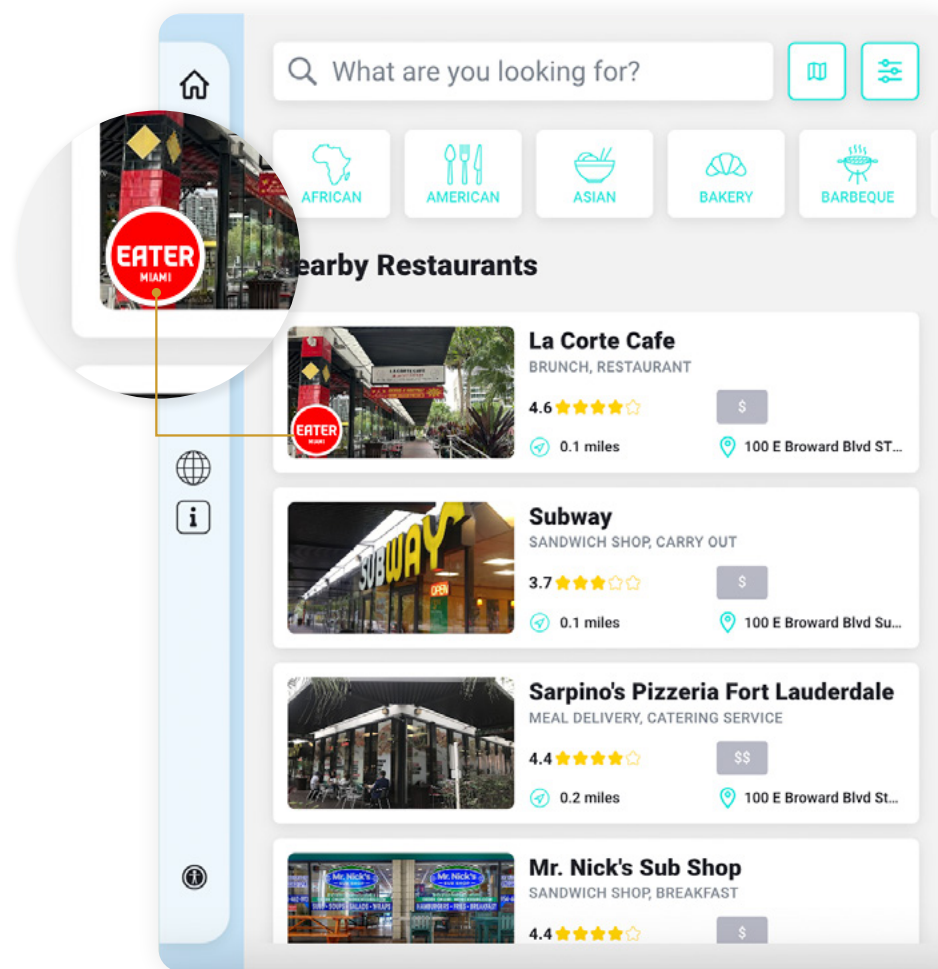
### Filters

**Filters allow a user to refine Directory listings based on specific interests and needs.** Users can apply filters to hone their search based on open now, ratings, price, and distance from the kiosk. Filters can be customized by the City.



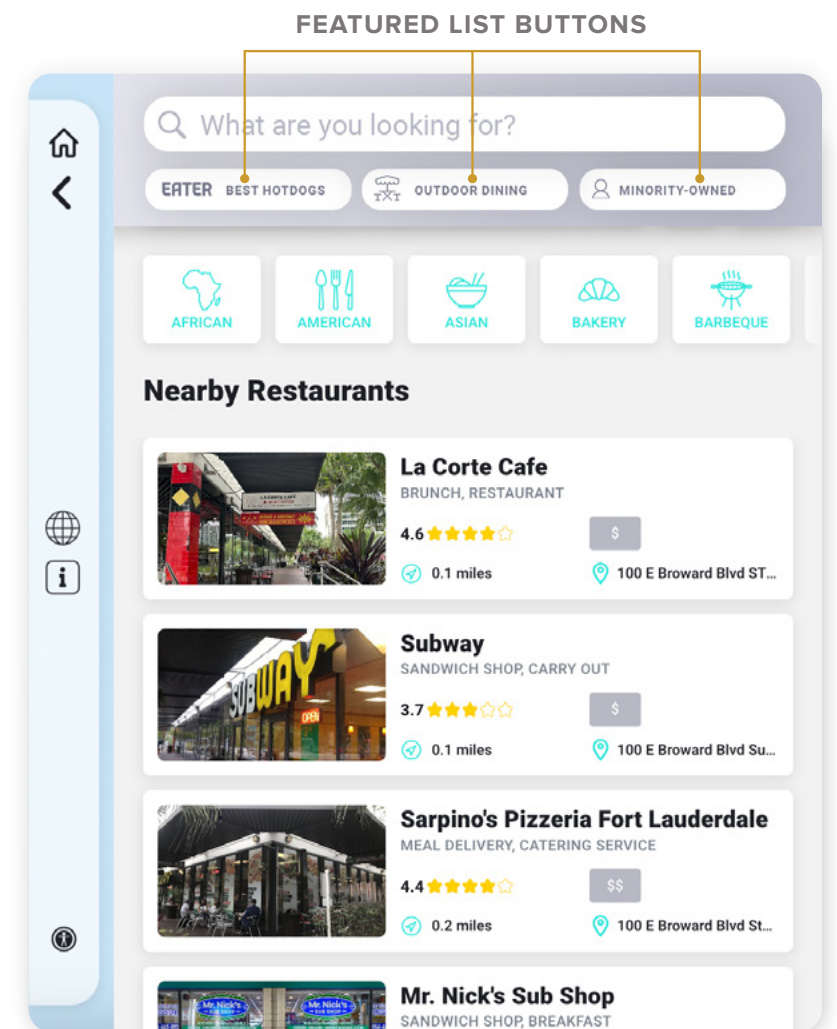
### Badges

Badges are a great way to identify places that are sponsored, supported, or otherwise showcased by a particular group or organization. **For example, a branded badge might be added to local restaurants featured in Eater Miami.**



### Featured Lists

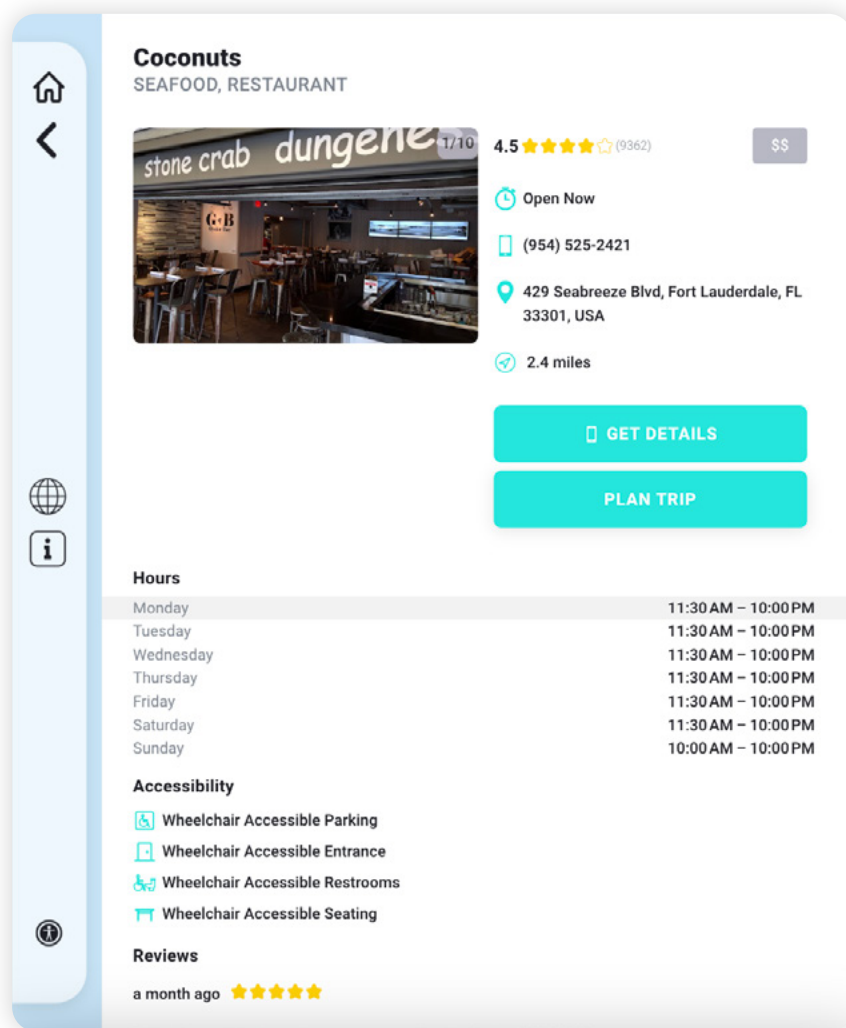
**Featured Lists can be customized by the City to showcase curated subsets of businesses and destinations.** Up to six unique Featured Lists can be added and, when one is selected, a drop-down drawer will display the curated listings.



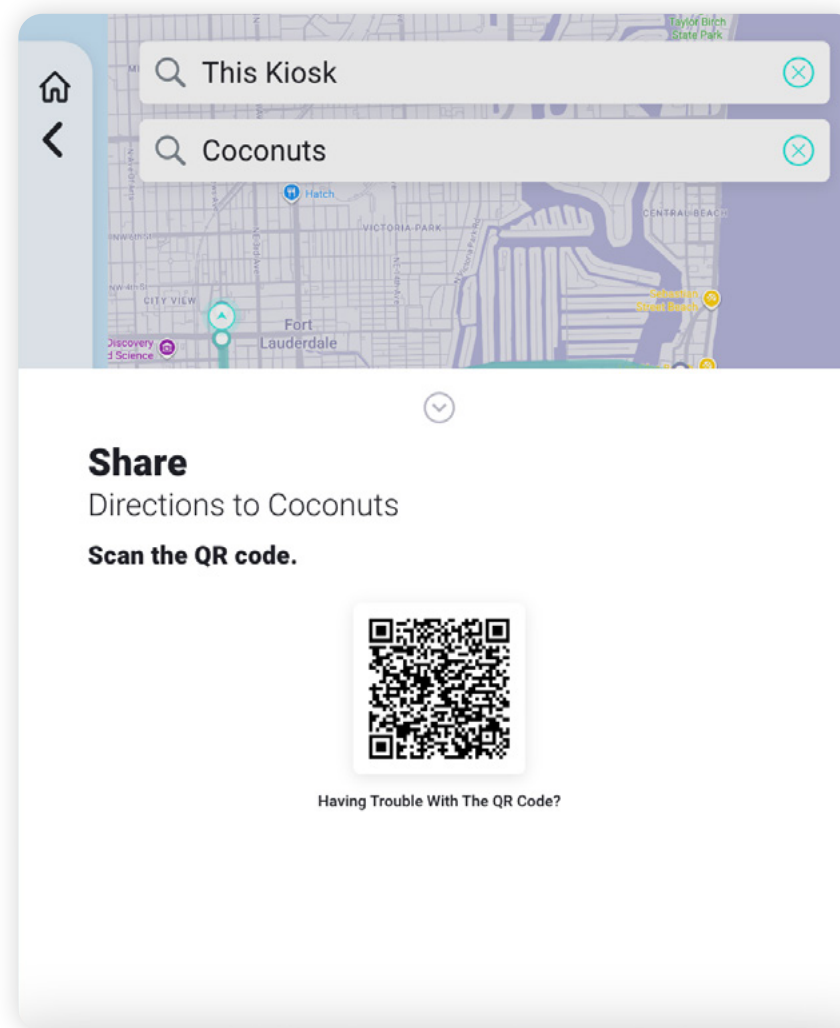
## MOBILE AND WEB EXTENSIONS

Addresses, directions, and other wayfinding information can be easily transferred from the Directions application and Directory Cards via mobile handoff. Scanning a QR code launches a user's mobile browser or mapping application and allows for uninterrupted navigation to a selected destination.

