

Mayor and City Commissioners
City of Miami Beach
1700 Convention Center Drive
Miami Beach, FL 33139

Dear Mayor and City Commissioners:

We are writing to respectfully request that the City consider the deployment of IKE kiosks throughout its public rights-of-way. By way of background, in 2017, IKE received the City Manager's recommendation for award in connection with a procurement for Interactive Digital Media Kiosks. However, at that time, the Commission decided not to proceed to see how kiosk technology evolved. Since then, IKE has installed several interactive kiosks in Coral Gables, and was recently awarded the right to install over 100 kiosks throughout Miami. IKE is also live in 7 additional cities, including Baltimore, Cleveland, Columbus, San Antonio, Denver, St. Louis, and Tempe, and is in various stages of deployment in approximately 11 more cities.

We believe now is a good time for Miami Beach to launch a cohesive wayfinding kiosk network connecting the Miami Beach area, and to use IKE as an effective tool during the COVID-19 crisis to disseminate critical emergency information and promote local small businesses. Importantly, if permitted to install at least 30 kiosks, we will make an upfront pre-payment to the City of \$1,000,000, which we will recover from future advertising revenues. In summary, we propose the following:

- We will manufacture, install, operate and maintain at least 30 kiosks at no cost to the City;
- Within 45 days of contract execution and entitlement, we will make an upfront nonrefundable pre-payment of \$1,000,000, which we will recover from future advertising revenue; and,
- After kiosks are installed, IKE will share 40% of net revenues with the City. Under the proposed contract, the City is projected to receive between \$1,500,000 and \$2,000,000 annually, and between \$30,000,000 and \$40,000,000 across 30 kiosks over the 20-year term.

To learn more about IKE, please see the enclosed overview deck or visit: www.ikesmartcity.com. We appreciate your consideration of this matter. Thank you.

Gibran Shermohammed
Gibran Shermohammed,
VP, Development
IKE Smart City, LLC