

Point Broadband Leelanau County Application

Applicant

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Version # _____

APP # 230135

Applicant Information

- a. Applicant Name Point Broadband Fiber Holding, LLC
- b. Does Business as
- c. Address 617 E Lake Street
- d. Address 2
- e. City Stanton State MI Zip 48888
- f. Federal ID Number 82-5331550 DUNS Number 081337476 Unique Entity Id. H26DRK1AHR
N2
- 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
- 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

Point Broadband is currently providing high-speed internet data and voice services in the State of Michigan.

Please provide evidence of eligibility [433_PointBroadband_Leelanau_MI Certificate of Authority To Do Business.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: 82-5331550

Michigan Vendor Identification Number (SIGMA ID): VS0272659

Federal Communications Commission Registration Number (FRN): 0028957306

Service Provider Identification Number (SPIN): 143052336

Project Information

- a. Project Name Point Broadband - Leelanau County
- b. Is implementing agency same As Applicant Yes No
- c. Implementing Agency Name
- d. Project Start Date Oct-01-2023 End Date Sep-30-2024
- e. Amount of Funds Requested \$5,907,691.47 Project Cost \$16,053,509.45

Facesheet for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
 Agency: Point Broadband Fiber Holding, LLC
 Application: Point Broadband Leelanau County Application

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Contacts

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b. Authorized Official

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c. Financial Officer

Name Nice DeWeese
 Title Chief Financial Officer
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d. Primary Grant Contact

Name Todd Holt
 Title Chief Executive Officer
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 City Stanton State MI Zip 48888
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Project Overview

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Project Overview

Please provide a Project Summary not exceeding 250 words

Point Broadband is seeking funding to bring fiber-based, high-speed broadband to over 2,500 unserved and underserved residents in the Leelanau County peninsula and portions of Benzie, Manistee, Wexford, and Grand Traverse Counties. The primary area of focus is the result of the work Leelanau County has done over the last decade to understand where the need for better broadband is greatest in the county and partner with an established firm that can address the problem on a large scale. With the help of the County's consultant, the County asked Point Broadband to focus its efforts on the peninsula, where no other well capitalized providers are actively working on a large-scale fiber project. The proposed project will provide a direct fiber connection to each location in the proposed service area and provide superior internet service to residents once and for all. In fact, 90% of the locations within the proposed service area do not currently have access to even basic 25/3 service. Point Broadband and the Leelanau County Commission entered into a formal agreement to move forward together on this effort in 2022, and are jointly presenting this project to the State of Michigan as part of the ROBIN program.

In order to reach the proposed service area in Leelanau County, Point Broadband's transport also passes through an area of unserved and underserved residents in portions of Manistee, Benzie, Wexford, and Grand Traverse Counties. 80% of the locations along this feeder route lack access to even basic 25/3 service. With this proposal, Point Broadband will bring a fiber connection to these unserved and underserved residents and provide an even greater return for the State's investment. Overall, Point Broadband will place over 352 miles of fiber that will forever impact the area. This includes 234.26 miles of aerial fiber and 118.46 of underground fiber.

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.):

Point Broadband began working with the Leelanau County Internet Futures Team (LIFT) over 18 months ago to explore how to cost-effectively reach as many unserved and underserved residents as possible. This work resulted in an agreement through which the county pledged ARPA funds to assist Point Broadband in its build efforts. Since that time, supply chain issues, overall inflation, and the rise in labor costs have resulted in a significant increase in the estimated cost of the project. Point Broadband and the County are now seeking to partner with the State of Michigan, through the ROBIN program, to fill this gap and finally bring much-needed fiber to the residents of Leelanau County. Without this funding assistance from the ROBIN program, the proposed project will potentially be delayed or reduced in scope. Additionally, the previous project did not contemplate the addition of any unserved or underserved residents in neighboring Benzie, Manistee, Wexford, or Grand Traverse Counties. The requested ROBIN funding will now bring service to these residents which have been, and would continue to be, ignored by the ISP community.

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.):

The Leelanau peninsula includes some of the most picturesque scenery in the country. Its sprawling farmlands, dramatic coastal views, and quaint townships have attracted thousands of year-round residents, second-home owners, and tens of thousands of tourists annually. Yet, like its rugged coastline, a number of parcels within the peninsula are stuck in time and lack even reliable 25/3 service from any carrier.

In 2021, The Leelanau Internet Futures Team (LIFT) contracted with DCS Technologies to accurately document the number and type of internet providers throughout the county, and craft a strategy to address the lack of accessible broadband. The full report can be accessed at:

www.leelanau.gov/downloads/leelanau_broadband_report_ver210923_ver2_1.pdf

In summary, DCS found that 5,045 of 22,701 occupied parcels (~22.2%) did not have access to acceptable broadband. Their study examined all existing technologies, including FTTP services, cable internet services, existing and planned fixed and non-licensed wireless services, cellular services, and DSL and ISDN services from legacy telephone providers. With this information, and strong leadership from LIFT, the county now knows exactly where it needs to focus its efforts, which technologies are most practical to deploy, and which will deliver the longest term and highest return on future investments. Clearly, fiber is the gold standard and the technology that can provide the best performance over the long term. The County is seeking to work with Point Broadband who has the expertise, the willingness, and the ability to bear a significant part of the capital required to build a fiber network to reach unserved parcels throughout the peninsula.

