

**BUILDING BROADBAND
INFRASTRUCTURE TO
SUPPORT ECONOMIC
RECOVERY, GROWTH,
AND RESILIENCY FOR
LEELANAU COUNTY
BUSINESSES**



LEELANAU PENINSULA
ECONOMIC FOUNDATION

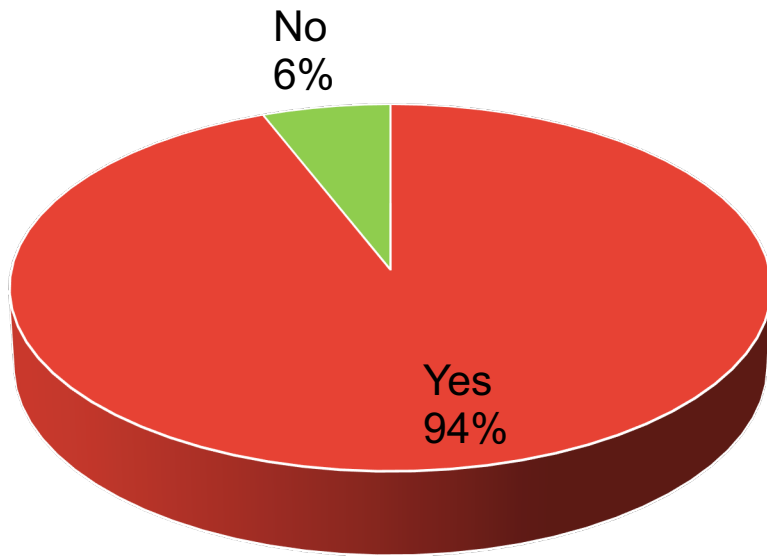
EDA GRANT - BACKGROUND

- 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.

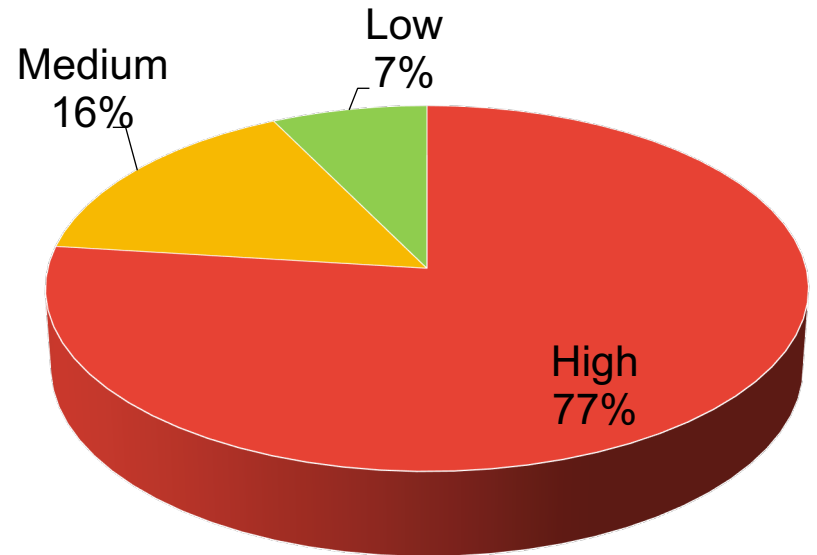
SMALL BUSINESS SURVEY RESULTS

- 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?

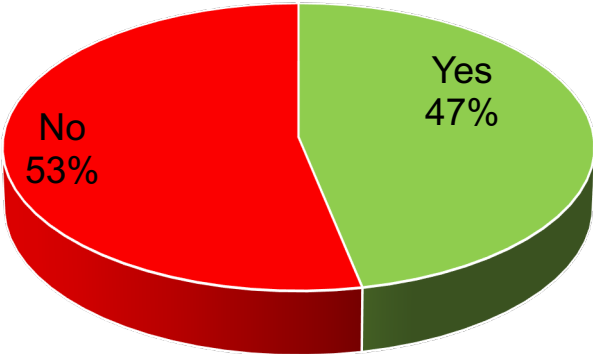


How would you rate the importance of reliable broadband internet to your business?

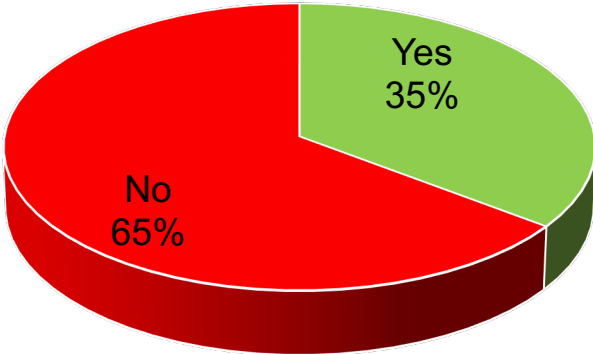


Are you satisfied with your current internet service in terms of:

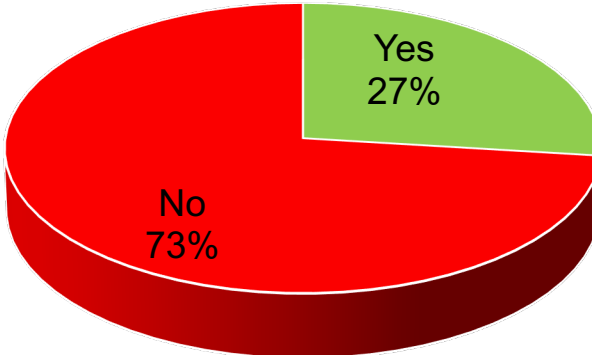
Availability?



