

Internet for All - Benzie County

Applicant

FOR OFFICE USE ONLY:	Version # _____	APP # 230163
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Applicant Information

- a. Applicant Name Cherry Capital Connection, LLC
- b. Does Business as
- c. Address 97 Lake St
- d. Address 2 PO Box 866
- e. City Elk Rapids State MI Zip 49629
- f. Federal ID Number 20-8671972 DUNS Number 010095171 Unique Entity Id.
- g. Agency Type
 - Licensed under the Michigan Telecommunications Act (1991 PA 179, MCL484.2101 to 484.2603)
 - Franchise holder under the Uniform Video Services Local Franchise Act(2006 PA 480, MCL 484.3301 to 484.3315)
 - Broadband Service Provider currently providing service in Michigan
 - Public private-partnership between a governmental entity and an internet service provider
 - 501 (c) 3 Private, Non-Profit

As an applicant to the ROBIN Program I certify that I have read and understand the ROBIN Program Guidance and any linked or accompanying information in its entirety and understand the program guidelines, restrictions, reporting, compliance, and regulations.

- Agree Disagree

Please provide additional details on how you are eligible for this program

- 3.5.1 Licensed under MPSC - U-20474
- 3.5.3 Currently providing broadband service in Michigan

Please provide evidence of eligibility [433_CherryCapitalConnection_InternetForAllBenzieCounty_MPSC-U-20474-CLEC.pdf](#)

Are you registered with the Michigan Public Service Commission's Intrastate Telecommunications Service Providers Registry (ITSP)?

- Yes No Unsure

Have you provided broadband availability data to the Federal Communications Commission within the last two years?

- Yes No Unsure

Applicant Identification Numbers: Please provide the following identification numbers for the applicant (if available):

- Michigan Tax Identification Number: 208671972
- Michigan Vendor Identification Number (SIGMA ID): VS0273558
- Federal Communications Commission Registration Number (FRN): 0017117037
- Service Provider Identification Number (SPIN): 143053008

Project Information

- a. Project Name Internet for All Benzie County
- b. Is implementing agency same As Applicant Yes No
- c. Implementing Agency Name
- d. Project Start Date Sep-01-2023 End Date Dec-31-2026
- e. Amount of Funds Requested \$5,100,000.00 Project Cost \$10,550,000.00

Facesheet for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
 Agency: Cherry Capital Connection, LLC
 Application: Internet for All - Benzie County

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Contacts

a. Application Author

Name Timothy Maylone
 Title Chief Executive Officer
 Mailing Address 97 Lake St
 City Elk Rapids State MI Zip 49629
 Telephone (231) 264-9970 Fax (231) 264-9945
 E-mail Address vendor@cherrycapitalconnection.com

b. Financial Officer

Name Tom Marrantette
 Title Chief Financial Officer
 Mailing Address 97 Lake St
 City Elk Rapids State MI Zip 49629
 Telephone (313) 645-4936 Fax (231) 264-9945
 E-mail Address tmarantette@cherrycapitalconnection.com

c. Primary Grant Contact

Name Justin Maylone
 Title Chief Connectivity Officer
 Mailing Address 97 Lake St
 City Elk Rapids State MI Zip 49629
 Telephone (616) 970-7008 Fax
 E-mail Address jmaylone@cherrycapitalconnection.com

d. Authorized Official

Name Timothy Maylone
 Title Chief Executive Officer
 Mailing Address 97 Lake St
 City Elk Rapids State MI Zip 49629
 Telephone (231) 264-9970 Fax (231) 264-9945
 E-mail Address tim@cherrycapitalconnection.com

Project Overview

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Project Overview

Please provide a Project Summary not exceeding 250 words

The project's intended service locations are the households lacking 100Mbps downstream by 20Mbps upstream high-speed internet access. Priority will be to build and connect to those households lacking service with at least one of the following characteristics: with school-age children, that are economically at-risk, or eligible for the Affordable Connectivity Program.

Completion will be within ARPA timeline, meeting the Michigan High-speed Internet office goal of providing a minimum of 100Mbps symmetrical service, and a maximum service of 10Gbps to all connected service locations. The project will utilize existing fiber infrastructure such as the NextGen 911, REACH3MC, and AT&T middle mile networks, where feasible.

The resulting network will be an open access network that will encourage multiple providers to use the same infrastructure to service the consumers. Open access provides consumer choice in who their last mile provider is for a wide range of services, such as transport, internet, and telephone. Local service providers Eclipse Communications and Peninsula Fiber Network have signed an agreement to participate. Additional service providers will be invited to participate.

Building on a strong public private partnership with Benzie County to develop consumer digital skillsets and awareness. This project is the result of 5 years of effort involving the EDC and multiple interested organizations that included MERIT a broadband plan was developed and approved. Benzie County will be responsible for representing the needs of the citizens of and to ensure that any public money allocated to CCC represents the greatest value for the citizens of Benzie.

Please briefly describe why this project needs funding from the ROBIN Grant Program and why the project could not proceed without this funding. (250 words max.):

Benzie County has unique characteristics that has prevented private investment in building infrastructure to reach the unserved and underserved, without government support from programs like ROBIN.

Over half the households are vacation homes. There is a significant low-income population we are covering which is eligible for ACP. At least three of the townships have over 40% of the population under the Alice threshold. The number of households passing per route mile is less than 20 and, in some areas, it is under 9.

These characteristics require changes in the business model to encourage adoption.

1. Lowering the monthly subscription rate.
2. Offering a net-zero subscription for all households eligible for ACP.
3. Elimination of the cost of installation.
4. Offering an open access last mile solution to encourage competition.

The resulting financial model does support the operational environment; however, capital recovery needs are not met. However, with the proper level of support from ROBIN the project can proceed.

A portion of the project has already been approved and an agreement signed between the county and the provider in anticipation of this ROBIN application.

Is the proposed project a last-mile or middle-mile infrastructure proposal as defined in the ROBIN Grant Program Guidance?