Please upload a PDF overview map of proposed service area

[436_PointBroadband_Leelanau_ProposedServiceArea.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, .fbi 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
PointBroadband_Leelanau_FiberRoutes	437_0_PointBroadband_Leelanau_FiberRoutes.zip
PointBroadband_Leelanau_FiberDesign	437_1_PointBroadband_Leelanau_FiberDesign.zip
PointBroadband_Leelanau_TransportFiber	437_2_PointBroadband_Leelanau_TransportFiber.zip
PointBroadband_Leelanau_PointBroadbandExistingOwnedFiber	437_3_PointBroadband_Leelanau_PointBroadbandExistingOwnedFiber.zip

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_PointBroadband_Leelanau_ServiceLocations-ROBIN.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	2,364
Businesses	166
Community Anchor Institutions	11
Total Locations Passed	2,541

Please list the jurisdictions impacted by the proposed service area:

City(ies)/Village(s): Traverse City, Northport, Suttons Bay

Township(s): Leelanau, Suttons Bay, Leland, Bingham, Centerville, Elmwood, Solon, Kasson, Almira, Cleveland, Garfield, Green Lake, Blair, Mayfield, Grant, Colfax, Cleon, Wexford

County(ies):

Benzie Grand Traverse Leelanau Manistee Wexford

State House District(s):

State House District 103 State House District 104

State Senate District(s):

State Senate District 32 State Senate District 36 State Senate District 37

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.):

Point Broadband will bring a dedicated fiber to each customer's premises, extended from our existing network. The Point network is comprised of three components that combine to provide an exceptional and fully scalable customer experience.

Last Mile

Near the premises, small pedestals will house XGS-PON and passive splitters that will activate each

fiber and enable gigabit speeds to each customer. These pedestals will connect to nearby Fiber Distribution Hubs (FDH) that contain additional electronics, including a transport router, DC power with battery backup, and fiber terminations. The FDHs are connected to our middle mile network via existing fiber.

Middle Mile

Point’s middle mile network is powered by Edge-Core AS7316 Top Of Rack (TOR) switches. Edge-Core ECS4530s provide port densities for the ActiveE links or TiBit XGS-PON OLT Micro-Plugs. The TOR switches also provide redundant Layer 2 aggregated links over dedicated fibers back to a central hub site. Those links have optical transceiver redundancy with geographical path diversity to the central hub. The links trunk the individual VLANs to the central hub site.

Backhaul

Point’s Michigan network is connected to internet peering centers in Ashburn, VA, Detroit, MI and Chicago, IL. The core MX480s serving the region have a minimum of dual connections to the peering centers. These connections are over diverse carriers with diverse fiber paths. All the peering routers are fully meshed in the peering centers.

Minimum Mbps

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

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	54.95	
200	200	64.95	
300	300	74.95	
500	500	94.95	
1,000	1,000	99.95	

Affidavit of commitment [442__PointBroadband_Leelanau_Rate 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 Yes No ACP eligible households with a net \$0 monthly cost of service?

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

Point Broadband offers a special 100Mbps x 100Mbps symmetrical plan over its FTTP network for \$30/month to qualified ACP subscribers. The company helps qualified participants enroll in ACP using a simple "click through" process on the Point Broadband website. Upon enrollment in the ACP plan, the ACP subscriber can select the \$30 plan. ***Upon the successful enrollment by the subscriber in the ACP, the plan is available to the ACP participant at \$0 monthly cost.***

Project Costs and Budget

Project Costs and Budget

Please complete the following table with project cost information.

Total Project Cost:	16,053,509.45
Total Grant Request:	5,907,691.47
Total Match Amount:	10,145,817.98
Total Match Percentage:	63.20

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
Leelanau County ARPA Funds	5,000,000.00	Cash	Yes
Private Investment Capital	5,145,817.98	Cash	Yes

Match commitment letters or evidence

Name of Attachment	Match commitment letters or evidence
PointBroadband_Leelanau_PPP Agreement	319_0_PointBroadband_Leelanau_PPP Agreement.pdf
PointBroadband_Leelanau_CorporateCommitmentofFunds	319_1_PointBroadband_Leelanau_CorporateCommitmentofFunds.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: Point Broadband Fiber Holding, LLC
 Application: Point Broadband Leelanau County Application

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	Category	Total	Requested	Cash	Inkind	Narrative
1	Building and Labor	0.00	0.00	0.00	0.00	
2	Last Mile Construction Labor	9,986,772.48	3,675,132.27	6,311,640.21	0.00	
3	Middle Mile Construction Labor	0.00	0.00	0.00	0.00	
4	Last Mile Construction Material	1,988,544.00	731,784.19	1,256,759.81	0.00	
5	Middle Mile Construction Material	0.00	0.00	0.00	0.00	
6	Customer Premise Equipment	459,265.21	169,009.60	290,255.61	0.00	
7	Customer Premise Installation	654,160.88	240,731.20	413,429.68	0.00	
8	Electronics	169,244.98	62,282.15	106,962.83	0.00	
9	Permits	5,000.00	1,840.00	3,160.00	0.00	
10	Professional Services and Engineering	1,352,740.49	497,808.50	854,931.99	0.00	
11	Other	1,437,781.41	529,103.56	908,677.85	0.00	Other = 10% Contingency; see project estimate.
TOTAL EXPENDITURES		16,053,509.45	5,907,691.47	10,145,817.98	0.00	

Budget Additional Information

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Budget Narrative

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

The proposed fiber project is designed to serve 2,541 residents and businesses in Leelanau, Benzie, Manistee, Wexford, and Grand Traverse counties. 90% of the locations within the proposed service area in Leelanau County do not currently have access to the basic 25Mbps/3Mbps level of service. 80% of the locations to be served along the route that passes through the neighboring four counties also lack basic service. To reach these service locations, Point Broadband will place over 352 miles of fiber. Point Broadband estimates placing 234.26 miles of aerial fiber and 118.46 miles of underground fiber. The estimated average cost per mile to construct the networks is approximately \$42,000 per mile. This is an exceptional cost per mile for a completely rural build, and is made possible through the cooperation of Cherryland Electric, the local power cooperative, who serves the combined service area and has pledged help Point Broadband address the pole make-ready cost along the proposed routes by aligning their pole maintenance schedule with the fiber deployment plan. Pole make-ready is typically a high cost item in large, aerial, rural builds. Cherryland is motivated to assist Point Broadband because their cooperation accelerates the speed with which Point Broadband will bring much-needed, world-class broadband to its members. Their assistance helps bring the cost per passing down to \$5,838, which is higher than desired, but still very attractive for a project that averages just 7-10 homes per mile, depending on the route. The overall budget also includes a 10% contingency allotment to cover unexpected expenses or more inflation throughout the process of the build.