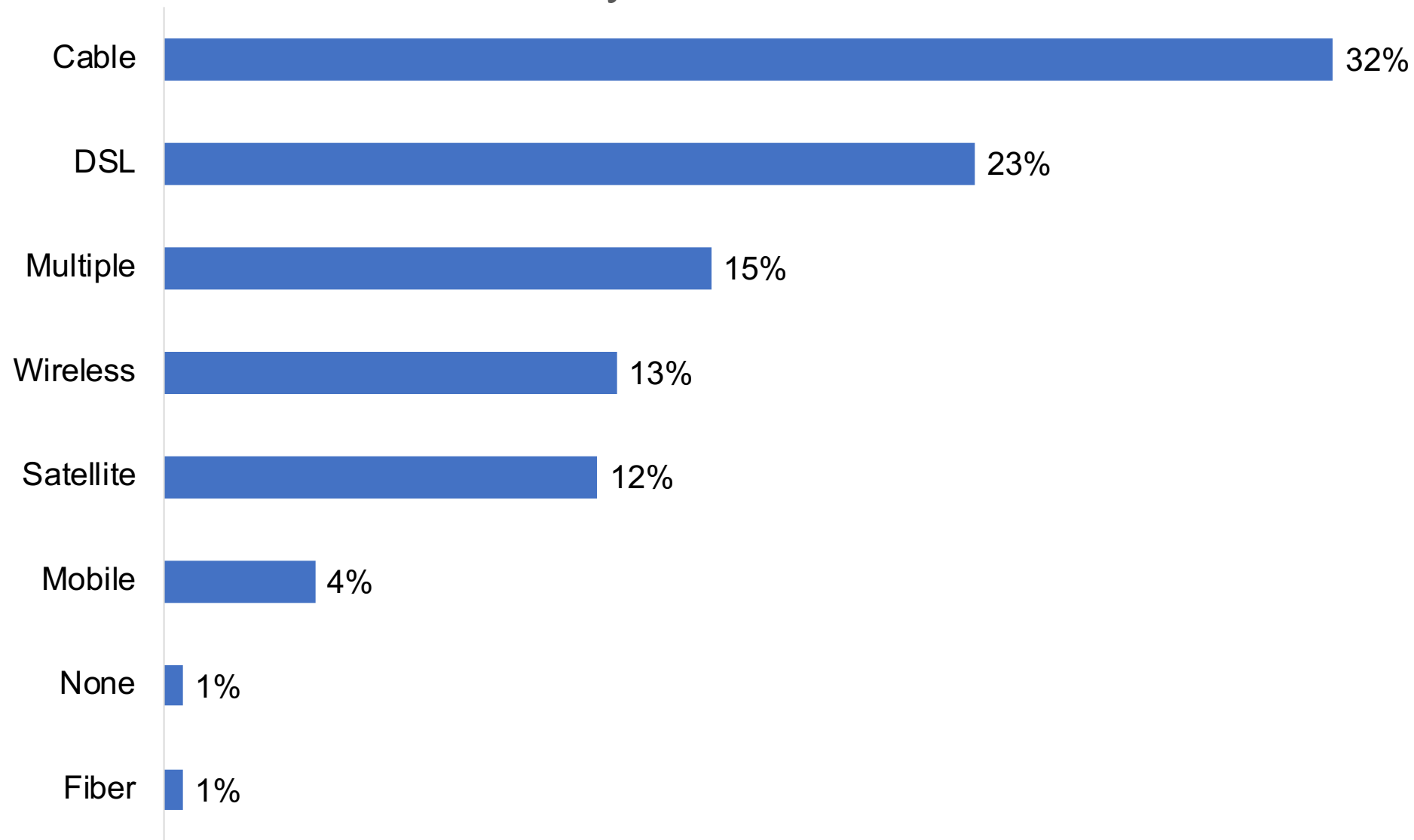
Speed?



Price?

