Polling Question #1:

What is your role in financing and financial management of your broadband project?

1. Directly responsible for finding money
2. Contribute to the money hunt
3. Directly responsible for financial management of the network
4. Part of financial management team
5. Mainly an observer of the process for our project
6. Here primarily to gather information
Public/Private Partnerships for Broadband

Graham Richard
Fort Wayne, IN
Mayor
2000-2007
Outcomes

• How do we create a commitment for public/private broadband partnerships?
• How do we leverage existing resources?
• How do we build financial support for a fast, agile, smart city?
“The jobs are going to go where the best-educated workforce is with the most competitive infrastructure and environment for creativity and supportive government”

- John Chambers
CEO Cisco Systems

Source: “The World is Flat”, pg. 323
Invest in Infrastructure

- Sewer/Water
- Streets
- Schools
- Airport
- Parks
- Greenways
- Broadband
- Libraries
- Universities
ACE Link Broadband Network

- 87 Schools
- 3,000 Teachers
- 54,000 Students

- First community in Indiana to link all schools with broadband.
Allen County Education Network

- SACS
- ACPL
- EACS
- NACS

Network components:
- Local Switch
- IPPW
- Indiana Data Center
- Region 8 ESC
- FWCS
- Indiana Telecommunications Network
- Bishop Dwenger
Broadband

FTTP – Fiber To The Premises

- 900 New Jobs
- Passing 132,000 Homes & Businesses
Kids love the Reading Tower
Matthew 25
Smart Homes

Wireless-connected thermostats can save 10-15% off energy costs.
AGGREGATE DEMAND

LEVERAGE PUBLIC
PRIVATE FINANCING
“People do not decide to become extraordinary, they decide to accomplish extraordinary things”

Sir Edmund Hillary
Show Me the Money: Financing in Rough Economic Times

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Polling Question #2:

For now, which financing strategy seems most viable for your project?

1. Municipal bond measure
2. Capital leasing
3. Broadband-generated savings within government operations
4. Government/private-sector shared project funding
5. Government resources combined with private partner contribution
Background

- Industry analyst, consultant
- “Tech Titan on Twitter”
- Develops broadband business strategy
- Author of books, reports, blog
Objectives

• Provide a 30,000 foot view
• Present several categories of financing options
• Set stage for Q & A
Know Your World, Know Your Options

- Local regulations
- State laws
- Federal grants
- Constituent needs
The Name Is Bond. Muni Bond.

- Driven by market’s strength
- GO vs. revenue bonds
- Piggy back on other bonds
- Must do homework
Local Angels

- Local investors
- Owner/subscriber arrangement
- Rely on pre-service marketing
- Economic development fundraising
New Lease on Life

• Capital leasing
• Lease to own
• Much rests with needs assessment
Q&A
Communities United for Broadband:  
www.communitiesforbroadband.com/

At Broadband Properties Magazine:  
www.munibroadband.com  
Broadband Properties homepage:  www.bbpmag.com

Join us Wednesday September 1 at 2 PM EDT for the next Webinar in this series: You Can Never Have Too Many Partners in Broadband  
Register at www.Muniwebinar.com

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