

**Executive Project Summary**

**For**

**Proposed Fiber Optic Construction Project**

**In the City of Auburn, IA**

**Proposed By**

**BTC, Inc.**

**a Subsidiary of**

**Breda Telephone Corp. d/b/a Western Iowa Networks**

## **Executive Project Summary**

### ***BACKGROUND***

Over the past several years, the Telecommunications industry in the United States and Iowa has undergone tremendous change in the regulatory environment, the level of service customers demand from their providers, and the technologies used to provide those services. Due to the demographics in some of Iowa's rural areas, the larger corporate service providers who have served these areas for many years are either unable or unwilling to invest in improvements to their networks. As a result, many of these areas have lagged behind in terms of the broadband services and technologies available. Many refer to this lagging behind the more urban areas of the country as the 'digital divide'. To help bridge this divide, BTC, Inc. d/b/a Western Iowa Networks (or WIN) proposes the construction of a fiber-to-the premise (FTTP) network covering the City of Auburn, Iowa.

WIN is headquartered approximately 10 miles away in the City of Breda, Iowa and is incorporated in the State of Iowa. WIN is a Communications Service Provider as defined by Iowa Code chapter 8B. The company is owned by the shareholders of Breda Telephone Corp. and has been in business since 1905. It is the mission of WIN to be the leading communications provider in Iowa.

The WIN management team consists of the following seven individuals:

Jeff Roiland, CEO  
Kevin Skinner, CFO  
Chris Nieland, Director of Operations  
Mike Ludwig, Plant Manager  
Amy Hatterman, Accounting Department Manager  
Stephanie Thomsen, Human Resources Manager  
Wes Treadway, Customer Service/Marketing Manager

WIN's management team has over 110 years combined experience in the telecommunications industry and contributes to numerous industry boards and committees.

WIN provides a wide variety of services to residential and business customers in communities throughout western Iowa, including voice, broadband, television, managed IT, hosted PBX, key systems equipment, email hosting and web hosting.

Over the last 10 years, WIN has deployed a FTTP network in each community it serves. This network, combined with knowledge and expertise, gives WIN a distinct advantage over competitors, allowing it to provide cutting edge service to all customers in the WIN serving area for many years to come. While there are providers with somewhat similar service offerings in WIN's existing markets, none of them provide services over a FTTP network. This advanced, state-of-the-art network deployed by WIN is able to provide reliable high bandwidth and low latency broadband services which the other providers simply cannot match.

## *PROJECT SUMMARY*

This project includes the City of Auburn, IA, and will be a complete overbuild of the City with a FTTP network. Within this area, there are 20 targeted service areas (TSAs) covering approximately 0.53 square miles. These TSAs include 146 housing units and 16 business, with a population of 322. This area would also include the Auburn Fire Department, U.S. Post Office, Public Library and City Government Office. WIN estimates the project will begin in the winter of 2019 and will be completed by the end of 2020. After construction is completed, WIN plans to aggressively build our customer base through various forms of advertising and promotional offers. As is the case in all of our communities, future plans for this community would include edging our FTTP network out into surrounding areas wherever it is feasible to do so. To that end, the funding being offered through the Connect Every Iowa Broadband Grant Program is critical and necessary.

Based on the size and number of targeted service areas included, WIN has estimated a cost for this project as detailed in Exhibit D of the Core Application. WIN is requesting grant funds equal to 15% of the total projected costs.

## *CONCLUSION*

Through the application and other supporting documentation provided, WIN aims to demonstrate how this project will comply with all the requirements of the Notice of Funding Availability, while effectively bridging the digital divide in the City of Auburn. WIN has the experience, facilities, equipment, processes, staff, third party relationships and internal systems in place to support the successful completion of this project. The advantages of a FTTP network over other networks are well documented in terms of speed, reliability and long-term utility. Having access to this network will be a valuable tool to help keep residents in this community, draw new residents, and foster economic development for new and existing business. By serving the specific anchor institutions mentioned above, this network will satisfy a critical educational and public safety need in the community. WIN strongly believes this project will be a very worthwhile investment in the future of Broadband for this community and for all of rural Iowa.