# City of Coral Gables City Commission Meeting
## Agenda Item C
## March 11, 2025
## Police and Fire Headquarters
## 2151 Salzedo Street, Coral Gables, FL

**City Commission**
**Mayor Vince Lago**
**Vice Mayor Rhonda Anderson**
**Commissioner Melissa Castro**
**Commissioner Ariel Fernandez**
**Commissioner Kirk Menendez**

**City Staff**
**City Attorney, Cristina Suárez**
**City Manager, Alberto Parjus**
**City Clerk, Billy Urquia**
**Arts and Cultural Coordinator, Catherine Cathers**

**Public Speaker(s)**

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Agenda Item H-2 [11:48 a.m.]

> Resolution of the City Commission approving the City Manager to enter into an agreement with IMX3, LLC for development and implementation of the Extended Reality Experience (XR) known as Gables Go! In celebration of the City's Centennial pursuant to section 2-689, sole source of the Procurement Code in an estimated amount of $250,000.

Mayor Lago: We'll move on now to item H-2, which is time certain for 11 o'clock. I apologize for the delay.

City Attorney Suarez: We're doing H-2, Mayor.

Mayor Lago: Yes, H-2 which is time certain for 11 o'clock.

City Attorney Suarez: H-2 is Resolution of the City Commission approving the City Manager to enter into an agreement with IMX3, LLC for development and implementation of the Extended Reality Experience (XR) known as Gables Go! In celebration of the City's Centennial pursuant to section 2-689, sole source of the Procurement Code in an estimated amount of $250,000.

Arts and Culture Coordinator: Good morning, Catherine Cathers, Arts and Culture Coordinator for the City of Coral Gables. Good morning, Mayor, Vice Mayor, Commissioners. This is an exciting project that's been in development with our colleagues in IT in the IT Department and I would have liked to give very special thanks to our IT team who have embraced this concept and have been working with us to ensure the vision can be realized and how best to make it happen. So, thank you Raimundo, Mark, Javier, Anna and our dedicated intern, Juan Carlos. So, the Commission wisely approved the Centennial CIP project of developing a virtual path or map of cultural sites and after much research and a test of onsite augmented reality experiences, we are thrilled to have found a partner that can take this project to the level that we have envisioned. We presented a background about this project and concept at the last Commission meeting. So, I wanted to quickly run through it again for context, but I understand that because of time maybe it's not necessary. I defer to you, City Manager. Yes. So, if we can have the PowerPoint back up. So, I'm just going to quickly run through this for context and then introduce IMX3, who is represented here today by Doug McCraw and then via Zoom by Ed Munoz Torro. So, in anticipation of the Coral Gables Centennial, the city is developing a virtual path or map using a web-based platform to invite people to significant cultural sites and public artworks throughout the city. Each site will have different extended reality experiences and just to reiterate that this is an Art in Public Places initiative. So, these are terms that we went over last time; XR means extended reality, which is an umbrella term that encompasses a range of technologies combining the physical and digital worlds; AR being enhancing the real world with digital elements, while VR creates a completely virtual environment. So, this project is going to embrace both of those. Through dedicated web-based applications, each site will be accessible at home or on the go. Through our Gables Go web page on site and through your phone. Again, this is an overview of the cultural sites that we've identified at this time, showing the geographic range throughout the city and just acknowledging that the sites were selected based on a range of significance and interest, some of it being very well-known familiar sites and others that we hope that you'll discover and are not so familiar with. Each site includes a selection of experiences that may include images, text, sound, holograms, interactive information-sharing and gathering, and music. So now, I'd like to bring up IMX3. This is just a little bit of background and some of the experiences that they've come to this project with. Doug McCraw again is the co-founder of IMX3 and the leader in arts advocacy development and innovation. Ed will give a brief presentation of the quality and experiences we can expect from his team. So, I'm just going to turn it over to Doug. You want to say a few words before Ed.

Mr. McCraw: Well, I will just introduce myself. This project actually began as an outgrowth of… Village in Fort Lauderdale. We had decided when we went under construction in our project with Hinds Corporation to take…Village into the metaverse, which turned into quite a project and quite an exciting business and company. I'm going now to introduce you to Ed Munoz Torro, who is one of the technical geniuses behind our project and Ed are you ready to go.

