

The background image is a blurred cityscape at sunset or sunrise. In the foreground, a series of curved, parallel lines, possibly representing a road or a futuristic transit system, lead the eye towards the horizon. The city skyline in the background features various skyscrapers and buildings, with a prominent smokestack on the left. The sky is filled with soft, warm light from the setting or rising sun, creating a hazy, atmospheric effect. The overall color palette is dominated by blues, greys, and warm oranges/yellows from the sky.

Smart City Brand Refresh



Where are we?

- Difficult AND Competitive Market
- The Smart City brand narrative/origin story is powerful and:
 - The best kept secret in Central Florida
 - Mixed outside of Celebration/Disney
 - Inconsistent across
 - May be unintentionally cause confusion (SCT, SCM, SCV)
 - Missing from our websites
 - Hard for employees to easily communicate
- Access to accurate customer contact data
- Too many domains, varying indexing and a confusing digital experience



What should we do?

- Refresh the brand
- Update our messaging across all digital + physical touch points
- Phased approach (examples)
 - ✓ Transition SC Logo
 - ✓ Share our origin story broadly
 - ✓ Update collateral
 - ✓ Consolidate websites + support sites
 - ✓ Update creative on external touchpoints (i.e. service vehicles)

Newly Branded Sales Materials



OUR SOLUTION

Fiber Internet | Bandwidth On-Demand
Voice Services | Guest Support | Portal Service



ENHANCE GUEST EXPERIENCES

For over 20 years, Smart City has delivered telecommunication services to hotels, the hospitality industry, and convention centers. We have supported over 31,000 guest rooms and partnered with hotels and aiming to enhance guest experiences and special events.

Smart City provides reliable voice, data, high-speed internet access (HSIA), and customer support services. Our experienced technical experts understand your growing business needs.

Technological innovation is key to staying ahead of trends in the hospitality industry.

FACTS AT A GLANCE

- 20+ years of experience in the hospitality industry
- Technological support to over 31,000 guest room
- Exclusive telecommunications provider to Walt Disney Co. resorts, restaurants, retail properties and Orange County Convention Center
- Corporate Ambassador for Visit Orlando

CONNECTIVITY YOU CAN COUNT ON

To find out how Smart City can help you achieve your revenue and guest satisfaction goals contact us at **407-828-6400**.

For more information on our organization, values, and mission please visit our website at: www.smartcitymetro.com



CUSTOMIZED SOLUTIONS THAT TRANSFORM YOUR BUSINESS

Internet | Voice | Managed Services

With Smart City, power your business with the reliable, full-featured, digital quality services your business demands, backed by top-down customer commitment and locally-based personalized service.



DEDICATED INTERNET ACCESS

Customized, symmetrical solutions to meet your team's Internet needs

Delivered over our facilities-based IP network, we offer a customized solution to deliver highly reliable, flexible, and scalable services your business needs for success. With speeds up to 100 Gbps, specify the bandwidth you want, with room to grow as your business grows. Dedicated Internet Access provides even the largest enterprise operations the security, speed, flexibility, and enormous reach with facilities-based services over a secure, private network.

VOICE AND UNIFIED COMMUNICATIONS

Keep your employees connected and productive

Whether you need a single phone line, multiple phone lines, a PRI or SIP-based solution for your PBX, or Hosted Voice, we can get you connected with flexible, customized voice services. Offering turnkey solutions with innovative features and the ultimate flexibility to scale as your business grows, we provide increased call capacity, improved call quality and exceptional service reliability. Our Voice and Unified Communication services are delivered over our fiber-based network that meets your needs – now and in the future. The reward? Better communication, reduced costs and improved productivity.

ETHERNET SERVICES

Securely extend your reach with the simplicity of ethernet

Connect multiple locations together by combining the simplicity of Ethernet with the superior reliability, redundancy, and geo-diversity of our fiber optic backbone. Now you can securely extend the reach of your network without the cost and complexity of traditional WAN technologies. Specializing in redundancy and circuit protection, and delivering custom transport networks, get robust, scalable network connectivity and superior local support.