Last-Mile

 Middle-Mile

Project Service Delivery

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Proposed Service Area Information

PLEASE READ THE FOLLOWING CAREFULLY

ENTER INFORMATION IN THIS SECTION ONLY IF YOU SELECTED 'LAST-MILE' AS A PROJECT TYPE

Please provide a brief description of the proposed service area (250 words max.):

Benzie is a county in Northern Michigan with a population of approximately 18,223 residents. The County has a total area of 319 square miles. The county consists of 12 townships and 7 villages/cities. The project area routes includes 150 square miles that include the following eight (8) townships: Almira, Benzonia, Colfax, Crystal Lake, Homestead, Inland, Joyfield, and Weldon. The top two industries agriculture and tourism became.

The project area routes include 150 square miles that include the following eight (8) townships: Almira, Benzonia, Colfax, Crystal Lake, Homestead, Inland, Joyfield, and Weldon. The 214 route miles can be categorized as 68% remote, 22% rural, 10% lakeshore/urban. The average household passed per route mile is eighteen (18). In the remote areas the average household passed is eight (8). Buried infrastructure is limited to natural gas and telephone. The soil is primarily sand with clay and areas of coble. A thin layer of shale is present in areas near water.

There are an estimated 12,524 households in Benzie County. Approximately forty-one (41%) percent are vacation household units. There are 1,296 households with school-aged children. The percentage of households by township that are below ALICE threshold: Almira (20%), Benzonia (44%), Colfax (54%), Crystal Lake (36%), Homestead (44%), Inland (39%), Joyfield (48%), Weldon (55%). Thirty-one percent of the households with school-aged children are below the ALICE threshold.

The scope of work falls within the geographic boundaries of Benzie County and includes a diverse range of rural residents.

Please upload a PDF overview map of proposed service area

[436__CherryCapitalCon
 nection_InternetForAllB
 enzieCounty_Project-
 Overview-Map.pdf](#)

Proposed infrastructure to be deployed including route locations

Please upload a GIS-compatible file(s) of the proposed infrastructure to be deployed including route locations and other supportive infrastructure to be deployed as a result of the grant. This file(s) should contain the actual proposed locations of infrastructure to be deployed including, but not limited to: fiber transport, fiber to the premise, coaxial, or other similar network routes, cabinets, nodes, pedestals, splice enclosures, towers, huts, etc.

Acceptable file types: ESRI Geodatabase (.gdb), ESRI Shapefile (.shp, .shx, .dbf, .sbn or .sbx, .fbn or .fbx, .ain or .aih, .atx, .ixs, .mxd, .prj, and .xml), Google Earth files (.kml or .kmz).

Please refer to the Application guidance to view an example of the output from such a GIS-compatible file

Name	Attachment
Benzie county route	437_0_CherryCapitalConnection_InternetForBenzieCounty_Routes.kmz
Service locations	437_1_CherryCapitalConnection_InternetForBenzieCounty_Service-Locations.kmz
Boundaries	437_2_CherryCapitalConnection_InternetForBenzieCounty_Boundaries.kmz

Spreadsheet of street addresses

Please upload a spreadsheet of street addresses/locations within the proposed service area. Spreadsheet should include full address string (number, street, city, state, zip), location type (residential, business, institution, other), latitude and longitude (if available), and whether the address is currently unserved at 25/3 Mbps or 100/20 Mbps or unknown.

[278_CherryCapitalCon
 nection_InternetForAll
 BenzieCounty_Houses-
 Connected.xlsx](#)

Locations by Type

Locations Passed: Please indicate the total number of locations by type that will be able to receive improved broadband services as a result of the proposed project:

Type	Locations
Households	4,205
Businesses	75
Community Anchor Institutions	10
Total Locations Passed	4,290

Please list the jurisdictions impacted by the proposed service area:

- City(ies)/Village(s):** Benzonia, Beulah, Frankfort, Honor, Lake Ann, Nessen, Thompsonville
- Township(s):** Almira, Benzonia, Colfax, Crystal Lake, Homestead, Inland, Joyfield, Weldon
- County(ies):**
- Benzie
- State House District(s):**
- State House District 103 State House District 104
- State Senate District(s):**
- State Senate District 32

Description of the broadband service to be provided

Does the proposed service area include (wholly or partially) a Qualified Opportunity Zone? Yes No

If yes, please list the Census Tract numbers for the impacted Qualified Opportunity Zones

Please provide a brief description of the broadband service to be provided including, but not limited to, the technology to be used, will bandwidth be dedicated or shared, etc. (250 words max.):

(not answered by submission deadline)

Minimum Mbps

Are you able to provide the minimum 100/100 Mbps required service speed to all locations identified in the proposed service area? Yes No

If No, the ROBIN Program allows for a minimum service speed of 100/20 Mbps in cases of extreme geographical, topographical, or financial impracticability of delivering 100/100 Mbps. Such connections must be scalable to 100/100 Mbps. Applicants must provide substantial evidence as to the impracticability of delivering 100/100 Mbps and the justification for providing a connection speed of 100/20 Mbps instead.

Affordability and Service Limitations

Using the table, please indicate the download and upload speeds of the services to be offered in the proposed service area, the non-discounted or rack rate monthly pricing of unbundled internet-only service should be included for each service offered, as well as the monthly data allowance for customers (if applicable). Applicants must certify their commitment to providing the proposed level of service and cost for at least one (1) year after grant closeout. After this period, grantees are expected to maintain pricing and speed levels for the ROBIN project area consistent with those found in the grantee's non-ROBIN service areas elsewhere in the state.

Download Speed (Mbps)	Upload Speed (Mbps)	Monthly Cost \$	Monthly Data Allowance (GB)
100	100	64.00	unlimited
250	250	84.00	unlimited
500	500	104.00	unlimited
1,000	500	124.00	unlimited
1,000	1,000	134.00	unlimited

Affidavit of commitment

[442_CherryCapitalConnection_InternetForAllBenzieCounty_Affidavit.pdf](#)

FCC's Affordable Connectivity Program (ACP)

Do you participant in the FCC's Affordable Connectivity Program (ACP)? Yes No

If No, applicant must participate in ACP within 6 months of receiving a ROBIN grant award. Please attach evidence that they are pursuing ACP participation.