Attach additional information as necessary

[449 PointBroadband Leelanau Cost Estimate.pdf](#)

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	43,000.00	337,000.00	781,000.00	1,104,000.00	1,257,000.00
Anticipated Expenses	121,000.00	294,000.00	434,000.00	496,000.00	525,000.00
Anticipated Grant Funds	5,454,000.00	5,454,000.00	0.00	0.00	0.00
Cash Flow	-79,000.00	43,000.00	347,000.00	607,000.00	733,000.00
Cummulative Cash Flow	2,264,000.00	4,696,000.00	4,860,000.00	4,630,000.00	4,143,000.00

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

The enclosed Project Financial Plan is based on Point Broadband's extensive experience building FTTH networks within the State of Michigan and across the country. As is the case with most rural builds, the Leelanau project is characterized by a substantial up-front investment followed by

several years of negative cash flows as customers adopt the new service. The proposed project becomes cash flow positive in Year 4, as customer penetration approaches the targeted rate of adoption and revenues steadily increase. Point's national footprint and long-term orientation gives it ample liquidity to sustain the Leelanau project during the period of negative cash flows.

The model forecasts revenues of \$43,000, \$337,000, and \$781,000 in years 1, 2, and 3, respectively. Notably, the increased revenue is not driven by price hikes, but rather by a steadily increasing rate of customer adoption in the same years. The model shows Point Broadband reaching 56.6% rate of adoption in year 4, and realizing the full 60% adoption target in Year 5. In Year 6, the company benefits from the first full year of targeted adoption and reaches its projected annual revenue target of \$1,281,000. This level remains consistent throughout the life of the project.

The adoption target for the Leelanau project is consistent with other rural projects the Company has completed across the country, where residents had little or no access to high-speed broadband prior to Point Broadband's fiber service. Customers recognize that Point's fiber solution delivers a superior internet experience and enables them to then consider other entertainment and voice services, lowering their overall household expense. Based on this superior value proposition, the company has consistently achieved this target prior to year 5, but the conservative forecast shows that even at year 5, the project is sustainable and a solid investment for both Point Broadband and the State of Michigan.

The project does show a negative cumulative cash flow in the first five years, which continues to be the case until the project pays back the initial capital and hits the cumulative breakeven point at 13 years. This investment horizon is consistent with other rural builds completed by Point Broadband and meets the financial requirements of the company's leadership and our investment partners. As mentioned above, Point Broadband has sufficient liquidity to sustain the project during the period of negative cash flows.

Additional forecast information

[450__PointBroadband_Leelanau_Project_Financial_Model.pdf](#)

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
PointBroadband_Leelanau_Certification of Network Design - Signed	353_0_PointBroadband_Leelanau_Certification of Network Design - Signed.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.

Point Broadband is an established service provider within the state of Michigan, currently delivering broadband service to over 15,000 rural customers throughout the state. The company’s Michigan-area headquarters is centrally located in Stanton, MI with additional inventory and retail locations located strategically near our individual markets. The company has a robust workforce positioned around the state, including General Managers, Area Managers, Construction Managers, customer service personnel, fiber splicers, installers, and technicians, all dedicated to expanding our world-class fiber network to rural locations throughout the state.

For example, in 2022, the company spent \$11M in capital to build 8,000 new fiber passings in Michigan and has committed \$17M to build an additional 12,000 fiber passings in the state in 2023. In addition, the company is investing over \$20M to upgrade radio equipment on 56 wireless towers that will increase service speeds to 25,000 customers and potential customers.

The proposed ROBIN project area was selected based on its proximity to our current and planned network expansions to leverage our current operations. As an extension of our existing fiber network, Point Broadband can immediately begin building, managing, and operating the proposed network.

Evidence of network scalability

Evidence of network scalability

Name of Attachment	Evidence of network scalability
PointBroadband_Leelanau_Certification of Network Scalability - Signed	357_0_PointBroadband_Leelanau_Certification of Network Scalability - Signed.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.):

Point Broadband’s engineering team ensures that our network is scalable to meet subscribers’

future needs by understanding and addressing the drivers for increased bandwidth and designing our network to meet these increased demands.

The three drivers of increased usage that we constantly assess are 1) ever-increasing application requirements, 2) increasing quality demands, and 3) lower latency demands for highly interactive applications. Satisfying these demands requires continuous network engineering, investment, and monitoring.

To meet these demands, Point takes a superior “bandwidth management” approach to network design as opposed to a more traditional “subscription management” approach. We design the last mile network for 100% usage based on a delivery standard of 10Gbps x 10Gbps per single, dedicated fiber strand. In contrast, traditional, coax networks offer roughly 25% of this capacity downstream (2.488 Gbps) and just over 10% of this capacity upstream (1.244Gbps upstream) per single fiber strand. Their low-capacity approach forces most providers to constantly manage congestion and creates over-subscription and a sub-optimal customer experience. We avoid this classic customer service issue by vastly improving the amount of bandwidth delivered to the customer, and maintaining this capacity through the network with high-capacity, affordable transport and equipment solutions.

