



**Town of Surfside
Tourist Board
AGENDA
Monday, July 10, 2023
5:30 PM
Town Commission Chambers**

Rule 7.05 Decorum. Any person making impertinent or slanderous remarks or who becomes boisterous while addressing the commission shall be barred from further appearance before the commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the commission members present. No clapping, applauding, heckling or verbal outbursts in support or opposition to a speaker or his or her remarks shall be permitted. Signs or placards may be disallowed in the commission chamber by the presiding officer. Persons exiting the commission chambers shall do so quietly.

Rule 6.06 (a)3 Agenda. The good and welfare portion of the agenda set for 8:15 p.m. shall be restricted to discussion on subjects not already specifically scheduled on the agenda for discussion and debate. In no event shall this portion of the agenda be allotted more than 45 minutes with each speaker to be given no more than three minutes, unless by vote of a majority of the members of the commission present, it is agreed to extend the time frames. Likewise, commission members shall be restricted to speaking three minutes each unless an extension is granted in the same manner as set forth in the prior sentence.

Any person who received compensation, remuneration or expenses for conducting lobbying activities is required to register as a lobbyist with the Town Clerk prior to engaging in lobbying activities per Town Code Sec. 2-235. "Lobbyist" specifically includes the principal, as defined in this section, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. The term "lobbyist" specifically excludes any person who only appears as a representative of a not-for-profit community-based organization for the purpose of requesting a grant without special compensation or reimbursement for the appearance; and any person who only appears as a representative of a neighborhood, homeowners or condominium association without compensation for the appearance, whether direct or indirect or contingent, to express support of or opposition to any item.

Per Miami Dade County Fire Marshal, the Commission Chambers has a maximum capacity of 99 people. Once this capacity has been reached, people will be asked to watch the meeting from the first floor.

1. **Call to Order/Roll Call**
2. **Agenda and Order of Business**
3. **Town Commission Liaison Report**
4. **Approval of Minutes**
 - 4.A **June 5, 2023 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello
[June 5, 2023 Tourist Board Meeting Minutes.pdf](#)
5. **Resort Tax Collection and Vacancies Report**
6. **Discussion Items**
 - 6.A **Sand Sculpture Contest Proposal from ACT Productions** - Chair Eli Tourgeman
- Chair Eli Tourgeman
 - 6.B **Surfside Letters Installation - Alternate Locations** - Chair Eli Tourgeman - Chair Eli Tourgeman
 - 6.C **IKE Smart City Kiosks** - Frank Trigueros, Tourism and Communications Director
[IKE Surfside Proposal.pdf](#)
 - 6.D **Surfside Art Market Proposal, Festival and Event** - Chair Eli Tourgeman - Chair Eli Tourgeman
 - 6.E **Special Events Consultant Update** - Frank Trigueros, Tourism and Communications Director
 - 6.F **ADA Mats Update** - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson
 - 6.G **Additional Summer Events, Beachside Events** - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson
 - 6.H **New Monument Sign** - Chair Eli Tourgeman - Chair Eli Tourgeman
[Monument Sign.pdf](#)
 - 6.I **Food Trucks Event** - Chair Eli Tourgeman - Chair Eli Tourgeman
7. **Public Comments**
8. **Board Member Comments**
9. **Next Meeting**
 - 9.A **Next Meeting Date: August 7, 2023 at 5:30 p.m.** - Deputy Town Clerk Evelyn Herbello
10. **Adjournment**

Respectfully submitted,

Hector R. Gomez
Town Manager

THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS THAT ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.

IN ACCORDANCE WITH THE PROVISIONS OF SECTION 286.0105, FLORIDA STATUTES, ANYONE WISHING TO APPEAL ANY DECISION MADE BY THE TOWN OF SURFSIDE COMMISSION, WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING, WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE, MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE WHICH RECORD SHALL INCLUDE THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

AGENDA ITEMS MAY BE VIEWED AT THE OFFICE OF THE TOWN CLERK, TOWN OF SURFSIDE TOWN HALL, 9293 HARDING AVENUE. ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM SHOULD CONTACT THE TOWN CLERK AT 305-861-4863. A COMPLETE AGENDA PACKET IS ALSO AVAILABLE ON THE TOWN WEBSITE AT www.townofsurfsidefl.gov.

TWO OR MORE MEMBERS OF THE TOWN COMMISSION AND/OR TOWN BOARDS MAY ATTEND THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.



**Town of Surfside
Tourist Board
MINUTES
June 5, 2023
5:30 PM
Town Commission Chambers**

1. Call to Order/Roll Call

Chair Tourgeman called the meeting to order at 5:33 p.m.

Deputy Town Clerk Herbello called the roll with the following members present:

Present: Chair Eli Tourgeman, Vice Chair Ben Jacobson, Board Member Ezequiel Singer and Board Member Diana Gonzalez.

Absent: Board Member Lisa Herman (resigned on 5/12/2023).

Also Present: Town Manager Hector Gomez, Town Attorney Daniela Cimo and Tourism and Communications Director Frank Trigueros.

2. Agenda and Order of Business

3. Town Commission Liaison Report

Commission Liaison Mayor Danzinger was absent, therefore there was no Commission Liaison Report.

4. Approval of Minutes

4.A May 1, 2023 Tourist Board Meeting Minutes - Deputy Town Clerk Evelyn Herbello

A motion was made by Vice Chair Jacobson to approve the May 1, 2023 Tourist Board Meeting Minutes, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

[May 1, 2023 Tourist Board Meeting Minutes.pdf](#)

5. Resort Tax Collection and Vacancies Report

5.A June Vacancies and Resort Tax Report - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros provided the Resort Tax Collection and Vacancies Report. He provided a handout with the report to the Board Members and stated the numbers are holding steady.

Chair Tourgeman stated he wanted this report so everyone knows who contributed and the amount they contributed.

Vice Chair Jacobson asked for the dates of the vacancies when they existed and could they be added to the report.

Tourism and Communications Director Trigueros stated he would add that information to the upcoming report.

[June Vacancies and Resort Tax Report.pdf](#)

6. Discussion Items

6.A Sand Sculpture Contest - Chair Eli Tourgeman - Chair Eli Tourgeman

Tourism and Communications Director Frank Trigueros asked to hear item 6A (Sand Sculpture Contest) and item 6F (ACT Productions-Movies on the Beach) at the same time in order for the vendor, Bruce Oros, ACT Productions, can provide an overview.

A motion was made by Board Member Gonzalez to merge item 6A (Sand Sculpture Contest) and item 6F (ACT Productions - Movies on the Beach), seconded by Board Member Singer. The motion carried with a 4-0 vote.

Bruce Orosz, ACT Productions, provided an overview of the two items and how the events would take place.

Chair Tourgeman stated the Board did not receive the presentation he is stating.

Mr. Orosz continued with the overview of his company and what they do.

Chair Tourgeman asked what source he would be using to promote the events.

Mr. Orosz stated that he will work with the Town to help with the advertising.

Board Member Gonzalez spoke regarding his past presentation and the pricing.

Chair Tourgeman asked regarding the timing of the events.

Mr. Orosz spoke regarding the timing of the events.

Chair Tourgeman stated that they are looking at adding Movies on the Beach in November or December.

Vice Chair Jacobson stated that the price was a bit more than what they paid for past events. He spoke regarding the summer coming up and the restaurants are a bit quieter. He stated they are looking at additional ideas of what can be done on the beach. He asked Mr. Oros what beach concepts he has for the summer.

Chair Tourgeman stated he would like to have a sand castle contest.

Mr. Orosz stated it does take a bit of time to do the sand castle and the kickoff for a sand castle contest would have to be around noon.

Board Member Singer stated he would like to see something like that.

Vice Chair Jacobson stated he is interested and how fast could he put a proposal together. He asked for there to be something more than just the sand sculpture like a slip and slide, music, etc.

Board Member Gonzalez stated she would like to see the proposal as soon as possible.

Tourism and Communications Director Trigueros asked how they would mitigate rain when it comes to the sculpture.

Mr. Orosz stated that they cannot control mother nature. He stated that the DJ and artist would need at least 24 to 36 hours advance notice for cancellation.

Chair Tourgeman asked Mr. Orosz if he could put together a proposal quickly since they are short on time.

Discussion among the Board members and staff took place regarding the sand sculpture event and the date for the event.

Consensus was reached by the Board to move forward with the idea and have Mr. Orosz come back with a proposal to have the event on July 23rd.

Mr. Orosz asked regarding the permitting.

Tourism and Communications Director Trigueros stated that the Town will pull the special event permits and work with the Legal Department to come up with a contract for him to execute along with the Town.

Vice Chair Jacobson stated that the events they have include food, kosher food and drinks and the vendor provides all that.

6.B Cold Water Requirements for Tourist Board Events - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Vice Chair Jacobson introduced the item and stated they have brought it to the board at multiple meetings. He stated it is unacceptable for the vendors to run out of water at the events and the vendors should have sufficient water at the events.