Do you provide a low-cost service offering in conjunction with the ACP that provides ACP eligible households with a net \$0 monthly cost of service? Yes No

If yes, please describe the low-cost service offering.

CCC will offer a \$30 per month 100/100 Mbps service to households that are eligible for the ACP program, providing these households with a net \$0 monthly cost of service. CCC commits to make this service available for a minimum of 1 year following the successful closeout of the grant project.

Project Costs and Budget

Project Costs and Budget

Please complete the following table with project cost information.

Total Project Cost:	10,550,000.00
Total Grant Request:	5,100,000.00
Total Match Amount:	5,450,000.00
Total Match Percentage:	51.66

Total matching funds: Please complete the table below summarizing the source, amount, and type of matching funds contributed to the project. Applicants should also indicate if the match is secured or not.

Source	Amount	Type	Secure
Benzie county general funds	1,700,000.00	Cash	Yes
Cherry Capital Connection	3,750,000.00	Cash	Yes

Match commitment letters or evidence

Name of Attachment	Match commitment letters or evidence
Commissioners commitment	319_0_CherryCapitalConnection_InternetForAllBenzieCounty_Commissioners-commitment.pdf
Agreement	319_1_CherryCapitalConnection_InternetForAllBenzieCounty_agreement.pdf

If matching funds or in-kind contributions listed above are not yet secured, please describe the process remaining to secure the funds and the anticipated timeline to do so. (250 words max.):

Budget Summary for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
 Agency: Cherry Capital Connection, LLC
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	Category	Total	Requested	Cash	Inkind	Narrative
1	Building and Labor					
2	Last Mile Construction Labor					
3	Middle Mile Construction Labor					
4	Last Mile Construction Material					
5	Middle Mile Construction Material					
6	Customer Premise Equipment					
7	Customer Premise Installation					
8	Electronics					
9	Permits					
10	Professional Services and Engineering					
11	Other					
TOTAL EXPENDITURES						

Budget Additional Information

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Budget Narrative

Please provide a brief narrative to accompany your project budget (max 400 words).

We expect to construct a fiber infrastructure to pass 4,700 households and converting approximately 56% into subscribers. Such subscribers are estimated to provide revenue close to \$50 per subscriber. Such revenue is expected to be added evenly over the five years. The matching funds (\$1.7 million) are expected to be recorded evenly over the project’s first four years. In addition, construction costs, and our investment, is expected to be completed for the most part in the first four years.

Attach additional information as necessary

Five-year stand-alone project financial plan/forecast.

Please use the table to complete a five-year stand-alone project financial plan/forecast.

Five-Year Stand-Alone Project Financial Plan

Project Name	Year 1	Year 2	Year 3	Year 4	Year 5
Anticipated Revenue					
Anticipated Expenses					
Anticipated Grant Funds					
Cash Flow					
Cummulative Cash Flow					

Please provide a brief narrative to accompany your five-year stand-alone project financial plan/forecast (400 words max.):

Adoption rate assumptions are: 68% adoption rate associated with the unserved and underserved households and a 40% adoption rate associated with household passed. Additionally it is assumed that 90% of the 443 households eligible for net-zero subscription will adopt. Budget associated with labor and material costs for last mile is based on a 80% adoption.

Additional forecast information

Project Readiness

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Engineering designs, diagrams, and maps

Budgetary engineering designs, diagrams, and maps that show the proposed project. Design documents must clearly demonstrate the applicant’s complete understanding of the project and ability to provide the proposed solution. This information must be certified by a professional engineer.

Name of Attachment:	Budgetary engineering designs
Engineering Narrative	353_0_CherryCapitalConnection_InternetForAllBenzieCounty_ENOverview PE sealed.pdf
Inventory	353_1_CherryCapitalConnection_InternetForAllBenzieCounty_Inventory PE sealed.pdf
Project Overview Map	353_2_CherryCapitalConnection_InternetForAllBenzieCounty_POM PE sealed.pdf

Please provide a brief statement to accompany your attached engineering designs, diagrams, and maps indicating your readiness to build, manage, and operate the proposed network.

The design and engineering deployed for this project consistent with the engineering used and approved for our RDOF award. The inventory list reflects key components of this PON and AON network Design. Middle mile fiber in Conduit, placement of a handhole every 800 to 900 feet, dedicated fiber drips to each service location, at minimum 60% availability of physical resource (over build). From fiber distribution center to service location is design t not exceed 11 miles, distance between distribution center is less then 20 miles, The design deployment capacity of the 5 distribution center is 6,000 households. Each distribution center initially can handle 3 times the actual deployment

Evidence of network scalability

Evidence of network scalability

Name of Attachment	Evidence of network scalability
Stamped evidence of scalability	357_0_CherryCapitalConnection_InternetForAllBenzieCounty_Evidence-of-scalability.pdf

Please provide a description and evidence that the proposed infrastructure is scalable to meet the anticipated future connectivity demands of the proposed service area. Please indicate the end-user connection speed to which the proposed network is designed to scale. This information must be certified by the equipment manufacturer or a professional engineer. (250 words max.):

When the bandwidth demands exceed the capabilities of the initially designed last mile, many options exist to accommodate the needs with minimal OSP expense due to the home-run nature of the design.

Split ratios could be reduced from the initial 1x64 to 1x32 or 1x16 at the central office. Migration to higher bandwidth next generation PON2 can be implemented to provide up to 40Gb/s downstream and 10Gb/s upstream per PON. In the long-term future, if bandwidth demand exceeds the capacity of PON architecture, the last mile network can readily be adapted to an Active Ethernet design with minimal OSP impact by deploying active OLT equipment at the centralized PON sites.

Each Ciena PON optics port will be deployed to accommodate up to 32 PON OLT ports with each port servicing 64-subscriber PONs, and each 5164 supports 4 10Gb/s, 100Gb/s uplinks to the 100Gbps SR/MPLS Backhaul Network.

Each PON ONT at the service location provides a 2.5Gb/s ethernet port.

