



City of Coral Gables
CITY COMMISSION MEETING
March 11, 2025

ITEM TITLE:

A Resolution 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.

BRIEF HISTORY:

The City Commission has consistently championed the arts and fostered innovation, leading to the creation of a world-class public art collection and the city's recognition as an award-winning, globally renowned Smart City.

In honor of the city's centennial, and in collaboration between the Historical Resources & Cultural Arts and Innovation & Technology departments, a digital/virtual "path" or "map" titled "Gables Go!" is being developed for thirty+ cultural sites highlighting the city's history, identity, and artworks.

Through a dedicated web-based application, each site will include a selection of experiences such as images, text, holograms, interactive information sharing/gathering, and music.

IMX3's use of exclusive and unique proprietary Metaverse Arts Platform (MAP) technology, includes use of patent-pending technologies, ArtCast and Gaussian Field. MAP merges LiDAR, photogrammetry, and structured light scanning to create ultra-realistic 3D environments accessible on desktops, mobile devices, and VR headsets without requiring additional app downloads. The platform ensures accessibility and authenticity for the project.

The Gaussian Field technology revolutionizes photo-realistic metaverse reconstruction, allowing capture of large-scale environments with extreme detail and accuracy.

IMX3 is further unique in their ability and experience implementing quality integration between Augmented Reality (AR) experiences and Virtual Reality (VR) experiences, including integration with smart city data.

Under Section 2-689 of the Procurement Code, entitled "Sole Source Procurement," a sole source procurement may be initiated when the purchase of a good or service is the only one viable source for the item based on a certain set of circumstances, such as when there is no competitive product or service because of patents, copyrights, secret processes, etc.

Funding for the project is designated through the city's approved CIP budget funded by Art in Public Places fees for centennial public art programming related to Gables Go!

ADVISORY BOARD/COMMITTEE RECOMMENDATION(S):

Date.	Board/Committee	Comments
n/a		

ATTACHMENT(S):

1. Draft Resolution
2. Exhibit A

FINANCIAL INFORMATION:

No.	Amount	Account No.	Source of Funds
1.	\$250,000	310-1607-573-6350	100 Yr Centennial - AiPP
Total:	\$250,000		

Fiscal Impact:

Use of designated CIP funds dedicated to Centennial Public Art Programming.
Funded through AiPP Art Fund.

BUSINES IMPACT:

Innovative public art initiative to draw new audiences from home or on site to experience cultural sites throughout the city.