



**TRAVERSE BAY ECONOMIC
DEVELOPMENT CORPORATION**

4-County High-Speed Broadband Strategy

The Traverse Bay Economic Development Corporation is pursuing high-speed broadband availability and increased capacity across the four-county region, (Benzie, Grand Traverse, Leelanau and Kalkaska Counties). The approach is segmented into three phases with funding collaboration across each participating county and the Traverse Bay EDC. The objective and goal of this initiative is to collect county asset information and develop broadband investment strategies at both the county and regional level.

As the regional economic development organization, the Traverse Bay EDC will lead each phase of this initiative. It is envisioned that the Traverse Bay EDC will be the public agent for each county with regards to the assessment work in each individual County that is being proposed for Phase 1.

With the introduction of the American Recovery and Re-investment Act at the Federal level, there is an opportunity to apply for Federal grant funds. However, based upon the National Telecommunications and Information Administration's funding schedule released on July 1, 2009 and the proposed work to be performed within each participating county and regional level, there is not a realistic opportunity to submit a quality application for Round 1 funding. Dependent on county approval for Phase 1 of the project, it is reasonable Phase 2 could be completed that allows an application to be submitted for Round 2 this coming December, 2009.

Phase 1

The purpose of Phase 1 is to deliver an inventory of broadband related assets and needs that exist in an individual county. This includes, but is not limited to, physical assets, census tracks, existing providers servicing each county, zoning, etc. It seeks to identify rural and urban segments within the county and the associated bandwidth needs at both a residential and commercial level. As it will identify current broadband coverage, it will have a primary focus of identifying those areas that are un-served or underserved within each county. For each County, there will be documentation of phone interviews with private company stakeholders, county, and township government officials to collect information and assess any plans related to ARRA BTOP and RUS funding and/or any expectations for public-private partnerships. Upon completion, each County will obtain a compiled inventory, interview results, and a basic business case model. The Traverse Bay EDC, along with each County is determining and establishing the appropriate funding source to satisfy a Phase 1 completion. Leelanau County has already committed funds for Phase 1, which is currently in progress. The Traverse Bay EDC is working with the Benzie County EDC and Grand Traverse County EDC to finalize funding for Phase 1 activities. Funding opportunities are continuing to be explored within Kalkaska County. Upon approval from two or more counties for Phase 1, the Traverse Bay EDC will seek to fund Phase 2 of the project.

Phase 2

The purpose of Phase 2 is to compile the county information collected in Phase 1 and develop a county and regional investment strategy. The Traverse Bay EDC will construct investment scenarios that will outline the appropriate funding strategy and participants to address Broadband availability within the county and region. With a baseline scenario developed, a strong business case will be developed that supports the investment strategy. Upon completion, the county(s) and region will obtain a strategic investment plan that can be utilized with local units of governments, service providers, and private investors. It will also be instrumental as a business case for applying for Federal funds under the ARRA for a Round 2 submission, which has a December proposal deadline.

Phase 3

Based upon the outcomes of Phase 1 and Phase 2, Phase 3 focuses on the application for Federal grant dollars in support of the developed investment strategy. It is proposed that the application would be submitted at the regional level and contain both an urban and rural component of increasing broadband capacity in the urban core and providing broadband availability to un-served and underserved areas throughout the 4-county region. Activity associated to Phase 3 includes the grant application development and management through the federal grant process.



NOTES: August 28, 2009 – 7:30 a.m.
Government Relations Committee

I. Welcome and review of Notes from June 26, 2009

Art Jeannot opened the meeting and welcomed Tom Menzel back to the committee as the representative from BATA.

II. Alliance Meeting Agenda:

The committee reviewed the August 7, 2009 Northwest Michigan Regional Chamber Alliance Agenda for the next 2 months. Highlighted were the three agenda items on Tourism Funding, Unemployment Stimulus Funding and MBT surcharge removal. The 14 month agenda of reform and a speaker's bureau was also presented to the group.

III. State Reform Health Consolidation Plan

The committee approved the alliance request for the following statement regarding The Dillon Reform Health Care Consolidation Plan. "The Northwest Regional Chamber Alliance philosophically supports a plan that would consolidate state government employees under a statewide healthcare plan." The committee agreed it was too early to specifically support Speaker Dillon's plan but we should support the reform statement. A recommendation was made to have the Healthcare Committee review at its next meeting before going to the Chamber Board for full support.

IV. Advocacy Agenda:

Traverse City Advocacy Committee: Doug DeYoung discussed the efforts to create an advocacy group within the city to work on the Old Town Parking Deck and the Traverse City Commission Election. The Old Town Parking Deck focus will be on neighborhood support, business support and education of the need and value the deck brings. The election will focus on a candidate forum and candidate questionnaire. This group would then continue to meet and focus on city-wide agenda items.

V. Federal Reports:

A request was made by a member of the committee to enter into the debate on national healthcare. After discussion on the role the chamber could have on this issue the group came to a consensus that we would follow the Northwest Regional Chamber Alliance Agenda on healthcare and make opportunities on the Traverse City Chamber website for

members to seek education and make contacts with leaders in Washington if they wanted to engage in the debate.

Sharon Wise reported that even on break the Health Care debate is still the top item being discussed in Washington.

VI. State Reports:

Senator Allen reported on the budget negotiations continuing in Lansing. He brought up the fact that a majority of the items in the budget are still on the table for debate. He also reported on the MEGA Bill passing the Senate moving adding additional opportunities in our area. He also gave the committee an update on legislation that will be heard in his committee. The senator did say that organizations should get all business with the state in done in case of a government shutdown.

VII. Local Reports:

City Manager Ben Bifoss brought up Division Street plans

A request and agreement was made by the committee that the chamber should write a letter of support for the request to become a Coast Guard City.

VIII. Next Meeting

- September 25, 2009, 7:30 a.m. at the Chamber office

The meeting was adjourned.



NOTES: August 21, 2009 - 7:30 a.m.
Transportation Committee

I. Welcome and Review of Notes from June 19, 2008

Evan opened the meeting and welcomed everyone and asked for a review of the Notes from the last meeting. No changes were offered.

II. Grand Vision Update:

The group discussed becoming part of the Grand Vision as the Transportation Group a brief discussion on this process was presented to the committee. On September 1 a formal presentation will be made as well as creating goals and objectives to move forward in the process.

III. Division Street Update:

The consensus from the committee was to send the City Commission a letter of support for the efforts for change on Division Street but that a vote with out a plan has historically been a challenge to pass in the city. The letter was sent to the commission prior to the Monday August 24th special meeting. The letter encouraged the City Commission to move forward with a plan and vote as soon as possible. The commission voted to create a plan and not go to the voters in November.

IV. Railrunner Presentation:

A group of committee members have been asked to a presentation on light rail. Experts are being brought in from New Mexico by TAAR on September 17th for a day of presentations in the area.

- V. New Business:** A request was made to draft a letter to the Dam Removal Committee to add a member from the Road Commission. The County Commission made that request after our meeting no letter is necessary as the committee will make the additional member in September.

VI. Next Meeting: Tuesday September 1, 2009 7:30-9 a.m. Steelcase Room.

The meeting was adjourned.