The core gateway 5166 is a chassis design with a throughput capacity of 400Gb/s, while the 5164 has a throughput capacity of 200Gb/s. Both will have the option to increase bandwidth capacity at any time by utilizing the 25G, 40G, 100G and 200G interfaces.

The uplinks will be initially deployed in LAGs to facilitate seamless capacity additions. As the 10Gb/s uplink ports become saturated additional 10Gb/s or 100Gb/s will be added to the LAGs and increase overall bandwidth capacity and redundancy between locations.

Project Schedule

28. Please use the table below to complete a project schedule outlining individual tasks and their timing by quarter and year. All projects must be complete by December 31, 2026. (If you need to add additional lines, click on 'Save' and the system will add an additional five lines each time.)

	2023			2024			2025			2026		
Construction team and goals review tracking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Detailed engineering	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
equipment order - delivery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
utility permitting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
core network upgrades	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
field staking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
access network construction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
project clean up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
as build mapping	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
customer premise	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
validation of service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Anticipated completion date

Please indicate the anticipated date upon which service to the last location in the proposed project area will be made available. 12/31/2026

Please list any factors that would change or delay the proposed schedule.

Inflation (cost of material and cost of labor), electronics availability (chips), Material availability.

Project Readiness for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
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Have all the required local/city/county/state approvals and/or permits necessary for this project to proceed been obtained? Yes No

If No, what remains to be done and what is required for completing the process of obtaining approvals? Include any permitting timeline in the project schedule.

County Road Commission ROW access permits, MDOT ROW access permits, and Township Metro Act Bi-Lateral agreement obtained. These permits are obtained 90 days before construction will begin and are limited to areas that can be completed in 12 months. Review of the route did not identify need for Pole attachments. However as a precaution we are working with Cherryland Electric and Consumers Energy to enter into a signed agreement for terms of access.

Will this project require state or federal environmental review, approval, or permits? Yes No Unsure

If Yes, what remains to be done and what is required for completing the process of obtaining approvals? Include any permitting timeline in the project schedule.

Will this project require state or federal historic, architectural, or archeological review, approval, or permits? Yes No Unsure

If Yes, what remains to be done and what is required for completing the process of obtaining approvals? Include any permitting timeline in the project schedule.

Project Readiness

Additional evidence of project readiness

Name of Attachment:	Evidence of project readiness
Build out Narrative	390_0_CherryCapitalConnection_InternetForAllBenzieCounty_Project timeline.pdf
PPP with Benzie County	390_1_MSA-Public-Private-Partnership Benzie-CCC.pdf
Agreement with 2 local providers	390_2_Benzie Broadband Development Consortium 08-18-2022.pdf
Letter of funding from Benzie County	390_3_CherryCapital Connection_InternetForAllBenzieCounty_C ommissioners-commitment.pdf

Please provide any additional evidence of your project's readiness. This evidence can include, but is not limited to, letters of intent, memorandums of understanding, land/tower lease agreements, right-of-way agreements, permits, etc. Provide a short narrative to accompany this additional evidence.

- Public Private Partnership with Benzie County
- 51% funding allocated
- Agreement with Benzie County to pass 1,875 households
- Agreement with PFN and Eclipse Communication

Applicant Capacity

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Brief history of your organization

Please provide a brief history of your organization including experience relevant to the proposed project and your technical, financial, and managerial capabilities to complete the project within the designated project period. (250 words max.):

Cherry Capital Connection, LLC (CCC) through the acquisition of multiple Internet Service Providers began offering consumers highspeed internet and telephone services in 2007. Efforts starting in 2018 began transitioning from constructing towers to constructing outside fiber infrastructure. By leveraging the existing REACH3MC, NEXTGEN911, and AT&T middle mile infrastructure and constructing in-house middle and last mile the resulting network is a robust and reliable hybrid network. CCC is a regional telephone company focusing on unserved and underserved households and small business.

CCC has been awarded \$5.6M in RDOF support to connect 2,791 locations requiring approximately 363 miles of fiber construction covering an eight-county area. Two counties have awarded a combined \$2.7M in ARPA funding to pass an additional 2,200 households.

To control costs and quality and meet timeline objectives CCC relies on in-house construction crews. 2023 staffing objectives is to expand our mentoring program and incorporate mandatory online training to create an additional in-house construction crew. This will require building strong relationships with additional middle mile providers, and network solutions providers with proven track records. In addition to expanding our construction crew capacity CCC will expand our pre-engineering, engineering, and community engagements efforts. These increases in staffing and equipment will be organic and be executed in phases.

Organization Chart & Resumes

Applicant organizational chart

Name of Attachment	Organizational chart
Organizational Chart	329_0_CherryCapital Connection_InternetForAllBenzieCounty_OrgChart.pdf

Resumes of key officers, management personnel, and proposed project management team

Personnel Name	Resume
Timothy Maylone	332_0_CherryCapital Connection_InternetForAllBenzieCounty_Timothy Maylone resume.pdf
Thomas M Marantette, Jr	332_1_CherryCapital Connection_InternetForAllBenzieCounty_Tom Marantette Resume.pdf
Justin Maylone	332_2_CherryCapital Connection_InternetForAllBenzieCounty_Justin Maylone resume.pdf

Audited Financial Statements

Three years of audited financial statements

Attachment Name	Audited Financial Statements
2022 Audit Update	336_0_CheryCapitalC onnection_InternetFor AllBenzieCounty_202 2 AUDIT UPDATE.pdf
2022 unaudited draft	336_1_CheryCapitalC onnection_InternetFor AllBenzieCounty_202 2 UNAUDITED DRAFT.pdf
2021 financial audited statements	336_2_CherryCapital Connection_InternetF orAllBenzieCounty_20 21 FINANCIAL STATEMENTS.pdf
2020 financial audited statements	336_3_CherryCapital Connection_InternetF orAllBenzieCounty_20 20 AUDITED FINANCIALS.pdf

Please provide a brief statement to accompany your attached audited financial statements and documentation.

Based on receiving RDOF support we have contracted teh Lally group to review our accounting practices 4 times a year and to perform a full audit annual. Field work for 2022 was completed the first week in March and the full audit is anticipated to be released at the end of March 2023.

