

Broadband's Impact on Economic Development: The Real Deal

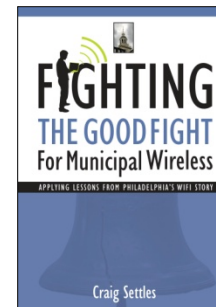
Craig J. Settles
Successful.com
craig@successful.com
Twitter: [cjsettles](#)

Webinar Twitter hashtag: [#cufb](#)



Background

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



Objectives

- Present highlights of survey
- Tips for integrating broadband with economic development
- Provide a starter checklist



Polling Question #1

(use form on right side of screen >>>)

What is your current/potential role with broadband and economic development?

- Exec/mgr/staff - Econ dev department/agency
- Exec/mgr/staff - Other government department/agency
- Elected official
- Community leader
- Nonprofit focused on economic issues
- Economic development consultant
- ISP, other private sector company
- Other



Survey Background

- **3rd Bi-Annual**
- **Sponsored by Int'l Economic Development Council (IEDC)**
- **Counterbalance to claims**



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership



Four Survey Topics

- **State of broadband**
- **Specifics on broadband impact**
- **Influence on personal econ dev**
- **National broadband policies**

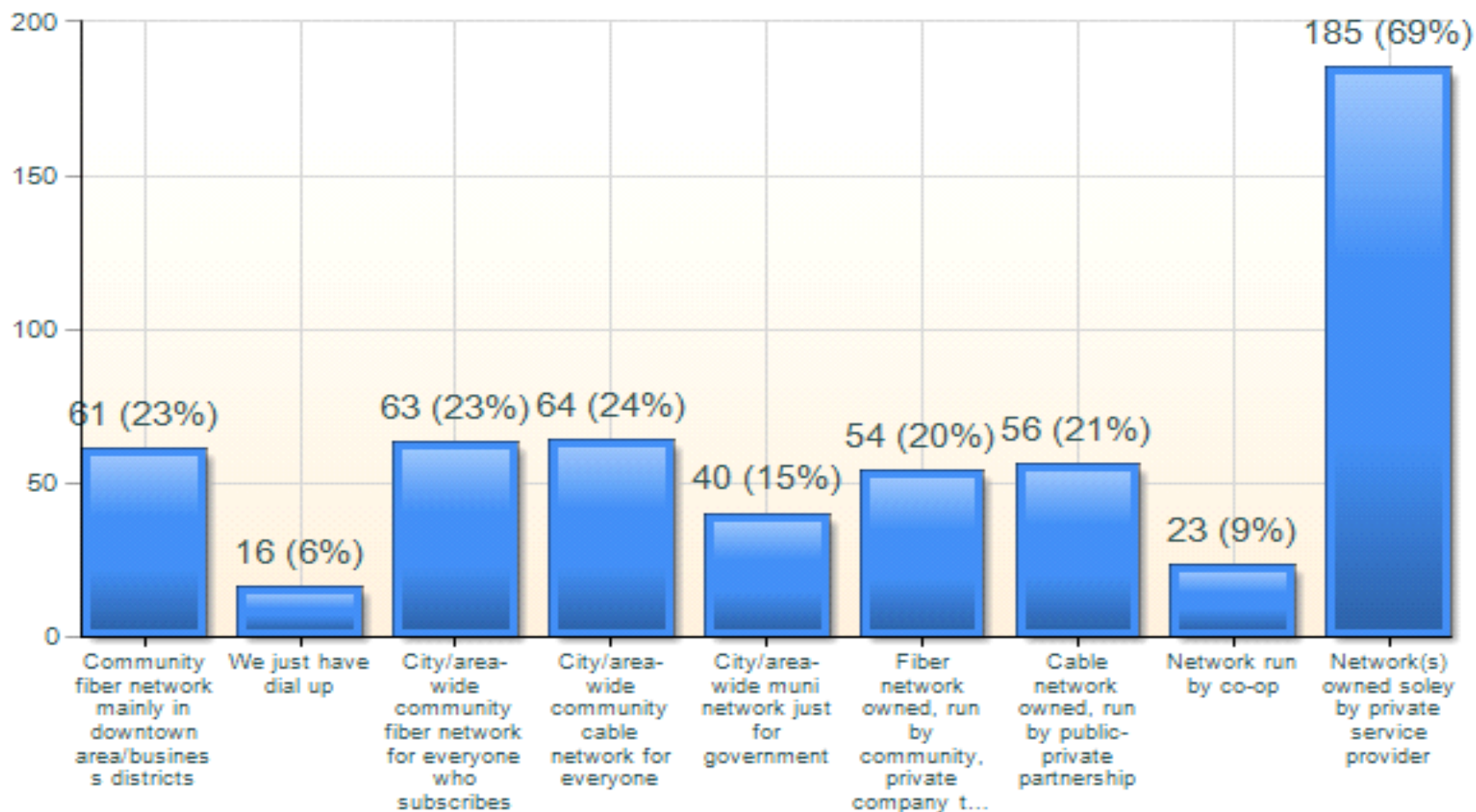


State of Broadband

- **Wireless: 19% community, 18% PPP, 78% private**
- **Wired: 23% community, 20% PPP, 69% private**
- **Planning area-wide wireless: 12%, wired 14%**



**What are primary wired broadband network options in the area you serve?
 (select all that apply) "Community" networks are those run by local
 government, public utility and/or community stakeholders.**



Impact Economic Outcomes

- **Attracting biz: 37% wireless, 55% wired**
- **Retaining: 24% wireless, 42% wired**
- **Improving: 29%, 40%**
- **100 Mbps minimum**



	2-4 Mbps	10-12 Mbps	20-25 Mbps	100-120 Mbps	500 Mbps	1 Gigabit
Lure businesses	17 (8 %)	26 (12 %)	30 (13 %)	43 (19 %)	33 (15 %)	77 (34 %)
Retain business	13 (6 %)	35 (16 %)	50 (22 %)	57 (25 %)	33 (15 %)	37 (16 %)
Local companies	12 (5 %)	29 (13 %)	53 (23 %)	55 (24 %)	33 (15 %)	44 (19 %)
Revive business districts	13 (6 %)	34 (15 %)	50 (23 %)	53 (24 %)	34 (15 %)	38 (17 %)
Revive communities	14 (6 %)	40 (18 %)	47 (21 %)	55 (25 %)	27 (12 %)	37 (17 %)
Training	14 (6 %)	33 (15 %)	48 (22 %)	54 (24 %)	40 (18 %)	33 (15 %)