All network links, owned or leased, are monitored 24x7. Our Capacity Management and Planning groups start planning circuit additions when any circuit achieves a 70% utilization average over a 30-day period and invests in additional bandwidth to ensure future capacity.

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.)

Task	2023		2024		2025		2026							
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Walkout/Survey/Route Permit (completed)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiber Design - Serviceability (completed)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BOM - Provisioning Report (completed)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permits Creation and Submittals (partially complete)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Place Conduit/Strand	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Set HH's, Vaults, Peds	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blow/Lash Fiber	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Set Cabinets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Power Cabinets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Splice Fiber	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cutover Cabinet to Marketing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input 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. 09/30/2024

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

With financial assistance from the ROBIN program, Point Broadband does not anticipate any delays in completing the proposed project.

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.

Point Broadband will have submitted all necessary pole attachment permits for the aerial fiber by the end of March. All pole attachment permits for the first two cabinets have been received. The company is working to obtain right of way permits from the county and state for underground fiber, as needed. At the time of this submission for ROBIN funding, all cabinet locations for the project have been approved by the County Road Commission and MDOT. Point Broadband is also in negotiations with a local farmer to lease property for an inventory and supply yard. All parties are ready to proceed.

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.

Point Broadband does not anticipate the need for any environmental reviews to complete the proposed project. However, the company must apply for some remaining state and local permits to gain access to the identified poles for the aerial build and rights of way to place the underground fiber. All permits required for the initial build areas have been approved and construction is ready to begin. The remaining permits can be applied for and approved ahead of the next build phases.

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
PointBroadband_Leelanau_Cherryland Pole Attachment Agreement	390_0_PointBroadband_Leelanau_Cherryland Pole Attachment Agreement - Signed.pdf
PointBroadband_Leelanau_PPP Agreement	390_1_PointBroadband_Leelanau_PPP Agreement.pdf
PointBroadband_Leelanau_CherrylandSupport	390_2_PointBroadband_Leelanau_CherrylandSupport.pdf
PointBroadband_Leelanau_BinghamTwpMetroActPermit	390_3_Bingham Township METRO Act Permit 8.15.22 - Point Broadband Countersigned.pdf
	390_4_Centerville

Project Readiness for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
 Agency: Point Broadband Fiber Holding, LLC
 Application: Point Broadband Leelanau County Application

PointBroadband_Leelanau_CentervilleTwpMetroAct Permit	Twp - PBB Bilateral METRO Act Permit - Issued 2022.07.14.pdf
PointBroadband_Leelanau_ClevelandTwpMetroActPermit	390_5_Cleveland Twp Metro Act - Bilateral 8-9-2022.pdf
PointBroadband_Leelanau_ElmwoodTwpMetroActPermit	390_6_Elmwood Twp Metro Act - Bilateral 8.10.2022.pdf
PointBroadband_Leelanau_GarfieldTwpMetroActPermit	390_7_Garfield Township Bilateral Metro Act Permit 7-28-2022.pdf
PointBroadband_Leelanau_GrantTwpMetroActPermit	390_8_Grant Twp Metro Act - Bilateral 6-14-21.pdf
PointBroadband_Leelanau_KassonTwpMetroActPermit	390_9_Kasson Twp Bilateral METRO Act Permit 07-25-2022.pdf
PointBroadband_Leelanau_LeelanauTwpMetroActPermit	390_10_Leelanau Twp Metro Act - Bilateral - 6.16.22_1_.pdf
PointBroadband_Leelanau_LelandTwpMetroActPermit	390_11_Leland Twp Metro Act - Bilateral 7-26-22.pdf
PointBroadband_Leelanau_SolonTwpMetroActPermit	390_12_Solon Twp Metro Act - Bilateral 8-8-22.pdf
PointBroadband_Leelanau_SuttonsBayTwpMetroActPermit	390_13_Suttons Bay Twp METRO Act - Bilateral 1.11.23.pdf
PointBroadband_Leelanau_VillageOfNorthportMetroActPermit	390_14_Village of Northport Bilateral METRO Act Permit dtd 2022.07.28.pdf
PointBroadband_Leelanau_VillageOfSuttonsBayMetroActPermit	390_15_Village of Suttons Bay Unilateral Metro Act Permit - 08.16.2022.pdf
PointBroadband_Leelanau_GrandTraverseCoRoadCommissionPermits	390_16_PointBroadband_Leelanau_GrandTraverseCountyRoadCommissionPermits.pdf
PointBroadband_Leelanau_AllCertificatesofInsurance-Twps	390_17_PointBroadband_Leelanau_AllCertificatesofInsurance.pdf
PointBroadband_Leelanau_GrandTraverseCoCertificateofInsurance	390_18_PointBroadband_GrandTraverseCounty_CertificateofInsurance.pdf
PointBroadband_Leelanau_BenzieCoCertificateofInsurance	390_19_PointBroadband_Leelanau_BenzieCountyCertificateofInsurance.pdf
PointBroadband_Leelanau_LeelanauCoCertificateofInsurance	390_20_PointBroadband_Leelanau_LeelanauCountyCertificateofInsurance.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.

Point Broadband is pleased to include two documents as evidence of the project's readiness. The

first document is a signed agreement between Point Broadband and the Leelanau County Commission, committing the county to provide \$5,000,000 of financial assistance toward the completion of the proposed fiber network. With this commitment, the County has also pledged its cooperation to provide swift and easy access to the necessary authorities within the County for the purpose of accelerating the permit approvals required and promoting transparent communications between the two parties throughout the build process.