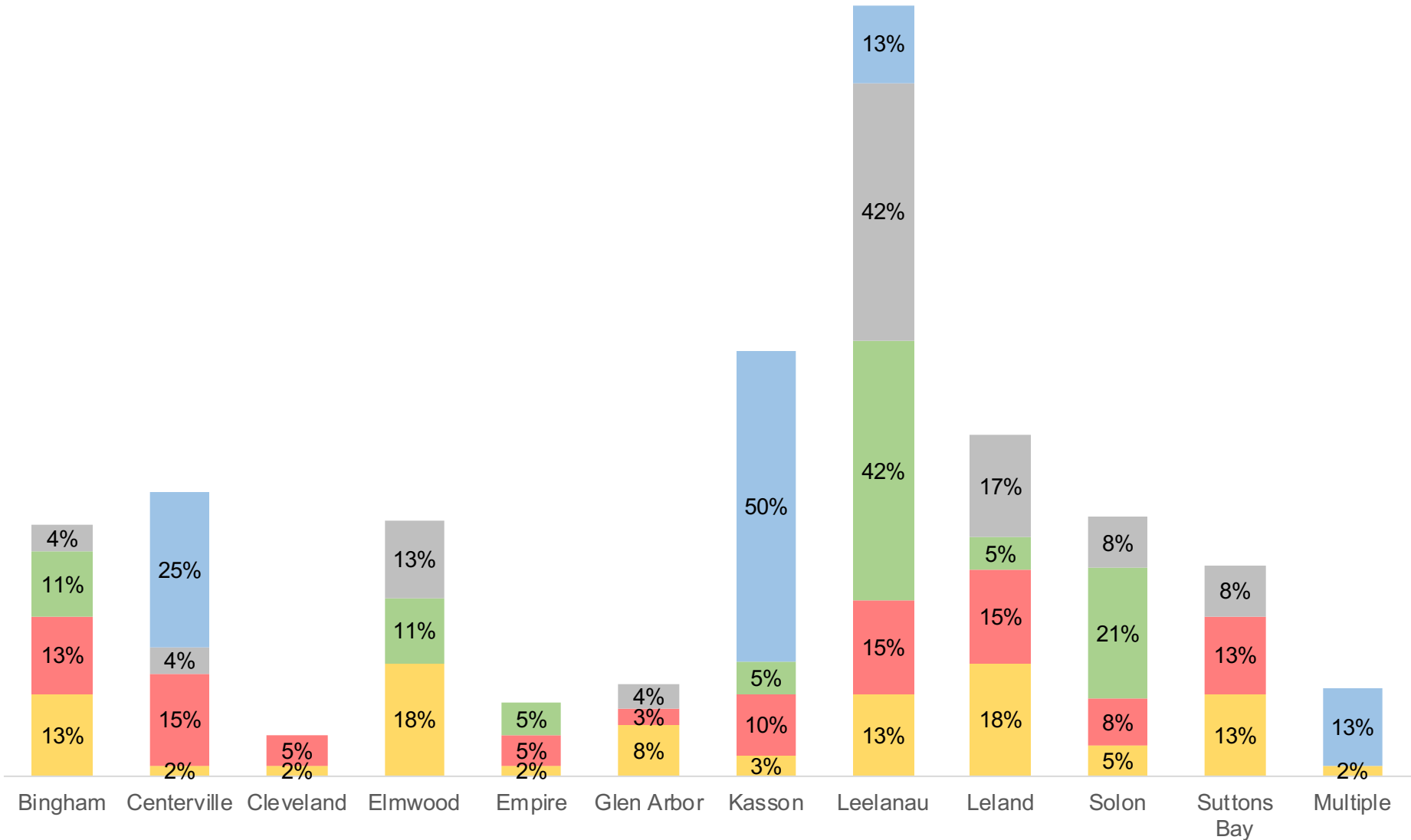


What type of broadband internet do you currently have for your business?



Distribution of broadband internet type by township

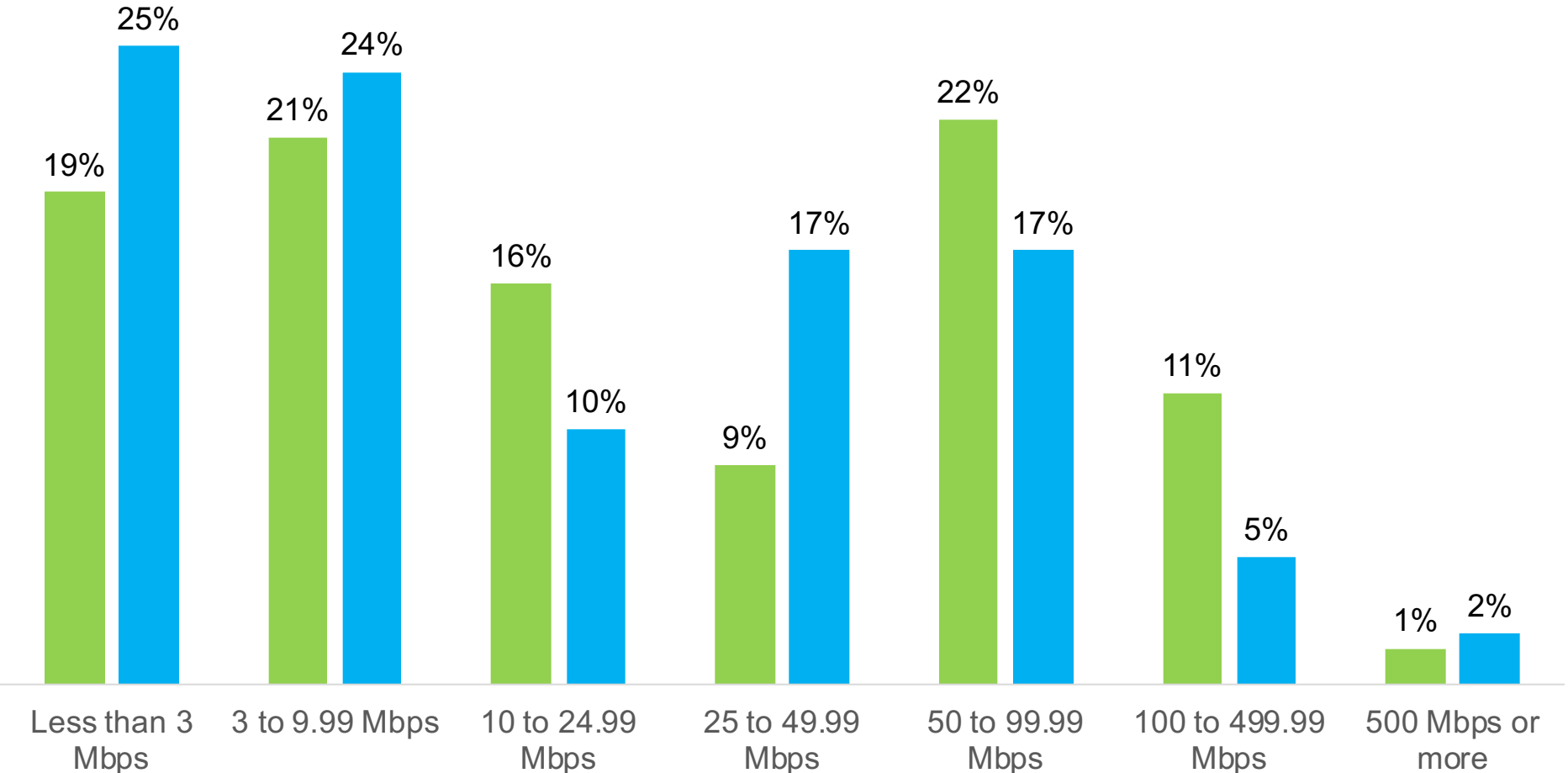
Cable DSL Satellite Wireless Mobile



What is your internet download speed tier?