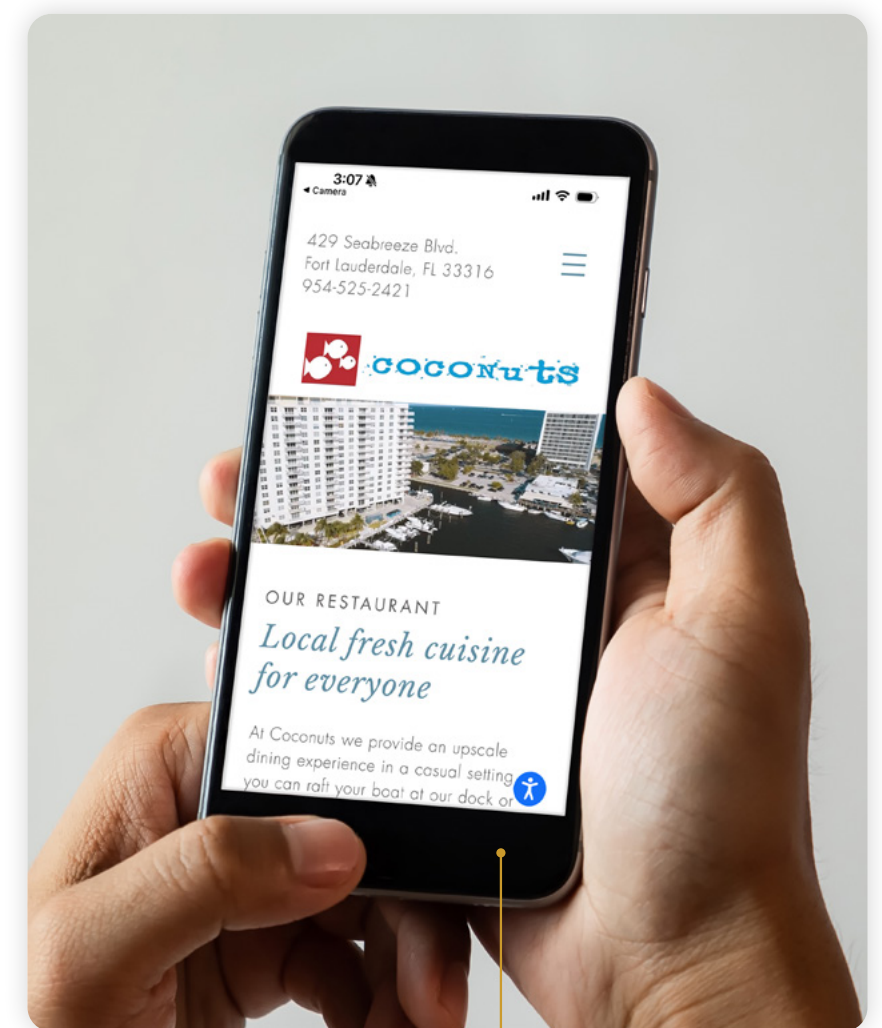
Directory Card



QR Code Drawer Activated



Mobile Device



QR CODE WILL OPEN WEBSITE OR MAPPING IN A USER'S MOBILE DEVICE

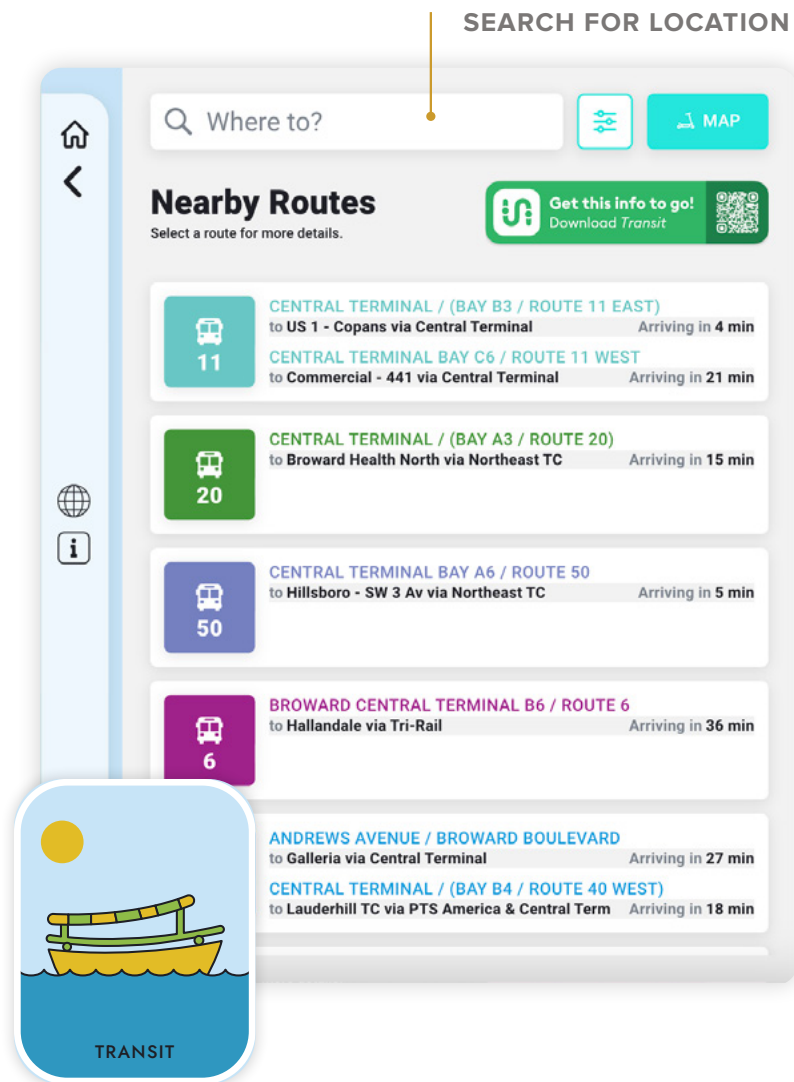


## PUBLIC TRANSIT AND WAYFINDING

IKE's Transit application seamlessly integrates the City's content to promote and encourage the use of public transportation such as LauderGo!'s Water Trolley, Community Shuttle, and Micro Mover powered by Circuit. This app features public transit routes surrounding the kiosk and offers real-time schedules and departures, transit stops, and bus stops. Users can enter a specific location that will take them to the Directions app for point-to-point navigation. IKE's Directions app is a central hub of wayfinding information, customizable to a user's needs.

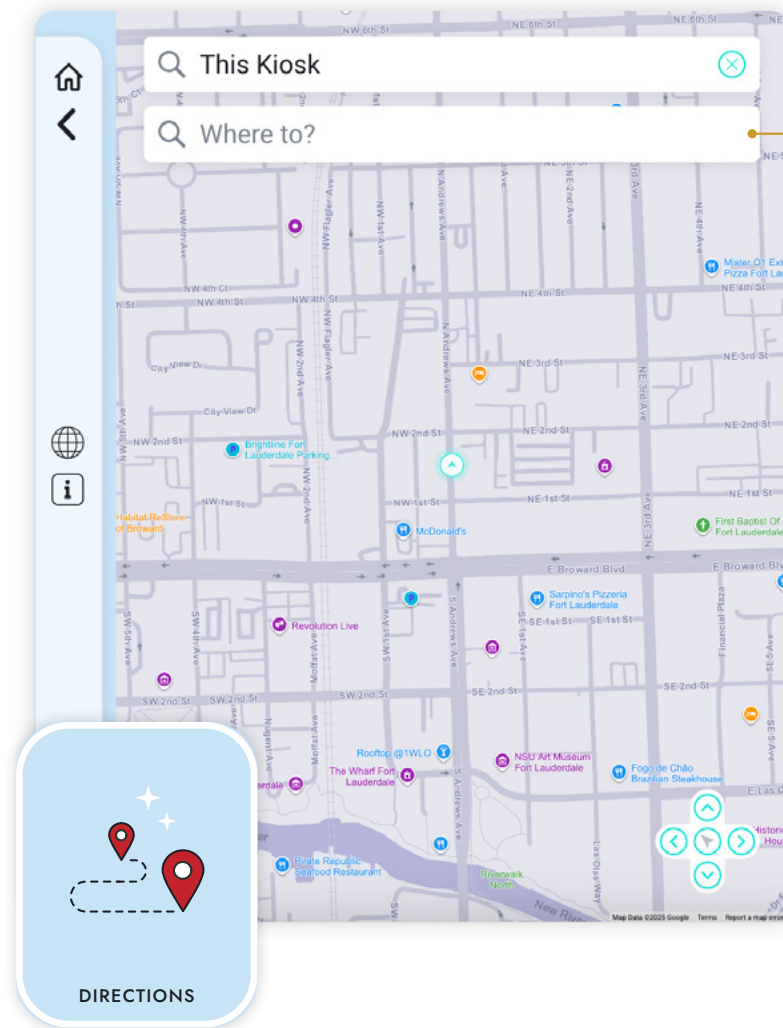
### Transit Routes

IKE displays a list of **real-time transit routes** near the kiosk to your destination.



