



ike SMART CITY +

Montrose TIRZ Property Owner Outreach

This document contains confidential trade secrets

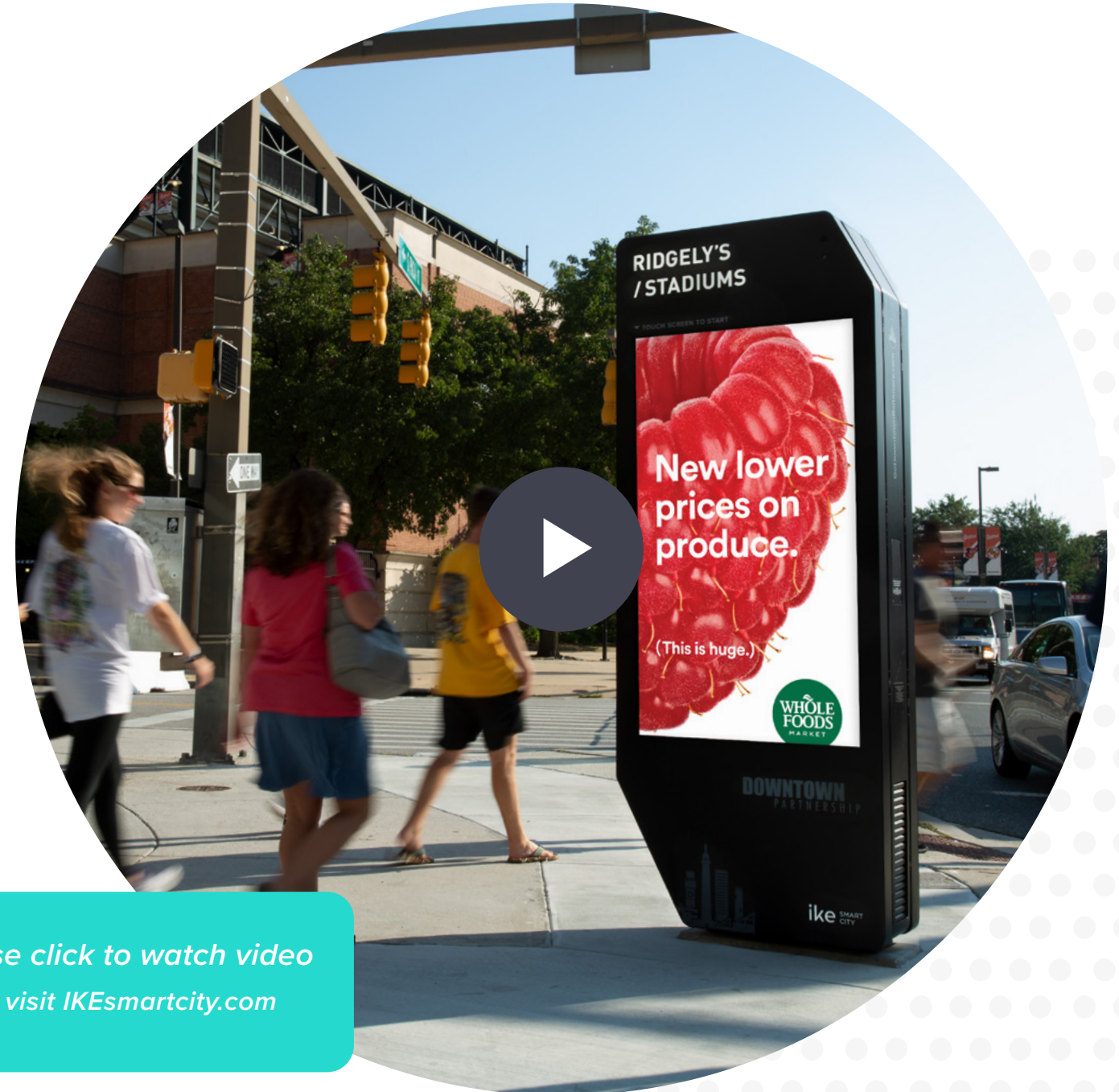
Meet IKE

THE INTERACTIVE SMART CITY KIOSK



IKE is a breakthrough citizen engagement platform that helps cities, BIDs, and DMOs communicate with the public, encourage a pedestrian-oriented environment, and tell the story of their city. Through our ever-expanding series of applications, IKE:

- ▶ Drives discovery
- ▶ Enables navigation
- ▶ Delivers social equity
- ▶ Encourages economic development
- ▶ Enhances public safety
- ▶ Generates revenue



Please click to watch video
▶ or visit IKEsmartcity.com



BENEFITS TO ADJACENT BUSINESSES

IKE provides numerous benefits to nearby businesses:

1. BUSINESS LISTINGS ARE PRESENTED IN ORDER OF PROXIMITY TO EACH KIOSK

- ▶ The business nearest to a kiosk location will have the most focal listing on the kiosk interface, with information including reviews, price point, photos, contact details and hours of operation

2. KIOSKS CREATE "BUZZ" IN FRONT OF BUSINESSES

- ▶ IKE's engaging and interactive features draw pedestrians to gather around the kiosk, resulting in increased traffic to adjacent businesses

3. KIOSKS HAVE A SUITE OF SAFETY FEATURES

- ▶ Security cameras, an emergency call button and kinetic lighting enhance safety for pedestrians visiting the area

4. EMITS FREE PUBLIC WI-FI

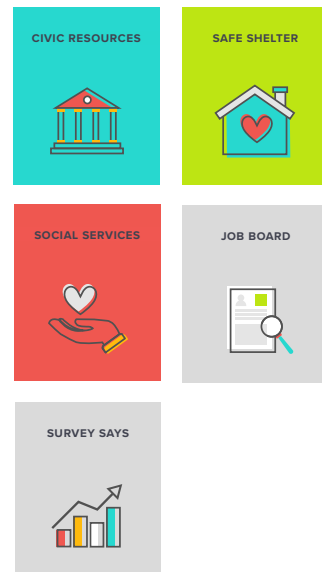
- ▶ Customers can access the internet through IKE's free Wi-Fi,

INTERACTIVE SUITE OF APPLICATIONS

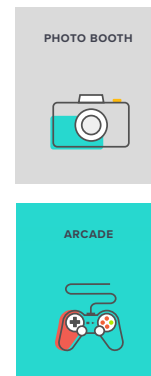
DISCOVERY & MOBILITY



SOCIAL EQUITY



ENTERTAINMENT



KEY DATES

November 2020: IKE Smart City awarded the Interactive Digital Kiosk RFP

May 2021: Council approval and contract executed

ADVERTISING CONTENT RESTRICTIONS

IKE will not display tobacco, nudity, pornography, lewd or sexually explicit content, political content, or advertisements that are derogatory to any group.

LOCATION CRITERIA

Kiosks are to be placed in the right-of-way in dense commercial corridors with high pedestrian and vehicular traffic and avoid residential neighborhoods.

All locations will meet ADA requirements and the City's general siting guidelines before permit approval by Public Works. Locations will not block storefronts or impact sidewalk cafes.

Benefits to Houston

Build Houston's Smart City Assets and Provide a world-class digital amenity to Houstonians that:

1. ENHANCES THE CITIZEN EXPERIENCE AND MAXIMIZES EXPOSURE OF LOCAL POINTS OF INTEREST

- Provides information, resources and entertainment in a simple to use and visually-attractive platform

2. ADDS POCKETS OF DIGITAL CONNECTIVITY AND INFORMS HOUSTONIANS THROUGHOUT THE CITY

- Citizens can access free public Wi-Fi when near kiosks
- Citizens can receive city public announcements, information and emergency alerts