The second document is the signed pole attachment agreement secured with Cherryland Electric, ensuring not only the right to attach to the necessary poles, but also ensuring their cooperation throughout the build to facilitate the permit approval process and make every effort to accelerate the build in service to their members throughout the county.

It will be hard to find a community with more preparation, more commitment, more support, and more readiness to bring fiber-based broadband to their residents than Leelanau County. This commitment is matched throughout the townships, including residents, businesses, and municipal locations that are anxiously awaiting the broadband they so desperately need. The County is counting on the ROBIN program to help put the last piece of the financial puzzle in place to ensure that every Leelanau County resident has access to high-speed broadband in the coming months.

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.):

Point Broadband was created to bring superior, fiber-based broadband to unserved and underserved communities. This focus has propelled the company to serve over 80,000 subscribers in ten states in just over five years.

In 2021, the company received a significant financial investment from GTCR, a Chicago-based private equity firm that has invested over \$22B in technology companies. This investment will ensure that Point Broadband can fund its immediate and long-term expansion plans, including the proposed ROBIN project, without the limitations on capital that face many local broadband companies.

Because Point primarily serves its customers with a direct fiber connection, it is able to offer a range of high-speed, low latency products including direct Internet connections to residential and commercial customers, point-to-point data connections for enterprise customers, and wholesale transport to carrier partners. In addition to its core broadband offerings, the company also offers digital voice services and streaming video services.

Point has reached its level of significance in the industry – and within Michigan – through the leadership of its experienced management team. The team is comprised of career telecommunications professionals with a passion to bring fiber to rural America and a desire to serve its customers, employees, and shareholders. An organizational chart and a brief list of career highlights is included with this application.

Organization Chart & Resumes

Applicant organizational chart

Name of Attachment	Organizational chart
PointBroadband_Leelanau_Organizational Chart 2023	329_0_PointBroadband_Leelanau_Organizational Chart 2023.pdf

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

Personnel Name	Resume
PointBroadband_Leelanau_Executive Biographies	332_0_PointBroadband_Leelanau_Executive Biographies.pdf
PointBroadband_Leelanau_ROBIN Project Team	332_1_PointBroadband_Leelanau_ROBIN Project Team.pdf

Audited Financial Statements

Three years of audited financial statements

Attachment Name	Audited Financial Statements
PointBroadband_Leelanau_Audited Financials 2019-2021	336_0_Point Broadband_Leelanau_Audited Financials 2019-2021.pdf

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

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.

To build at the scale and speed necessary to address the lack of broadband in rural communities, our construction team uses a mix of internal resources and external contractors. These partners help us build new networks and connect customers as quickly as possible.

Our prime outside plant contractor in Michigan is Utility Contracting Company, headquartered in Sparta, MI (<https://www.utility-contracting.com>). Utility Contracting has been a leading, full-service telecommunications contractor in Michigan for over 40 years. Their services include all aspects of buried and aerial placement, and copper and fiber optic splicing.

Utility assists us throughout Michigan, with more than 100 well-trained and well-equipped construction professionals. Utility's main office is located in Sparta, with field offices in Grand Rapids, Kalamazoo, Lansing and Saginaw.

As expected, when we bring world-class fiber to an unserved area, we are inundated with initial service requests. In an effort to connect customers as quickly as possible, we rely on contracted

installers to help run drops, place equipment, and educate customers. Our prime install contractor in Michigan is FiOptix, headquartered in Alto, MI. The benefit of working with the same installer across the state is that we spend time training them on Point Broadband's methods, procedures, and expectations when interacting with customers. This team is truly an extension of our company and our brand and we want to create an exceptional onboarding experience for new customers.

The combination of our internal resources and these Michigan-based partners will enable us to complete the proposed ROBIN project as planned, and together, turn "unserved" residents into "served" residents as quickly as possible.

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.

Point Broadband maintains robust training and certification programs for both our construction and installation teams. These programs ensure that our employees operate at the highest level of safety and operational efficiency, as well as provide a career development path that includes increased pay and responsibility within the company at each level.

Point Broadband has chosen to partner with NCTI to provide a range of technical training. With more than 50 years of excellence in service to the cable/broadband industry, NCTI delivers quality content and flexible technology solutions created for use on the job with anywhere, anytime access. Hundreds of thousands of technicians, customer service representatives, and cable/broadband industry executives credit NCTI for the knowledge and skills needed to build rewarding careers and contribute to their companies' growth (<https://www.ncti.com>)

Using various NCTI courses, Point Broadband has designed a curriculum that enables Customer Service Technicians and Outside Plant Technicians to progress through four levels (1,2,3,4). Each level requires participation in multiple training classes with a certification test at the end to document completion and advancement. Courses include instruction on safety and operational standards at each level.

The company also requires annual on-site, in-person certification on Ladder Handling and Aerial Lift Operation.

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.

Point Broadband supports the health and well-being of all parties affiliated with our projects. This includes receiving appropriate wages for the work performed. As noted elsewhere in this

application, we will primarily employ outside contractors to perform the construction of the fiber needed to reach the unserved and underserved locations identified in the proposed service area and use a separate contractor to assist in the connection of the new customers. Though we will not pay the individuals directly, we will work with our contractors to promote and encourage the payment of prevailing wages as published on Michigan's Labor And Economic Opportunity (LEO) website (<https://www.michigan.gov/leo/bureaus-agencies/ber/wage-and-hour/dtmb-prevailing-wage>) or provide the necessary impact reports as noted in the program guidance.

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. 3

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.