A motion was made by Vice Chair Jacobson to add a \$500.00 penalty fine to all existing contracts as an amendment to those contracts and add that clause to all new contracts stating if they run out of water at the events they will pay the fine. He stated that if they refuse to sign the contract with that amendment then their contract

will be terminated immediately, seconded by Chair Tourgeman. The motion carried with a 4-0 vote.

Chair Tourgeman asked if that could be added to future contracts.

Town Attorney Cimo stated that they can provide penalties if they are not doing what they should be doing.

6.C ADA Beach Mats - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Vice Chair Jacobson introduced the item and provided an overview of the item and a presentation picture of what the mat looks like. He stated that the condominiums can pay a fee to keep the mat clean and in good condition.

Chair Tourgeman stated he likes the mat and believes it is a good idea in sharing the cost.

Town Manager Gomez stated that the blue mats the Town paid for and explained which mats were paid by the condominiums, hotels and neighboring municipalities.

Chair Tourgeman stated they are providing this idea as a benefit for them and believes it is fair.

Town Manager Gomez stated that the Board will approve the mat cost at 50% but what do they do if they do not have the buy in from the condominiums or hotels. He stated that they will come up with a program and bring to them and see which ones will buy in.

Vice Chair Jacobson stated that they need to continue with the upkeep regardless if this Board changes.

Tourism and Communications Director Trigueros asked regarding the cost.

Town Manager Gomez stated it will be approximately \$40,000.

Vice Chair Jacobson stated that then they are looking at providing half of that cost.

Board Member Gonzalez agrees with this if they accept and help maintain the mats.

A motion was made by Vice Chair Jacobson to approve the ADA Beach Mats with a program that 50% will be covered by the Tourist Board and will require the buildings to pay the other 50% of the cost plus an annual maintenance fee of \$300.00, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

6.D Surfside Towels on Beach - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Vice Chair Jacobson introduced the item. He provided a suggestion of putting a promotional "Surfside" sign on the towel that people can put on their beach chair.

Chair Tourgeman spoke regarding anything that has to do with the Beach Club they cannot sponsor. He suggested for beach towels at their events, they can do that but not for the Beach Club because the Beach Club is for residents only.

Town Manager Gomez stated that the Beach Club is a general fund and for residents. He stated that the Community Center is funded 66% by Tourist funds.

Chair Tourgeman stated that the hotels should provide their own towels. He suggested having the towels at their promotional events.

Vice Chair Jacobson stated that they have so many events at the beach they can hand them out.

Chair Tourgeman stated that falls under the promotional items.

Consensus was reached by the Board to have Tourism and Communications Director Trigueros look into the purchase of the towels under the section of the budget for promotional items.

6.E Extending Music on the Beach through the Summer - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Vice Chair Tourgeman introduced the item. He stated that he spoke with Alan Andai and the beach events are very well received and many people come to those events. He stated that he would like to see it extended through the Summer. He stated that he did ask Mr. Andai regarding some misters and umbrellas in order for the people to have some type of shade. The idea is to extend it for a couple of months.

Board Member Gonzalez suggested changing the time because 3:00 p.m. is very hot.

Board Member Singer spoke about having something different.

Alan Andai addressed the comments made and they could add a dance feature and provided other ideas. He stated that they tried to play with location and timing and explained the reason why they brought it back to 3:00 p.m.

Further discussion took place among the Board members and Mr. Andai regarding the different events and extension of those events.

Consensus was reached by the Board to leave the start time at 3:00 p.m. and extending the events with the remaining funds that were already approved as well as the genres. There was consensus to have the genres be a Top 40 songs, reggae, and Latin.

A motion was made by Vice Chair Jacobson to extend Music on the Beach and to include up to an additional \$1,000 for additional food for July, August and September, seconded by Board Member Singer. The motion carried with a 4-0 vote.

6.F ACT Productions - Movies on the Beach - Chair Eli Tourgeman - Chair Eli

Tourgeman

This item was heard in conjunction with item 6A (Sand Sculpture Contest).

6.G Budget Discussion Part 2 - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros introduced a proposal from the MOCA Museum in North Miami for different partnership tiers. He stated that this could be an additional incentive for Surfside hotel guests.

Chair Tourgeman stated he has been asking for Art on the Beach which could be at a venue or at the Community Center but he personally does not believe this is worthwhile spending the money. He would prefer to have an art festival.

Tourism and Communications Director Trigueros stated he did ask if they would bring their art exhibitions to Town and they would not.

Chair Tourgeman asked the Board Members if they were interested in this and none of the Board Members were interested in bringing this to Town.

Board Member Singer provided his input.

Chair Tourgeman stated that an art festival would be more beneficial to the tourists. He explained what they did in the past in Town.

Vice Chair Jacobson stated that Board Member Singer brought up a good idea and explained the different events and if there is something that the hotel partners would like us to be part of like the food and wine, that would be interesting. That would be up to the hotels to come to us and ask us. He asked Tourism and Communications Director Trigueros to see if they would be interested and if he could speak with them.

Tourism and Communications Director Trigueros continued to go over the different other budgeted items and he will contact the hotels.

Vice Chair Jacobson spoke regarding the funding and what Parks and Recreation Department does with their events.

Town Manager Gomez addressed the comments and questions regarding the Parks and Recreation Department events which includes staffing and inhouse operations that is handled by the Parks and Recreation Department team. He stated he would like to discuss that with Parks and Recreation Director Milian and come back to the Board.

Vice Chair Jacobson stated that anything that the Parks and Recreation Department does inhouse we can help fund a portion of it and provide an enhancement like food.

Tourism and Communications Director Trigueros stated that he will ask Parks and Recreation Director Milian. He stated that due to the upcoming budget special workshop, they are on a time restraint.

Further discussion took place among the Board members and staff regarding the allocation of the funds, keeping the higher number for budget for the workshop and what are the estimates of the money being allocated which is \$1.3 to \$1.4 million, which will not be seen until next year.

Town Manager Gomez stated it will be hard to justify an additional \$100,000, his advice is to proceed with the budget officer's recommendation.

A motion was made by Vice Chair Jacobson to approve the budget as presented, seconded by Board Member Singer. The motion carried with a 4-0 vote.

6.H Byron Avenue Monument Sign - Chair Eli Tourgeman - Chair Eli Tourgeman

Tourism and Communications Director Trigueros provided a presentation with the different options.

Chair Tourgeman introduced the item. He asked Town Manager Gomez if it would be better if they had something in concrete.

Town Manager Gomez stated that if they have currently what they have to make it consistent he could provide a cost proposal.

Chair Tourgeman asked regarding the lighting.

Tourism and Communications Director Trigueros stated he did ask them for more options but the turtle lights are still up.

Chair Tourgeman stated that the word "Surfside" on 87th Street and Collins need to have better lighting.

Town Manager Gomez addressed the comments made and provided a google map view of the sign and the area located. He asked if they can come back with a proposal of the one at the Tennis Center and Byron Avenue or recycle one of those to the Byron Avenue and come back next month.

Chair Tourgeman stated they need better signage coming on 87th and Collins and relocate that sign to Byron Avenue.

6.I Food Trucks - Chair Eli Tourgeman - Chair Eli Tourgeman

Chair Tourgeman introduced the item and stated in order to have a variety of food at the events, he is proposing food trucks in addition to the small food bites. This way they can have additional selections as long as the food trucks does not conflict with the restaurant foods provided at the Harding Avenue restaurants. He stated the food trucks will sell the food.

Vice Chair Jacobson asked if restaurants could do some outdoor pop ups at the events.

Chair Tourgeman stated it is hard for the restaurants to do that because they run into the issue of how they could keep their food hot. He is trying to provide different options.

Board Member Singer stated it is only for the events that are not on the beach.

Vice Chair Jacobson stated it would not hurt since they are not paying for it.

Chair Tourgeman stated that the activities they are having does not include food trucks and would like to add the food trucks to the activities they are having.

Board Member Singer believes it should be something to work with the vendors because it might compete with the space they use for the events as well as parking.

Sara Liss spoke regarding the food trucks and the logistics.

Alan Andai stated that restaurant participation is hard and bringing food trucks is a good idea. He has incorporated food trucks at other events. He stated the food cost for them to come out is an issue at times. He suggested a food truck event where you have several trucks like North Bay Village does.

Chair Tourgeman stated that what he is stating is to have a food truck event once a month.

Further discussion took place among the Board Members and Mr. Andai regarding the idea of food trucks and possible logistics.

Board Member Gonzalez stated that Mr. Andai and Ms. Liss need to speak to their employees because some of their employees are extremely rude to the residents and tourists.

Town Attorney Cimo wanted to provide clarification on the previously discussed item 6A. She stated the fine would have to be stated as liquidated damages and they need to clarify the specifics of the change to the contracts as stated under item 6A.

7. Public Comments

Chair Tourgeman opened the floor to public comments.