MANAGED SERVICES

Ensure network security and business continuity

Managed Services protect your business against Internet threats that put your data – and your bottom line – at risk. Our comprehensive security services allow you to choose from a range of solutions from a single provider, including DDoS Attack Protection, Content Filtering, Managed VPN, Router and Firewall solutions, that will help ensure that you meet PCI, HIPAA, and other regulatory compliance standards. Managed Services from Smart City are the cost-effective way to get the equipment, personnel, expertise, and time to protect your business information assets, for your peace of mind.

Call 407-828-6400 today for a complimentary technology assessment.



ENHANCE PATIENT CARE EXPERIENCES

Improving patient care experiences is top of mind for many organizations. From advancements in Electronic Medical Records (EMRs/EHRs) to telemedicine, enabling higher quality patient care is driving change. Smart City solutions offer speed, reliable connectivity, and security at scale for healthcare organizations.

- Fast data transfer for large medical files
- Real time access to view patient records
- Enable "patient centered" communications



According to recent research

80%
of patients prefer to use digital channels to communicate with healthcare providers

65%
of patients used telehealth services



Fiber Internet | Voice Services | Managed Services
www.smartcitymetro.com



STREAMLINE YOUR COMMUNICATIONS AND EASILY TRANSITION TO VOICE OVER IP

Powerful features. Easy set up and scalability. Crystal-clear call quality.



Experience all the benefits of a cloud-based business VoIP phone system without the initial investment, limitations, and ongoing support of a premise-based PBX with Hosted Voice from Smart City. All the features you need, delivered in a simple, scalable, reliable solution at a fraction of the cost of an on-site phone system.

Hosted Voice from Smart City brings your communication all together, with the latest technology, best-in-class capabilities and features. Get advanced PBX functionality via cloud-based features that allow you to collaborate on any device, anywhere.

Hosted Voice benefits include:

- **Feature rich.** A wide array of innovative features that far surpasses anything a traditional phone system can offer.
- **Mobility.** Be reachable anytime, anywhere, with single number access to all your devices and access to applications just as though you were in the office.
- **Portals for self-management.** Administrators and users can adjust features quickly and easily.
- **Business continuity.** With all of your communication services available via the cloud, and accessible by an Internet connection, power outages, weather events, and the like no longer prevent your business from continuing to operate.
- **Less equipment and maintenance.** No PBX equipment to buy or lease. No maintenance contracts or fees for changes.
- **Future proof your business.** Leading edge technology and automatic upgrades ensure you are always up to date with the latest technology at all times.



CONNECTIVITY YOU CAN COUNT ON

Call 407-828-6400 today for a complimentary technology assessment.

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Digital Advertising

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BUSINESS JOURNAL

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FIBER INTERNET | HOSTED VOICE | MANAGED SERVICES

LEARN MORE



Top Orlando Business News



Government & Regulations

Orlando nightlife fix? NeJame suggests privatizing downtown streets.

6:01 am EST | The high-profile attorney's plan calls for controlled entry and more stakeholders involved in decision making. Here are the details.

Latest News

Government & Regulations

Orlando nightlife fix? NeJame suggests privatizing downtown streets.

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Transportation

Interstate 4 construction to ramp up near Disney

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Orlando airport adds 9 flights despite passenger dip

Commercial Real Estate

Neo at SoDo: New development with retail and compact living

Your News



Digital Edition

- View this week's edition
- Book of Lists



Digital Advertising



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**Solutions Tailored to
Enhance Guest Experiences**
FIBER INTERNET | HOSTED VOICE | MANAGED WI-FI