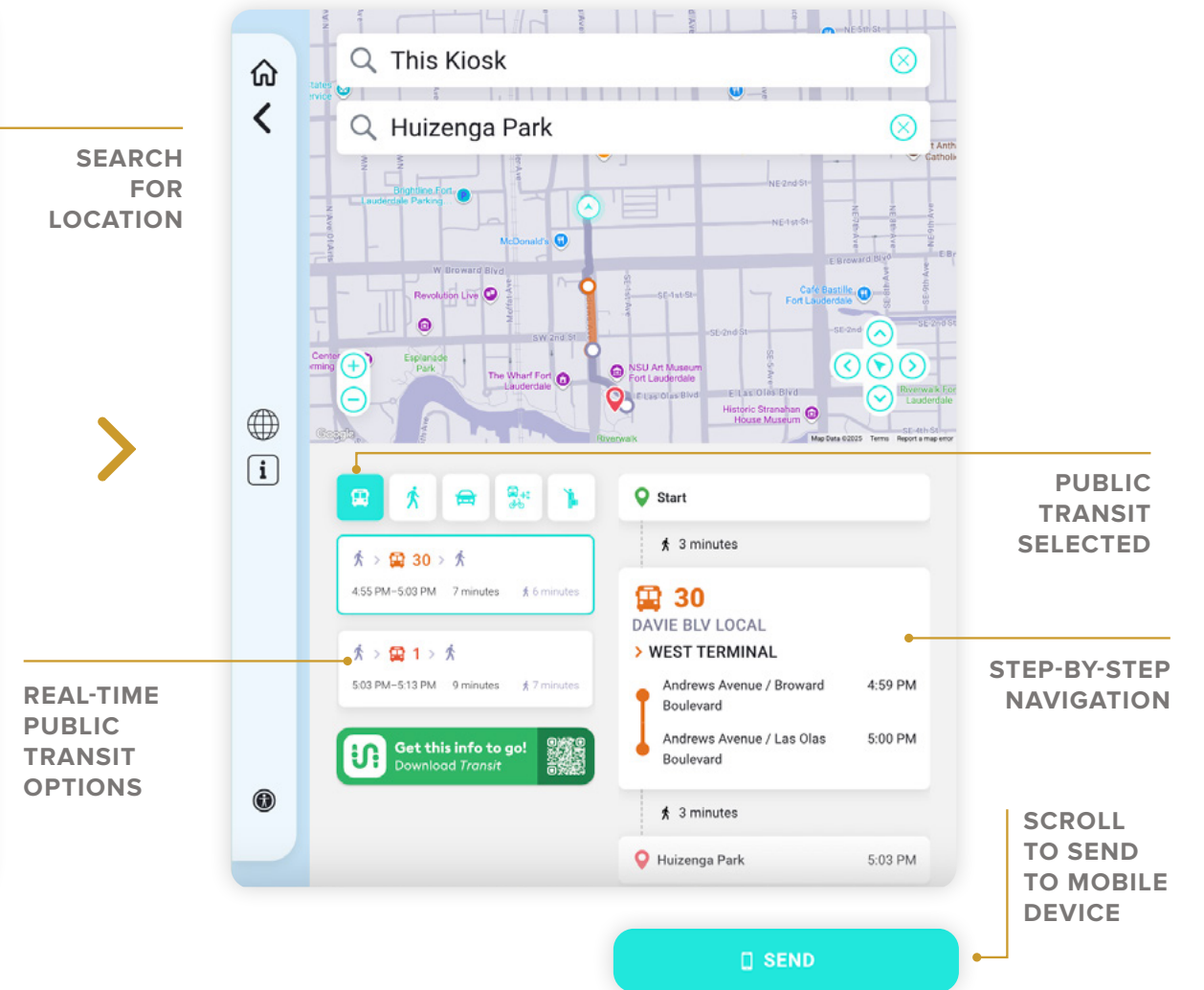
### Plan a Trip

Discover **all transportation options** near the kiosk to customize trip planning.



### Select Mode of Transit

Select preferences for **step-by-step directions** to the destination.





## CUSTOMIZABLE CITY CONTENT

### City Poster Apps

The City is given dedicated and highly visible Poster apps to display custom messaging on IKE's home screen.

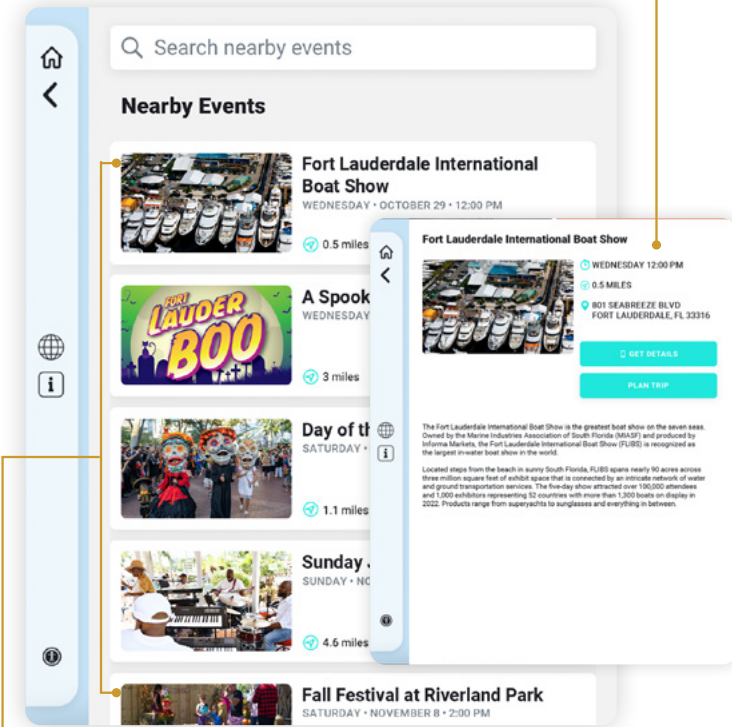
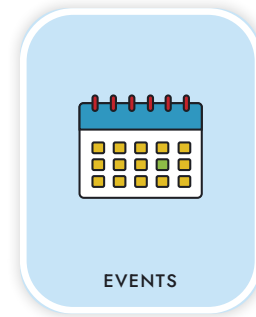


QR CODE TO MOBILE BROWSER

MOBILE EXTENSION

### City Events

The Events app integrates with any calendar of the City's choosing to promote local events.

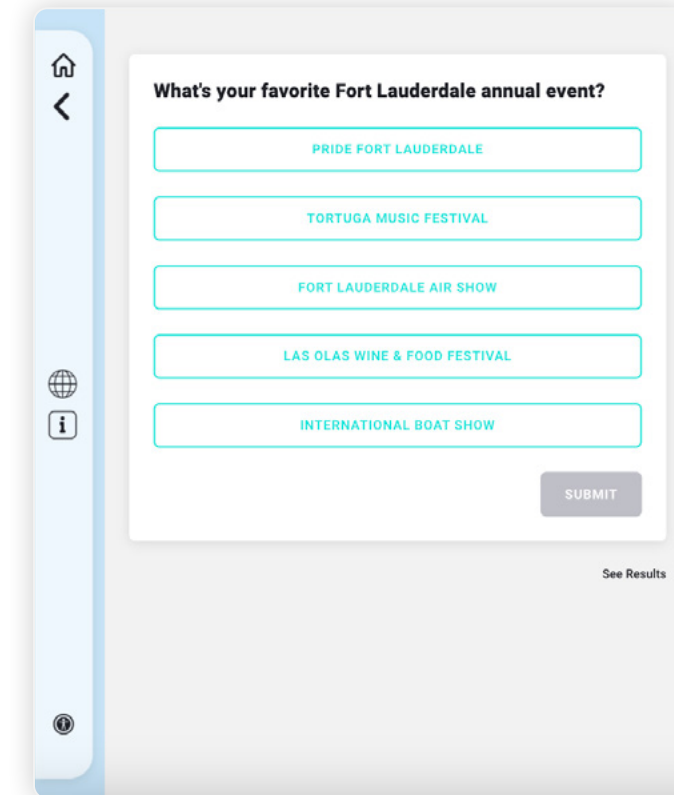


EVENT LISTINGS

EVENT DESCRIPTION AND DETAILS

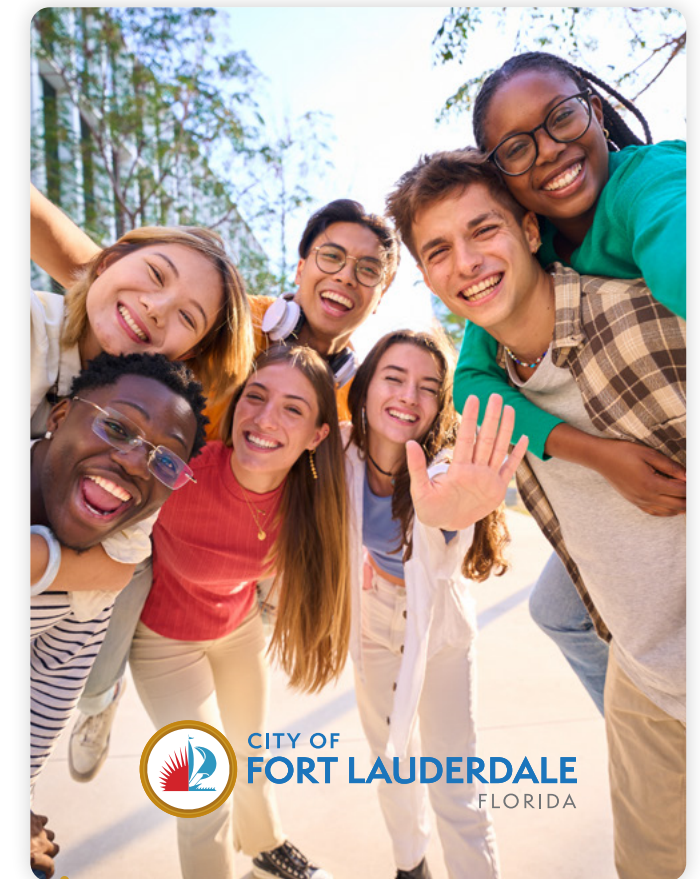
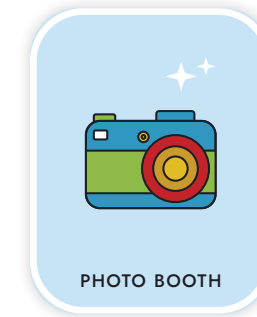
### Customizable Questions

Survey Says allows the City to solicit feedback from the public. Results are available in a secure online dashboard.



### City-Branded Selfies

City partners are given exclusive rights to branded frames in the filter options of the Photo Booth app.