The following individual from the public spoke:

George Kousoulas spoke regarding the sign proposed for Town Hall.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman addressed the comment made regarding the colors of the sign "Surfside".

Town Manager Gomez explained what will be coming before the Commission and it is set up for a conversation as a discussion item at the Commission meeting.

8. Next Meeting

8.A Next Meeting: Monday, July 10, 2023 at 5:30 p.m. - Deputy Town Clerk Evelyn Herbello

Deputy Clerk Herbello advised the Board of the next meeting on July 10, 2023 at 5:30 p.m.

Consensus was reached to hold the next meeting on July 10, 2023 at 5:30 p.m.

9. Adjournment

A motion was made by Vice Chair Jacobson to adjourn the meeting at 7:15 p.m., seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

Accepted this ____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, CMC
Deputy Town Clerk



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1371 NE Miami Ct
(786) 522-2419
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GET DIRECTIONS / INFO

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Town of Surfside

This document contains confidential trade secrets



ike SMART CITY

OUR MISSION:
WE PIONEER
SMART CITY TECHNOLOGY
TO IMPROVE LIVES IN CITIES.



ATLANTA



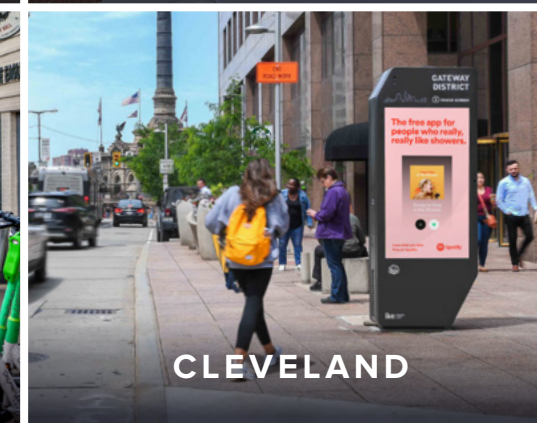
BALTIMORE



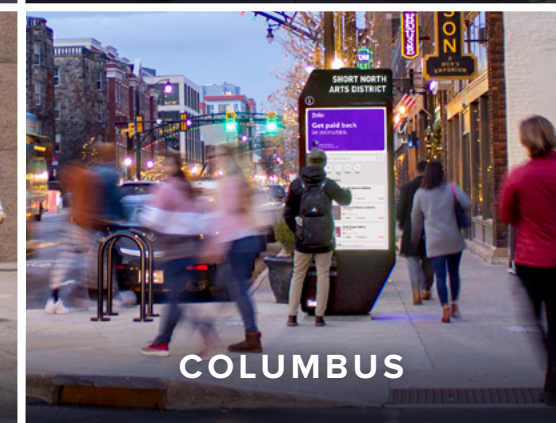
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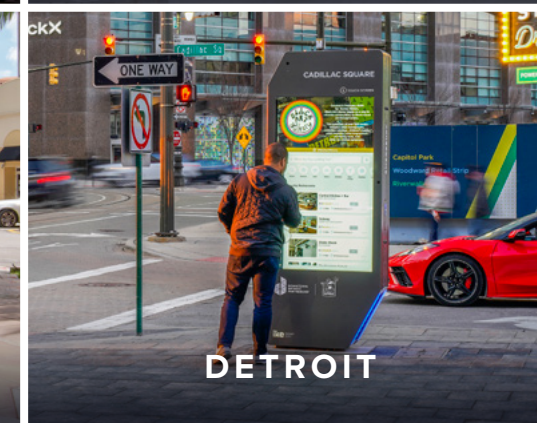
CLEVELAND



COLUMBUS



CORAL GABLES



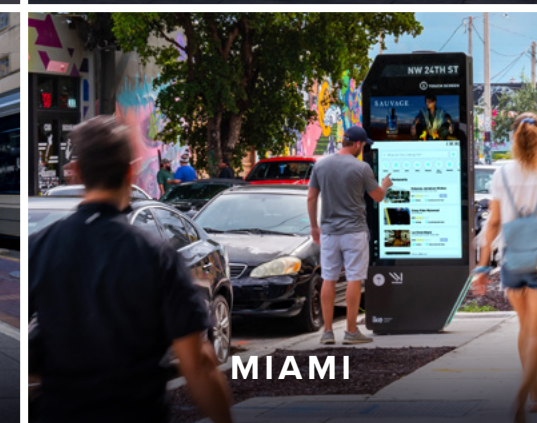
DETROIT



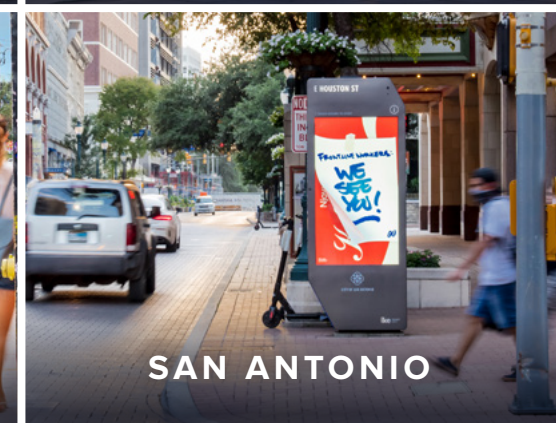
DENVER



HOUSTON



MIAMI



SAN ANTONIO



ST. LOUIS



TAMPA



TEMPE

PROPOSAL



FINANCIAL BENEFITS

IKE Smart City will place up to 10 kiosks at mutually agreed upon locations within the Town of Surfside.

IKE Smart City will manufacture, install, operate, and maintain all kiosks at no cost to the Town.

IKE Smart City will pay to the Town of Surfside the greater of:

- ▶ 21.5% of Net Advertising Revenues, or
- ▶ \$6,000/kiosk in Y1, \$7,000/kiosk in Y2, \$8,000/kiosk in Y3, increasing at 2% every year thereafter

Net Advertising Revenues is defined as Gross Advertising Revenues less depreciation.

The average annual income to the Town is projected to be \$404,129.

The total income to the Town over the term of the agreement is projected to be \$8,082,586.

CIVIC BENEFITS

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

PRO FORMA

Year	Lease Term									
	1	2	3	4	5	6	7	8	9	10
Gross Revenues										
Surfside IKE Network (10 Units)	\$ 1,100,736	\$ 1,295,724	\$ 1,568,149	\$ 1,615,194	\$ 1,663,650	\$ 1,713,559	\$ 1,764,966	\$ 1,817,915	\$ 1,872,452	\$ 1,928,626
Expenses										
Depreciation	\$ (105,000)	\$ (105,000)	\$ (105,000)	\$ (105,000)	\$ (105,000)	\$ (105,000)	\$ (105,000)	\$ (105,000)	\$ (105,000)	\$ (105,000)
Total Expenses	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)
Net Revenues	\$ 995,736	\$ 1,190,724	\$ 1,463,149	\$ 1,510,194	\$ 1,558,650	\$ 1,608,559	\$ 1,659,966	\$ 1,712,915	\$ 1,767,452	\$ 1,823,626
Revenue Share										
Minimum Annual Guarantee (MAG)	\$ 60,000	\$ 70,000	\$ 80,000	\$ 81,600	\$ 83,232	\$ 84,897	\$ 86,595	\$ 88,326	\$ 90,093	\$ 91,895
Percentage	154,083	186,006	234,577	243,092	251,878	260,944	270,298	279,950	289,909	300,185
Total Revenue Share	\$ 214,083	\$ 256,006	\$ 314,577	\$ 324,692	\$ 335,110	\$ 345,840	\$ 356,893	\$ 368,277	\$ 380,002	\$ 392,080

PRO FORMA (CONT.)

Year	Lease Term									
	11	12	13	14	15	16	17	18	19	20
Gross Revenues										
Surfside IKE Network (10 Units)	\$ 1,986,485	\$ 2,046,079	\$ 2,107,462	\$ 2,170,686	\$ 2,235,806	\$ 2,302,880	\$ 2,371,967	\$ 2,443,126	\$ 2,516,419	\$ 2,591,912
Expenses										
Depreciation	\$ (47,037)	\$ (47,037)	\$ (47,037)	\$ (47,037)	\$ (47,037)	\$ (47,037)	\$ (47,037)	\$ (47,037)	\$ (47,037)	\$ (47,037)
Total Expenses	(47,037)	(47,037)	(47,037)	(47,037)	(47,037)	(47,037)	(47,037)	(47,037)	(47,037)	(47,037)
Net Revenues	\$ 1,939,448	\$ 1,999,042	\$ 2,060,425	\$ 2,123,648	\$ 2,188,769	\$ 2,255,843	\$ 2,324,930	\$ 2,396,089	\$ 2,469,382	\$ 2,544,875
Revenue Share										
Minimum Annual Guarantee (MAG)	\$ 93,733	\$ 95,607	\$ 97,520	\$ 99,470	\$ 101,459	\$ 103,489	\$ 105,558	\$ 107,669	\$ 109,823	\$ 112,019
Percentage	323,248	334,187	345,472	357,114	369,126	381,518	394,302	407,490	421,094	435,129
Total Revenue Share	\$ 416,981	\$ 429,794	\$ 442,991	\$ 456,584	\$ 470,585	\$ 485,006	\$ 499,860	\$ 515,159	\$ 530,917	\$ 547,148

COMPANY BACKGROUND & KIOSK FUNCTIONALITY

THE LEADER IN INTERACTIVE DIGITAL KIOSKS

IKE Smart City was formed by Orange Barrel Media, an 19-year-old media company that creates value for municipal clients by designing and implementing iconic outdoor media that adds to the character of urban places.