3. PROMOTES COMMUNITY VIBRANCY AND CONTINUITY

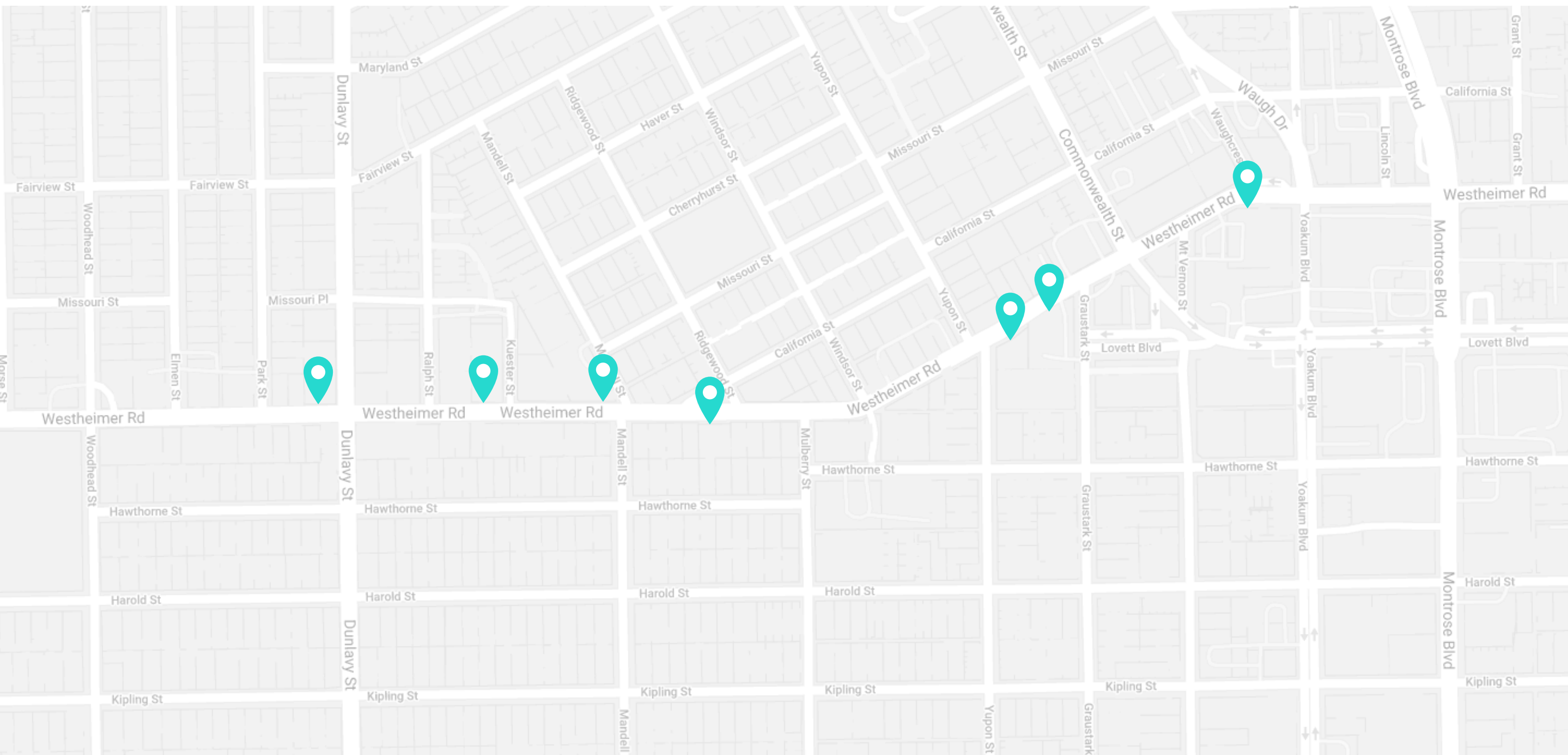
- Encourages a pedestrian-oriented environment and enhances Houston's brand and image as an innovative city