Partners, subcontractors, or vendors associated with the project's deliverables

Describe any partners, subcontractors, or vendors associated with the project's deliverables, including but not limited to adoption, deployment, and service delivery. Describe each party's role in the project. This should include a discussion of whether and to what extent the applicant, as well as its anticipated partners, subcontractors, or vendors are organizations incorporated, headquartered, or with a principal place of business in Michigan.

Detroit exchange (IX)

Collaboration of carriers, ISPs, and Enterprise Businesses connected to DET-iX allows for traffic to be exchanged freely, rather than paying to make the connection. 1G, 10G, 25G and 100G ports are available.

Direct Internet Access

Cogent- Headquarters: Washington, DC (Multinational Internet Service Provider)
 PFN- Headquarters: Marquette, MI (Next Generation 911 network operator for Michigan)
 Hurricane- Headquarters: Fremont, California (Largest IPv6 backbone in the world)
 AT&T- Headquarters: Dallas, Texas (Multinational Internet Service Provider)

Middle mile

PFN- Headquarters: Marquette, MI (Next Generation 911 network operator for Michigan)
 123net- Headquarters: Southfield, MI (Telephone, Internet, Dark Wave, Colocation Provider)
 ACD- Headquarters: Lansing, MI (Dark Wave, Transport)
 MERIT- Headquarters: Ann Arbor, MI (Dark Wave, Transport)
 AT&T- Headquarters: Dallas, Texas (Multinational Internet Service Provider)

Distributor

Millennium- Headquarters: Delavan, Wisconsin Michigan Location: Morrice, MI
(Telecommunications equipment supplier)
Galloway- Headquarters: Columbus, Ohio (Telecommunications equipment supplier)
Bursma- Headquarters: Traverse City, MI (Telecommunications equipment supplier)
FS.com- Headquarters: New Castle, Delaware (develops, manufacture, and distributes network communications core equipment and general accessories)

Equipment

Vermeer- Headquarters: Pella, IA Michigan Location: Mancelona, MI (Industrial Equipment Supplier)
Ditch witch- Headquarters: Perry, Oklahoma Michigan Location: Kalkaska, MI (Industrial Equipment Supplier)
Bill marsh- Headquarters: Traverse City, MI (GMC, Ram trucks)
Trailer Sales of Michigan- Headquarters: Jackson, MI (trailers)

Auditing

Lally Group- Headquarters: Jackson, MI (Tax and Accounting Firm)

Legal

Field Law Group- Headquarters: Okemos, MI (Telecommunications Law)
Lerman Senter- Headquarters: Washington, DC (Broadband, Spectrum and Communications Infrastructure practice group)

Engineering

Mid-State Consultants/ JSI- Headquarters: Swartz Creek (Engineering Consultant)

Safety and training standards

Describe the safety and training standards in place for your employees, including professional certification, licensure, and/or robust in-house training opportunities.

Describe the safety and training standards in place for your employees, including professional certification, licensure, and/or robust in-house training opportunities.

Management is committed to creating the safest work environment possible. We provide PPE (hard hats, eye protection, ear protection, high vis vests, gloves). Compensation is giving up to 50% on steal toe boots, and any extra gear that adds in extreme environments (winter/summer). Safety training is provided onsite and in the office as part of this program. Breaks are given and encouraged.

Worksites are in the road right of way and on private property. Signage, cones and lights are used in accordance with MDOT, and Local Road Commission Standards. Trucks and Heavy Equipment utilize lights and reflective tape.

Working in the Road Right of Way requires working around other utilities. We utilize the training provided by miss dig online. Once training is complete, we mentor new employees on how to execute the training they received.

FiberU is an online program for training and professional certification.

Road Warriors is a local CDL school we use to get our drivers there CDL's.

Vermeer Midwest provides professional training to employees on safe construction practices.

Working at CCC gives employees the in-house training to safely operate horizontal bore machines, large/small plow tractors, mini excavators, fiber jetting machines, reel trailers, fusion splicing machines, wireless utilities locators, and OTDR machines.

Violations of federal or state labor and employment laws

Have there been any recent violations of federal or state labor and employment laws by your organization? Yes No Unsure

If Yes, please describe in detail.

Labor standards

Does your company incorporate strong labor standards, including project labor agreements and community benefits agreements that offer wages at or above the prevailing rate? Yes No

If Yes, please describe.

For this project CCC will follow publiced prevailing wage for job categories outlined for Benzie County. All contractors will be required to utilize prevailing wages for all work performed for this project.

Hiring Policy

For this project, will additional labor force needs be met by hiring staff directly with your organization or contracted through another entity?

- Directly with company
 Contracted through another agency

If direct hire, please estimate the total number of new, directly hired staff needed to complete this project. 6

If this project will be completed using contracted labor, describe your policies and practices that ensure contractors and subcontractors meet high labor standards.

Prioritization efforts to hire local workers

Describe any prioritization efforts to hire local workers and/or workers from historically disadvantaged communities for this project.

Cherry Capital Connection designs, constructs, and operates a fiber to the home network as a CLEC lincensed in Michigan. Our priority is to hire local, fulltime permanent employment. Internet for all Benzie county will result in establishing a base remote office in Benzie County to provide local face time with our customer base. The office will be staffed with IT technical support, billing support, and multipel outside plant personell for construction, repair, and monitoring.

On occation we do contract with outside resources and we do buy local. Every effort to to contract

with local Michigan based contractors and suppliers.

We maintain a mentoring program to develop on the job and resource that demonstrates the desire to expand their work experiences.