IKE Smart City is singularly focused on delivering the most technologically advanced platform available and refining our practices through our extensive work in cities.

- ▶ IKE is a seamless, best-in-class hardware and software communication system that connects cities with people through interactive, vivid touchscreens and an ever-expanding suite of applications
- ▶ Our ongoing investment in software development has created the true Smart City Hub — a dynamic digital kiosk that provides the City and public with everything they need to explore and navigate the city, all in one place.



OVER **100 ASSOCIATES** WORKING TOWARDS A COMMON GOAL.

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 structure was developed to ensure 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

“

With IKE kiosks now installed on our city sidewalks, Cincinnati has joined the ranks as a cutting edge, smart city, providing a best-in-class interactive kiosk to our citizens and visitors to showcase all that Cincinnati has to offer. I look forward to seeing our residents and visitors interact with these kiosks to connect with our great city.

MAYOR AFTAB PUREVAL
CITY OF CINCINNATI

”



BRICKELL

THE TRUE SMART CITY HUB

IKE interactive digital kiosks deliver valuable smart city services and reinforce a city's brand as a progressive innovator by driving three fundamental objectives of a vibrant, pedestrian-oriented destination.

OBJECTIVES



DISCOVERY



MOBILITY



EQUITY

PLATFORM



WORLD-CLASS SOFTWARE

In-house Software Engineering team with decades of collective experience develops solutions for consumer and business applications.



FLEXIBLE AND RESPONSIVE

Flexible data platform seamlessly and securely integrates with third-party services and city systems to update content in real time.



CONTINUOUS INNOVATION

Continuous investment in platform innovations ensures IKE stays relevant and can adapt to evolving needs.



[Please click to learn why cities across the country are choosing IKE.](#)

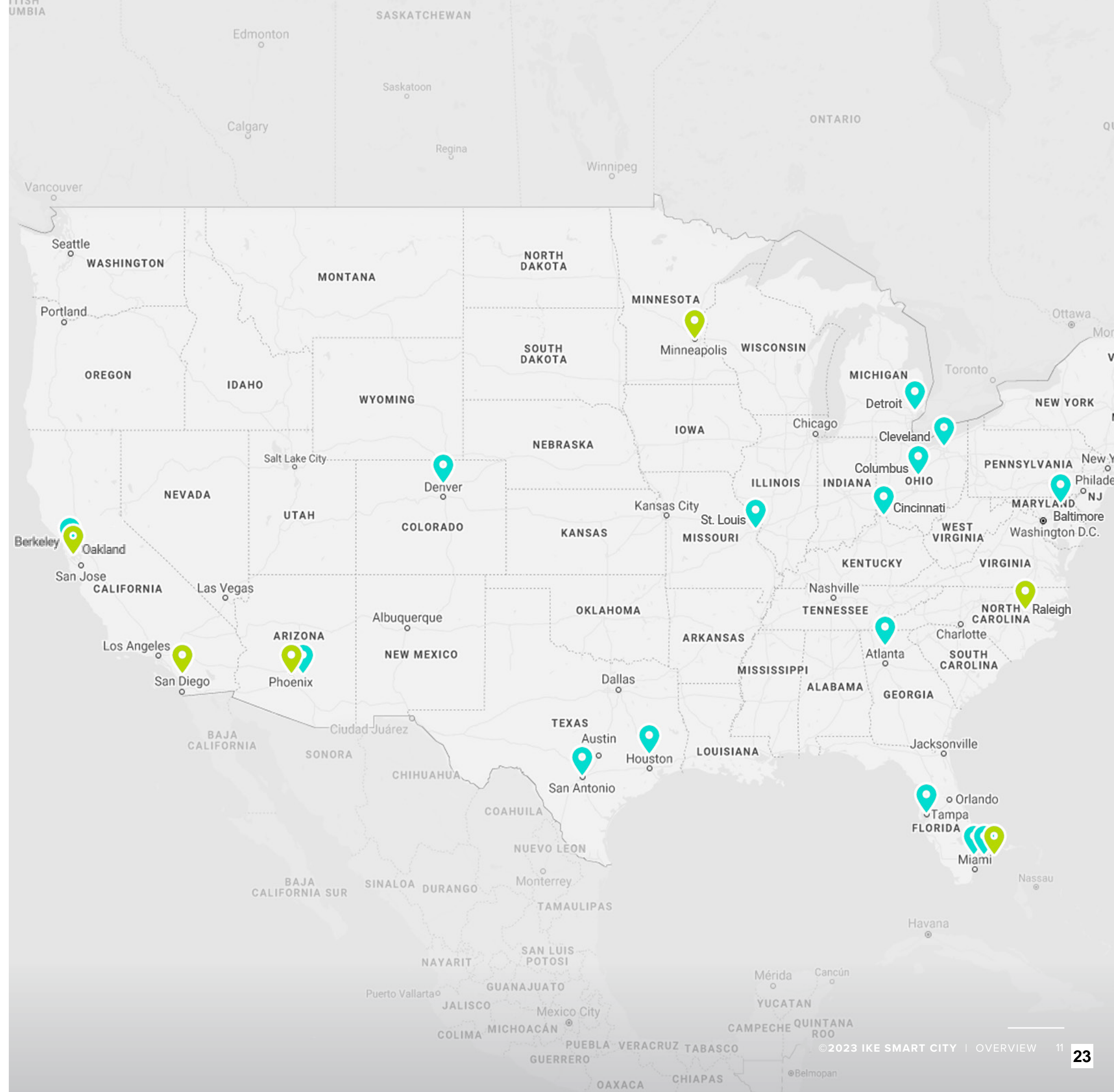
NETWORKS IN SMART CITIES NATIONWIDE

LIVE (15)

- ▶ Atlanta, GA
- ▶ Baltimore, MD
- ▶ Berkeley, CA
- ▶ Cincinnati, OH
- ▶ Cleveland, OH
- ▶ Columbus, OH
- ▶ Coral Gables, FL
- ▶ Denver, CO
- ▶ Detroit, MI
- ▶ Houston, TX
- ▶ Miami, FL
- ▶ San Antonio, TX
- ▶ St. Louis, MO
- ▶ Tampa, FL
- ▶ Tempe, AZ

AWARDED (6)

- ▶ Miami Beach, FL
- ▶ Minneapolis, MN
- ▶ Oakland, CA
- ▶ Phoenix, AZ
- ▶ Raleigh, NC
- ▶ San Diego, CA



There's no better platform on the market than IKE.



KOURTNY GARRETT
PRESIDENT & CEO,
DOWNTOWN DENVER PARTNERSHIP

EXPERIENCE IN SOUTH FLORIDA

IKE Smart City has several years of experience working in South Florida, most notably with our IKE installations in Miami and Coral Gables.

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 of 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 of 2021 in the neighborhood of Wynwood and the network extends into Downtown, Brickell, Overtown, and Coconut Grove.

In Coral Gables, we installed four kiosks along the Miracle Mile and Giralda in August of 2019. The kiosk usage numbers were so significant that in 2020, the City decided to extend the contract to allow for additional IKE locations throughout the Gables. The second phase of installations took place in 2021 beginning with a kiosk near City Hall.

Further, IKE Smart City was recently awarded an RFP to bring IKE kiosks to Miami Beach, and will return to the Commission for final approval in June 2023.