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Digital Advertising

SmartCity Solutions Tailored to Enhance Guest Experiences
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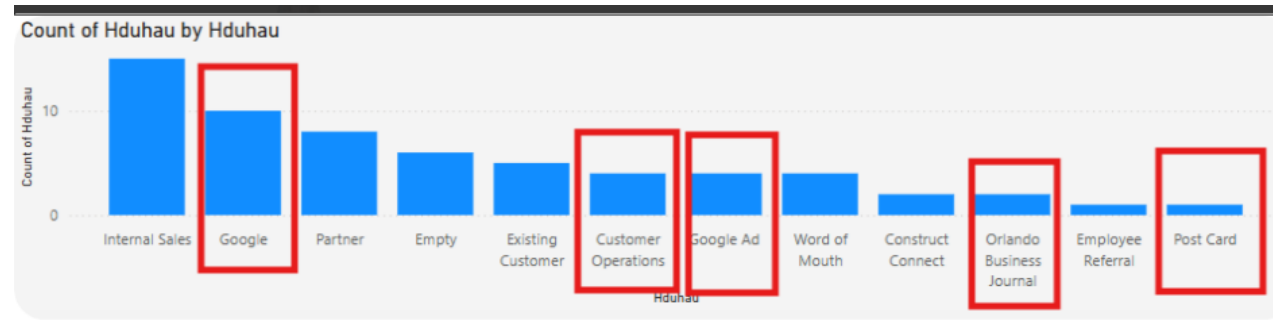
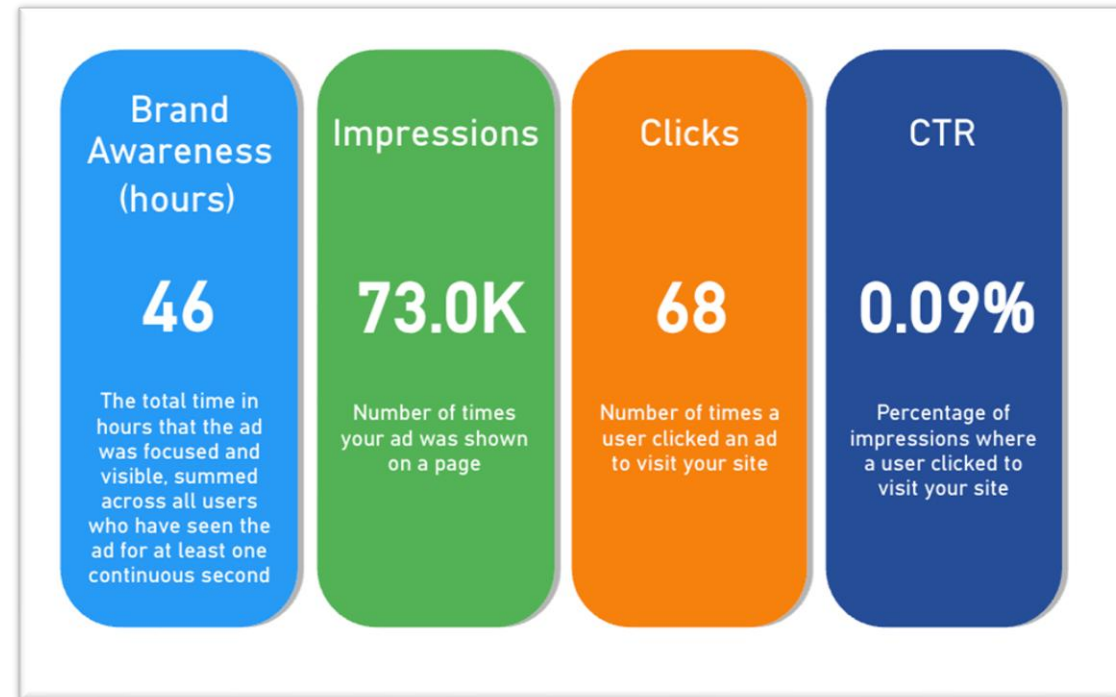


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SmartCity WORK EFFICIENTLY. SUCCEED RELENTLESSLY.
FIBER INTERNET | HOSTED VOICE | MANAGED SERVICES



SMARTCITYTELECOM.COM



*Marketing tactics

Social Media

**Smart City Telecom**
2,319 followers
1h • 🌐

Powering Healthcare with Smart City Fiber & Hosted Voice!
In the healthcare industry, every second counts -- whether it's connecting with patients, coordinating care, or securing critical data. With Smart City Fiber and Hosted Voice solutions, your facility gets the speed, reliability, and clarity needed to keep operations running smoothly.

