

•••• ECONOMIC DEVELOPMENT CONFERENCE SERIES ••••

Chicago • November 5-7, 2013

Tinley Park, IL – 30 minutes from downtown Chicago

BroadbandCommunities
BUILDING A FIBER-CONNECTED WORLD MAGAZINE

Highlighting Successful Midwest Broadband Projects

Presented By:

Partnership for a Connected Illinois

&

Broadband Communities

Keep the Discussion Going!

- 2nd Webinar Scheduled
- “The Chicago Southland Project and Other Illinois Fiber Projects”
- Date: Wednesday, October 9
- Time: 1 p.m. CST
- [Click here to register](#) or email clayton.black@broadbandillinois.org

Today's Webinar Leaders

Jeffrey Reiman

- President, Broadband Communities

Jim Baller

- Conference Chairman
- President, Baller Herbst Law Group

David Sandel

- Conference Leader – *“Lessons From Kansas City”*
- President, Gigabit Communities and Smart Cities, Sandel & Associates

Lori Sorenson

- Conference Leader – *“Using Broadband to Drive Economic Development and Create Jobs: Successful State and Regional Approaches”*
- Chief Operating Officer, State of Illinois Central Management Services (CMS)

Christopher Mitchell

- Conference Leader – *“Using Broadband to Drive Economic Development and Create Jobs: Successful Local Approaches”*
- Director of Telecommunications Commons Initiative, Institute for Local Self-Reliance



•••• ECONOMIC DEVELOPMENT CONFERENCE SERIES ••••

Chicago • November 5-7, 2013

Tinley Park, IL – 30 minutes from downtown Chicago

BroadbandCommunities
BUILDING A FIBER-CONNECTED WORLD MAGAZINE

Economic Development Conference Overview

Jim Baller

Conference Chairman &

President – Baller Herbst Law Group

Overview

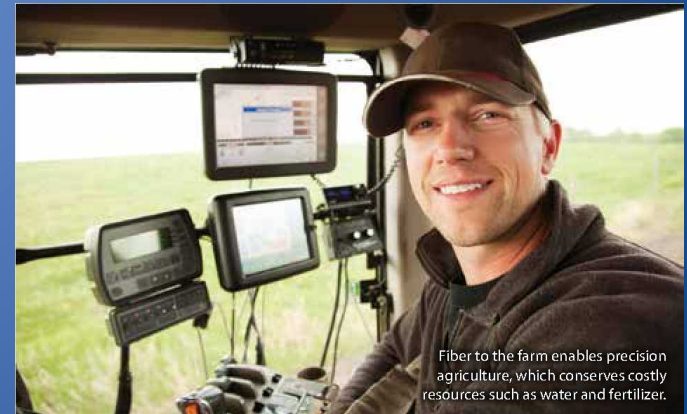
Broadband and Economic Development

- Every Speaker, Every Session
 - Workshops
 - Featured Community – Chicago Southland Fiber Network (CSFN)
 - Keynote by Illinois Governor Pat Quinn
 - Blue Ribbon Panels
 - Outstanding Sessions



Workshops

- “Financing Networks: Strategies and Options”
- “Innovations in Telemedicine: An Economic Development Concept”
- “Precision Agriculture: Fiber to the Farm”
- “Taking Charge of Adoption”
- “Maximizing the Value of Your Local Seniors”
- “Connect ED and Distance Education”



Featured Community

Economic Revival: Chicago Southland Fiber Network (CSFN)

- The new 144-strand fiber trunk from downtown Chicago down the I-57 corridor will connect dozens of educational, community and medical institutions.
- Fiber community networks will branch off the trunk in the years ahead.





Illinois Governor Pat Quinn

- *Gigabits for Growth Award*
 - Promotion of “...infrastructure that is second to none.” (*Broadband Communities Judges*)
 - Illinois Gigabit Communities Challenge
 - Illinois Jobs Now!

Blue Ribbon Panels

- National leaders including *Lev Gonick*, *Mark Ansboury*, and *Blair Levin* discuss where America is today, where we're heading, and how we'll get there.
- How is Kansas City taking advantage of Google Fiber? Dave Sandel and other key participants in the transformation of KC bring us up to date.