BRANDED FRAMES

## CUSTOM CITY POSTERS

### Case Study: Miami Launch Promotion

The IKE team partnered with the Wynwood Business Improvement District on the development of a special launch promotion that used the kiosk platform to support area businesses and organizations in the Wynwood Arts District. In collaboration with local merchants, we created custom Poster applications with integrated QR codes for display on IKE’s dashboard. When scanned by a kiosk user, the QR codes provided access to exclusive discounts during the promotional period.

“

Wynwood is the first of many neighborhoods in Miami to install IKE Smart City kiosks, a City-wide initiative to help pedestrians better navigate around the city and support local businesses. There are over 400 businesses within the Wynwood Arts District alone, many of them small and locally owned, so the BID is hopeful this new partnership will be beneficial for both the businesses and visitors.

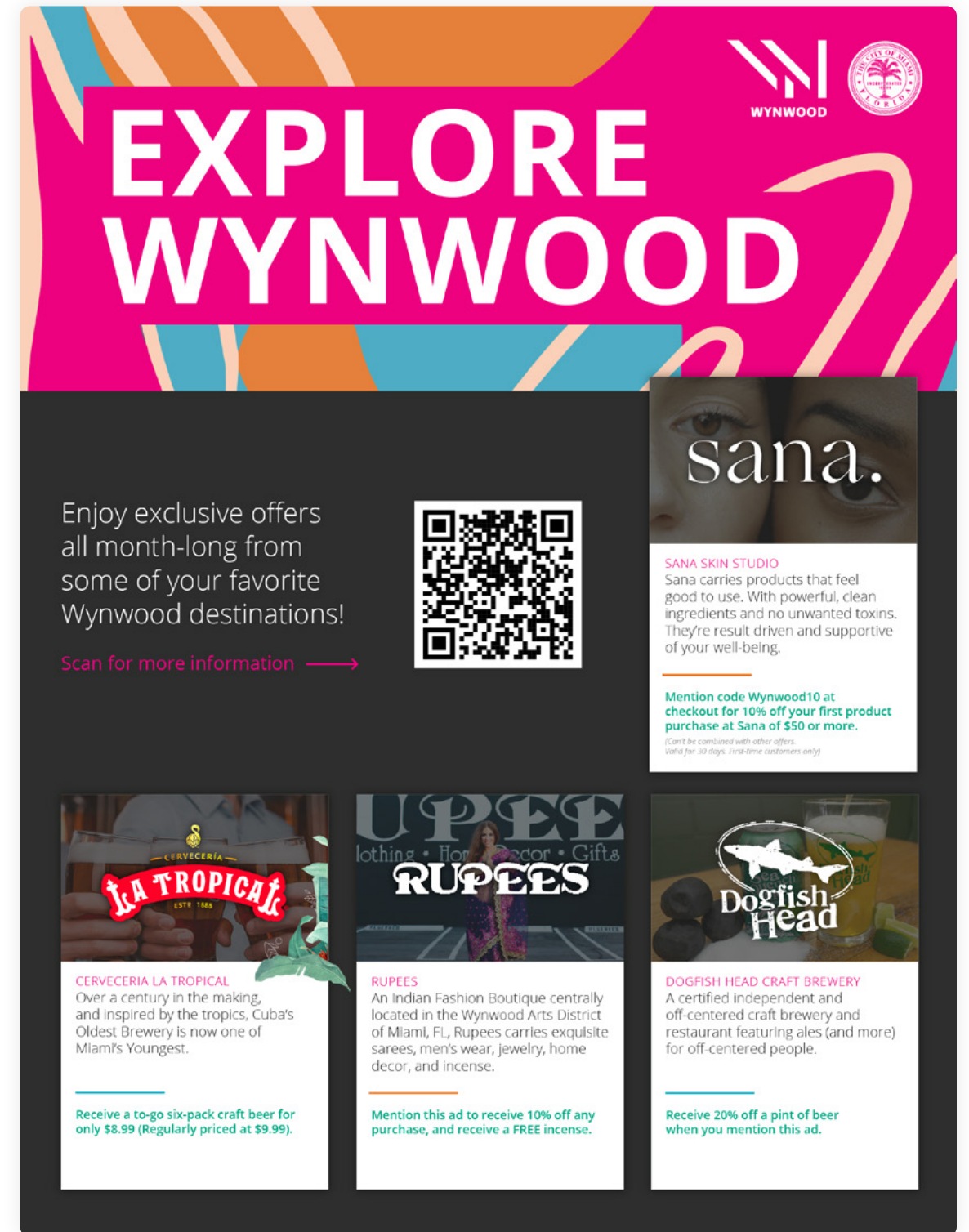
**Manny Gonzalez**

Former Executive Director, Wynwood Business Improvement District (BID)

”



Application Tile



Poster

## DEDICATED CITY ADS

IKE will provide the City of Fort Lauderdale with a new highly visible messaging platform. The City will receive reserved space for custom content and promotion throughout the IKE interface.

### City Ads in Content Loop

- Ad panels are rotated in 10-second increments, and the system accepts both static and full-motion video files
- **We will provide the City with at least 12.5% of all advertising time during passive mode, plus any unsold space, to be used for the promotion of civic content, public service announcements, or any content that support the City's objectives**
- The City's content will be spread evenly throughout the day and will be unrestricted by days or times
- Emergency announcements, such as IPAWS, and alerts do not count against the City's allotted time

### Touch-to-App Option

Touch-to-App is a feature that takes pedestrians from an ad in IKE's ad loop to associated interactive content when they touch the ad. For example, an ad for the FATVillage Artwalk could connect to a customized directory that features a curated list of local businesses participating in the event.



## INCLUSIVE PLATFORM

### Multilingual Interface

- IKE is multilingual in more than 100 languages
- Users can choose their language from a list along the left side of the screen
- We do not rely solely on free machine translation tools like Google Translate
- Human interpreters translate interface elements to ensure that key words are correct and contextual
- Each kiosk can be programmed to reflect the predominant language spoken in the surrounding area

### ADA Compliant

- IKE is 100% ADA compliant and meets federally mandated requirements
- We are continuously evolving the platform based on ADA recommendations

### Blind/Low-Vision Accessibility

- IKE Smart City collaborated with the National Federation of the Blind (NFB) to develop a nonvisual access solution for IKE
- As a result, IKE's Product and Software team created a mobile handoff feature for blind and low-vision users



Because of IKE Smart City's leadership in developing a kiosk platform that is accessible to blind users, the City of Berkeley was able to make our city more accessible to all residents and visitors.

**Jesse Arreguín**

Former Mayor, City of Berkeley



OPENS DRAWER FOR LANGUAGE SELECTION

WHEELCHAIR ACCESSIBILITY TOOL

Repositions on-screen content to lower reach



### Visual Support Tools:

**HIGH CONTRAST MODE COMPARISON**

Default Interface	High Contrast Mode

**LARGE TEXT MODE COMPARISON**

Default Interface	Large Text Mode

**LIGHT AND DARK MODE COMPARISON**

Light Mode	Dark Mode



## A SUCCESSFUL PARTNERSHIP



### Via Email Only

February 9, 2021

Jibran Shermohammed, Esq.  
VP of Development and Corporate Counsel  
IKE Smart City, LLC  
250 North Hartford Avenue  
Columbus, OH 43222  
jjbran@ikesmartcity.com

Dear Mr. Shermohammed:

In follow-up to our initial discussions centered around IKE Smart City's (ISC) digital wayfinding kiosk capabilities, suite of applications, and your company's journey to finding a best-in-class accessibility solution for blind and low-vision citizens, I'd like to thank you for the virtual demonstration of the kiosk-to-mobile-phone hand-off solution, which you initially provided to our team on May 14, 2020, and the subsequent engagement thereafter. As you know, the members of the National Federation of the Blind (NFB) believe in the full capacity of blind people and have the power to transform dreams into reality through relationships with companies such as IKE Smart City.

We truly appreciate your collaboration with the staff of our Center of Excellence in Nonvisual Accessibility (CENA), and the active engagement through our Blind Users Innovating and Leading Design (BUILD) program to assess whether transferring the IKE kiosk experience to blind and low-vision users' mobile devices is the preferred method of use over other more common hardware solutions. We're very pleased to hear that the twenty-one usability sessions over six weeks in August and September of 2020 with our BUILD participants—all having varying degrees of vision loss and technological experience levels—yielded beneficial results that helped determine a mobile hand-off software solution. I understand the BUILD program sessions revealed that use of a personal mobile device while navigating city streets is an effective interface for those who are blind or have low vision and is an innovative option that offers improved quality of life for the blind and low-vision user by leveraging successful third party mobile solutions.

We are impressed with ISC's willingness to listen to, incorporate, and innovate the feedback and recommendations received from our CENA staff and BUILD users toward the improvement of your kiosk experience for blind and low-vision users. We also appreciate your thoughtful approach of speaking with software accessibility experts, conducting field research on tactile keypads for kiosks, and speaking with fast-food kiosk engineers, in addition to your continued conversations

Mark Riccobono, *President* | 200 East Wells Street at Jernigan Place Baltimore, MD 21230 | 410 659 9314 | [www.nfb.org](http://www.nfb.org)

with the NFB. We are confident that the decision to incorporate the mobile hand-off modifications is the best solution to make the IKE kiosk accessible to blind and low-vision users. IKE Smart City, through the active engagement of blind and low-vision users and expanded interaction with other relevant experts, has used what we feel is an exemplary process in the design, development, and implementation of your kiosk technology. As a result, we were pleased to have your team highlight this strategy at our Smart Cities Summit held on January 28, 2021.

Thank you for your commitment to improving the lives of those in our community. We look forward to our continued collaboration and hope to continue to serve as a resource for your company.

Best regards,

Anil Lewis  
Executive Director, Blindness Initiatives  
National Federation of the Blind

National Federation of the Blind

Mark Riccobono, *President* | 200 East Wells Street at Jernigan Place Baltimore, MD 21230 | 410 659 9314 | [www.nfb.org](http://www.nfb.org)

# IV • OPERATIONS

#### IV. DESCRIPTION OF QUALIFYING PROJECT: OPERATIONS

### VERTICALLY INTEGRATED TEAM

IKE Smart City is the only interactive kiosk company that employs a full-time team of in-house subject matter experts. Our unique structure ensures the delivery of a best-in-class technology solution with end-to-end services that is difficult to achieve using outsourced contractors and resources. The IKE team manages all aspects of the IKE program including:

- Project Management
- Software Engineering
- Design & Fabrication
- Permitting
- Construction & Installation
- Operations
- Media Sales
- Content Management
- Marketing
- Art & Community Partnerships



*I am continually impressed by the professionalism and expertise of the IKE team and their commitment to both innovation and community benefit.*

**Jesse Bounds**

Director, Mayor's Office of Innovation & Performance, City of Houston



**175+ ASSOCIATES** WORKING TOWARDS A COMMON GOAL.



## COMPANY LEADERSHIP



**Pete Scantland**  
*Chief Executive Officer*

Pete founded Orange Barrel Media and IKE Smart City to develop a community-oriented model of outdoor media that benefits urban cities through the merger of commerce, elevated designs, innovative technology, and public art.