4. GENERATES REVENUE FOR THE CITY

- An estimated \$50MM in unrestricted net revenue over initial 12-year term



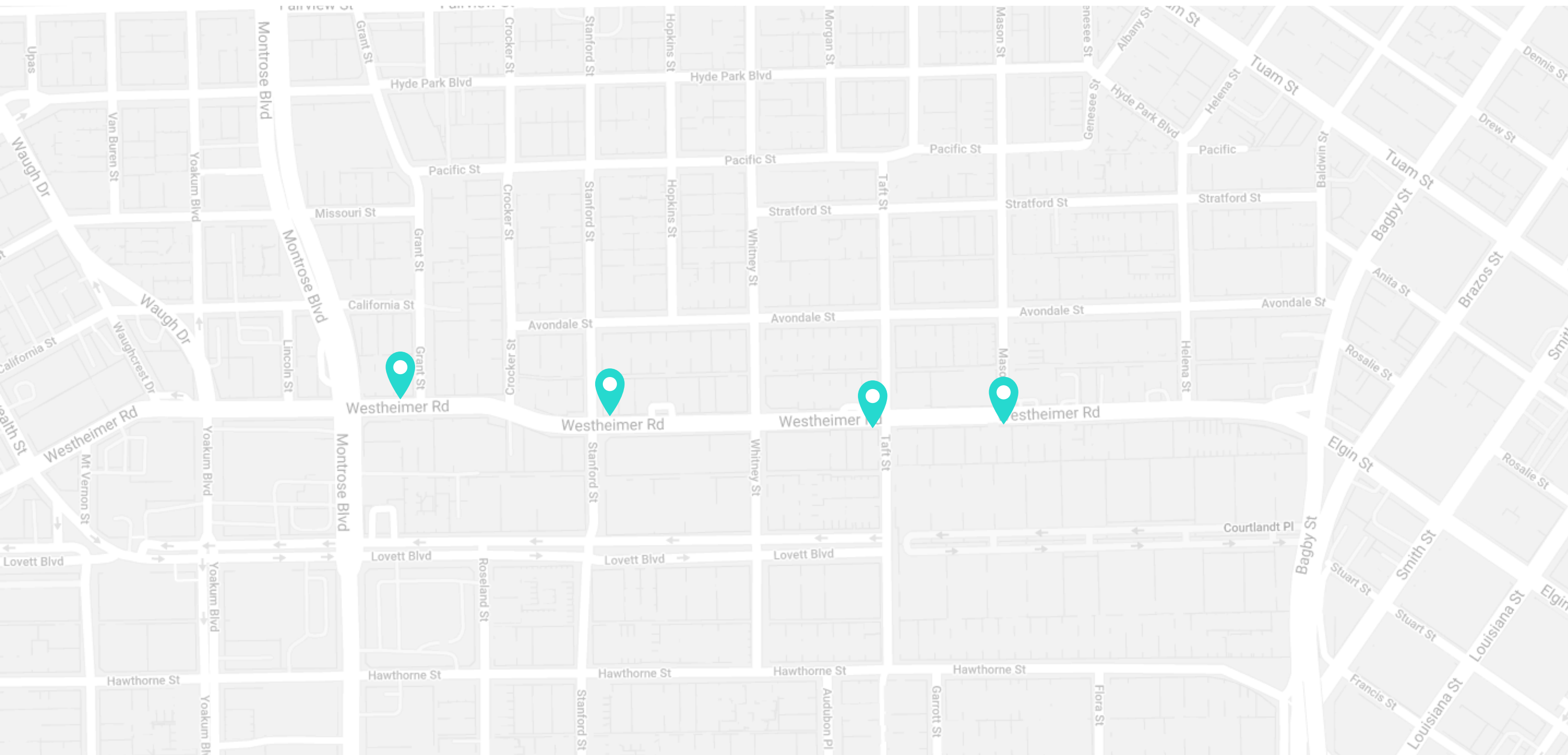
Map of Proposed Locations



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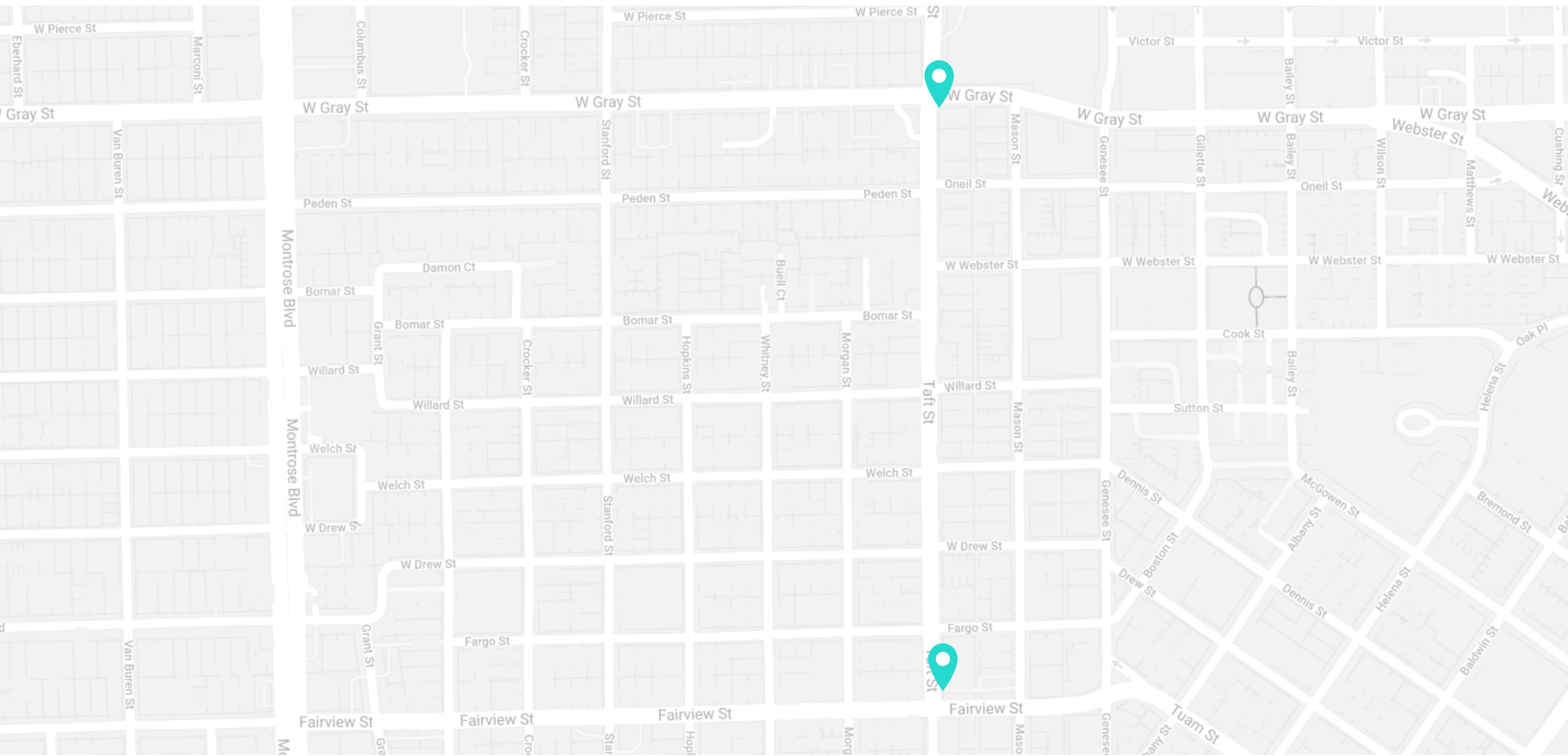
IKE will engage a Civil Engineer to survey each proposed IKE location for underground utilities, ensure that each site is ADA compliant and meets the City’s general siting guidelines, determine the most efficient power connection strategy, and complete construction drawings for each site. Each site will be reviewed by Public Works, and the City Engineers prior to receiving a construction permit. Locations will be in the City’s public right-of-way, and will not obstruct store entrances.