Outstanding Sessions

- Economic Development in startup phase
- Making broadband projects sustainable
- Local, state and regional success stories
- By the Numbers – measuring high-capacity broadband's contributions to economic development
- Sessions on Community Anchor Institutions, small businesses, education and workforce development, economic development agencies
- US-Ignite applications that will drive economic development in the future



•••• ECONOMIC DEVELOPMENT CONFERENCE SERIES ••••

Chicago • November 5-7, 2013

Tinley Park, IL – 30 minutes from downtown Chicago

BroadbandCommunities
BUILDING A FIBER-CONNECTED WORLD MAGAZINE

“We Shape a Better Gigabit World”

David Sandel

President – Sandel & Associates

Thursday, Nov. 7 @ 9:00 AM

*Lessons From Kansas City: Before and After - The Economic Impact of
America's Highest-Profile Gigabit Fiber Network*

Panelists

- Moderator: David Sandel - President, Sandel & Associates LLC
- Panelist: Mike Burke - Co-Chair, The Mayor's Bistate Innovation Team
- Panelist: Rick Usher - Assistant City Manager, Kansas City, MO
- Panelist: Aaron Deacon - Managing Director, KC Digital Drive
- Panelist: Steve Fennel - Director, Telecom Outreach, University of Kansas Medical Center

Reflections From The Road

“90% sociology and 10% infrastructure.”

KC PlayBook

“Economic development impact is a choice – not a guarantee.”

Sandel & Assoc.

Gigabit Revenue Impact Statement

Take for example the impact of Cisco locating 300 computer programming jobs in downtown St. Louis during the past two years. St. Louis RCGA's estimated economic impact included additional 335 jobs spread across the region; \$37.9 million¹ in direct economic output (i.e. salaries, company expenditures); and another \$44.5 million of indirect economic benefit.

When projected forward over the next five to ten years for similar types of economic activity in the project corridor, here are the economic impact numbers for St. Louis City and St. Louis County only:

Reasonable estimate:

0. 1,000 high tech jobs (i.e. computer programmers, software development) paid at industry standard
1. 972 additional jobs across a number of industries including real estate, employment services, food service & drinking establishments, hospitals/healthcare providers, telecommunications and wholesale trade
2. \$132,590,000 in wages and benefits
3. \$172,227,000 in additional economic benefit (i.e. sales, rents, services, etc.)
4. Total annual economic output in excess of \$265,000,000

Stretch estimate:

1. 3,000 high tech jobs (i.e. computer programmers, software development) paid at industry standard
2. 2,915 additional jobs across a number of industries including real estate, employment services, food service & drinking establishments, hospitals/healthcare providers, telecommunications and wholesale trade

¹ Calculated in 2010 dollars using a IMPLAN economic impact model with 2008 base year.

Categories of Revenue Impact



- Incremental Impact
 - No additional activity
- Economic Impact
 - Make use of existing organizational structure
 - Silo oriented planning
- Giganomic Impact
 - Make use of progressive organizational structure
 - Holistic oriented planning

•••• ECONOMIC DEVELOPMENT CONFERENCE SERIES ••••

Chicago • November 5-7, 2013

Tinley Park, IL – 30 minutes from downtown Chicago

BroadbandCommunities
BUILDING A FIBER-CONNECTED WORLD MAGAZINE

Using Broadband to Drive Economic Development & Create Jobs: Successful State Approaches

Lori Sorenson

Chief Operating Officer, State of Illinois Central
Management Services (CMS)

Wednesday, Nov. 6 @ 3:50 PM

Panelists

- Ryan Croke – Chief of Staff, Office of Illinois Governor Pat Quinn
- Charlotte Narjes – Special Projects Manager, State of Nebraska
- Damon Porter – Director, MoBroadbandNow
- Don Welch – President/CEO, MERIT Network, Michigan
- Mike Waldner – State Broadband Capacity Manager, State of South Dakota

Successful Initiatives & Strategies

- States recognize that broadband availability, accessibility and affordability is essential to education, healthcare, public safety and business.
- Common theme among differing approaches – states must be an active leader.
- Successful initiatives and strategies include:
 - Investing in public and private broadband projects
 - Removing barriers to broadband expansion
 - Planning, collaborating and aggregating demand
 - Understanding the unique needs of constituencies: education, healthcare, business, residential, etc.