- ✅ Blazing-Fast Fiber Internet -- Ensures secure, high-speed connections for telemedicine, EHR access, and real-time collaboration
- ✅ Hosted Voice Solutions -- Crystal-clear call quality, voicemail-to-email, and scalable communication tools
- ✅ Reliable & Secure Connectivity -- HIPAA-compliant, low-latency fiber to support critical healthcare applications
- ✅ 24/7 Support & Monitoring -- So you can focus on patient care, not connectivity issues

When lives are on the line, trust Smart City to deliver the connectivity and communication tools your practice needs.

💡 Let's talk about future-proofing your healthcare facility today!
<https://lnkd.in/g33FpPQz>

#SmartCityFiber #HealthcareConnectivity #Telemedicine #HostedVoice
#FiberForHealthcare #FutureOfHealthcare



FOR WHEN EVERY SECOND COUNTS

- + Secure, fast connect
- + Crystal-clear call
- + HIPAA-compliant

Reactions



Excellent work

Looks great

Awesome product

Great service

Comment as Smart City Telecom...



Most relevant ▾

 **DataPorium**
7,444 followers

52m ...

Smart City Telecom, It's amazing to see how Smart City is making such a big impact in healthcare! Fast and reliable connectivity is so crucial, especially in critical situations. I love the focus on HIPAA compliance and 24/7 support. How have your solutions helped healthcare providers improve their operations? 🧐💬 #SmartCity #HealthcareTech

Like | Reply · 1 reply



Smart City Telecom **Author**
2,319 followers

(edited) 33m ...

Thanks so much for the kudos **DataPorium**. Fiber Internet powers many telehealth applications which provides greater accessibility and flexible patient care is one way. Another is the ability to download or transfer large files (scans, xrays etc) are other examples of how are solutions improve overall patient care. Thanks for the questions

Like | Reply | 7 impressions

Print Advertising



**WORK EFFICIENTLY.
SUCCEED RELENTLESSLY.**

FIBER INTERNET | HOSTED VOICE | MANAGED SERVICES



**407-828-6400
SMARTCITYTELECOM.COM**

Select 2025 Events



FTTH Community Pop ups | January
20-23, 2025
| Carriage Pointe Winter Garden

DBI Osceola | February 13,
2025 | Delta Hotels
Celebration Suites

DBI Seminole | May 2025 |
Suites

CFHLA Hospitality
Tradeshow | August 2025 |



FLGISA Winter
Symposium | February 4-
6, 2025 | Embassy Suites
Lake Buena Vista South

CFHLA Hob Nob | April
2025 | Locations TBD

FLGISA Annual
Conference | July 21-25 |
Hilton Bonnet Creek



Lead Generation Events

Why Event Sponsorship?

Trusted Alignment. Proven ROI. Unbeatable Value.

93% of sponsors recognize the importance of partnering with us to maximize their impact.

82% of sponsors have witnessed stronger brand recognition through sponsoring our event and award programs.

60% of sponsors agree that our value surpasses any other local B2B event.

Stand out from the crowd with strategic event sponsorship. Contact us to secure your spot >> [BizJournals.com/Sponsorship](https://bizjournals.com/sponsorship)

ORLANDO BUSINESS JOURNAL

POWER BREAKFAST

Don't miss this engaging fireside chat!

Wednesday, March 5, 2025
8:30-10:00AM • Crowne Plaza Orlando-Downtown

Orlando Business Journal's Power Breakfast Event Series is an interview-style program with a prominent and influential Central Florida executive in front of an audience of business leaders.

Join us March 5, 2025, for the first Power Breakfast event of the year when we'll chat with featured guest, Jeff Vahle, president of Walt Disney World Resorts, in a fireside chat with Orlando Business Journal Editor-in-Chief Richard Bilezikci. The chat will cover local business insight, Walt Disney World's growth, topics on leadership, the community.