**Jibran Shermohammed**  
*Executive Vice President*

Jibran leads the development and deployment of new media assets for Orange Barrel Media and IKE Smart City. He is an experienced attorney who is dedicated to developing market-specific solutions that benefit clients, advertisers, and communities.



**Adam Borchers, CPA**  
*Chief Financial Officer*

Adam leads teams related to operations, deployment, and finance. He is responsible for monitoring financial gains and capital expenses and tracking incoming sales and revenue payment distributions.



**Danielle Williamson**  
*Executive Vice President*

Danielle brings over 25 years of sales experience in leading our media sales teams, establishing Orange Barrel Media and IKE Smart City as the industry-wide vendor of choice by creating strategic sales plans and a client-centric culture.



**Graham Conzett**  
*Director of Technology*

Graham leads the development and evolution of our digital technology and IKE software, collaborating with Development and Operations teams to guide innovations and optimal functionality.



**Jules Folkers**  
*VP of Data & Insights*

Jules leads a team of analysts who transform data into actionable insights that showcase the unique value of our assets. She develops data strategies that optimize the development and sales of our inventory for our partners.



**Corey Favor**  
*Senior Director of Community Engagement*

Corey draws on 20+ years of experience in community engagement, business development, and art direction to lead our public benefit initiatives. He establishes and expands partnerships and programs to maximize the positive impact of our media platform.



**Kori Fowler**  
*VP of Client & Creative Services*

With 14+ years in the creative industry, Kori delivers quality design and digital content while ensuring a seamless experience for our advertising clientele in executing strategic and impactful creative services.



## PROJECT TEAM LEADS

We are experts at working collaboratively with city partners to quickly implement successful IKE networks and have deployed kiosks in each of our cities within one year of securing encroachment rights.

The IKE team balances the needs of residents, neighborhood groups, preservationists, adjacent real estate owners, and cities. We approach the project collaboratively to ensure the community recognizes the benefits of the initiative, experiences minimal disruptions, and feels excited about the addition of IKE to the city.

**In addition to the involvement of company leadership, the City of Fort Lauderdale will receive a team of experienced project leads who will serve as dedicated contacts throughout the duration of the contract.**



*IKE [Smart City] conducted stakeholder engagement with Downtown property owners adjacent to future IKE installations in the right-of-way to ensure there is support for the sign placement and public interface with the system. Many vendors promise collaboration, but IKE actually delivers with effective communications and project implementation.*

**Lonnie Hoogeboom**

Former Director of Planning & Design, Houston Downtown Management District



**Anna Baerman**

*VP, East Coast Development*



**Corey Favor**

*Senior Director of Community Engagement*



**Nick Paolo**

*Development Manager*



**Rafael Flores**

*Senior Development Director, Arts & Culture*



**Matthew Hardin**

*Director of IKE Construction*



**Marlee Schatz**

*Account Executive, Miami*



## TURNKEY PROGRAM DELIVERY

The **IKE Smart City team takes the lead on all aspects of the IKE program.** The following outlines project activities and deliverables.

### ◆ Kiosk Design and Fabrication

- Preliminary Design
- Design, Engineering, & Review
- Phased Fabrication & Shipping

### ◆ Pre-Construction and Site Preparation

- Kickoff Meeting with the City
- Identification, Review, and Approvals of Preferred Sites
- Initial Meetings with necessary groups such as the Transportation Planning Department, Public Works, and General Services Department
- Civil Due Diligence and Final Site Identification and Approvals

### ◆ Engineering and Permit Preparation

- Prepare Permit Set Plans
- Submit Plans to City Engineer
- Plan Review
- Receipt of Permits

### ◆ Content Development

- Exploratory Discussions - Objectives, Features, Branding, & Processes
- Content & Implementation Planning
- Features Buildout
- Content Loading
- Quality Assurance Testing
- Beta Testing
- Content Management System Training & Processes

### ◆ Construction and Installation

- Assurance/Performance Bond
- Trenching
- Conduit Install
- Foundation Install
- Utility Connections
- Phased Kiosk Installation

### ◆ Operations and Maintenance

- Regular Kiosk Cleaning
- On-Site and Remote System Operations Monitoring
- Kiosk Troubleshooting & Repairs
- Hardware Upgrades
- Content Updates & Implementation
- Data Analytics Accessibility & Reports
- Advertising Sales & Implementation
- Engage a local CBE subcontractor to support construction, maintenance, and cleaning

IV. DESCRIPTION OF QUALIFYING PROJECT: OPERATIONS

## ESTABLISHED MEDIA SALES

**Our Media Sales team has decades of collective experience and focuses on best-in-class, customer-centric service.** Media buyers from the largest national agencies, including Rapport, Kinetic Worldwide, Outdoor Media Group, Publicis Media Group, and Horizon Media seek out our inventory based on our ability to deliver unmatched value to their clients.

Integral to our success are the strong relationships the IKE and OBM teams have built with blue-chip national advertisers over the years – strong relationships that are required in order to successfully fill premium spaces with quality and impactful campaigns. Examples of the brands we work with include:





## MAINTENANCE AND REPAIRS

**Keeping the IKE network in exceptional working order at all times is our priority.** Not only does the appearance and operation of the kiosks represent the City of Fort Lauderdale, but they are also key factors in community acceptance and our ability to secure advertising sales. IKE Smart City utilizes robust tools, follows clear operational processes, and employs a skilled team of remote and in-market resources that we hold to the highest standards. We are immediately notified of any issues through our remote-monitoring system, onsite team, or 24/7 phone number. While unlikely, in the event of an interruption in service, the City will be immediately notified by the IKE Project Team Lead.

### Regular Maintenance

In-Market Field Technicians

*Frequency – 5 days per week, 1 weekend day*

- Inspection
- System testing
- Cleaning and disinfecting
- Photocatalytic nanotechnology coating application
- Paint touch-ups
- Minor repairs
- Escalation of issues if additional repairs are needed

### Remote Monitoring

IKE Software team

*Frequency – 24/7*

- Outages
- Intrusion detection
- Troubleshooting
- System overrides
- Software updates/upgrades
- Escalation of issues if onsite support is needed
- City-provided access to CMS dashboard to monitor outages and maintenance events in real time

### Onsite Component Repairs and Software Support

Regional Technical Supervisor

*Frequency – Initiated within 24 hours of notification*

- Troubleshooting
- Internal component repair or replacement (e.g., computers, lights)
- Larger repairs or replacements (e.g., monitors, doors)



## ONGOING SOFTWARE INNOVATIONS

Our singular focus on digital kiosk technology allows us to work proactively to changing technologies, react quickly to obstacles, and easily pivot as new opportunities arise to customize technology and provide added benefit to the City's IKE kiosk network.

### Recent Innovations and Upgrades

- Upgraded Multimodal Transit app
- Developed Points of Interest app for exploring curated places and public art
- Custom-built pedestrian counting technology based on Wi-Fi signals
- Enhanced Survey app features and results
- Automatic dark mode at night; refined High Contrast mode for better visual accessibility
- Improved support for interpreting event locations
- Deployed multiplayer games playable on both sides of the IKE or across the country
- Expanded weather information with Weather Radar screen
- Added 11 more languages
- Engineered a new “Hub” application that contains a group of app tiles leading to related applications, such as the FIFA World Cup and the Olympics
- Created a Live Music application for discovering local concerts and performances across the City
- Expanded rotating dynamic ads to include transit and weather that can be scheduled to pull live data into community content loop

### Practices to Ensure Up-To-Date Technology

- Daily ideating and collaboration
- Thorough research on new trends and technologies
- Innovation mapping
- Detailed change logs
- User experience and interface (UX/UI) testing
- Remote bi-monthly release of software modifications and updates
- Ongoing implementation of new features





## IN-HOUSE TECH TEAM

**IKE Smart City employs a full-time, in-house Technology team that is 100% dedicated to keeping IKE on the cutting edge.**

From software development to analytics, our Technology team’s collective experience spans diverse business segments and platforms which informs more innovative results. This singular focus allows us to work proactively, react quickly, and easily pivot as new opportunities arise.

Graham Konzett leads our Technology team, setting innovation goals and elevating the technology to meet the needs of our partners. This team has experts in software engineering, production infrastructure, and site reliability.

Jules Folkers leads our team of Data & Insights. This team elevates the way we use data so we can effectively communicate the specific value that our media assets deliver to our clients.



*The IKE team was incredibly thorough in its community outreach and worked diligently to add software upgrades that reflect the feedback provided by community organizations and City staff.*

**Kieron Slaughter**

Former Chief Strategist, Economic Innovation, City of Berkeley



### Technology



**Graham Konzett**  
Director of Technology



**Michael Gee**  
Engineering Manager



**Kevin Holland**  
Senior Software Developer



**Cara Kane**  
Senior Software Developer



**Allison Sweeney**  
Software Developer



**Christoph Roedig**  
Engineering Manager

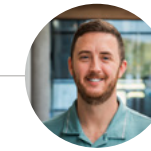


**Ryan Heinlein**  
Site Reliability Engineer

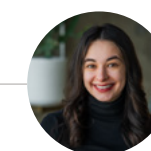
### Data & Insights



**Jules Folkers**  
VP of Data & Insights



**Elliott Keefer**  
Senior Analyst



**Sarah Klein**  
Data Analyst



**Matthew Elleston**  
Programmatic Operations Analyst

## CONTENT MANAGEMENT

IKE accepts content and images in various formats and easily updates through a multi-tenant, easy-to-use CMS, seamlessly integrating with other informational systems to both receive and distribute data.