•••• ECONOMIC DEVELOPMENT CONFERENCE SERIES ••••

Chicago • November 5-7, 2013

Tinley Park, IL – 30 minutes from downtown Chicago

BroadbandCommunities
BUILDING A FIBER-CONNECTED WORLD MAGAZINE

Using Broadband to Drive Economic Development & Create Jobs: Successful Regional Approaches

Lori Sorenson

Chief Operating Officer, State of Illinois Central
Management Services (CMS)

Wednesday, Nov. 6 @ 5:00 PM

Panelists

- Tim Berelsman – CEO, ComNet
- David Lois – Executive Director, WiscNet
- Mark Shlanta – CEO, SDN Communications



Successful Initiatives & Strategies

- Common theme among differing approaches – partnerships.
- Successful initiatives and strategies include:
 - Statewide public-private partnership among private carriers, the R&E Network, and a state public network to expand broadband for education, healthcare, public safety and government.
 - Private partnership among independent service providers to deliver statewide broadband solutions to the public and private sector
 - Leveraging R&E Networks to drive community networks

•••• ECONOMIC DEVELOPMENT CONFERENCE SERIES ••••

Chicago • November 5-7, 2013

Tinley Park, IL – 30 minutes from downtown Chicago

BroadbandCommunities
BUILDING A FIBER-CONNECTED WORLD MAGAZINE

Economic Development & Community-Owned Networks

Christopher Mitchell
Institute for Local Self-Reliance
MuniNetworks.org
@communitynets