SPONSORED BY

FEATURED GUEST
JEFF VAHLE
President, Walt Disney World Resorts

ORLANDO BUSINESS JOURNAL

Upcoming Events

Upcoming nominations Learn more and register

OPEN NOMINATIONS

BEST PLACES TO WORK, APRIL 4, 2025

MOST INFLUENTIAL LEADERS, JUNE 5, 2025

UPCOMING EVENTS

BUSINESS OF SPORTS, MARCH 27, 2025

40 UNDER 40, APRIL 24, 2025

WOMEN WHO MEAN BUSINESS, MAY 9, 2025

DOING BUSINESS IN SEMINOLE, MAY 22, 2025

POWER BREAKFAST, JUNE 4, 2025

DOING BUSINESS IN BREVARD, AUGUST 7, 2025

BEST PLACES TO WORK, AUGUST 21, 2025

POWER BREAKFAST, SEPTEMBER 10, 2025

GOLDEN 100 & FAST 50, SEPTEMBER 25, 2025

MOST INFLUENTIAL LEADERS, OCTOBER 23, 2025

POWER BREAKFAST, DECEMBER 3, 2025

DOING BUSINESS IN OSCEOLA

Join Orlando Business Journal and business leaders from both the private and public sectors for the 2025 Doing Business in Osceola panel discussion, EXPO and networking event.

Our panel of distinguished regional experts will discuss the Osceola projects and initiatives making headlines in 2025.

TIME: 3:30 PM-6:30PM
DATE: February 13, 2025
PLACE: Delta Hotels Orlando Celebration

SPONSORS

MENTORING MONDAY

GET THE ENCOURAGEMENT YOU NEED TO TAKE THE NEXT STEP

Join us for our 12th Annual Mentoring Monday event, featuring the region's top businesswomen sharing their secrets to success. Designed for busy professionals, our speed-mentoring sessions promote a supportive atmosphere to build connections and receive valuable feedback. Advance your career with guidance from leaders shaping the local business community.

TIME: 10:00am-1:30pm
DATE: February 24, 2025
PLACE: Hyatt Regency Orlando International Airport

NATIONAL SPONSORS LOCAL SPONSORS

EVENT QUESTIONS: Nicole Bertrand, nbertrand@bizjournals.com | SPONSORSHIP INFORMATION: Juan Pablo "JP" Sabogal, jsabogal@bizjournals.com

THE BUSINESS OF SPORTS

MODERATOR
JASON SIEGEL
President & Chief Executive Officer, Greater Orlando Sports Commission

PANELISTS

DANA BOONE
Head Coach, UCF Track & Field

KELLY HYNÉ
Senior Vice President, Brand Alliances, Orlando City Soccer & Orlando Pride

AMY PAULY
Head Coach and Vice President of Volleyball Operations, Orlando Valkyries

SHERRY WHELOCK
President & CEO, Special Olympics Florida

JOIN THE DISCUSSION!

March 27, 2025 • 11 AM-1 PM • Hyatt Regency Grand Cypress Resort

Title Sponsor

Presenting Sponsors

Registration Sponsor

- High profile lead generation events/sponsorship/advertising with Orlando Business Journal

Field Marketing Assets



- New signage for field events to help brand awareness and build credibility at high profile events

Fiber to The Home Direct Mail Campaign



COMING SOON



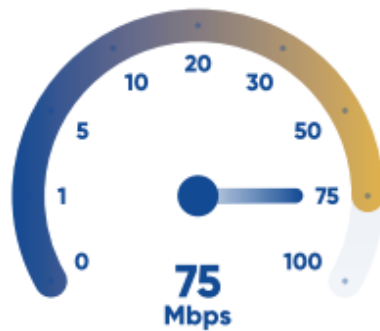
JOHN'S LAKE LANDING



NOW AVAILABLE MORE CHOICES



Ditch the slow Internet



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- NO HIDDEN FEES
- NO DATA CAPS

ASK US ABOUT OTHER SERVICES

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SCAN TO SIGN UP

Who is Smart City?

Smart City Telecom is a full-service telecommunications company. We provide Fiber Internet and phone services throughout Central Florida. We are also the premier voice and Fiber Internet provider to the Walt Disney World Co, including shops, hotels, restaurants, and transportation companies.