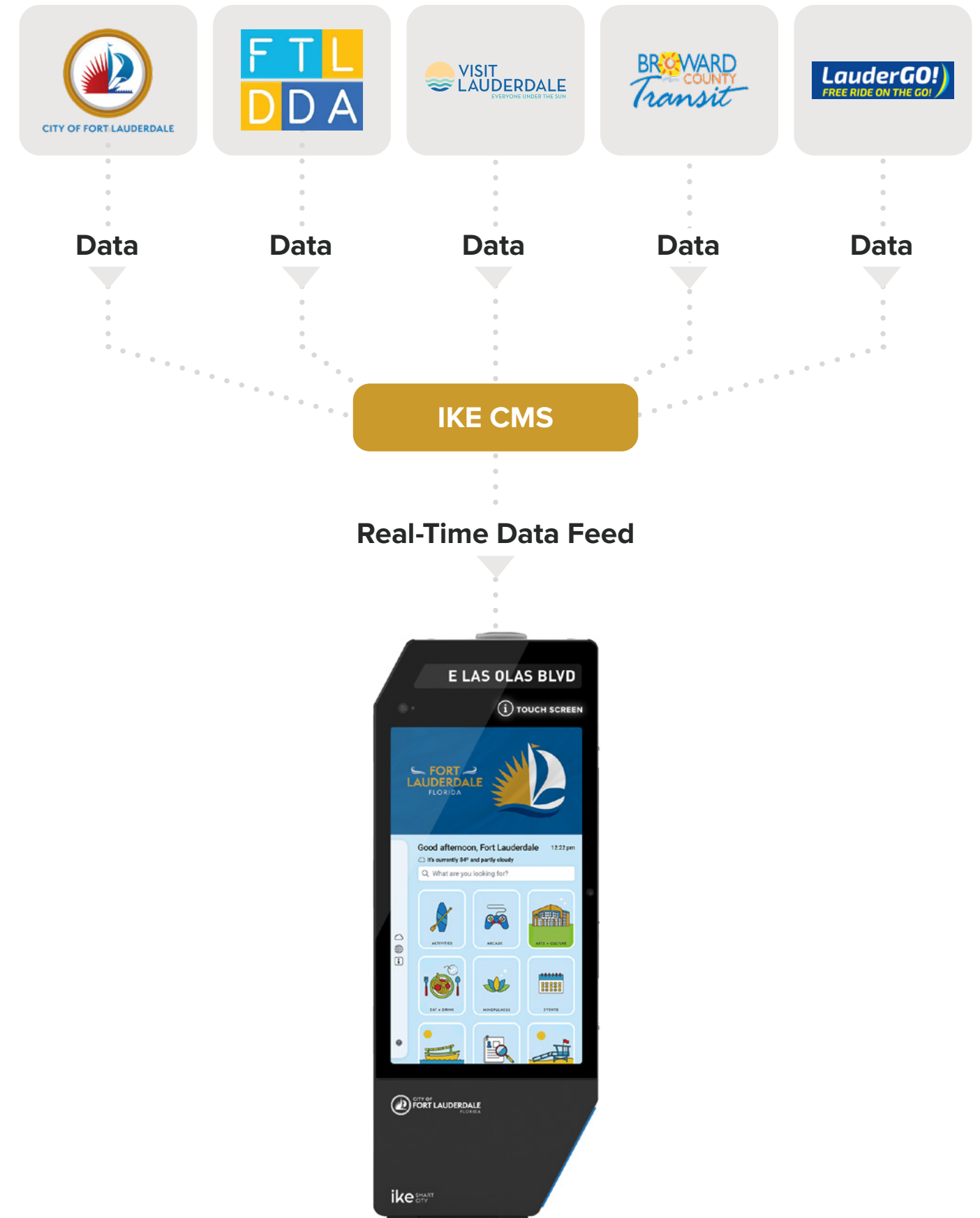
- Accepts content feeds via APIs and external URLs
- Accepts content in Adobe PDFs and Microsoft Office documents
- Supports GTFS and GBFS feeds for transit data
- Imports CSV files to populate specific applications and directories with information
- Uses iCalendar and other sources to create and populate local events
- Aggregates content from other CMS and CRM systems
- Deploys content in real time

The IKE team manages content with oversight from our partners.

- Deployed in accordance with the partner's goals and strategies
- Ensures content is fresh and relevant at all times
- Content services are provided at no cost as part of our service contract

IKE Smart City's robust in-house Content and Creative teams also offer design work to partners as a value-added service.

- Experienced teams of multi-talented design, print, and scheduling experts
- Provide quality content that will exceed expectations
- Our belief in the power of design, and our ability to deliver it, set us apart from other media companies



## ROBUST REPORTING CAPABILITIES

IKE's Content Management System (CMS) serves as the City's centralized location for real-time anonymized data and analytics. Reports are configurable and can be accessed directly by the City through the CMS, or provided by the IKE Project Managers within 24 hours of request. Data is available per kiosk location and includes:

- Number of Interactive Sessions
- Number of Apps Opened
- Number of Sessions per Kiosk
- Applications Used per Session
- Wi-Fi Connections
- Kiosk Outages and Maintenance Events
- Air Quality Metrics
- Number of Emergency Calls and Alerts

“

The IKE team has the expertise and the software to guarantee a successful program.

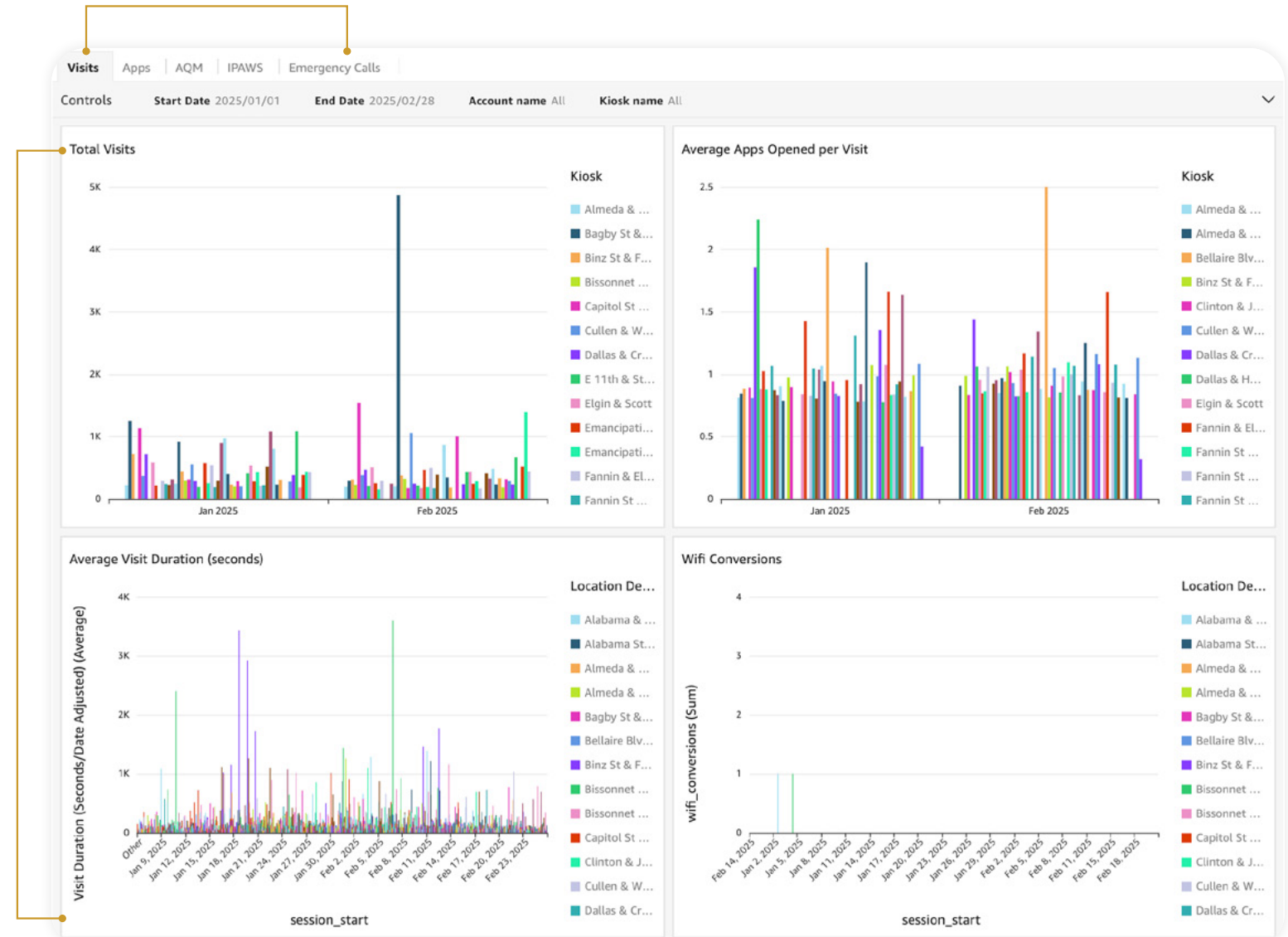
**Christina Crespi**

Executive Director, Miami DDA

”

## Dashboard Navigation

TOGGLE BETWEEN TABS FOR DATA



CHOOSE CUSTOM CHART VIEW

## ACTIONABLE AIR QUALITY DATA

IKE Smart City integrates Google’s Air Quality API into its digital kiosks to inform the public and city partners about air quality conditions.

We are committed to improving and expanding air quality information available through our kiosks, so our Tech team reached out to Google Maps platform to add air quality information to the public interface. Additionally, we sought to provide our city partners with environmental data to serve as a tool for city initiatives.