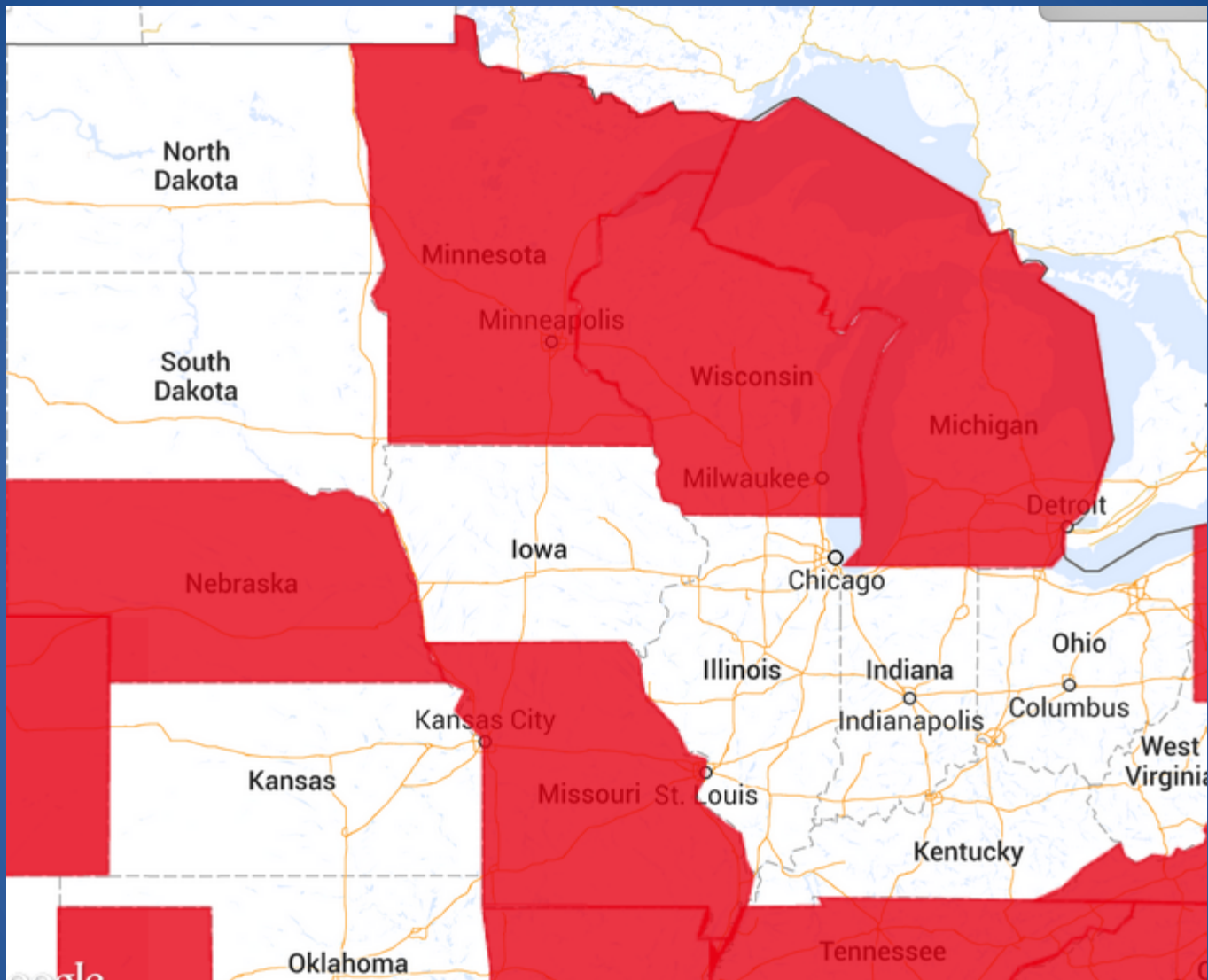
Wednesday, Nov. 6 @ 1:40 PM

Institute for Local Self-Reliance

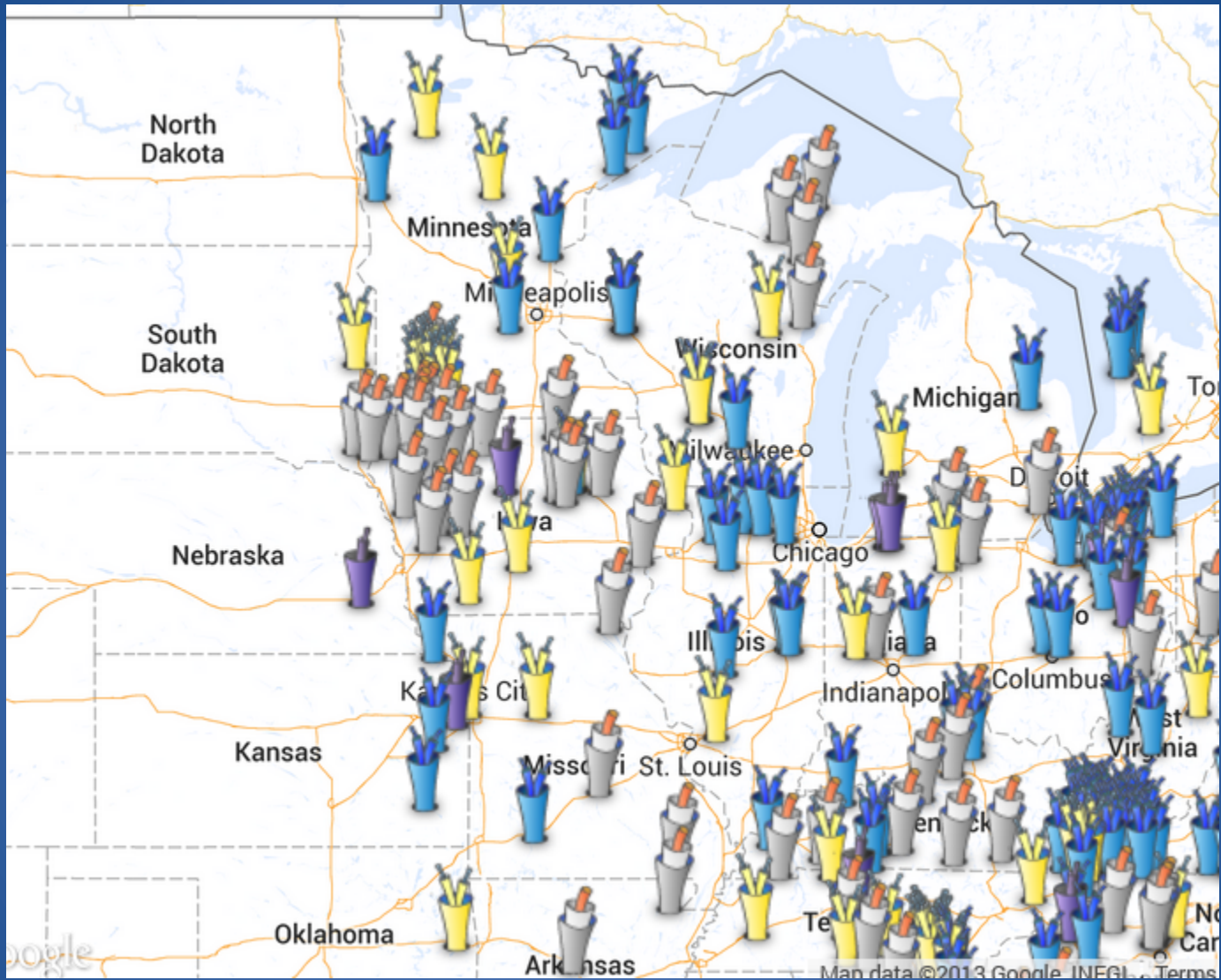
- Formed in 1974
- www.ilsr.org
- Focuses
 - Community Banking
 - Decentralized Energy
 - Main Street Businesses
 - Recycling – Waste to Wealth
- MuniNetworks.org