Online Presence

The challenge:

Three underperforming websites

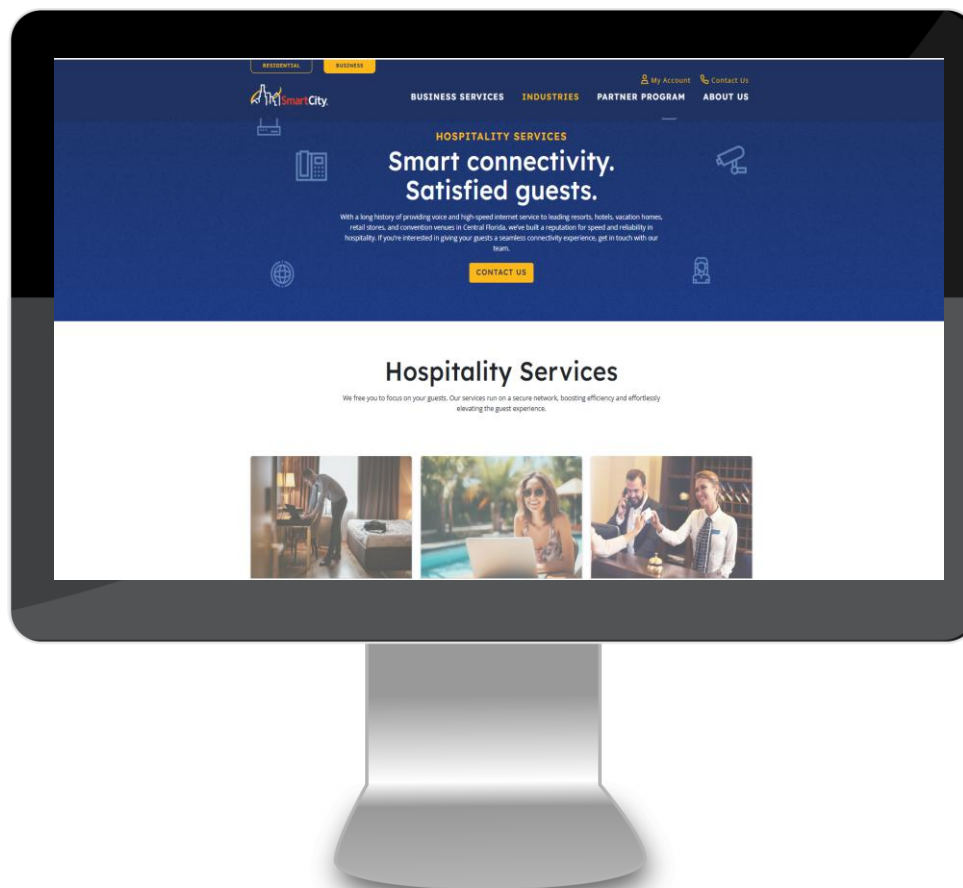
The solution:

1. Create one consolidated website that provides:
 - Lead generation
 - High quality/useful content
 - Good user experience
 - Great performance
 - Optimized for different devices