In crafting the mission of Point Broadband to bring superior fiber networks to unserved communities, we not only wanted to be in the communities we serve, we wanted to be *part* of the communities we serve. This mission places a priority on supporting the community in more ways than just broadband. We live in the communities we serve. We work in the communities we serve. We raise our families in the communities we serve. As an extension of this commitment, we seek to hire within the community wherever possible. Every project creates the need for outside plant professionals, technicians, sales and marketing personnel, and customer support personnel. We want these positions filled with local talent with local connections to the customers and communities we serve. This local attachment adds a sense of personal responsibility to every customer interaction and a sense of urgency to every trouble resolution opportunity. In addition, this gives us the opportunity to reinvest in the communities we serve.

In Leelanau, for example, we plan to hire three individuals from within the County. At a minimum, we will hire a supervisor and two technicians and we will place a priority on applicants from within the area

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
PointBroadband_Leelanau_LIFT Broadband Report	414_0_PointBroadband_Leelanau_LIFT_Broadband_Report.pdf
PointBroadband_Leelanau_SenatorDaMoose	414_1_PointBroadband_Leelanau_Senator_Damoose.pdf
PointBroadband_Leelanau_HousingNorth	414_2_PointBroadband_Leelanau_Housing_North.pdf
PointBroadband_Leelanau_SeniorServices	414_3_PointBroadband_Leelanau_SeniorServices.pdf
PointBroadband_Leelanau_ChamberCommerce	414_4_PointBroadband_Leelanau_ChamberCommerce.pdf
PointBroadband_Leelanau_NorthportChamber	414_5_PointBroadband_Leelanau_NorthportChamber.pdf
PointBroadband_Leelanau_Coffia	414_6_PointBroadband_Leelanau_Coffia.pdf
PointBroadband_Leelanau_ChristianNeighbors	414_7_PointBroadband_Leelanau_ChristianNeighbors.pdf
PointBroadband_Leelanau_CommunityFoundation	414_8_PointBroadband_Leelanau_CommunityFoundation.pdf
PointBroadband_Leelanau_RepBergman	414_9_PointBroadband_Leelanau_RepBergman.pdf
PointBroadband_Leelanau_LeelanauTWP	414_10_PointBroadband_Leelanau_LeelanauTWP.pdf
PointBroadband_Leelanau_LeelanauCountyBoardofCommissioners	414_11_PointBroadband_Leelanau_LeelanauCountyBoardofCommissioners.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.

The leadership of Leelanau County has been pursuing a county-wide broadband solution for its residents since 2016, when the Leelanau Peninsula Economic Foundation conducted a survey of business owners, residents, schools, government, and other stakeholders throughout the county. The results of this survey made it clear that one of the top barriers to growth and progress across the county was the lack of access to high-speed internet services. To address this problem, the County formed the Leelanau Internet Futures Team (LIFT). Since that time, LIFT has helped define the needs and requirements for high-speed internet across the county. In 2021, LIFT commissioned DCS Technologies, a Michigan-based consulting firm, to document the presence and reach of the various technologies in the county, and identify the addresses of unserved and underserved residents throughout the area. This document is attached in this application. The County then voted to form a public private partnership with a fiber provider to reach the unserved and pledged \$5,000,000 to assist in

building a world-class, future proof network to serve these residents once and for all. A copy of the partnership agreement between the County and Point Broadband is included with this application.

It will be hard to find a community with more preparation, more commitment, more support, and more readiness to bring fiber-based broadband to their residents than Leelanau County. This commitment is matched throughout the townships, including residents, businesses, and municipal locations that are anxiously awaiting the broadband they so desperately need. The County is counting on the ROBIN program to help put the last piece of the financial puzzle in place to ensure that every Leelanau County resident has access to high-speed broadband in the coming months.

Community Interest

Demonstration of customer interest

Name of Attachment	Customer Interest
PointBroadband_Leelanau_Barbara Stark Nemon	394_0_PointBroadband_Leelanau_Barbara Stark Nemon.pdf
PointBroadband_Leelanau_Ken Arnt	394_1_PointBroadband_Leelanau_Ken Arnt.pdf
PointBroadband_Leelanau_RuthWalker	394_2_PointBroadband_Leelanau_RuthWalker.pdf
PointBroadband_Leelanau_DrOrr	394_3_PointBroadband_Leelanau_DrOrr.pdf
PointBroadband_Leelanau_ToddDamonResident	394_4_PointBroadband_Leelanau_ToddDamonSupportLetter.pdf
PointBroadband_Leelanau_DavidKrumlaufResident	394_5_PointBroadband_Leelanau_DavidKrumlaufBusiness.pdf
PointBroadband_Leelanau_TravisLarkResident	394_6_PointBroadband_Leelanau_TravisLarkResident.pdf
PointBroadband_Leelanau_CatherineCliffordResident	394_7_PointBroadband_Leelanau_CatherineCliffordSupportLetter.pdf
PointBroadband_Leelanau_JoanDargoResident	394_8_PointBroadband_Leelanau_JoanDargoSupportLetter.pdf
PointBroadband_Leelanau_PaulWalterRNResident	394_9_PointBroadband_Leelanau_PaulWalterRNSupportLetter.pdf
PointBroadband_Leelanau_CatherineLittleResident	394_10_PointBroadband_Leelanau_CatherineLittleSupportLetter.pdf
PointBroadband_Leelanau_PattyGrayResident	394_11_PointBroadband_Leelanau_PattyGraySupportLetter.pdf
PointBroadband_Leelanau_BruceHoodResident	394_12_PointBroadband_Leelanau_BruceHoodSupportLetter.pdf
PointBroadband_Leelanau_MichaelBenoResident	394_13_PointBroadband_Leelanau_MichaelBenoSupportLetter.pdf
PointBroadband_Leelanau_MarkeDyerResident	394_14_PointBroadband_Leelanau_MarkeDyerSupportLetter.pdf