Economic Development



MuniNetworks.org/communitymap



MuniNetworks.org/communitymap

CHANUTE'S GIG

One Rural Kansas Community's Tradition
of Innovation Led to a Gigabit and
Ubiquitous Wireless Coverage



URBANA CHAMPAIGN BIG BROADBAND
PLAY WORK EXPLORE

HIGH SPEED INTERNET \$19.99



Get Connected

- Economic Development and Community Broadband Fact Sheet:
<http://bit.ly/econ-dev-facts>
- Stay in the Loop: One email each week with these kinds of stories:
<http://bit.ly/munibb-signup>
- christopher@newrules.org
- @communitynets

Why Should I Attend this Conference?

- Learn about the Chicago Southland Fiber Network from those that built it!
- Discover financing strategies and options and how to make the numbers work for your community.
- Your community wasn't selected for Google Fiber. Discover how to successfully replicate the Google model.
- Help your local businesses thrive with advanced broadband infrastructure.
- Build personal and business relationships across a wide range of industries, all focused on Economic Development.



How Do I Register?

- Visit www.bbcmag.com/chicago/
- Click “Register”
- Click “General Admission”
- Enter Discount Code ChicagoNow
- Discount Registration Rate Expires Friday!



Where Can I Learn More?

- Visit www.bbcmag.com/chicago/ for:
 - Complete Agenda
 - Speakers List
 - Hotel and Venue Information
 - Registration
 - Sponsorship and Exhibitor Information



We'll See You in Chicago!

...**ECONOMIC DEVELOPMENT CONFERENCE SERIES**...

Chicago • November 5-7, 2013

BroadbandCommunities
BUILDING A FIBER-CONNECTED WORLD
MAGAZINE

Community Fiber Networks

Conference Site: Tinley Park Convention Center, Chicago Southlands – 30 Minutes From Downtown Chicago

CHICAGO
Economic Development
Conference Series
COMMUNITY FIBER NETWORKS
November 5 – 7, 2013
877-588-1649



Premier Sponsor:

CLEARFIELD

Diamond Sponsor:

GB2 GIGABIT^{SQUARED}

Gold Sponsor:


Featured Sponsor:

Smart Chicago
COLLABORATIVE

www.bbcmag.com/chicago/

(702) 405-7004