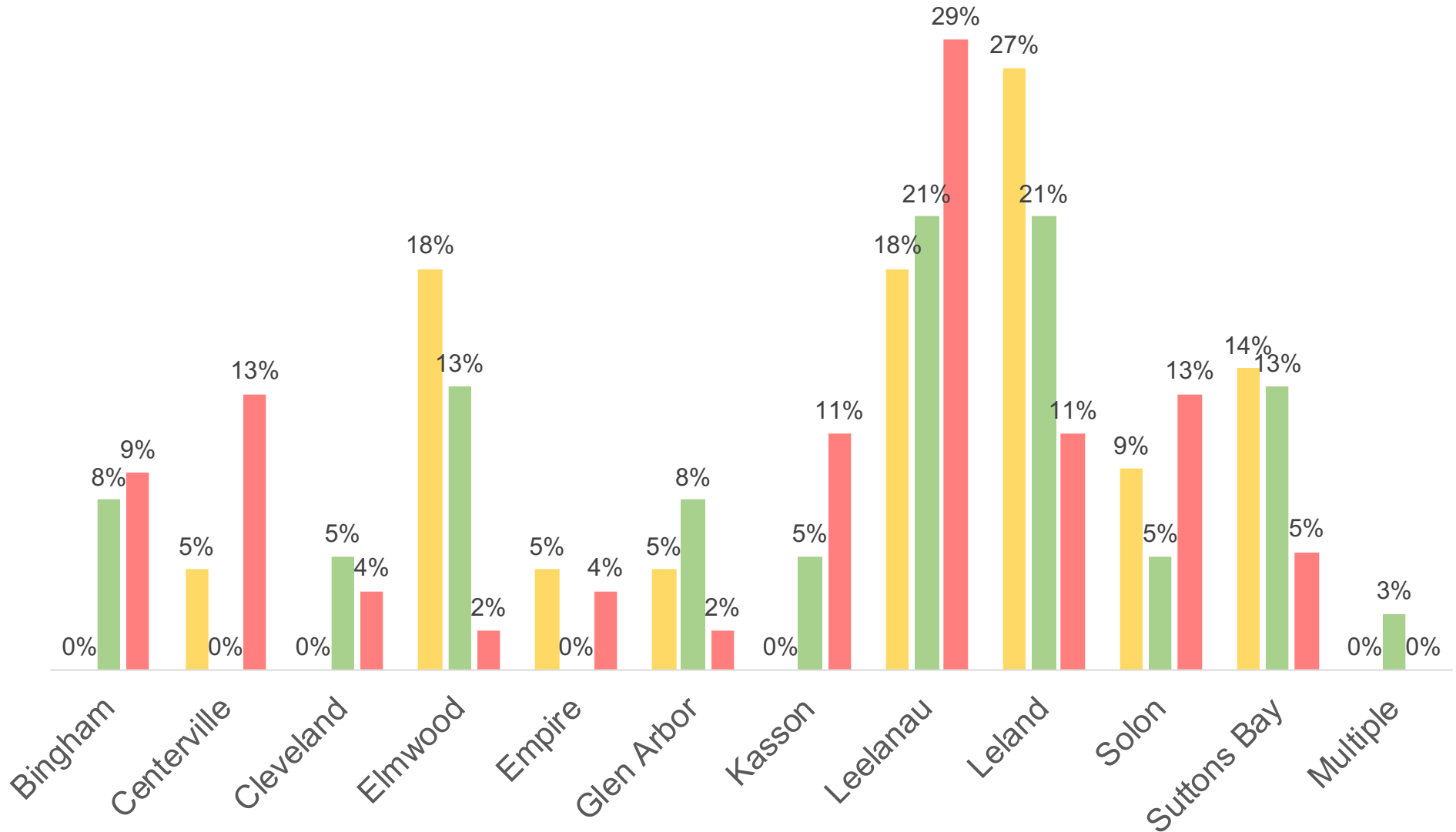
■ 2020 survey ■ 2016 survey

2020 percentages recalculated with removal of 'unsure' and "not applicable" responses