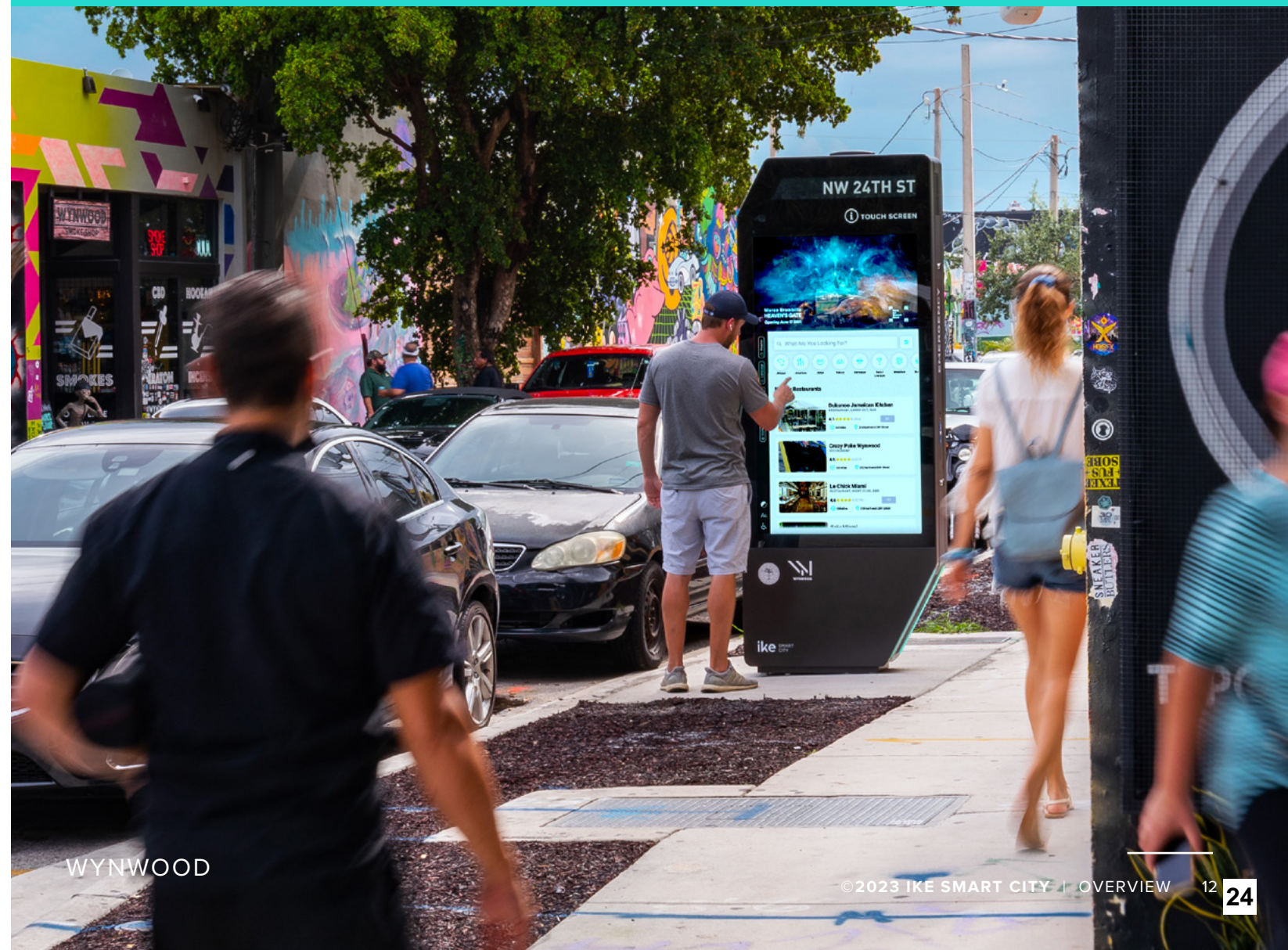


As the City of Miami continues to evolve into one of the country's leading technology hubs, we are so excited to add IKE digital kiosks to our rights-of-way to build on our commitment to smart city initiatives and reinforce our role as a progressive innovator.

MAYOR FRANCIS SUAREZ
CITY OF MIAMI



Watch Miami Mayor Francis Suarez discuss how IKE adds value to the City in an episode of his social media video series, Cafecito Talk.



WYNWOOD

MIAMI ART PARTNERSHIPS

The IKE kiosks in Miami regularly exhibit new projects by local and international artists in collaboration with some of Miami's most recognized cultural organizations. A launch project with the iconic Wynwood Walls features the commissioned works of Miami-based artists such as Baghead, Golden 305, Nico, and Rei Ramirez. IKE has also partnered with Pérez Art Museum Miami (PAMM) to promote its exhibitions through advertising and feature art from its permanent collection and exhibition program.

The work of Italian artist Marco Brambilla, best known for his mesmerizing, intricate video collages, was shown throughout the summer and fall of 2021, in conjunction with his exhibition, Heaven's Gate, which opened at PAMM on June 17, 2021. Other exciting partnerships are in development, including a collaboration with Miami-based Fringe Projects, an agency that commissions experimental public art.



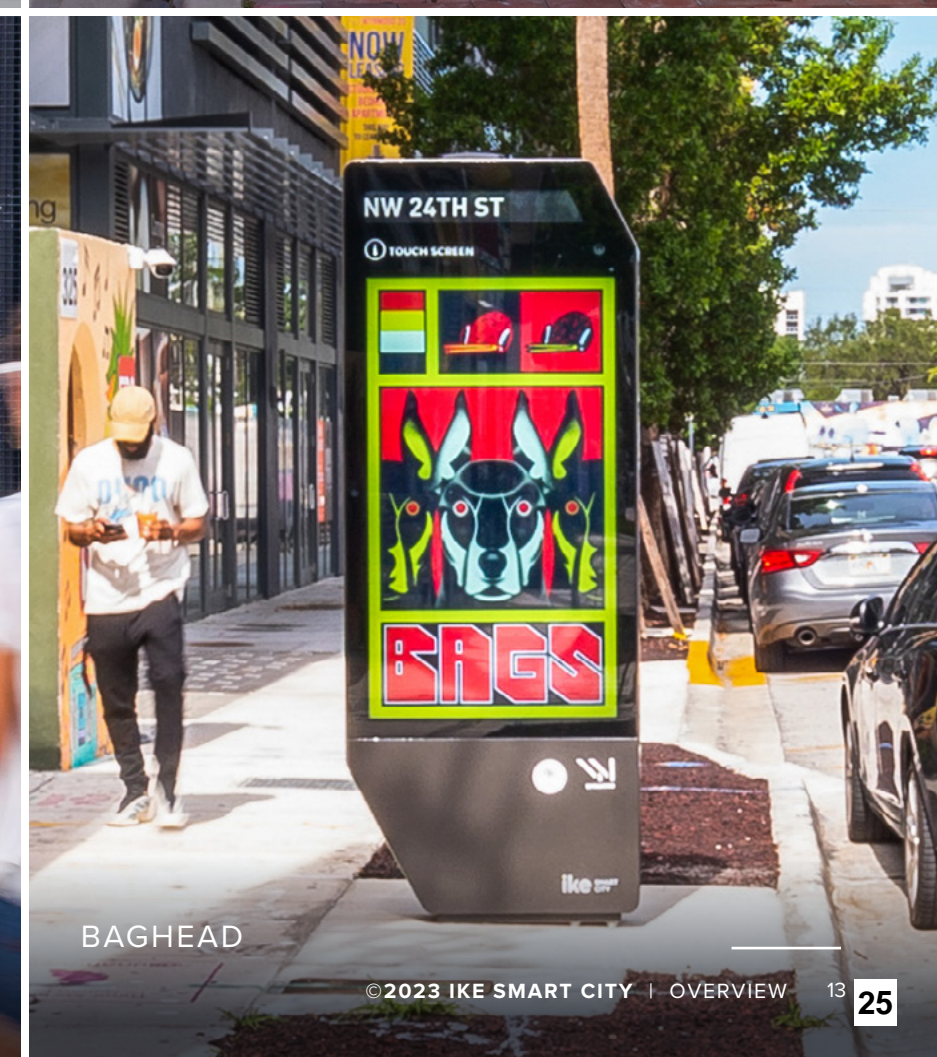
NICO



EILEEN SEITZ



PÉREZ ART MUSEUM MIAMI



BAGHEAD

A PLATFORM FOR LUXURY BRANDS

CASE STUDY: CHANEL PRODUCT LAUNCH

The release of Chanel's yearly Cruise Collection is highly anticipated by the fashion elite and the brand's goal is to create buzz with a highly visible launch campaign. In 2022, our Sales team proposed that Chanel leverage IKE's high-definition digital screens and market-wide coverage to dominate the streets of Miami with a striking showcase of its new Collection.

The Chanel team recognized that IKE's innovative technology and high-end design strategically align with its luxury brand and provide differentiating impact. Working with our team, Chanel bought out the entire IKE network in Wynwood and Brickell, two upscale Miami neighborhoods, contracting 100% of the ad time on kiosk screens for a coordinated week-long campaign effort.



MIAMI, FL

TWO MODES OF OPERATION

PASSIVE MODE

This is the default mode of operation. When a pedestrian is not engaging with IKE, the entire screen is occupied by a 9:16 portrait layout showing a loop of city, community, art, and commercial messaging.

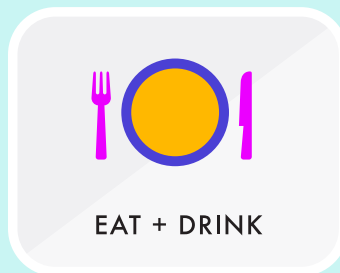
ENGAGED MODE

When a pedestrian touches IKE's screen, the content loop resizes to a 16:9 landscape layout and the interactive application dashboard is displayed.