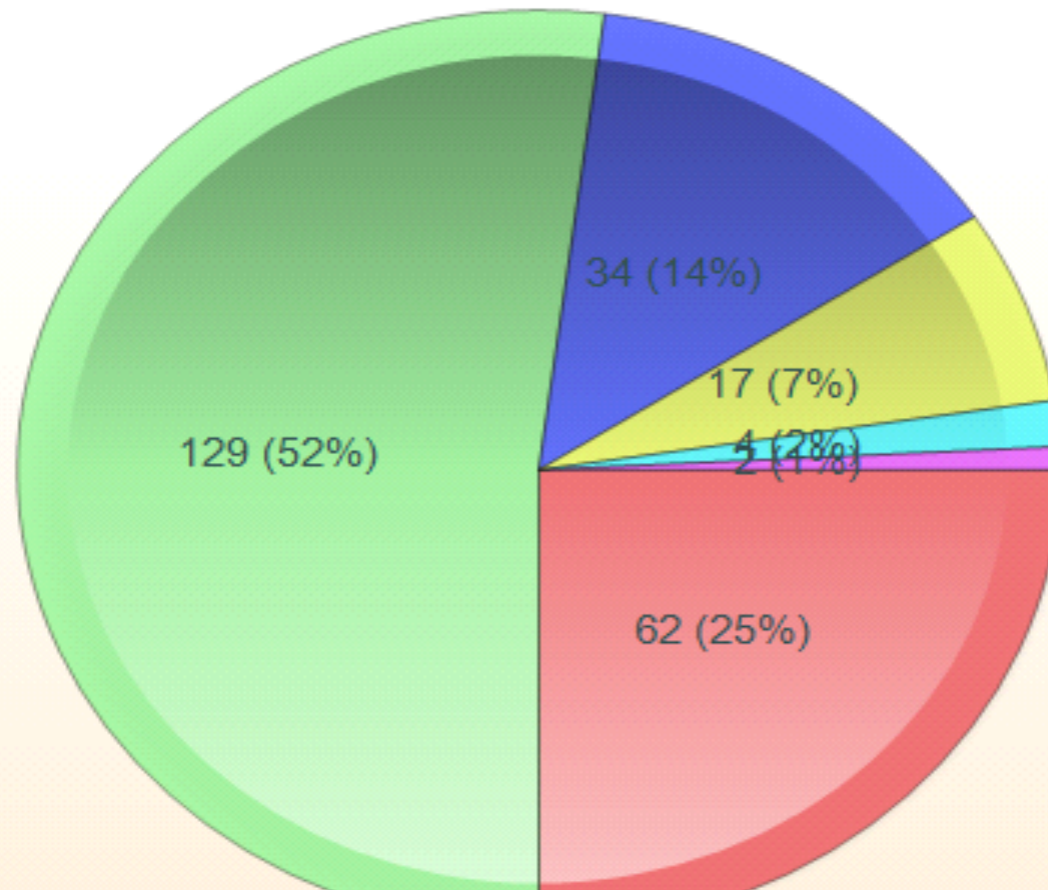
Personal Economic Dev

- 49% - improve job skills
- 61% - boost entrepreneurialism
- 77% - make home-based businesses potent
- 100 Mbps minimum



Can broadband be used to harness home-based businesses into an economic development force within your area?

- | | | |
|---|---|---|
|  I've seen it happen firsthand |  Maybe |  Not likely |
|  It's quite likely |  It's only possible if you have support programs |  Hadn't thought of this before |

