

Talking Points for Interactive Digital Kiosk Presentation July 11, 2023

Thank you for allowing me to take a few moments to share with you an exciting new project that Venice MainStreet is working on and would like your assistance with.

Slide 2 (Project Description): We are seeking to purchase and install an interactive digital kiosk (55" double sided) in Centennial Park near the existing traditional kiosk structure. Currently, Venice MainStreet staffs the kiosk structure with volunteers only six months of the year with limited hours. Volunteers engage visitors and pass out paper directories, maps, menus, and other printed materials. When the kiosk is not staffed, the only information accessible to the public is through viewing a limited quantity of flyers posted in the kiosk's windows. The digital kiosk would not only aid our volunteers while they are working a shift, especially with all the wayfinding tools, but it would fill a critical information gap when the kiosk structure is not staffed. And it is a resource that our partners have been requesting.

Slide 3 (Expected Benefits): In today's connected world, people have come to expect access to information quickly, on-demand, and at their fingertips.

Through the digital kiosk project, we seek to elevate the customer experience.

Patrons will be able to navigate the digital kiosk for vast informational resources and even download pertinent data to their phones for future use. Some of the features include wayfinding, business and nonprofit directories, event information, emergency and safety alerts and information, outdoor recreation opportunities, available parking, information for kids and family activities, shopping and dining promotions, walking directions, accessibility tools and features, and much more.

The project also will support downtown economic vitality, encouraging discovery and exploration of the downtown area. The wayfinding and public information on the digital kiosk will make the city and businesses more accessible to the visiting public. Promoting local businesses through the digital kiosk will allow merchants to reach those that more traditional methods, such as print media, may not—especially on such a large scale. The versatile platform and broad range of features will help raise brand awareness, increase foot traffic, and boost sales for our local businesses.

The digital kiosk will add to the City's tools for broadcasting emergency and safety alerts, City meetings, and general information. The digital technology will provide an effective way to spread a unified message clearly and immediately to everyone in the area. And with the wayfinding technology, evacuation and escape routes with directions and

mapping displays can also be integrated.

Finally, the digital kiosk will allow us to collect and analyze data about customers' behavioral trends which will provide insight into ways to improve the buying experience, advertise more effectively, and provide better services. We also will be able to monitor the effectiveness and impact of the digital kiosk through independent survey efforts which regularly pulse customers, event patrons, and business partners.

Slide 4 Lake Okeechobee Example

Slide 5 (Timeline and Cost Estimate): In terms of timeline for the project, we should be able to complete the project within 4 months from signing the vendor contract. We have done extensive market research, met with multiple potential vendors, and have received 4 quotes for the project. We have tentatively selected a vendor from that pool that best meets our community's needs. Once a contract is signed, we will be able to take delivery of the digital kiosk within 2 months and then it will be installed and tested. The vendor is quoting us a cost of \$30,000 for the digital kiosk, which will include interfacing the kiosk with the MainStreet website, a robust wayfinding and advertising system, hardware and software support, delivery and set-up, and warranty coverage.

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Slide 6 (Request & Partnership): As we noted at the outset of this

presentation, we are seeking your assistance with this project. MainStreet has been working diligently over the past twelve months to raise funds for this project, submitting grant proposals to numerous foundations. However, the local grant environment has been acutely competitive with all of the new needs and projects arising from the damage and destruction from Hurricane Ian. As a result, we have been unsuccessful in accomplishing this goal. We are seeking Council's approval for this funding and continued partnership- with the interactive digital kiosk as the next accomplishment we achieve together. We believe this will be an important resource for the City and the community.

Slide 6 (Partnership): Venice MainStreet has enjoyed a long and successful relationship and lists of accomplishments with the City of Venice and is wishing to continue that trend. We are appreciative of the increase in funding this fiscal year to fulfill our marketing partnership together. In partnership, MainStreet would manage, update, produce content, for the interactive kiosk and fund the annual support costs through funding from our annual agreement with the City. Our Board of Directors is in agreement of this proposal and extends their appreciation for entertaining this request. Thank you for your time and consideration and I would be happy to answer any questions you may have.