Community and Economic Impact

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Community Support for this project

Demonstration of interest/impact/support from communities **(If you need to upload additional support letters, click on 'Save' and the system will add an additional five lines.)**

Name of Community / Organization	Support Letters
Benzie Shores Library	414_0_CherryCapitalConnection_InternetForAllBenzieCounty_BenzieShoresLibrary.pdf
Benzonia Public Libray	414_1_CherryCapitalConnection_InternetForAllBenzieCounty_BenzoniaPublicLibrary.pdf
Best	414_2_CherryCapitalConnection_InternetForAllBenzieCounty_BEST.pdf
Betsy Valley Community center	414_3_CherryCapitalConnection_InternetForAllBenzieCounty_BetsyValleyCommunityCe.pdf
City of Frankfort	414_4_CherryCapitalConnection_InternetForAllBenzieCounty_CityofFrankfort.pdf
Fresh Wind Christian	414_5_CherryCapitalConnection_InternetForAllBenzieCounty_Commissioner_FreshWind.pdf
FACTL	414_6_CherryCapitalConnection_InternetForAllBenzieCounty_FACTL.pdf.pdf
Frankfort Planning	414_7_CherryCapitalConnection_InternetForAllBenzieCounty_FrankfortPlanning.pdf
Grow Benzie	414_8_CherryCapitalConnection_InternetForAllBenzieCounty_GrowBenzie.pdf
Habitat Humanity	414_9_CherryCapitalConnection_InternetForAllBenzieCounty_HabitatHumanity.pdf
Human Services Collaboration	414_10_CherryCapitalConnection_InternetForAllBenzieCounty_HumanServicesCollaborat.pdf
Missions Outreach 1st Congregational	414_11_CherryCapitalConnection_InternetForAllBenzieCounty_MissionsOutreach1stCong.pdf

Community and Economic Impact for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
 Agency: Cherry Capital Connection, LLC
 Application: Internet for All - Benzie County

Mitch Shapiro Consulting	414_13_CherryCapitalConnection_InternetForAllBenzieCounty_MitchellShapiroConsultant.pdf
Nugent Orchards	414_14_CherryCapitalConnection_InternetForAllBenzieCounty_NugentOrchards.pdf
SEEDS	414_15_CherryCapitalConnection_InternetForAllBenzieCounty_SEEDS.pdf

Please provide a description of the community support for this project to accompany relevant attachments. Community support can be expressed through public-private partnerships, letters of support, memorandums of understanding, community broadband plans, or other relevant and appropriate documents.

September 2022 Benzie and CCC enters a Public Private partnership with the purpose of connecting the underserved and unserved areas of Benzie County with high-speed broadband internet and telephone services. Additionally, Benzie and CCC will work together on additional funding applications through anticipated federal, state, and local agencies. Benzie will be responsible for representing the needs of the citizens of Benzie County and to ensure that any public money allocated to CCC for connecting with high-speed broadband internet and telephone services represents the greatest value for the citizens of Benzie County. To the extent that it is necessary to meet the needs of the citizens of Benzie County, Benzie will partner with CCC and support any middle mile or last mile extension of the CCC infrastructure.

Additionally, Benzie will partner with CCC:

1. When communicating to the state, townships, stakeholders, and consumers associated with the specifics of the network extension,
2. On defining and identifying unserved and underserved areas of the Benzie County, and
3. Responding to and participating in the application process associated with State, Federal and local funding opportunities.

CCC will be responsible for all aspects of designing, constructing, maintaining, and operating the network as defined by this partnership and as detailed per project. CCC will evaluate available technology protocols and generally accepted standards and techniques for the delivery of High-speed Internet access and telephone services. CCC will be solely responsible for all technical aspects of the infrastructure. CCC will agree to annual audits consistent with the financial practices outlined by RDOF. CCC will be responsible for all federal, state, and local reporting associated with operating a CLEC that provides High-speed Internet access and internet services.

Community Interest

Demonstration of customer interest

Name of Attachment	Customer Interest
Commissioner_Thomas Centlivr	394_0_CherryCapitalConnection_InternetForAllBenzieCounty_Com_ThomasCentlivr.pdf
Commissioner Karen Cunningham	394_1_CherryCapitalConnection_InternetForAllBenzieCounty_Com-KarenCunningh.pdf
MERIT	394_2_CherryCapitalConnection_InternetForAllBenzieCounty_Merit-letter-of-support.pdf

Please provide a brief statement to accompany the demonstration of customer interest you have attached to this application. This description should include the method used for gauging customer interest and the results.

In late 2021 Benzie County contracted with Merit Network to conduct a broadband-focused survey of households, which was conducted between December 2021 and February 2022. Survey participants were recruited through printed postcards, direct mail, radio, social media, newspaper advertisements, email, fliers, pizza box advertisements, bookmarks, and community partner outreach efforts, among others. Residents without Internet connectivity were asked to complete a mobile-optimized web survey through their cellular phone. Text message surveys were available via SMS, and printed surveys were available with 9,000 surveys mailed along with 5,000 postcards All survey materials, including the informational websites, were available in English and Spanish.

After the data were cleaned, 1,995 surveys were eligible for analysis. Of this total, 882 (44%) reported that they had no Internet in their home. Of these, 57% did not have broadband service available at their address while 34% cited high costs as a reason for non-subscription.

Among those without a service available at their address, more than 40% expressed a willingness to pay more than \$50 per month for 100 Mbps service, 37% would pay \$26-\$50, 16% would not pay more than \$25.

Survey and speed test results indicated that 72% of households with children did not have an Internet connection delivering 25/3 Mbps speeds. Two-thirds of unserved households with children cited the reason as a lack of available broadband service.

Community Anchor Institutions (CAI) served

Please list the specific community anchor institutions (CAIs) to be served by the proposed project. Attach evidence of support for the project from impacted CAIs (if applicable). **(If you need to upload additional support letters, click on 'Save' and the system will add an additional five lines.)**

CAI Name	Address	Type of CAI	Letter of Support
Munson Medical Center	224 Park Ave Frankfort MI 49635	Healthcare	458_0_CherryCapitalConnection_InternetForAllBenzieCounty_POMHpdf.pdf
Northwest Education Services	Frankfort	School	458_1_CherryCapitalConnection_InternetForAllBenzieCounty_NorthwestEducation.pdf
Northwestern Michigan College	Tarverse city	School	458_2_CherryCapitalConnection_InternetForAllBenzieCounty_NMC.pdf
Frankfort-Elberta Are Schools	534 11th Street Frankfort, Michigan 49635	School	458_3_CherryCapitalConnection_InternetForAllBenzieCounty_FrankfortElberta.pdf
Centra Wellness Network	6051 Frankfort Hwy Benzonia MI 49616	Healthcare	458_4_CherryCapitalConnection_InternetForAllBenzieCounty_CentraWellness.pdf