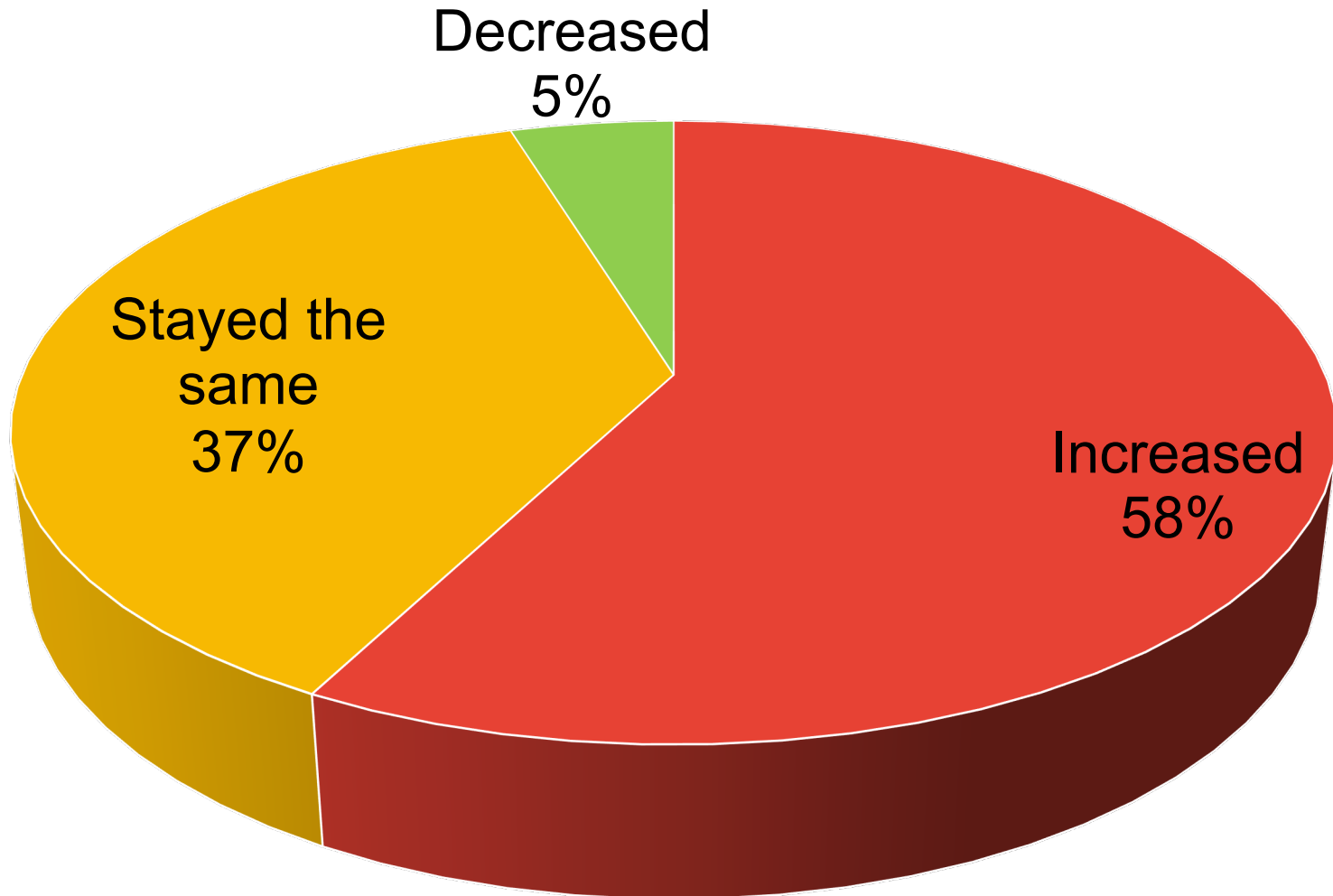


Distribution of reported business internet speed by township

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

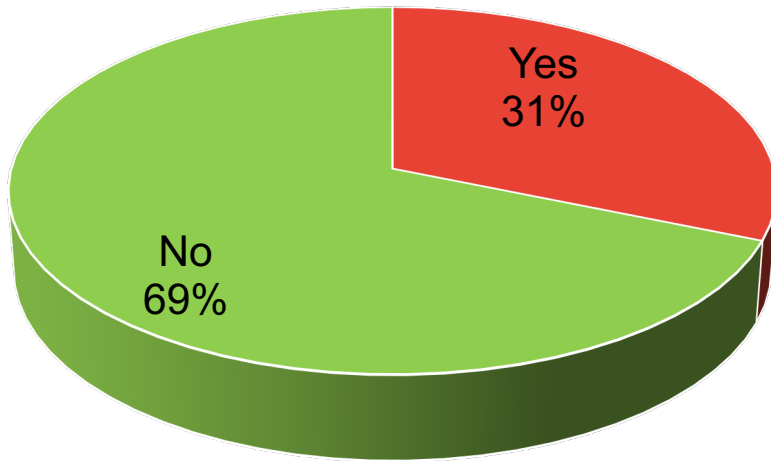


How has your dependence on broadband for business activities been impacted by COVID-19 shutdown?