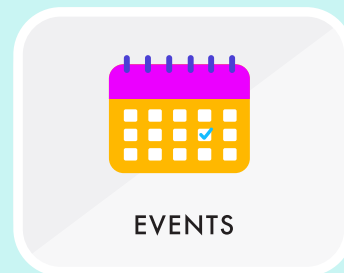


INTERACTIVE SUITE OF APPLICATIONS

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



Gives plenty of options for hungry and thirsty residents and visitors to satisfy their cravings.



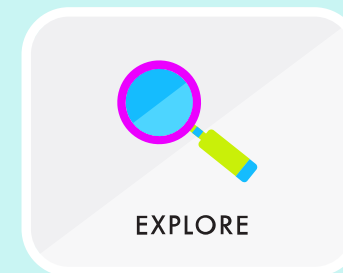
Highlights everything going on in the City with up-to-date event listings and integrated wayfinding.



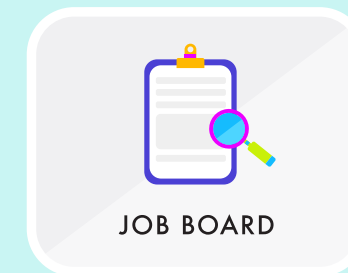
Lets pedestrians take fun selfies and send the pics to their smartphone.



Provides multimodal wayfinding, trip planning, and real-time public transit information.



Allows a user to search IKE's content using keywords for a list of relevant results.



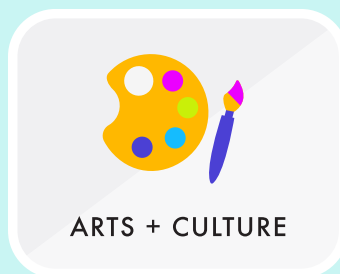
Provides communities with easy access to local job listings and employment opportunities.



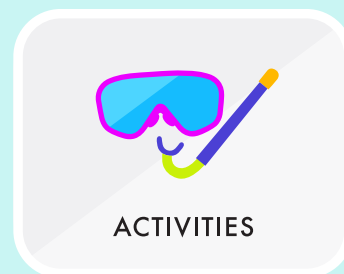
Helps people enjoy the sunshine at outdoor destinations around the City.



Improves access to support services and resources for communities and citizens in need.



Showcases cultural destinations and activities for those looking to experience the creative arts.



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



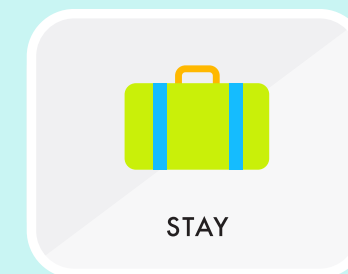
Directs those without homes or a safe place to stay to facilities offering beds and other services.



Makes it easy to get important things done with listings of municipal buildings and services.



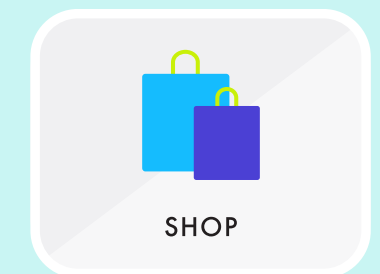
Collects citizen feedback on questions created by the City.



Lists a wide variety of overnight accommodations.



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



Entices shoppers to spend at local retail destinations.

DIRECTORY APPLICATION USER EXPERIENCE

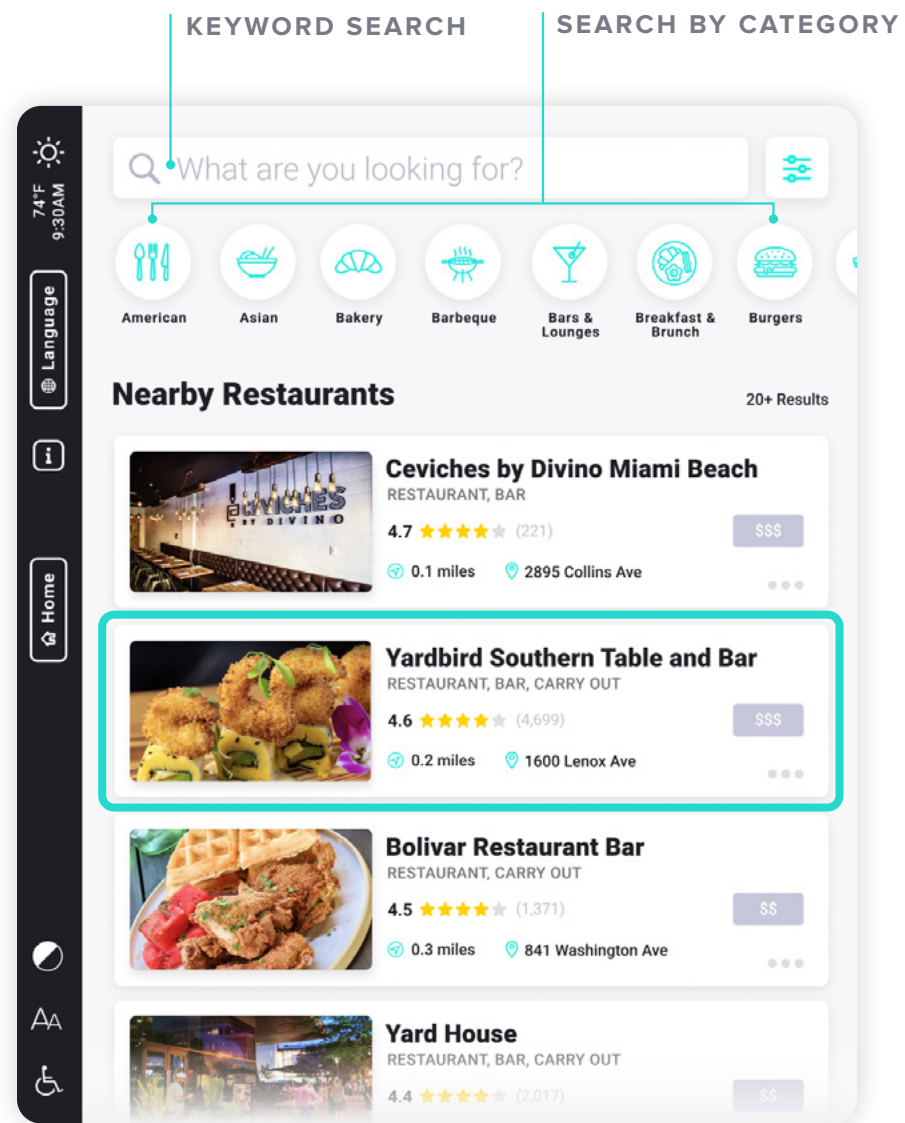
APPLICATION DASHBOARD

While Directory applications share the same framework, each one provides unique content. When a user opens an application, they are presented with a scrollable list of businesses arranged by proximity to the kiosk.



