BUILDING BROADBAND INFRASTRUCTURE TO SUPPORT ECONOMIC RECOVERY, GROWTH, AND RESILIENCY FOR LEELANAU COUNTY BUSINESSES
EDA Grant - Background

- Notice of Funding Opportunity: “EDA’s CARES Act Recovery Assistance is designed to provide a wide-range of financial assistance to communities and regions as they respond to, and recover from, the impacts of the coronavirus pandemic.”

- “Constructing public works and facilities that will support economic recovery, including the deployment of broadband for purposes including supporting telehealth and remote learning for job skills.”

- “Describe how the proposed project scope of work will respond to those impacts and support pandemic recovery and resilience efforts…”

- Regional Administrator: “Focus on retention of jobs by impacted businesses.”

- Eligible applicants include state and local governments, Indian tribes, educational institutions and nonprofits working with a government entity.

- The applicant must own the infrastructure the EDA is being asked to fund.
SMALL BUSINESS SURVEY RESULTS

- Survey of County dba list to identify small business owners

- Edmund F. & Virginia B. Ball Foundation grant supported printing, mailing surveys and return envelopes, plus online survey

- Survey intended to demonstrate for EDA the local business impact of inadequate internet, especially during pandemic when reliance was high

- Survey was in the field entire month of June

- 21% response rate of out 981 surveys delivered
Do you require internet access for your business?

- Yes: 94%
- No: 6%

How would you rate the importance of reliable broadband internet to your business?

- High: 77%
- Medium: 16%
- Low: 7%
Are you satisfied with your current internet service in terms of:

**Availability?**
- Yes: 47%
- No: 53%

**Speed?**
- Yes: 35%
- No: 65%

**Price?**
- Yes: 27%
- No: 73%
What type of broadband internet do you currently have for your business?

- Cable: 32%
- DSL: 23%
- Multiple: 15%
- Wireless: 13%
- Satellite: 12%
- Mobile: 4%
- None: 1%
- Fiber: 1%
LEELANAU COUNTY BUSINESS INTERNET SURVEY

Distribution of broadband internet type by township

Cable  DSL  Satellite  Wireless  Mobile

Bingham  Centerville  Cleveland  Elmwood  Empire  Glen Arbor  Kasson  Leelanau  Leland  Solon  Suttons Bay  Multiple

4%  25%  13%  11%  2%  4%  11%  18%  50%  13%  13%  13%

11%  15%  13%  11%  5%  4%  3%  10%  15%  15%  13%  13%

13%  4%  2%  5%  8%  3%  5%  15%  17%  8%  5%  2%
What is your internet download speed tier?

2020 percentages recalculated with removal of ‘unsure’ and ‘not applicable’ responses.
LEELANAU COUNTY BUSINESS INTERNET SURVEY

Distribution of reported business internet speed by township

- 11 to 24.99 Mbps
- 25 to 100 Mbps
- Less than 10 Mbps speed

<table>
<thead>
<tr>
<th>Township</th>
<th>11 to 24.99 Mbps</th>
<th>25 to 100 Mbps</th>
<th>Less than 10 Mbps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bingham</td>
<td>8%</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Centerville</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Cleveland</td>
<td>0%</td>
<td>0%</td>
<td>5%</td>
</tr>
<tr>
<td>Elmwood</td>
<td>5%</td>
<td>4%</td>
<td>18%</td>
</tr>
<tr>
<td>Empire</td>
<td>2%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Glen Arbor</td>
<td>4%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Kasson</td>
<td>0%</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>Leelanau</td>
<td>0%</td>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td>Leland</td>
<td>0%</td>
<td>21%</td>
<td>29%</td>
</tr>
<tr>
<td>Solon</td>
<td>9%</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>Suttons Bay</td>
<td>5%</td>
<td>5%</td>
<td>14%</td>
</tr>
<tr>
<td>Multiple</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
</tr>
</tbody>
</table>
How has your dependence on broadband for business activities been impacted by COVID-19 shutdown?

- Increased: 58%
- Stayed the same: 37%
- Decreased: 5%
LEELANAU COUNTY BUSINESS INTERNET SURVEY

Impact of internet on essential business activities

During COVID-19 shutdown were any essential business activities not available because of inadequate internet?

- Yes: 31%
- No: 69%

In general, are any essential business activities not available because of inadequate internet?

- Yes: 32%
- No: 68%

(Essential business activities may include, for example, video meetings, e-commerce, working from home, etc.)
Number of employees employed by your business, including yourself

- 1 employee: 47%
- 2 employees: 25%
- 3 to 5 employees: 15%
- 6 to 10 employees: 8%
- 11 to 50 employees: 4%
- More than 50 employees: 2%
Where is your business operation based?

- Home: 63%
- Commercial bldg: 17%
- Farm: 10%
- Multiple: 7%
- Other: 3%
In which township within Leelanau County is your business located?

- Bingham: 9%
- Centerville: 5%
- Cleveland: 3%
- Elmwood: 13%
- Empire: 3%
- Glen Arbor: 4%
- Kasson: 8%
- Leelanau: 20%
- Leland: 15%
- Solon: 8%
- Suttons Bay: 10%
- Multiple: 2%
EDA seeks detail on direct ROI of its investment, prompting a follow-up survey of businesses that indicated dissatisfaction with internet and provided email address in earlier survey.

Our goal was to quickly get local data on internet’s impact on business growth, job retention and job creation.

45% response rate based on 68 surveys delivered.
If you had access to high-speed internet that met your needs (i.e., satisfaction in terms of availability, speed or price), do you believe it would enable your business to:

**Grow?**
- Yes: 81%
- No: 3%
- Unsure: 16%

**Retain Jobs?**
- Yes: 68%
- No: 10%
- Unsure: 22%

**Create Jobs?**
- Yes: 58%
- No: 13%
- Unsure: 29%
Was your business forced to eliminate any jobs during the coronavirus pandemic?

- Yes: 19%
- No: 81%
I. Overview
II. About Leelanau County
III. Impact of coronavirus disruption
IV. Broadband Needs and Gaps
V. Broadband keeps businesses running, workers employed
VI. Agricultural broadband needs today
VII. Small business internet needs during coronavirus
VIII. Why fixed wireless broadband
IX. Why County-owned towers
X. Who supports the proposal
XI. Project details
XII. ISPs on standby
XIII. Summary
XIV. Appendix – Survey comments