Community and Economic Impact for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
 Agency: Cherry Capital Connection, LLC
 Application: Internet for All - Benzie County

Benzie Senior Resources	10542 Main st Honor, MI 49640	Healthcare	458_5_CherryCapitalConnection_InternetForAllBenzieCounty_BenzieSeniorR.pdf
Benzie Leelanau District Health Department	6051 Frankfort Hwy, Ste 100 Benzonia MI 49616	Healthcare	458_6_CherryCapitalConnection_InternetForAllBenzieCounty_BenzieHealthDept.pdf
Benzie County Central Schools	9300 Homestead rd Benzonia, MI 49616	School	458_7_CherryCapitalConnection_InternetForAllBenzieCounty_CommunitySchools.pdf
Benzie Transportation Authority	14150 US31 Beulah MI	Other (public transit)	458_8_CherryCapitalConnection_InternetForAllBenzieCounty_BenzieBus.pdf
Crystal Mountain	Thompsonville	Other (Major employer)	458_9_CherryCapitalConnection_InternetForAllBenzieCounty_CrystalMountain.pdf
Graceland Fruit, Inc	unk	Other (Major Employer)	458_10_CherryCapitalConnection_InternetForAllBenzieCounty_GracelandFruit.pdf
StormCloud Brewing Company	303 Main Street Frankfort MI 49635	Other (Industry leader)	458_11_CherryCapitalConnection_InternetForAllBenzieCounty_StormcloudBrewing.pdf
Benzie Area Chamber of Commerce	826 Michigan Ave Benzonia MI 49616	Other (COC)	458_12_CherryCapitalConnection_InternetForAllBenzieCounty_BenzieChamber.pdf

SPIN Information

Evidence of application for a SPIN (if applicable) **If the proposed project includes connections to schools or libraries, please ensure you have entered your SPIN at the beginning of this application. For applicants without a SPIN please provide evidence of your application for a SPIN.**

Name of Evidence	Evidence of Application for SPIN

If the proposed project includes connections to schools or libraries, please provide your SPIN or evidence of application for a SPIN from the FCC Universal Service Administrative Company (USAC) and demonstration of your knowledge of E-rate and working with the FCC/USAC.

Need for improved broadband service for businesses

Evidence of interest, impact, or support from businesses. (If you need to upload additional Evidence of Interest, click on 'Save' and the system will add an additional five lines.)

Name of Attachment	Evidence of interest
Advent Luthen Church	398_0_CherryCapital Connection_InternetForAllBenzieCounty_AdventLutheranChurch.pdf
Apapano's Pizza	398_1_CherryCapital Connection_InternetForAllBenzieCounty_A Papanos.pdf
Commissioner Art Leanott	398_2_CherryCapital Connection_InternetForAllBenzieCounty_ArtJeanott.pdf
Benzie County	398_3_CherryCapital Connection_InternetForAllBenzieCounty_BenzieCounty.pdf
City of Frankfort	398_4_CherryCapital Connection_InternetForAllBenzieCounty_CityOfFrankfort.pdf
Dab Barskiew	398_5_CherryCapital Connection_InternetForAllBenzieCounty_DanBarcheski.pdf
Law office of williams	398_6_CherryCapital Connection_InternetForAllBenzieCounty_LawOfficeJesseWilliams.pdf
Benzie County medori	398_7_CherryCapital Connection_InternetForAllBenzieCounty_Midori.pdf
Village of Elberta	398_8_CherryCapital Connection_InternetForAllBenzieCounty_VillageofElberta.pdf
Weldon Township	398_9_CherryCapital Connection_InternetForAllBenzieCounty_WeldonTownship.pdf
1st Congregational church	398_10_CherryCapital Connection_InternetForAllBenzieCounty_1stCongregationalChurch.pdf
Benzonia Township	398_11_CherryCapital Connection_InternetForAllBenzieCounty_C_BenzoniaTownship.pdf
Law Office of Jesse wills	398_12_CherryCapital Connection_InternetForAllBenzieCounty_LawOfficeJesseWill.pdf

Please provide a brief description of the businesses needing improved broadband service in the proposed project area and the level of improvement needed. Attach statements or evidence regarding the benefits from the proposed connectivity solution and how it will impact those businesses.

Project areas have three issues 1) there is no service available, 2) service is slow, and 3) service is unreliable

because of old infrastructure. Businesses need fast, reliable and affordable service to prosper. This project provides all three of the need Internet For All Benzie County (FTTH) will be fast, reliable and affordable.

Direct job creation

Evidence of job creation

[459_CherryCapitalConnection_InternetForAllBenzieCounty_JobCreation.pdf](#)

Describe and account for any direct job creation in the proposed service area related to this project, if funded. Provide supplemental evidence if available. Job creation here means those jobs created in the community as a result of new internet connectivity being deployed, not any jobs created to deploy the proposed network.

Cherry Capital Connection, Provider

Will be establishing a local consumer facing presence in Benzie County. Based on the projected 2,500 consumers connected, 4 full time permanent positions will be created beyond the initial deployment of the proposed network.

Training and Awareness

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Proposed digital literacy training events, materials

Please describe any proposed digital literacy training events, materials, and/or resources that will be provided to residents or businesses impacted by the proposed connectivity. Include the number and type of events, including commitments from any partners included in the digital literacy training and the anticipated outcomes from related activities. The description must provide clear detail and contain measurable metrics for the proposed programs or partnerships.

Financial support for Training and Awareness activities to complement this project's fiber infrastructure deployment will be supported by a County budget allocation of up to \$200,000.

To maximize synergies between the network deployment and digital training program, CCC installers will leave printed materials with newly connected customers about digital training opportunities, and individuals seeking digital skill training will be informed about available services at their home and provided contact information to explore them further.

Due to the abundance of existing online digital literacy training material—much of it available at no cost—this project will leverage these existing resources to help Benzie County citizens develop digital skills that improve their economic prospects and quality of life.