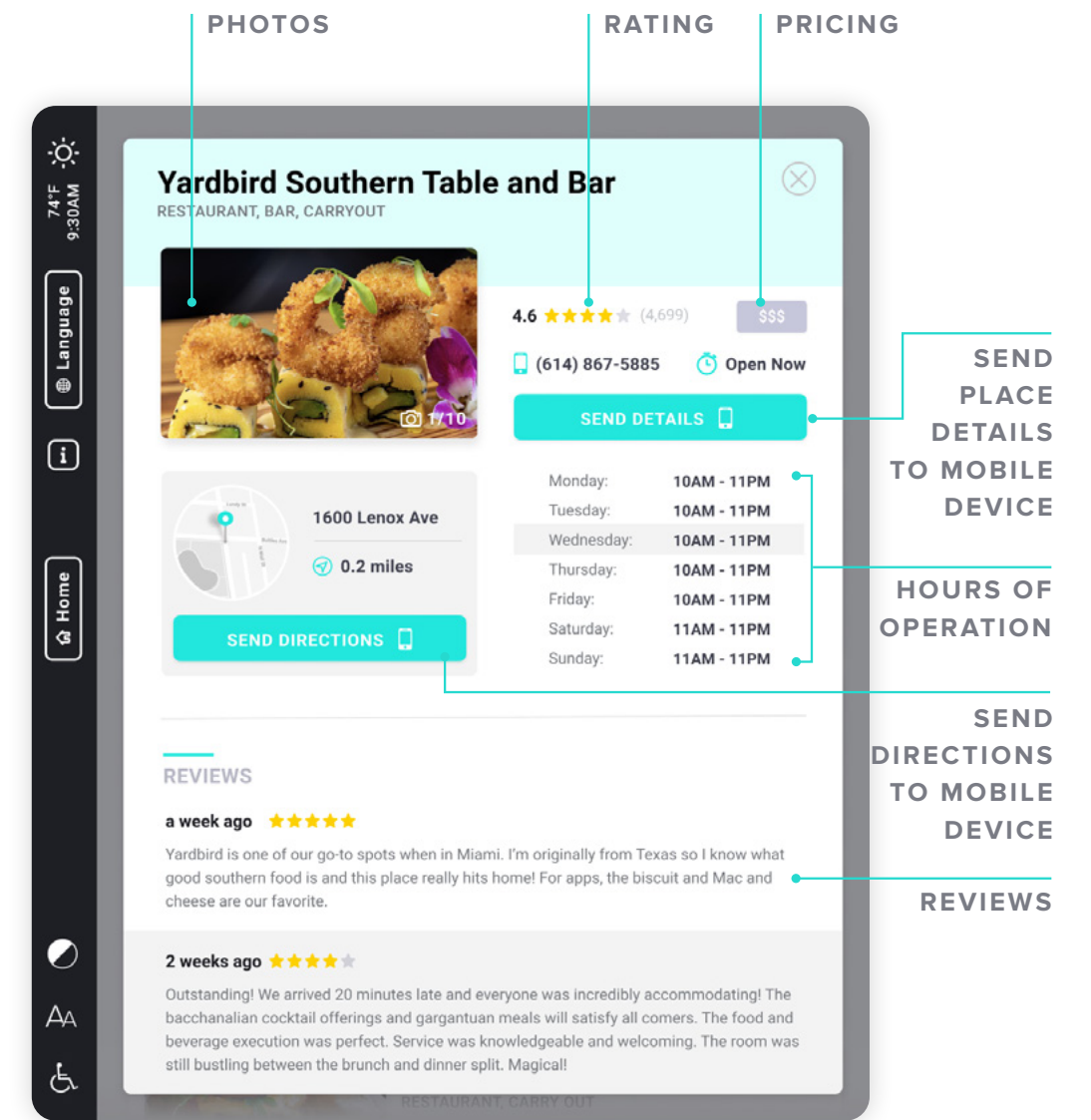
SCROLLABLE DIRECTORY LISTINGS

Each Directory listing previews the business or destination and includes a visual cue to open the listing for more information. When the user taps on a listing, a Directory card appears on screen.



DETAILED DIRECTORY CARDS

A Directory card contains comprehensive information to help a user learn more about their selection. Once the card is closed, the Directory listings reappear so the user can continue to browse the listings.



WAYFINDING

IKE's Get Around application is a central hub of wayfinding, mapping, and comprehensive multimodal trip planning tools at a user's fingertips. IKE Smart City has partnered with Transit, a leader in the aggregation of real-time transit information, sharing in the common goal of making it as easy as possible to ride public transit. The functionality in this application is customizable to suit the needs and preferences of the user, made specific to City public transit offerings, like bus, trolley, and rail, as well as other options like Citi Bike docks, taxi, and ride hails such as Freebee, Uber, and Lyft. IKE can hand off trip information to a mobile device using SMS or QR codes so users can continue to their destination using their mobile mapping application.

PLAN A TRIP

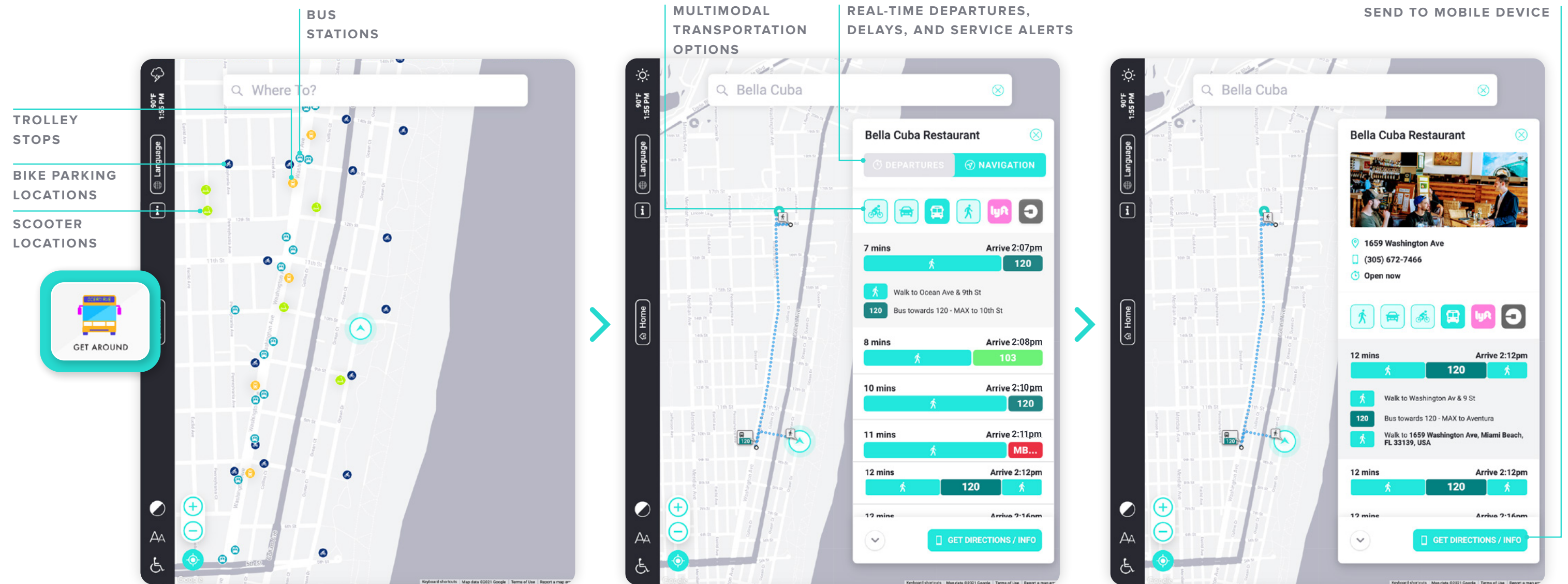
You decide where to go – **real-time data of all transit** near the kiosk will help ensure accurate trip planning to your destination.

SET TRIP PREFERENCES

Select preferences to **customize your experience** and reach your destination in the way that is best for you.

STEP-BY-STEP NAVIGATION

After selecting your preferred route, get **step-by-step directions** to your selected destination.



PROMOTING LOCAL EVENTS

Miami Beach is a vibrant and culturally diverse community with new and unique things to do every day of the week. The Events application helps users discover everything that's happening in the City today, tomorrow, and all year long.

The diagram illustrates the user experience in the Events application across three stages:

- EVENT LISTINGS:** A mobile app interface showing a calendar icon labeled 'EVENTS' and a list of events on a map background. The list includes:
 - 14 FRIDAY:** Miami Beach Botanical Garden Admission, TODAY 9:00AM, 0.1 mi, 2000 Convention Center Dr
 - 15 SATURDAY:** Beach Brunch, SATURDAY 10:00AM, 0.2 mi, 1000 Collins Ave
 - 15 SATURDAY:** Haitian Flag Day Soirée, SATURDAY 10:00AM, 0.5 mi, 8267 North Miami Avenue
 - 16 SUNDAY:** Warrior Flow Yoga Sundays at 1111, SUNDAY 2:00 PM, 0.8 mi, 1111 Lincoln Rd 3rd Floor
 - 16 SUNDAY:** Half Moon Empanadas Grand Opening, SUNDAY 9:00AM, 1.2 mi, 1611 Northwest 12th Avenue
 - 17 MONDAY:** Flamenco Nights, MONDAY 8:00PM, 2.1 mi, 791 Northwest 20th Street
 - 17 MONDAY:** Little Havana Cultural Walking and Food Tour, MONDAY 12:00PM, 3.8 mi, 1305 SW 8th Street
- EVENT DESCRIPTION AND DETAILS:** A detailed view of the 'Little Havana Cultural Walking and Food Tour' event. It includes the location 'Bay of Pigs Monument' (1305 SW 8th Street, Miami, FL 33135), a URL, and a description: 'The tour begins at the Bay of Pigs monument and continues along Memorial boulevard for a rousing historical introduction. It then proceeds to the famed Calle Ocho and visits the oldest farmer's market to learn about a variety of popular and rare Caribbean tropical fruits; a cigar factory to watch taqueros hand roll tobacco leaves into the finest cigars; an apparel store for the origins of the Cuban national shirt; a ventanita or coffee shop for a thimble cup of Cuban coffee; a magnificent art gallery; the oldest bar in Little Havana from 1935 and the famous Domino park.' A 'GET DIRECTIONS / INFO' button is visible at the bottom.
- SEND TO MOBILE DEVICE:** A screen showing options to share the event details. It includes a text input field with a placeholder 'IKE does not share users' phone numbers.', a numeric keypad, and a 'SEND DIRECTIONS' button with a QR code. A note says 'Scan the code with your mobile phone to get directions.' A 'CANCEL SEND' button is also present.

CUSTOMIZABLE CITY POSTERS

The Poster application provides the City with dedicated and highly visible space for custom messaging on IKE's home screen. The application can be used to support the City's objectives including but not limited to promoting initiatives, events, and public announcements.