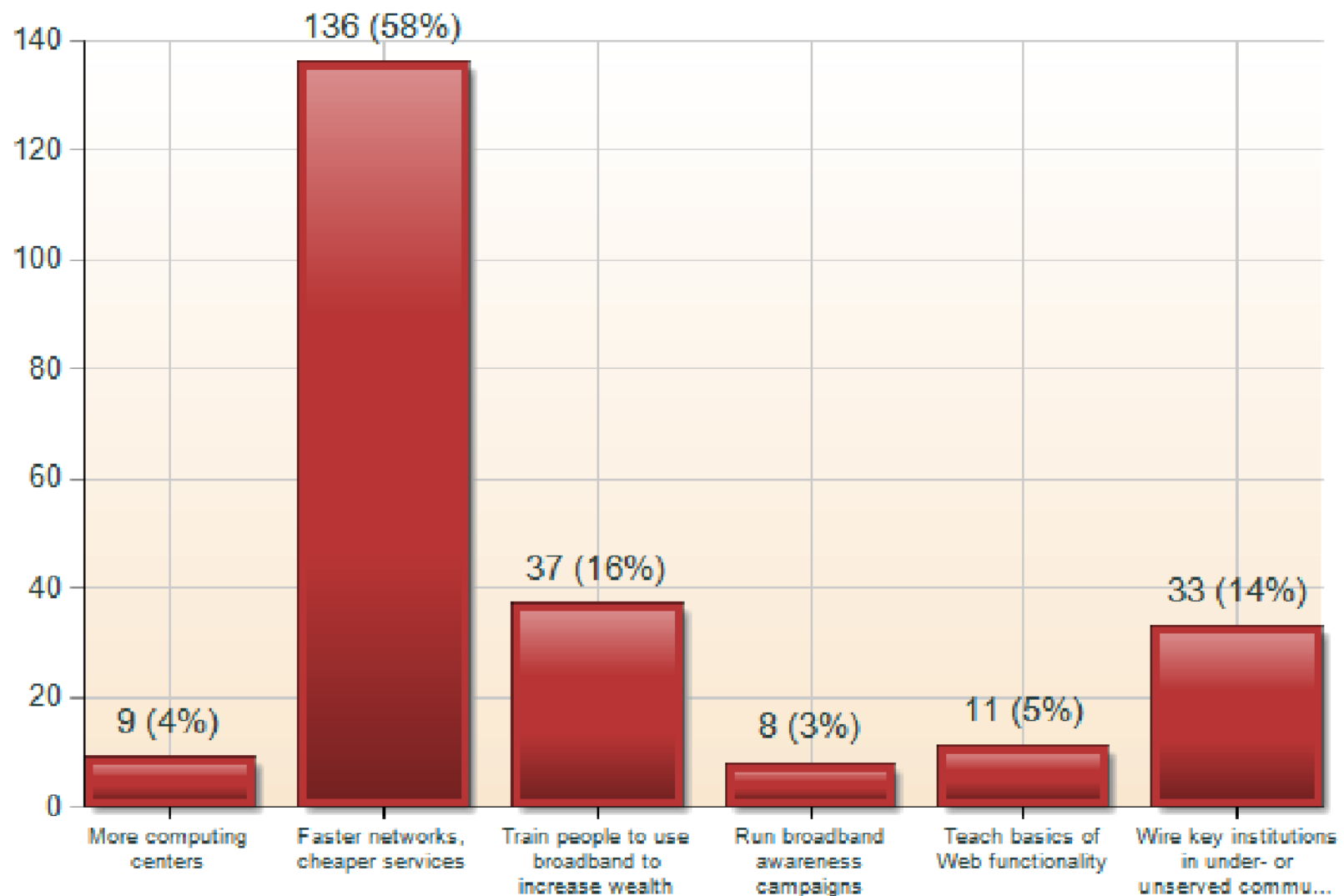


National Policies

- **79% - 4 Mbps weak goal**
- **Urban areas teach how to build wealth**
- **Send in the lawyers**
- **Keep serenity prayer handy**



In urban areas, which of these should produce the greatest economic impact?



Polling Question #2

(use form on right side of screen >>>)

Does your current economic development plan incorporate broadband?

- We have a written plan that incorporates broadband
- We're revising our plan to include broadband
- Our community just started considering broadband as an economic development tool
- Our economic development team isn't focused on broadband
- As private-sector provider/partner, we help communities understand economic issues
- As private-sector provider/partner, we don't get involved with these issues



What Next

- **Change hearts and minds**
- **Understand target audiences**
- **Understand what broadband can do**
- **Economic strategy plan integrates broadband**



Money (local economy) talks

- **Economic agencies should drive much of discussion**
- **Form local metrics**
- **Look to others**