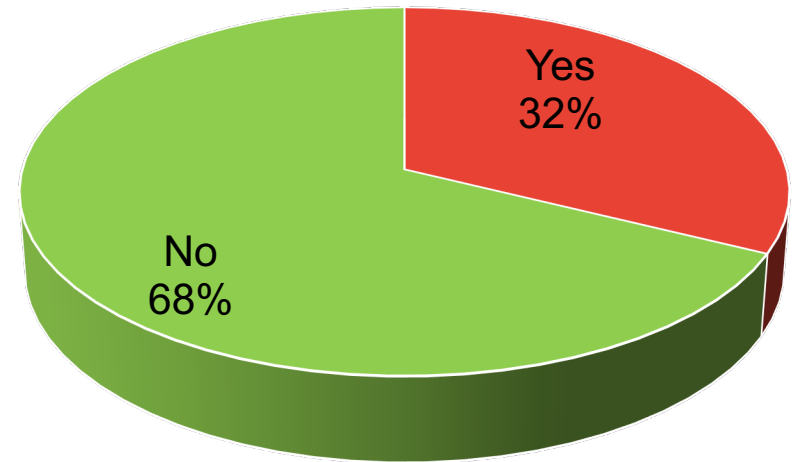


Impact of internet on essential business activities

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

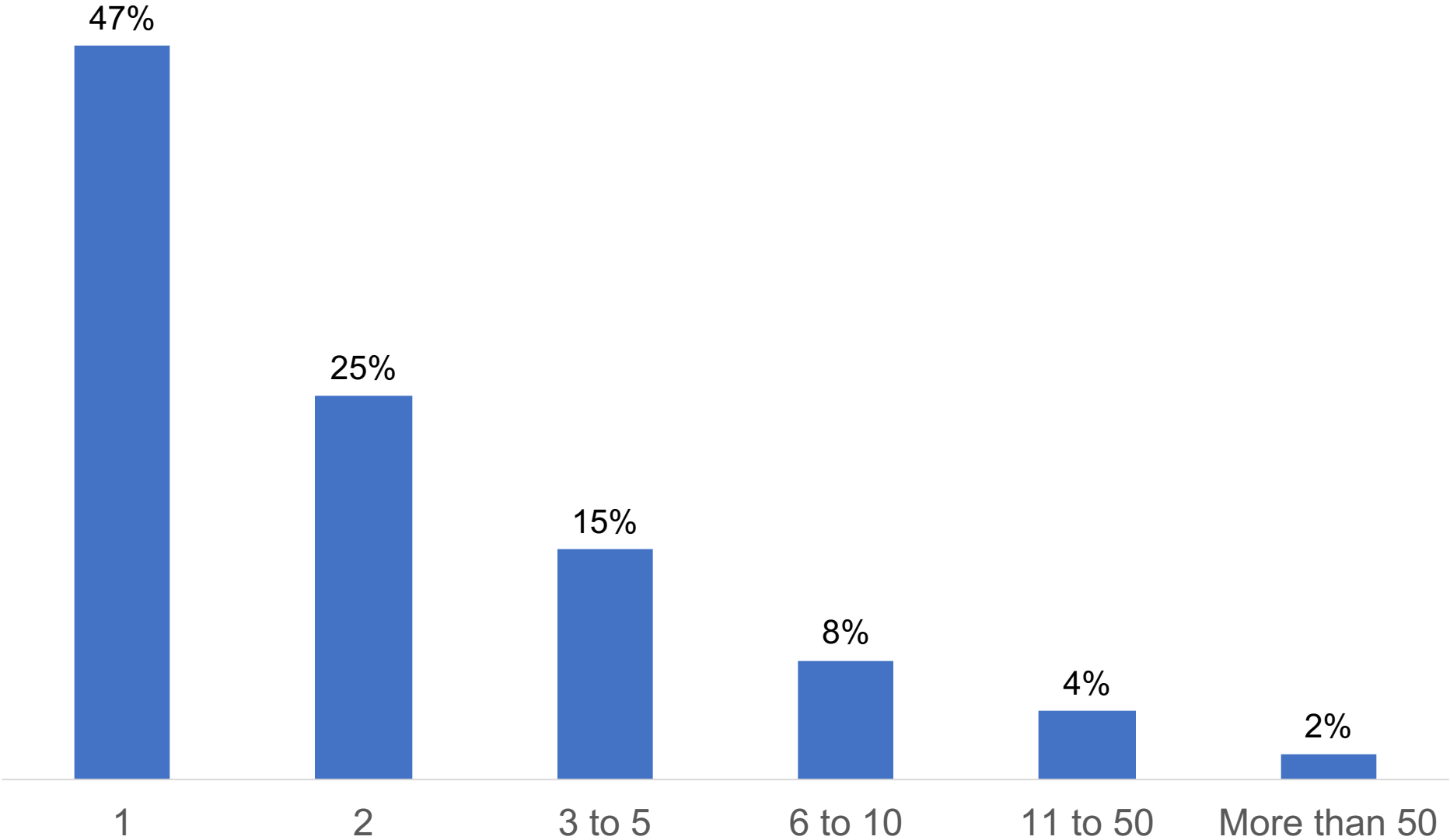


In general, are any essential business activities not available because of inadequate internet?