PointBroadband_Leelanau_TagerRoadResident	394_15_PointBroadband_Leelanau_TagerRoadResidentSupportLetter.pdf
PointBroadband_Leelanau_JoiceHartomResident	394_16_PointBroadband_Leelanau_JoiceHartomSupportLetter.pdf
PointBroadband_Leelanau_BeverlyLewisResident	394_17_PointBroadband_Leelanau_BeverlyLewisSupportLetter.pdf
PointBroadband_Leelanau_WilliamQueenResident	394_18_PointBroadband_Leelanau_WilliamQueenSupportLetter.pdf
PointBroadband_Leelanau_DennisDobrowaResident	394_19_PointBroadband_Leelanau_DennisDobrowaSupportLetter.pdf
PointBroadband_Leelanau_NadineBurkeResident	394_20_PointBroadband_Leelanau_NadineBurkeSupportLetter.pdf
PointBroadband_Leelanau_MaryAnnBortonResident	394_21_PointBroadband_Leelanau_MaryAnnBortonSupportLetter.pdf
PointBroadband_Leelanau_JeffreyHenningResident	394_22_PointBroadband_Leelanau_JeffreyHenningSupportLetter.pdf
PointBroadband_Leelanau_ChristineHenningResident	394_23_PointBroadband_Leelanau_ChristineHenningSupportLetter.pdf
PointBroadband_Leelanau_MattMausResident	394_24_PointBroadband_Leelanau_MattMausSupportLetter.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.

The attached letters were secured by Leelanau's Internet Futures Team in response to their request for real-world examples of how the lack of internet impacts daily life here. Point Broadband also surveyed potential customers that have voiced an interest in having us expand our network to serve them. These letters, in support of the proposed network, are typical of those from rural residents all over the country that need to access online learning, mobile banking, ordering medications, security cameras, family and friends, news and entertainment, biomedical devices, and remote working. All of these functions are routine for those that have reliable connectivity, but for those in rural communities, these tasks are a source of everyday frustration due to inadequate and inaccessible broadband.

The proposed network will immediately address this inequity and improve the quality of life for everyone in the area by providing a world-class fiber-based, "gig symmetrical" connection to their doorstep. No more delays waiting for landing pages to load. No more online learning or video conferences that freeze. No more online transactions that have to be resent and resent because the connection failed. No more runaway costs each month because of data usage. Point Broadband will bring a reliable, affordable, and easily accessible fiber connection to the doorstep of every location in the proposed service area and connect these residents to the world once and for all.

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
THE PRESCRIPTION SHOP	4000 EASTERN SKY DR, TRAVERSE CITY, MI 49684	Healthcare	
WEST MIDDLE SCHOOL	3950 SILVER LAKE RD, TRAVERSE CITY, MI 49684	School	
SOLOM CENTERVILLE FIRE DEPARTMENT	8907 RAILROAD AVE, CEDAR, MI 49621	Other (Public Safety)	
LELAND TOWNSHIP FIRE & RESCUE	325 W MAIN ST, LAKE LEELANAU, MI 49653	Other (Public Safety)	
TRAVERSE CITY FIRE DEPT - BINGHAM STATION	7189 S CENTER HWY, TRAVERSE CITY, MI 49684	Other (Public Safety)	
LEELANAU COUNTY SHERIFF	8525 E GOVERNMENT CENTER DR, SUTTONS BAY, MI 49682	Other (Public Safety)	
LEELANAU COUNTY GOV'T CENTER	8525 E GOVERNMENT CENTER DR, SUTTONS BAY, MI 49682	Other (Public Service)	
LEELANAU STATE PARK	15310 N LIGHTHOUSE POINT ROAD NORTHPORT, MI	Other (Public Service)	458_7_PointBroadband_Leelanau_StateParksSupport.pdf
LEELANAU COUNTY EMS	8525 E Government Center Dr. Suttons Bay, MI	Other (Public Service)	458_8_PointBroadband_Leelanau_EMSSupport.pdf
BENZIE-LEELANAU DISTRICT HEALTH DEPT	7401 E Duck Lake Rd Lake Leelanau, MI	Healthcare	458_9_PointBroadband_Leelanau_HealthDivision.pdf
LELAND TOWNSHIP LIBRARY	203 E CEDAR ST LELAND, MI	Library	458_10_PointBroadband_Leelanau_Library.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
PointBroadband_Leelanau_PointBroadbandSPIN	410_0_PointBroadband_Leelanau_PointBroadbandSPIN.pdf

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.

Point Broadband's SPIN is 143052336

The company effectively works with school systems across the country to maximize the benefit of this program and provide our nation's school systems with the highest quality broadband connections at the lowest possible rates. This work includes a combination of funding and provisioning "lit" services subsidized with E Rate Funding and funding to build "dark fiber" solutions built with E Rate "special construction" funds. In fact, we are currently partners in a request pending before the FCC right now from the Clare-Gladwin Combined School District in Michigan to build a \$400,000 dark fiber route to connect multiple schools. We anticipate a positive response in the next 60 days.

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
PointBroadband_Leelanau_BardenhagenFarms	398_0_PointBroadband_Leelanau_BardenhagenFarms.pdf
PointBroadband_Leelanau_SchaubRealty	398_1_PointBroadband_Leelanau_SchaubRealty.pdf
PointBroadband_Leelanau_45NorthVineyard	398_2_PointBroadband_Leelanau_45NorthVineyard.pdf
PointBroadband_Leelanau_KathyGarthe	398_3_PointBroadband_Leelanau_KathyGarthe.pdf
PointBroadband_Leelanau_VintersAssoc	398_4_PointBroadband_Leelanau_VintersAssoc.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.