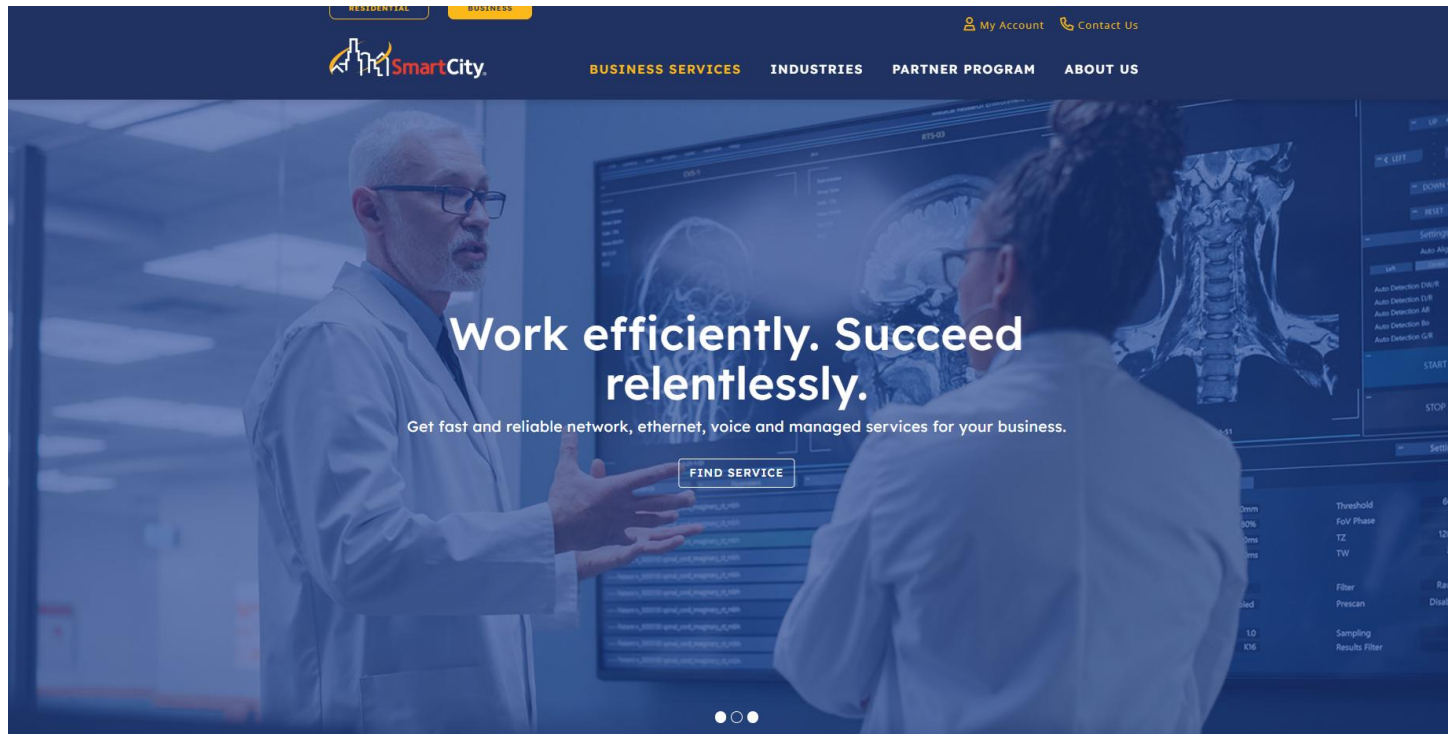
New Website



- ✓ Modern look
- ✓ Enhanced navigation
- ✓ User friendly



New Website



- ✓ Optimized for desktop and mobile devices



New Customer Acquisition Campaign

**SIGN UP TODAY.
GET A \$300 SMART CITY
PREPAID MASTERCARD®**



SmartCity **Build a more connected business**
Our Cutting-Edge Solutions Now Available Across Central Florida & Space Coast

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SmartCity **MAKE THE SWITCH.
SIGN UP TO SAVE \$\$\$**

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Fiber Internet | Hosted Voice | Managed Services

Why Smart City:

- End-to-end fiber solutions over a fully redundant facilities-based network
- Voice and Collaboration services to boost productivity virtually anywhere
- Dedicated Account Executive and local 24/7 service support

Scan to Learn how Smart City solutions can help your business.

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Scan to Learn how Smart City solutions can help your business.

*New commercial customers only on 36mo contracts. Other offers may apply. See website for details. Mention promo code BUSGC when ordering. Virtual card is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. No cash access or recurring payments. Can be used where Debit Mastercard is accepted online, for phone/mail orders, or in stores that accept mobile wallet. Valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.

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New Customer Acquisition Campaign



**CONNECTIONS MATTER.
MAKE THE SWITCH.**

**BLAZING FAST
FIBER INTERNET**



*New Residential Customers Only. Cannot be combined with other offers. Offer good on 1 GIG or above speeds. Use promo code FTTHGC when ordering. Virtual gift cards issued via email after 90 days of service. This promotion is not available in all areas. Subject to availability.



GET STARTED WITH
1 GIG FIBER & PREMIUM WI-FI

\$70 PER MONTH

- FREE INSTALLATION
- NO CONTRACTS
- NO HIDDEN FEES
- NO DATA CAPS

ASK US ABOUT OTHER SERVICES



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