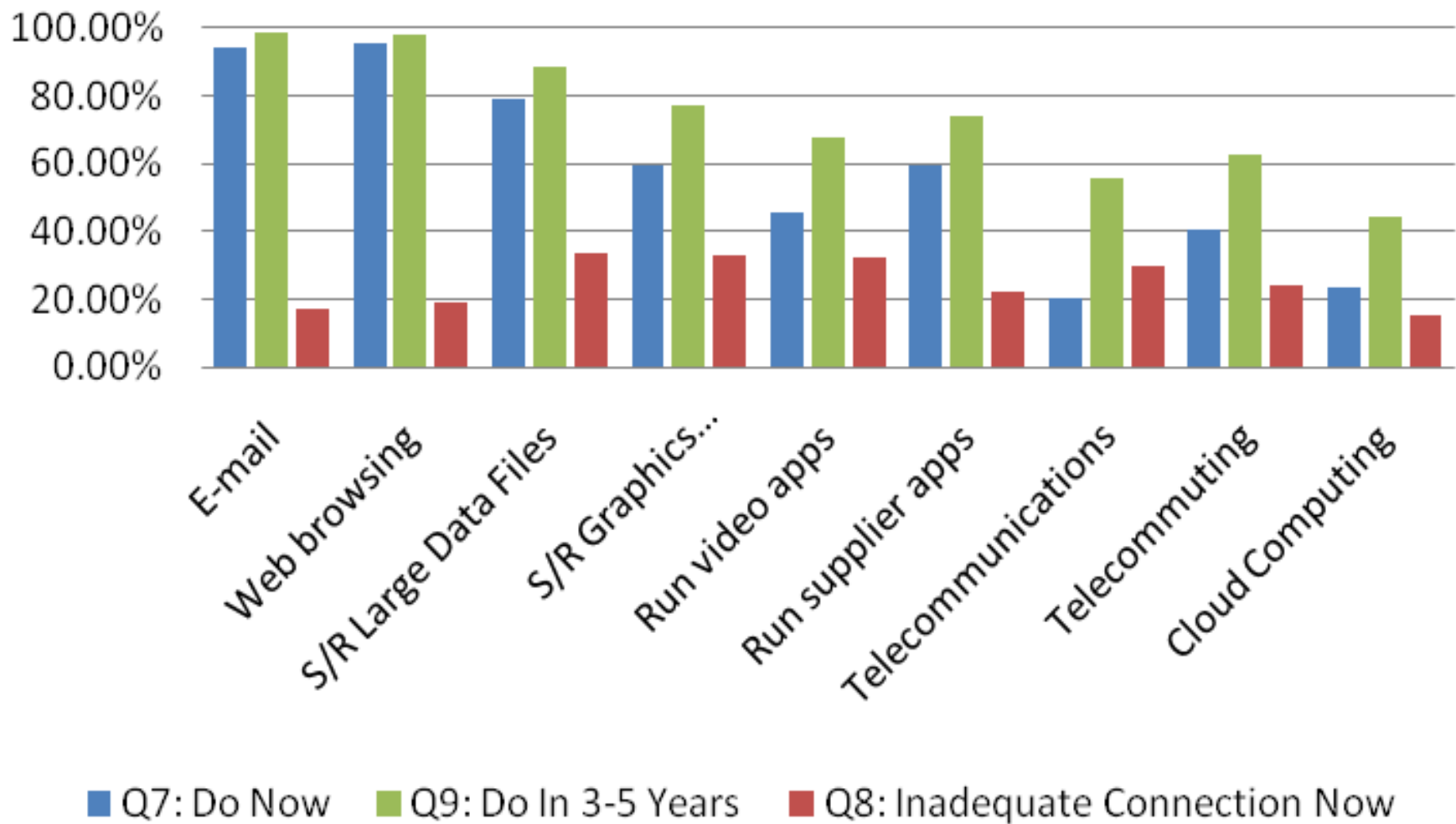


Who Needs What

- **Seek out businesses, revenue generators**
- **Ask**
- **Quantitative, qualitative**
- **See individuals in different light**



All Respondents



What Does it Do, How Does It Enable

- **A business magnet**
- **A marketing equalizer**
- **Individual wealth generator**



Broadband as Economic Strategy

- Establish econ dev goals
- Develop benchmarks
- Determine technology that facilitates
- Create necessary programs



Starter Checklist

- Identify your need
- Establish your goal
- Know what tech can and can't do
- Take the long-term view
- Control your destiny



Q&A



To view the entire survey - <http://roisforyou.wordpress.com/>



Communities United for Broadband:

www.communitiesforbroadband.com/

At Broadband Properties Magazine:

www.munibroadband.com

Broadband Properties homepage: www.bbpmag.com

Don't forget to check out our municipal broadband webinar site for upcoming webinar events!! www.Muniwebinar.com

Craig Settles delivers on-site workshops for communities and organizations that want to develop and execute effective broadband strategies. E-mail for details: craig@successful.com

