

## Broadband USA Applications Database

**Applicant Name:** PASTY NET INC

**Project Title:** Pasty.NET Remote Broadband Retrofit

**Project Type:** Last Mile Remote

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### Executive Summary

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The mission of Pasty.net is to promote economic development in our region through constant improvement of Internet connectivity and support for its members, enhancing the values of business, government, non-profit, and residential communities in the Upper Peninsula of Michigan. In business for over ten years, Pasty.NET has proven itself to be a long-term player in providing quality service and support. Since 2001, Pasty.NET has delivered wireless Internet service, first to remote areas of the Keweenaw Peninsula (because that's where our staff lives) and later to select townships in Marquette County, with the help of funding the County had obtained through a grant administered by the Michigan Economic Development Corporation. Our "wireless Internet" falls short of the new definition of "broadband", as we have served up to 384k to members in the Keweenaw Peninsula and 512k in Marquette County. Our proposal seeks to address this deficiency in speed, as well as extend the reach of coverage. As an important side benefit, the network will be standardized around more robust professional equipment, making it easier to maintain and extend. Pasty.NET enjoys widespread support throughout the community. This is truly a "shovel-ready" project, as we already have most of the tower arrangements in place, and we are embedded in the community, as some of our letters of support demonstrate. (See supplemental attachment "Letters of Support") The townships to be served by this project are Keweenaw – Village of Ahmeek, Allouez Twp, Eagle Harbor Twp, Grant Twp, Houghton Twp and Sherman Twp Houghton – Calumet Twp and Osceola Twp Marquette – Ewing Twp Michigamme Twp Republic Twp Baraga Co – Spurr Twp Delta Co– Maple Ridge Twp According the mapping data from the State of Michigan and the Census Bureau, our existing and proposed access points pass 3601 residential, 116 businesses, and 37 anchor institutions. We have served many of these for 4+ years at the lower speeds, with enthusiastic support for seeking an upgrade by means of the stimulus funding. Besides breaking the 512k barrier, which will allow for video delivery and IP phone service from third party carriers, Pasty.NET also is making arrangements with Peninsula Fiber Network to become a reseller of their phone offerings. This will give the people of these remote communities access to new options, in areas where often, not even cell phone service is available. In our Acceptable Use Policy we will inform our members of our non-discrimination and inter-connectivity neutrality pledges. They are based on two principles: 1) We favor no application over another - namely we shape the sum of a members IP traffic without regard to protocol or destination to their subscribed speed tier. 2) We do not monitor or filter content to determine legality -- but we will cooperate with law enforcement if asked. The overall infrastructure cost of this proposed upgrade is \$1,825,400. This does not include a sizeable value for in-kind trade for antenna space for various governmental unit, nor does it include the existing mounting hardware and value already invested in negotiating these favorable arrangements. We project that our

existing member base and additional new members should surpass 1,200 by the third year of the project. In fact, we have budgeted the purchase of additional subscriber units in subsequent years, based on our experience of widespread acceptance in the community, and high levels of adoption wherever we introduce service. Finally, the approval of this grant funding will help preserve a larger number of jobs than just those in our ISP service. We are associated with two other businesses – Pasty Central, chosen as the Information Technology site of the year in 2000 ([www.pasty.com](http://www.pasty.com)), and the renowned Hut Inn Restaurant, where our network center is located north of Calumet. These three businesses share a symbiotic relationship, enhancing the services of each. There are between 40-50 full time equivalent jobs supported among our group. Thank you for considering our project. Charlie Hopper  
President Pasty.net, Inc.