### Hyper-Localized Air Quality Data

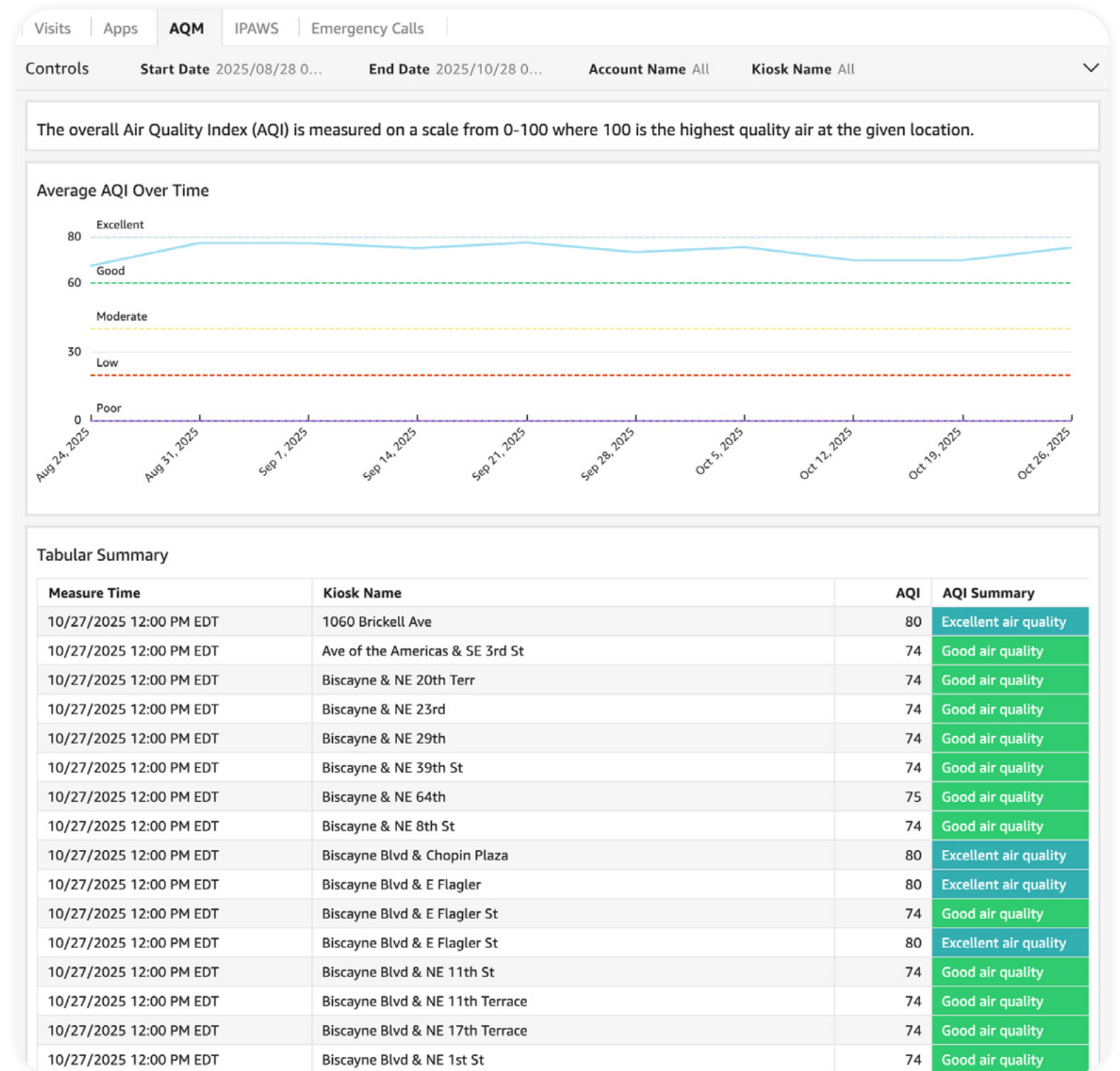
The Air Quality API from Google Maps platform provides our Tech team with current air quality conditions in the dense urban areas where our kiosks are located with unparalleled accuracy and data quality. This hyper-localized air quality information is displayed across all IKE networks.

### Insights for City Initiatives

High-quality environment data is vital to city decision-makers to improve air quality measures through policy and initiatives. IKE can be customized to meet the unique needs of each city we serve.

Our team of software engineers can configure a custom CMS allowing easy access to a variety of analytical dashboards that show air quality trends over time and measuring pollutants. Cities can cross-reference this information with other kiosk data to inform decisions that impact the everyday lives of their residents.

## Sample Report: Air Quality Data - Miami, FL



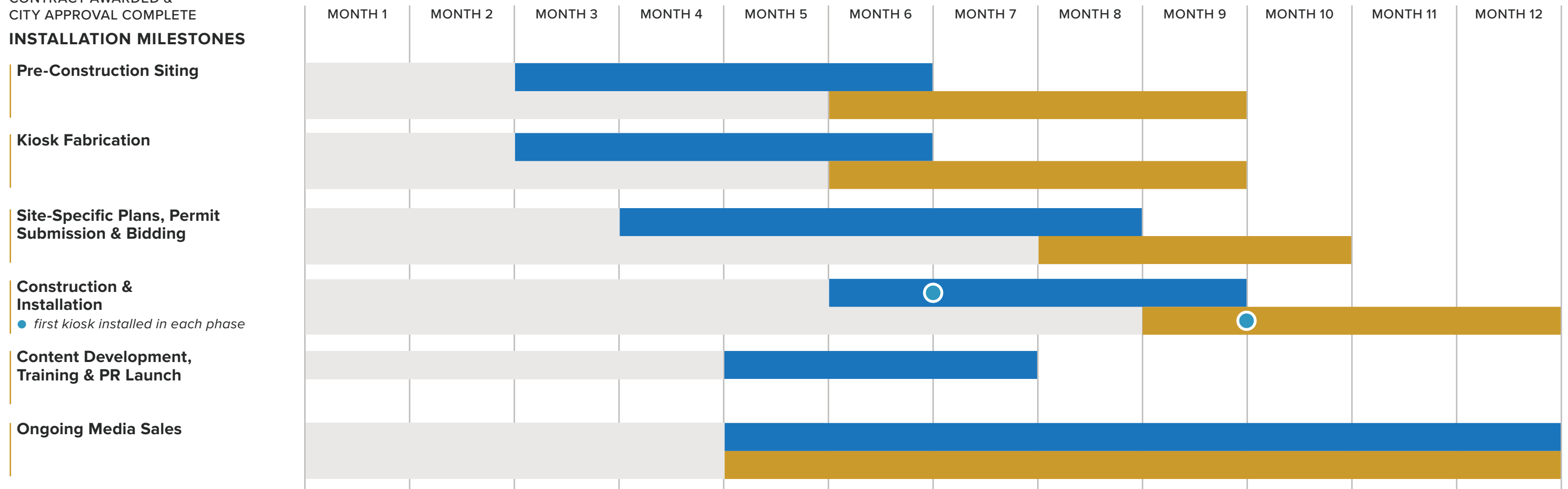
# V SCHEDULE FOR INITIATION AND COMPLETION



## PROJECT TIMELINE

PHASE 1: 15 KIOSKS PHASE 2: 15 KIOSKS

### CONTRACT AWARDED & CITY APPROVAL COMPLETE INSTALLATION MILESTONES



### INSTALLATION STEPS

#### Pre-Construction Siting

- Identify Preferred Locations in Partnership with the City
- Meetings with Key Stakeholders
- Preliminary Meeting with Permitting Stakeholders to Introduce the Project

#### Kiosk Fabrication

- Acquire Components
- Fabrication
- Shipping

#### Site-Specific Plans, Permit Submission & Bidding

- Site-Specific Due Diligence
- Site Surveys
- Prepare Permit Set Plans
- Permitting Begins
- Identify Potential Contractors
- Send Plans Out for Bid
- Select Construction Partner
- Understand Possible Connections to Fiber Network

#### Construction & Installation

- Contractor Pulls Permits & Posts Bonds
- Construction (Trenching, Electrical, Foundation, Restorative Work)
- Complete Inspections
- Activate Power
- Kiosk Install
- Commissioning/Testing

#### Content Development, Training & PR Launch

- Exploratory Discussion with the City
- Content & Implementation Planning
- Content Plan Reviews, Approvals & Content Plan Finalization
- Features Buildout & Programming Software
- Data Population, Migration & Content Load
- Bug Testing, Fixes, Beta Testing, Optimizations
- Training City Personnel on Processes & System
- Establishment of Advertising Contracts
- Plan Ribbon Cutting Ceremony
- Finalize Press Release & Confirm Media Strategy
- Go Live\*\*

#### Operations & Maintenance *Ongoing for Term of Contract*

- Regular Kiosk Cleaning
- Onsite & Remote System Operations Monitoring
- Kiosk Troubleshooting & Repairs
- Hardware & Software Upgrades
- Content Management & Updates
- Data Analytics & Reports
- Advertising Sales & Implementation

\*\*This timeline assumes a 30-day permitting timeline and no construction moratoriums.



## IKE DEPLOYMENT TEAM

**The IKE Deployment team has installed over 300 IKEs in Florida and over 750 IKEs nationwide.**

Our full-time, in-house IKE Deployment team are experts in all steps of the installation process, ensuring a successful program from beginning to end.

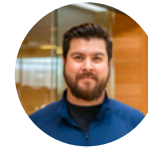
Andrew Yee leads our Deployment team and IKE Project Managers, driving IKE projects from pre-construction siting to installation. He collaborates with internal and external teams to meet or exceed the established timeline schedule.



*The attention to detail and quality of execution are evident in every installation, and it shows the pride and professionalism this team brings to the program.*

**Isaac Vines, MBA, PMP**

Sr. IT Project Manager, Atlanta Department of Transportation



**Andrew Yee**

*Senior Director of Construction*



**Matt Hardin**

*Director of IKE Construction*



**Crosby Stipes**

*Associate Director of IKE Construction*



**Gunnar Samuelson**

*Senior Project Manager, IKE Construction*



**Thomas Stanley**

*Senior Project Manager, IKE Construction*



**Emily Pooch**

*IKE Project Manager*



**Nikki Trago**

*Construction Project Coordinator*

# VI PROPERTY INTERESTS

## PROPERTY INTERESTS

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IKE will be installed in the City of Fort Lauderdale's public rights-of-way, specifically in the sidewalks. It is thus anticipated that no property acquisition to implement the project will be required.

Assuming the City Commission accepts the unsolicited proposal and the RFP is successfully awarded, the City and/or the kiosk provider would be required to obtain construction permits from the applicable entity at the City prior to beginning construction in the right-of-way.

# VII FINANCING QUALIFYING PROJECT

## FINANCING PLAN

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IKE Smart City is financially equipped to provide a turnkey kiosk network to the City of Fort Lauderdale at no cost or risk to the City. We are financially responsible for live IKE networks in 25 major cities across the country and do not rely on our city partners for any financial assistance.

- We have never defaulted on our contractual commitments or delivery of revenues to our city partners
- We have a proven track record executing and operating IKE networks nationwide
- We have cash on our balance sheet in excess of what would be required for a deployment of IKE kiosks in the City of Fort Lauderdale
- We are supported by a 21-year-old media company with successful operations in the largest media markets in the United States, including New York, Los Angeles, Chicago, Dallas, Atlanta, Houston, and Washington, D.C.



# VIII COMMUNITY INVOLVEMENT AND LOCAL SUPPORT

## COMMITTED TO COMMUNITIES

IKE Smart City's mission is to provide public benefit through our media platform in each of our IKE markets. Working closely with key constituents, we strive to understand near-term needs and long-term goals to deliver programming that contributes beyond an economic return. City priorities and partners vary but examples include:

### Municipalities

We assist city agencies with the widespread deployment of urgent communications such as weather emergencies, active shooters, power outages, transit and traffic alerts, and other important messaging that is critical to public safety.

### Business Improvement Districts

Small and independent businesses define the unique character of urban neighborhoods, and we work closely with Business Improvement Districts to understand how IKE can support their growth.