Map of Proposed Locations



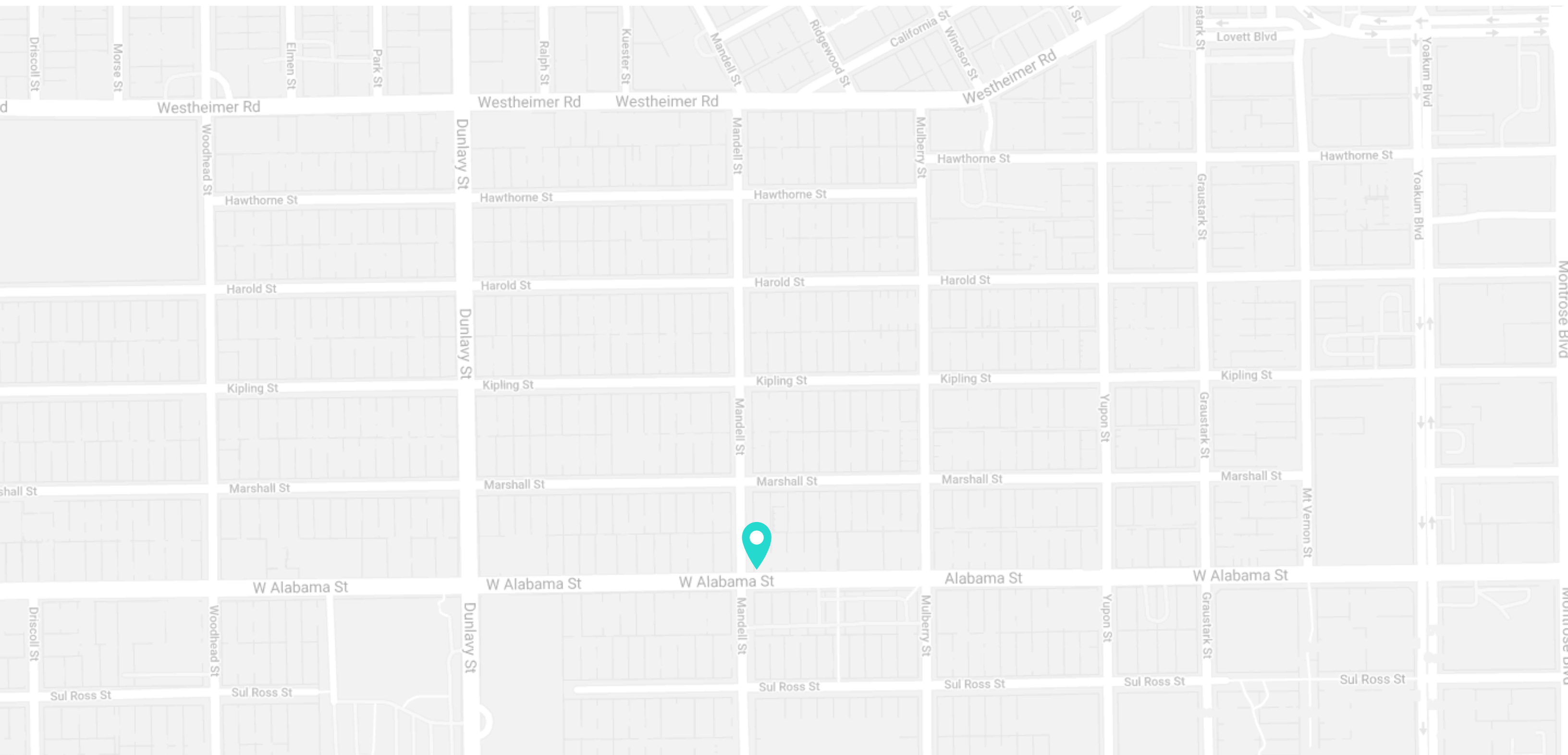
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Thank you

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