The digital training effort will include creation and distribution of an "Internet 101" broadband resource guide. This compilation of websites, glossary of terms, and other tools will be presented at the various anchor organizations who have committed to educating their staff and constituents. These include: Benzie Area Transportation Authority (Benzie Bus system, 30 staff), Benzie Senior Resources (council on aging w/10 staff and hundreds of weekly clients), Centra Wellness (community mental health agency, 120 staff), Fresh Wind Community Church and School (hundreds of students and congregation), the Benzie Human Services Collaborative (network of 20+ agencies), SEEDS After School Program (30 at risk middle and high schoolers), and Lake & Leaf (cannabis processor and retailer, 50 staff). In addition, Grow Benzie and Benzonia Public Library have also committed their meeting spaces and computers for hosting Internet 101 classes. In total, there will be at least 250 people trained in 12 workshops offered at locations around the county. All of the partner organizations listed have committed to providing educational space, training their staff, and/or providing their customers and constituents with internet training.

Training sessions will support development of core digital skills and provide an on-ramp to more intensive use of online training material more specifically suited to user needs, goals and preferences. To evaluate and enhance the program's impacts, it will include initial digital skills needs assessments and post-training collection of impact data.

Online digital training resources expected to be included in the portfolio of resources covered in this introductory training include the following: Digitallearn.org (created by the Public Library Association), GFCGlobal, Learning.com, AT&T Connected Learning,, Google for Education, Google Digital Garage, Senior Planet Classes, Khan Academy, MOOC.org.

Please upload evidence of training partnership, materials, etc.

[508_CherryCapitalConnection_InternetForAllBenzieCounty_Commissioners-commitment.pdf](#)

Materials and Method(s) to be used

Please describe the materials and method(s) to be used for providing residents and businesses with information promoting the use of an internet connection for improving quality of life, access to resources, economic opportunity, etc., in the proposed service area. Partnerships with local CAIs that build awareness for enriching online opportunities for residents and businesses are highly encouraged.

Examples of these opportunities include, but are not limited to, telehealth applications, access to government services, e-learning, job and career readiness programs, public safety information, cybersecurity training, etc. This description must provide clear detail and contain measurable metrics.

CCC will work with County and local government officials and community anchor institutions to promote awareness of the project and the value of a fast and reliable Internet connection. Financial support for Training and Awareness activities to complement this project's fiber infrastructure deployment will be provided through a County budget allocation of up to \$200,000.

The close coordination of public awareness efforts with network construction will be facilitated by the use of a community-facing online portal developed by COS Systems and licensed by CCC. This online tool supports public communication, data collection and analysis, community engagement, marketing and network planning, and has helped network operators around the world generate, monitor and maintain high levels of awareness, engagement, subscription and customer satisfaction. The use of this tool will enable CCC, the County, the broadband coalition and the public to track progress on key performance indicators and understand how these metrics can be positively impacted.

To help communicate the value of an Internet connection, the project will build on previous broadband-focused community outreach efforts, including a 2022 survey conducted with Merit Network. To communicate the value of participating in the survey, that project utilized direct mail, radio, social media, newspaper advertisements, email, fliers, pizza box, advertisements, bookmarks, and community partner outreach efforts.

This project's public communication effort will also leverage the experience and resources within the County's business and nonprofit communities, including organizations focused on networking and serving communities of interest. The latter include the Benzie Area Chamber of Commerce which has 270 business members on its email list, the Benzie Bus which will promote these learning opportunities to hundreds of their daily riders, and Benzie Senior Resources that serves over 100 meals a day to local senior citizens. Lake & Leaf has committed to promoting to their 100+ customers every day, the Village of Elberta is willing to promote throughout its community and on its website, and Fresh Wind Community Church is willing to share with hundreds of its students and congregation. Grow Benzie, a nonprofit "rural prosperity incubator" is the anchor organization for dozens of clubs, non-profits, collaborative bodies, and food businesses- all of which would receive promotions about the broadband workshops. Grow Benzie will also leverage its own media outreach that includes 2000 email addresses, 1000 donors, and 8,000 social media followers. Working together with Benzie's public, business and nonprofit sectors, CCC's fiber network will provide essential infrastructure to "Connect and Grow Benzie."

Evidence of awareness activities

[511_CherryCapitalConnection_InternetForAllBenzieCounty_Commissioners-commitment.pdf](#)

Commitment to improving the adoption rate of broadband services

Describe how the project commits to improving the adoption rate of broadband services, including, but not limited to, special service rates, internet-enabled devices that meet the needs of the user, and digital skills training.

CCC will offer attractively priced 100/100 Mbps service, including a \$64 per month service

available to all households and a \$30 per month service that, combined with ACP benefits, will be available at zero net cost to households that qualify for the ACP subsidy.

Achievement of strong adoption rates will also be aided by County- and CAI-supported efforts to: 1) promote awareness and use of an internet connection for improving quality of life, access to resources, and economic opportunity and; 2) provide digital skills training to help Benzie County residents achieve these benefits. For example, as discussed in the Training section of this application—and reflected in multiple letters of support from organizations across the County—digital training will be made available in conjunction with CCC's network buildout, with the County providing financial support for developing this training capacity and multiple CAIs providing space to host training sessions.

Promotion of customer take rate

Explain how you plan to promote customer take rate, including marketing activities, outreach plan, and other actions to reach the identified serviceable units within the project area. Provide the anticipated take rate and describe the basis for the estimate.

Based on its last four years of deploying fiber networks, CCC expects to achieve take rates of at least 60%. For example, its recent network deployment in Roscommon County has achieved 68% take rates with a pricing structure significantly higher than the pricing structure it plans to employ in its Benzie County deployment.

We believe that the combination of: 1) CCC's very attractive pricing structure; 2) County- and CAI-supported public awareness and training initiatives and; 3) the fact that CCC's ROBIN-supported network will focus on households currently lacking access to decent broadband service options could enable CCC to achieve higher take rates in Benzie County than it is currently achieving in Roscommon County and 4) offering consumer choice through an Open Access Last Mile model.