### Chambers of Commerce

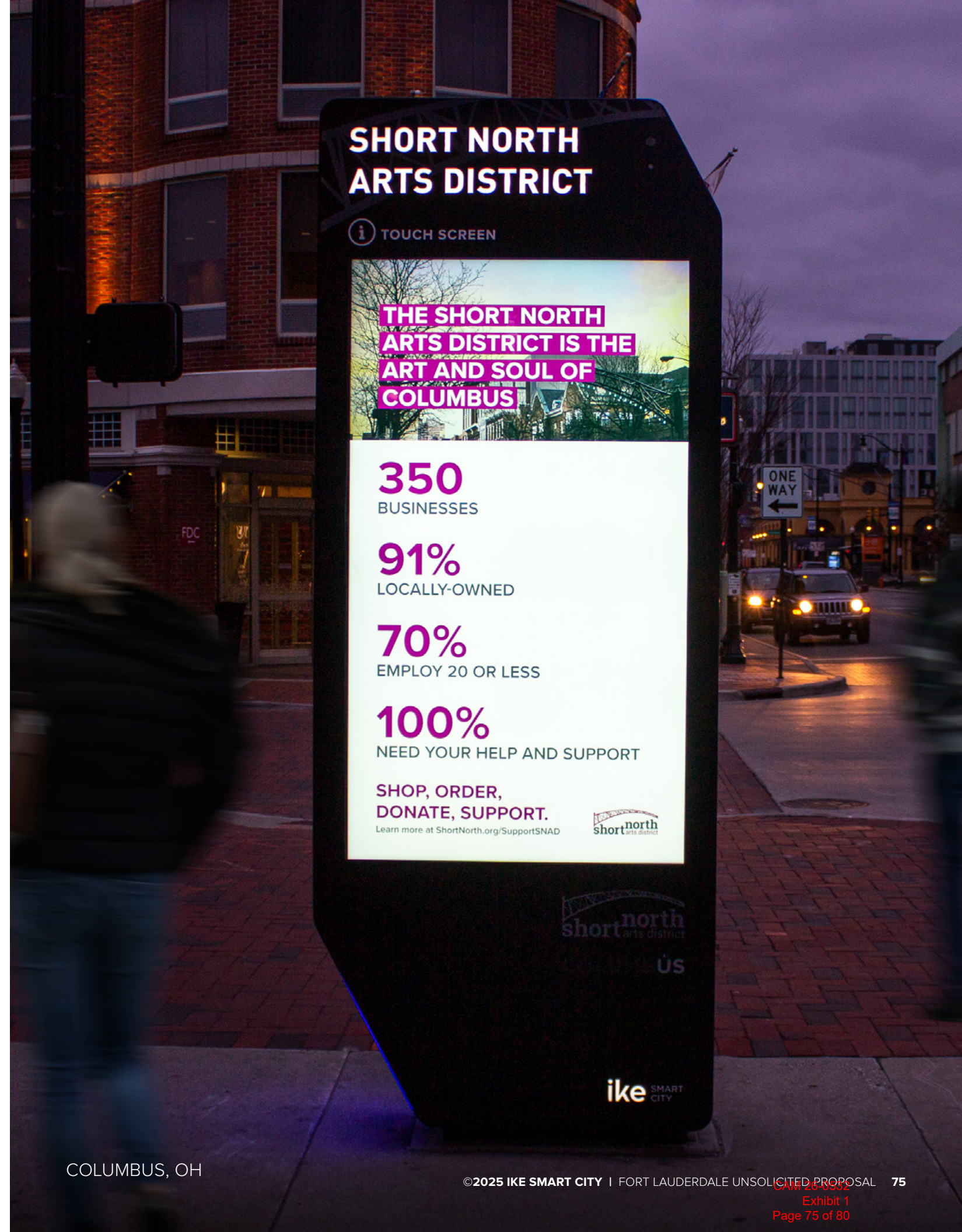
We collaborate closely with local Chambers of Commerce to support small local businesses and to keep kiosk content current, while offering discounted rate cards and exclusive free advertising opportunities to qualifying businesses.

### Educational Institutions

IKE Smart City partners with educational institutions and local school districts in the communities we serve to develop hands-on opportunities for creative students to learn about careers in media, design, and advertising.

### Artists and Art Institutions

We cultivate extensive relationships with art institutions, artists, and independent curators to develop media programs that showcase the work of established and emerging voices in the public realm.



## VIII. COMMUNITY INVOLVEMENT AND LOCAL SUPPORT

### LOCAL BUSINESS SUPPORT

The IKE platform provides small and independent businesses, as well as area nonprofits, with significant free and discounted promotional opportunities. In addition, IKE Smart City often creates special initiatives to further support the local business community.

#### Free Directory Listings and Destination Mapping

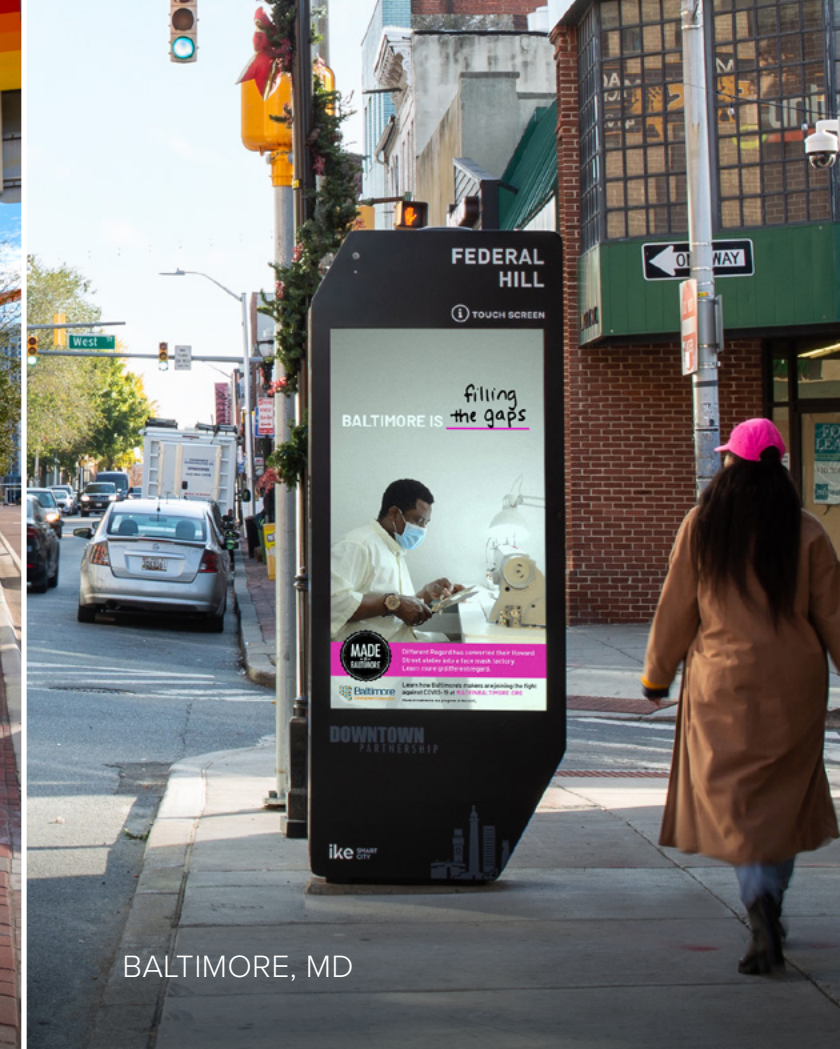
- Each business receives a Directory card that includes address, hours, phone number, description, photos, ratings, and reviews
- Businesses are easy to find with integrated wayfinding tools (mapping, transit options, and mobile handoff)
- IKE Directory listings are proximity-based by distance from the kiosk, and paid placement is not allowed

#### Reduced Rate Cards for Small Local Businesses

- IKE Smart City offers Small Businesses a fifty percent (50%) discount on applicable advertising rate cards
- The term “Small Business” shall mean a business headquartered in the City with annual gross revenue of less than \$1MM in the prior calendar year



TAMPA, FL



BALTIMORE, MD



BERKELEY, CA

## VIII. COMMUNITY INVOLVEMENT AND LOCAL SUPPORT

### VIBRANCY THROUGH PUBLIC ART

IKE Smart City is committed to adding vibrancy to urban areas through public art. Displaying public art enhances the aesthetics and promotes the City of Fort Lauderdale as a place of interest and excitement.

IKE Smart City's in-house curatorial team establishes and maintains key relationships with artists, curators, museums, and art institutions across the country. These partnerships result in the expansion of art into highly visible public spaces where it can reach broader and more diverse audiences.

Collaborations across the country include work with art curators and organizations such as:

- National Portrait Gallery
- Smithsonian American Art Museum
- MOCA Los Angeles
- The Hammer Museum
- For Freedoms
- MCA Denver
- Hirshhorn Smithsonian
- Diana Nawi
- Larry Ossei-Mensah
- Living Walls
- The Propeller Group
- Pérez Art Museum Miami

and artists such as:

- Nick Cave
- Genevieve Gaignard
- Jeffrey Gibson
- Ann Hamilton
- Jenny Holzer
- Tomashi Jackson
- Barbara Kruger
- Gerald Lovell
- Mikael Owunna
- Hank Willis Thomas
- Cornelius Tulloch
- Nari Ward
- Carrie Mae Weems



MIAMI, FL  
Artist: *Eileen Seitz*



BALTIMORE, MD  
Baltimore Museum of Art



MIAMI, FL  
ICA MIAMI



COLUMBUS, OH  
Artist: Joe Dulin-Didonato



TAMPA, FL  
Tampa Museum of Art



MIAMI, FL  
Artist: Cornelius Tulloch

# A FINAL WORD

IKE Smart City is uniquely positioned to partner with the City of Fort Lauderdale to support its placemaking initiatives and enrich local communities through innovative smart city technology. Our objective is to drive discovery, mobility, and equity, while also providing an economic return for the City.

We hope the enclosed information has demonstrated our differentiators and superior value proposition. Many thanks for taking the time to review our materials.

## **Industry Leader**

We have been operating IKE networks since 2015 with great success. Cities across the nation have selected us as their preferred kiosk and endorsed our product and team as superior to the competition.

## **Art & Community Partner**

Using our media platform to support community initiatives and extend the reach of public art is at the core of our mission, and we would continue those efforts in the City of Fort Lauderdale.

## **Continuous Innovation**

Keeping IKE relevant requires ongoing research and innovation. Employing dedicated Product and Software teams with a singular focus on the platform versus outsourcing the work is critical to success.

## **Customizable Platform**

The flexibility of IKE's design and software allows the City of Fort Lauderdale to customize the platform to create a hyper local kiosk experience that reflects the City's unique characteristics and brand identity.

## **Staffed to Succeed**

Our vertically integrated team is comprised of skilled contributors from each discipline led by experienced Project Managers. Our investment in full-time resources ensures the City will receive a seamless turnkey program.

## **Financial Stability**

We are equipped with the capital required to deliver a best-in-class kiosk network without sacrificing quality, and our Media Sales team has decades of experience that will support delivery of contracted revenue.

# THANK YOU

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