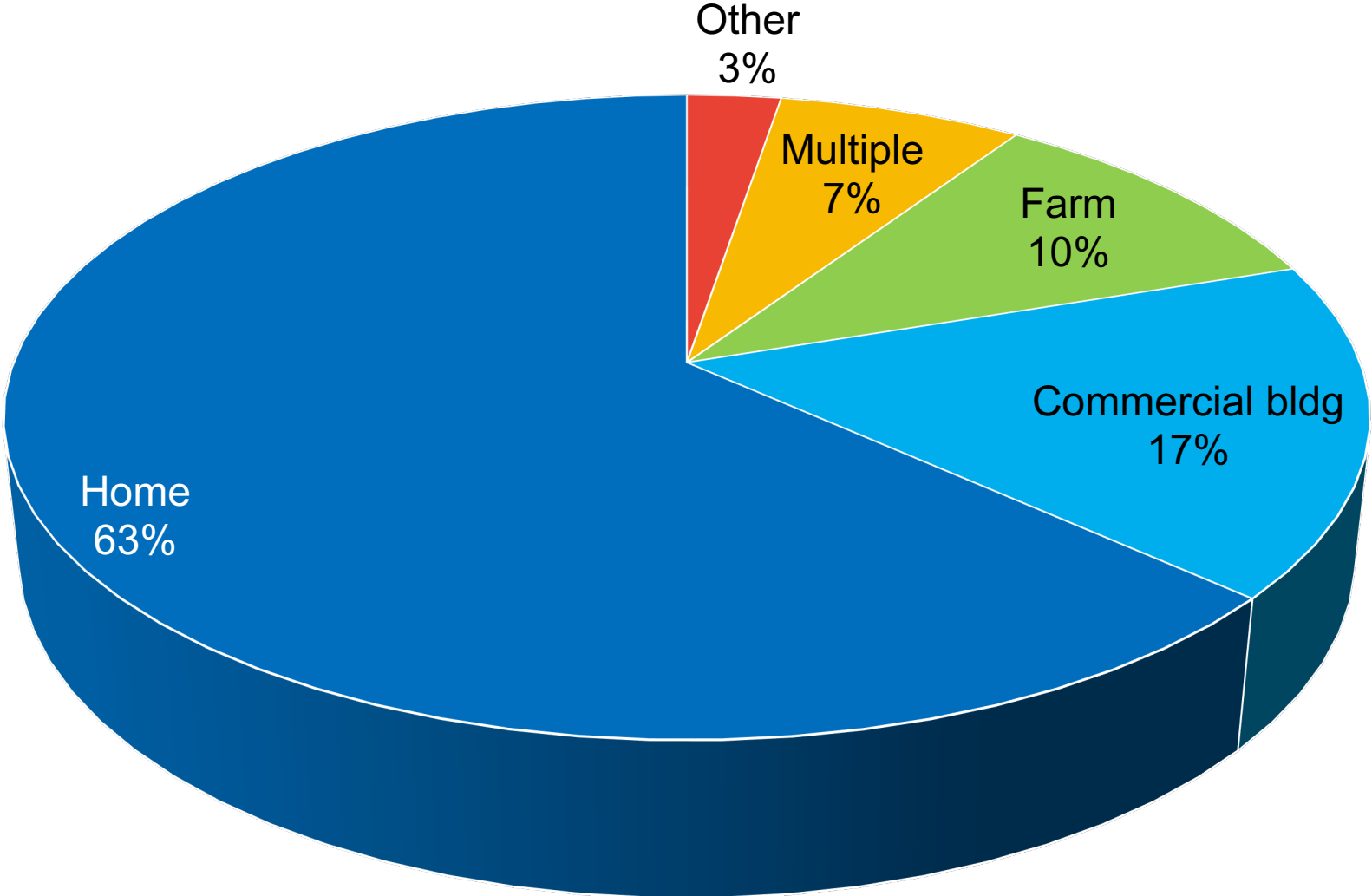


(Essential business activities may include, for example, video meetings, e-commerce, working from home, etc.)

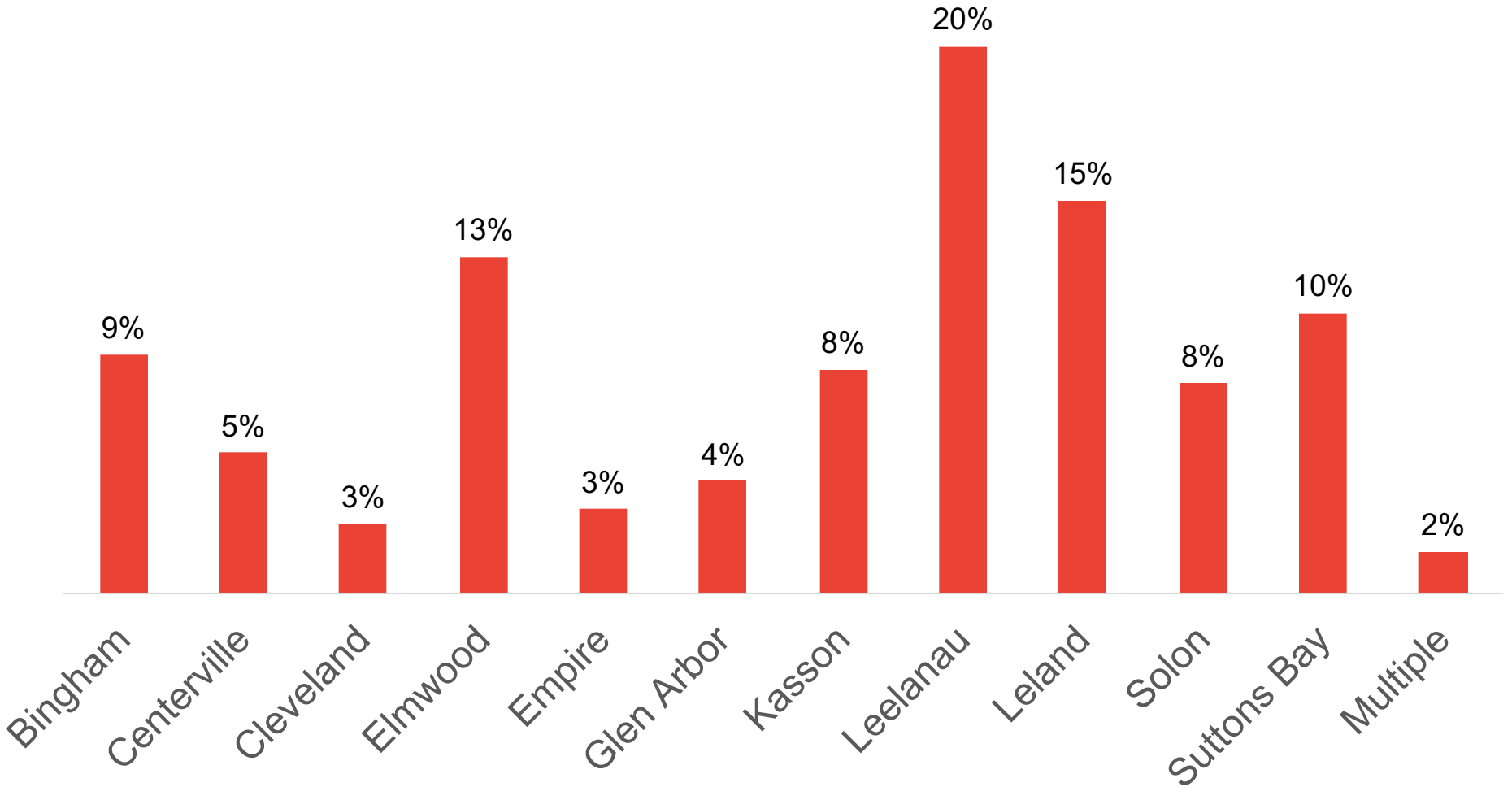
Number of employees employed by your business, including yourself



Where is your business operation based?



In which township within Leelanau County is your business located?