- ▶ When a user taps the Posters tile on the dashboard, the application opens to additional and more detailed content
- ▶ The visual design of the Posters tile is customizable, differentiating it from the rest of the applications on the dashboard
- ▶ The application accepts static graphics and text, and a QR code can be used to direct users to additional sources of information online
- ▶ A mobile extension feature allows a user to send the poster to their mobile device to take the information with them
- ▶ The IKE Design team will help the City develop content for the Poster application and our Content Manager will handle integration
- ▶ Posters can be replaced with new content as frequently as the City desires



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. 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

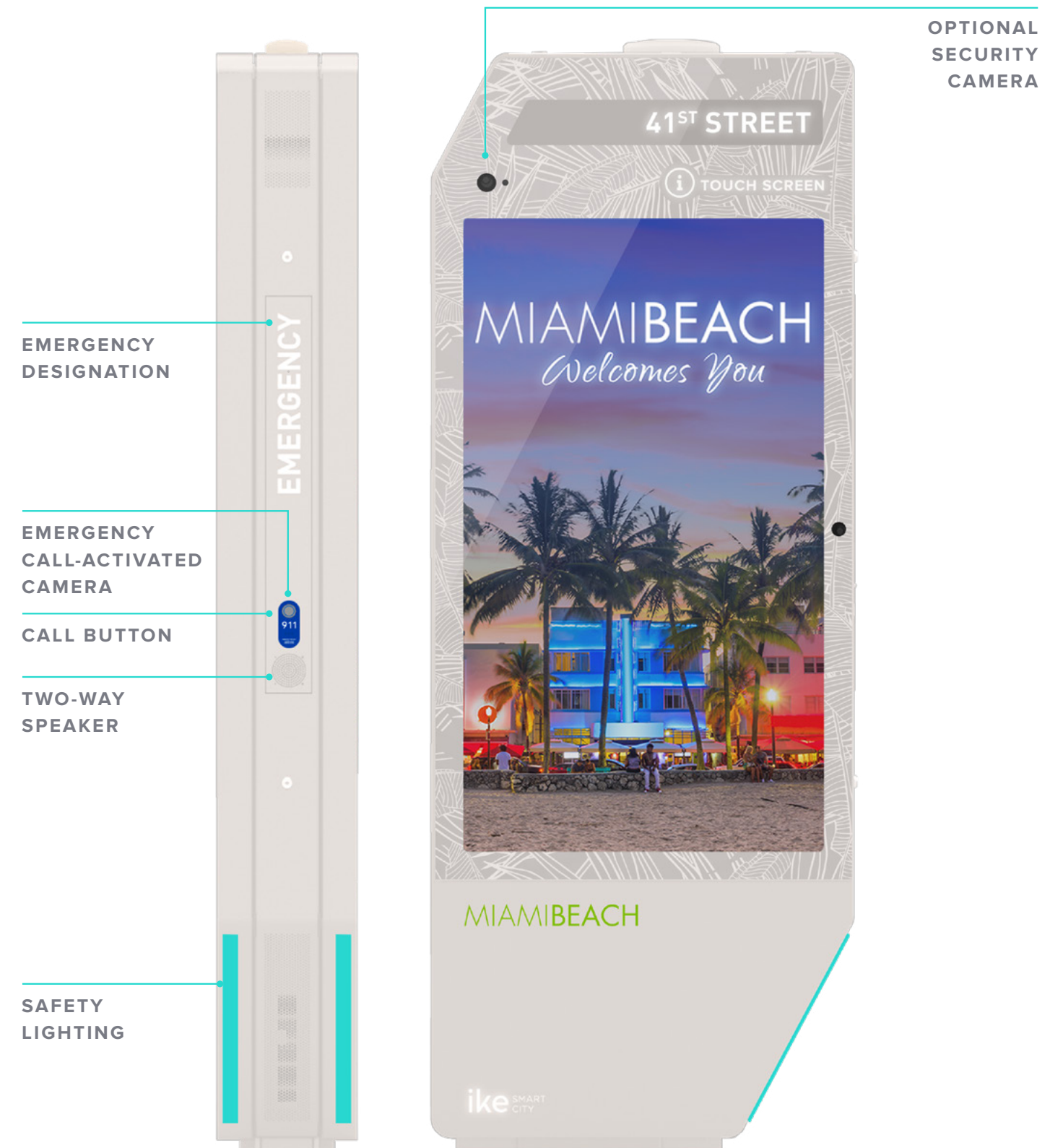
When the emergency call button is pressed, IKE automatically:

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

OPTIONAL SECURITY CAMERAS

Two integrated security cameras with a remote DVR system can be added to IKE’s configuration at no extra cost to the City. 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



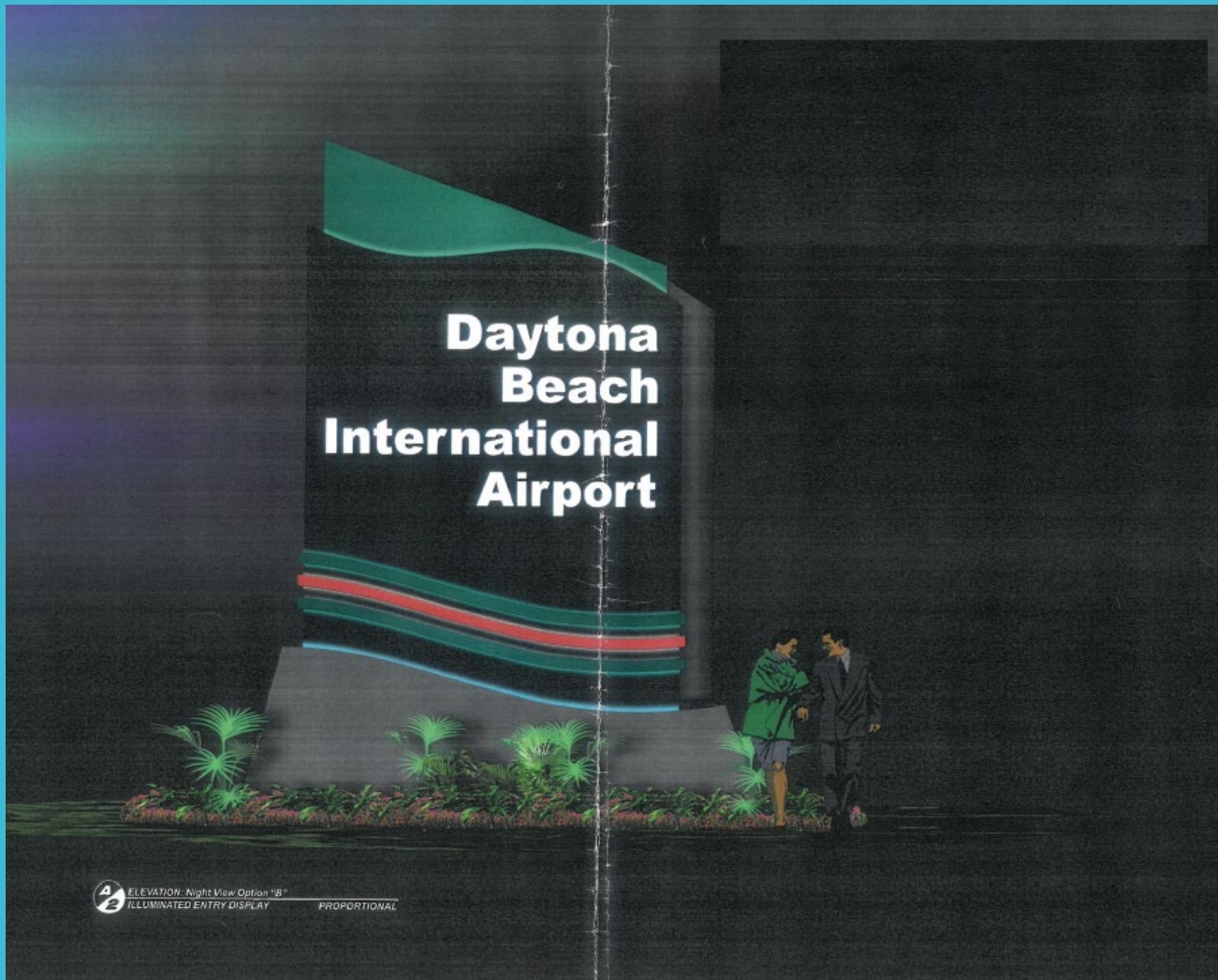


Thank you

ANNA BAERMAN

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(216) 338-8152
abaerman@IKEsmartcity.com

IKEsmartcity.com



- Cost estimate approx: \$15,000
- 10' X 6', single face, illuminated
- Resembles current monument signs
- Can be designed with Surfside colors
- Could replace existing sign on Collins & 88th (or others) and the sign being replaced could be moved to Byron Avenue