Mr. Torro: Yes. Hello everyone, thank you for having me. I appreciate the opportunity. I want to double-check that you can hear me okay.

Commissioner Castro: Yes.
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Mr. Torro: Perfect. Thank you. So yes, we are very excited to be partnering with the City of Coral Gables Cultural Arts Department. I am the Chief Technology Officer for IMX3, and we are here to present a groundbreaking project that transforms Coral Gables cultural sites and public art into an immersive educational experience using virtual reality and augmented reality technologies. And I want to emphasize that this is accessible for most internet connected devices that have web browsers, such as computers, mobile phones and VR headsets that users and visitors do not need to use any specialized hardware or expensive equipment. We developed the platform with maximum accessibility. In order to help contextualize the Commissioners and the public, I would like to share a project that we just released last year for Broward's public art division, which is a similar project that the one we are planning to do for the City of Coral Gables. So, I will be sharing my screen. Let me know if you guys can see my display. Can you see my screen that I'm sharing.

Arts and Culture Coordinator: Yes. Yes, thank you Ed.

Mr. Torro: Okay. Thank you. So the scope is to scan and digitize with extreme precision using IMX3 patent-pending technology about 30-plus cultural sites, creating faithful digital twins, which visitors can access and explore from anywhere at any time, and like I mentioned, visitors will be able to access these from most computers, mobile phones, and VR headsets and they will be able to access an overlay of information that helps to contextualize the cultural sites and art, such as archival photos, videos, and text and educational context. The example that I'm showing here it's an art piece, a public art piece in the county, in Broward County, located at the Panthers Arena. It's called the Flyer Saucer…by artist Martha Schwartz and this is a great example to show how we can blend virtual reality environment that is scan and recreate it with high precision and we can also show real-life images, videos and texts just expanding the cultural experience and information available on these cultural sites. I see other people and visitors actually that are going around. Our platform is a social platform, and this is where it's very exciting, because you can have a group of people just exploring the sites, you can have events. The Cultural Arts Department can host real-life events where they can have live conversations and live interactions with the residents. So, it's alive, it's a social platform and it just fosters this engagement with the cultural sites. I want to say also that IMX3 technology is designed from the ground up for art institutions, public art divisions and museums. We are 100 percent culture and art-based, this is our bread and butter, and we bring this expertise to work with very high-profile projects like the Broward Cultural Division, extended reality project, which brings over 30 public art pieces in Broward County. We have also developed a very similar experience for the Boca Raton Museum of Arts where we digitized and recreated the entire Boca Raton Museum with over 700-plus art pieces and made them accessible to anywhere at any time. So, I want to go really quickly over some key points regarding the technology and those are we are using our proprietary cutting-edge augment reality, virtual reality technology, and we are also creating a powerful public art accessibility tool which expands the reach of public art beyond the physical limitations, making installations discoverable 24/7 from anywhere and that ensures great engagement with the community and specifically including those with mobility constraints that cannot visit these public sites. Our augmented reality will allow visitors in person to the actual cultural locations to access interactive and educational content through augmented reality using their mobile phones. And I want to give a quick example of that technology. So, visitors at the locations will be able to get their mobile phone and through

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geo-based location technology they will be able to access an array of educational content that will further expand the experience for the in-person visitors. One more part of the project, the key part of the project, it's Smart City integration. So, we're planning to integrate a two-way data exchange with the Coral Gables existing Smart City System, which allows for real-time display of matrix, and it will capture valuable visitor analytics in planning and community engagement. And I believe that's everything that I have to share with you. So, if you have any questions, I will be more than happy to answer those.

Mayor Lago: Thank you very much. Very interesting. Does anyone have any further comments, or I'll entertain a motion.

Commissioner Castro: I'll move it.

Vice Mayor Anderson: I'll second. And I'll just note that this comes from the Art in Public Places fund, not the taxpayer dollars.

Arts and Cultural Coordinator: Correct.

Mayor Lago: We have a motion and a second.

Commissioner Menendez: Yes

Vice Mayor Anderson: Yes

Commissioner Castro: Yes

Commissioner Fernandez: Yes

Mayor Lago: Yes

(Vote: 5-0)

Commissioner Menendez: Just had a quick question on the presentation. Did the racoon walking on two feet have symbolism or something. I was confused. Just asking.

Arts and Cultural Coordinator: Its open for interpretation.