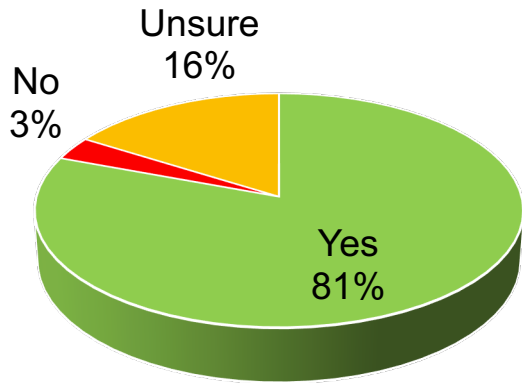


FOLLOW-UP SURVEY QUESTIONS

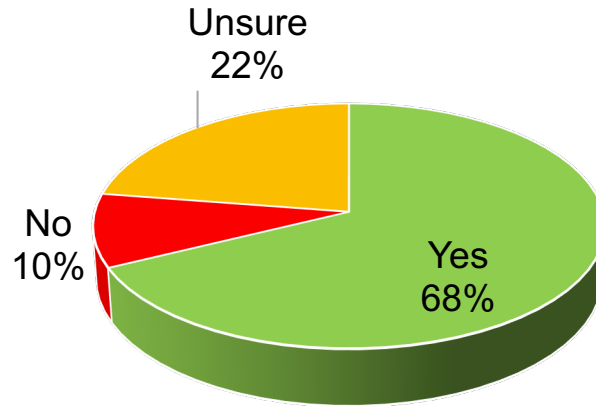
- EDA seeks detail on direct ROI of its investment, prompting a follow-up survey of businesses that indicated dissatisfaction with internet and provided email address in earlier survey
- Our goal was to quickly get local data on internet's impact on business growth, job retention and job creation
- 45% 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:

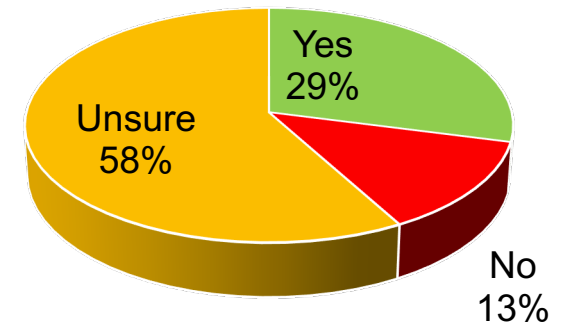
Grow?



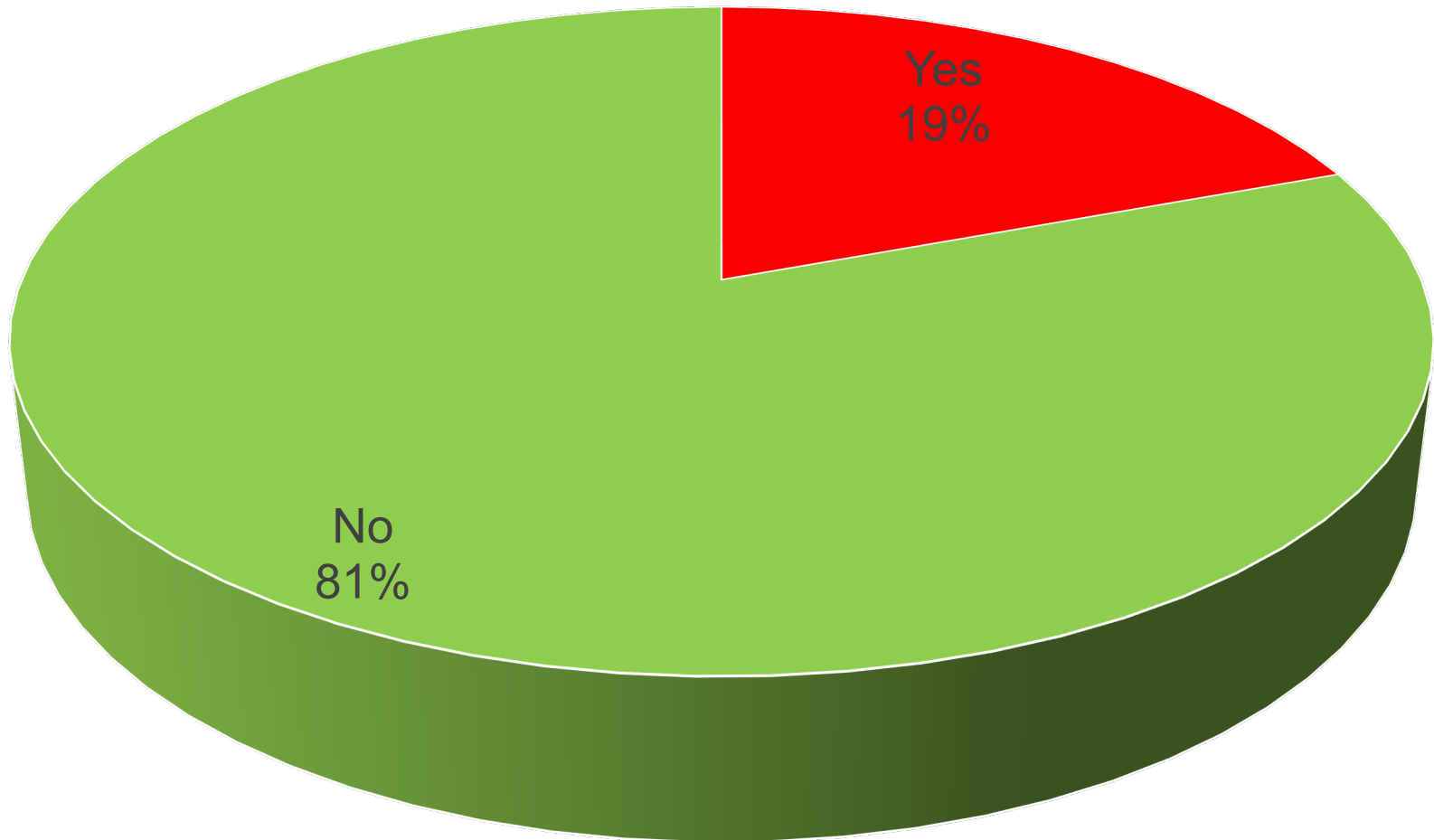
Retain Jobs?



Create Jobs?



Was your business forced to eliminate any jobs during the coronavirus pandemic?



REVIEW OF EDA GRANT APPLICATION

- 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