High-speed connectivity to the internet is an essential component of any successful business today. As noted in the attached letters from various businesses, connectivity is needed for almost every aspect of business including digital marketing, online sales, monitoring and security, customer communication, payments, ordering inventory, and a host of other critical tasks. Common themes among the attached letters are that the existing wireless, satellite, and DSL offerings often "crash" and routine tasks "take too long" to complete because the internet is unreliable and too slow. A large percentage of businesses in the Leelanau peninsula are growers. They expressed frustration with how the current internet doesn't allow them to load require certifications, monitor temperature, order supplies, or participate in online training. The reader can hear the frustration coming through every letter and the same feeling is experienced daily by every other business in the area.

The proposed network will immediately improve the productivity and efficiency of every business in the area by providing a world-class, fiber-based, "gig symmetrical" connection to every business and residential location in the proposed service area. No more delays waiting for landing pages to load. No more inventory orders that have to be restarted in the middle of the session. No more point-of-sale transactions that have to be sent and resent while customers are waiting. No more online training classes that freeze. No more runaway costs each month because of data usage. Point Broadband will bring a reliable, affordable, and easily accessible fiber connection to the doorstep of every location in the proposed service area and move these businesses into the

connected world once and for all.

Direct job creation

Evidence of job creation

[459__PointBroadband_Leelanau_JobCreationStatementfromLIFT.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.

See attachment provided by the Leelanau County Internet Futures Team (LIFT) regarding impact on economic development and job creation with better broadband.

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.

Point Broadband is pleased to be one of a very few Internet Service Providers across the country that have entered into a strategic partnership with the Microsoft Airband Initiative to improve broadband access and drive adoption for rural customers. Understanding that providing broadband access is only half of the challenge, Point Broadband will utilize Microsoft's experienced Airband team and proven strategies to provide digital literacy tools, phone support to answer any questions customers may have, discounted devices, and broadband-enabled solutions that help solve everyday challenges. Point Broadband has uploaded a document outlining the specific initiatives it can employ in collaboration with MicroSoft in the "Evidence of Partnership" section herein. A copy of the national agreement is also available upon request. Further evidence of the program is shown through the Letter of Support for our grant application provided by Vickie Robinson, General Manager of the Airband Initiative.

Please upload evidence of training partnership, materials, etc.

[508__PointBroadband_Leelanau_AIRBAND Program Components.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.

Please see the attached letter from Vickie Robinson, General Manager of MicroSoft's Airband initiative. In her letter, Vickie affirms Airband's partnership with Point Broadband, describes the value of the partnership to the communities we serve, and enthusiastically endorses our ability to not only complete the proposed build, but impact the lives of the residents we serve.

Evidence of awareness activities

[511__PointBroadband_Leelanau_Airband Letter of Support.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.

Point Broadband is committed to the delivery of better broadband in rural communities. To ensure that residents and businesses understand the depth of resources and opportunities available to them through improved connectivity, Point Broadband participates in two national programs that

enable us to change lives more than ever before.

Our first national program is our partnership with Microsoft's Airband team. Through Airband, we promote digital awareness, training, job resources, use of social media, and accessibility to life-changing applications such as work at home, learn at home, telemedicine, et. al. In addition, reduced-priced devices can be obtained through our partnership with Microsoft as described attached program outline. Our two companies meet regularly to discuss upcoming projects, training opportunities, and the progress of our rural broadband builds. A lengthy description of this partnership is included in this application, and we have included a letter of support from Vickie Robinson, the program's General Manager.

In addition to the Microsoft partnership, we participate in the FCC's Affordable Connectivity Program which offers a discount to qualified subscribers. Subscribers can select any of our data plans and receive a \$30 discount. We also provide a 100/100 fiber-based service for \$30 so that qualifying customers can have outstanding broadband at \$0 out of pocket costs.

Point Broadband actively promotes ACP participation in its online and direct marketing, as well as its one-to-one sales efforts by both call center and door-to-door sales representatives. Customers and potential customers can see information about the program in two easy clicks. We have given ACP its own tab under services. At the ACP tab, the customer or potential customer is presented with a wealth of information about the program and an easy 1-2-3, step by step guide to apply and enroll. This guide takes the potential recipient to the FCC's website to enroll and receive their code, which they then use when applying for service with Point Broadband.

We also provide a similar process when interacting with customers directly through our inside and outside sales channels.

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.

Point Broadband's marketing plan focuses on repetitively positioning and promoting our unique Fiber to the Home value proposition. Using multiple channels, we differentiate our company, our products and our services to achieve or exceed our planned market share. Our superior network enables us to consistently deliver the fastest, most reliable high-speed internet service available in the area, and we combine that with best-in-class customer service. Internally, we call this a "quality-based" approach. Externally, customers simply recognize the difference in doing business with a modern, fiber-based broadband company, as opposed to their past experience with aging cable and satellite solutions.

To promote our arrival in an area, we mail letters to specific addresses that will be served and place signs in high-traffic areas during the construction phase. These letters inform residents of the construction process and schedule of availability. We follow this initial information blitz with a series of tactics aimed at informing potential customers of the service options. These tactics include web site marketing, direct mail, direct sales, digital advertising, and ecommerce transactions. We also take every opportunity to partner with community organizations such as the Chamber or other civic groups to host or participate in community-oriented events. These include Farmer's Markets, Homecoming and 4th of July parades, Arts Festivals, and similar community gatherings. Our

business plans are typically based on achieving a 30-40% penetration over a 3 year period in areas with an aging competitor, and up to 60% in areas that are truly unserved with little or no access to 25/3 service.