Broadband USA Applications Database

Applicant Name: BLOOMINGDALE COMMUNICATIONS INC

Project Title: Van Buren County Fiber Ring

Project Type: Comprehensive Community Infrastructure

Executive Summary

Opportunities the Proposed System Seeks to Address Bloomingdale Communications, Inc. proposes to deploy a high-speed fiber network that will connect the Van Buren ISD to the ISD - Berrien County Regional Education Services (BCRESA). Bloomingdale Communications, Inc. also plans to interconnect with the City of South Haven to provide improved broadband access to additional city locations. Access to this middle mile broadband infrastructure will allow for greater opportunities in healthcare, education, and public safety, commercial and social endeavors. The Bloomingdale Communications, Inc. middle mile project will enable the impacted area to overcome geographical distances, empower residents through information access, and bring the world into their reach by the touch of keys. The proposed infrastructure will allow users to access research, distance learning, video and other tools that advanced broadband would bring to the anchor institutions and communities. A General Description of the Proposed Funded Service Areas Bloomingdale Communications Inc.'s fiber ring will connect all of the schools in the Van Buren Intermediate School District, in addition to connecting to the Berrien County Regional Education Services. The City of South Haven in partnership with Bloomingdale Communications also plans to interconnect with the fiber network to connect City Hall with additional city locations for a total of eighteen, which include community anchor institutions. Number of Households and Businesses Passed The following is a summary of the number of households and businesses passed by the proposed project. Household Quantity Passed: 12,157 Business Quantity Passed: 1,058 Number of Community Anchor Institutions, Public Safety Entities, and Critical Community Organizations Passed and/or Involved with Project The Bloomingdale Communications Inc.'s fiber ring will pass 58 institutions. Proposed Services and Applications for the Proposed Funded Service Areas and Users The proposed project will allow critical anchor institutions to have a choice of provider, increase in broadband speeds, ability to connect to other critical anchor institutions, and ability to use a redundant reliable broadband middle mile network. The Bloomingdale Communications, Inc. fiber ring will be able provide services to meet the requirements that residents, businesses, and public institutions want today and will also create a system that can easily be upgraded in the future as the end user's needs evolve. Approach to Addressing the Non-discrimination and Interconnection Obligations The proposed network would adhere to the principles contained in the FCC's Broadband policy statement (FCC 05-151 adopted August 5, 2005) as well as any subsequent rulings or statement(s). Type of Broadband System that will be Deployed The proposed middle mile will provide a carrier-grade fiber network that will allow for a variety of interactive two-way broadband services and digital multimedia. Once a fiber transport network is constructed, bandwidth is limited only by the electronics that are placed on the fiber. Qualifications of the Applicant that Demonstrate the Ability to Implement and Operate a Broadband Infrastructure, and/or be a
Sustainable Broadband Services Provider Bloomingdale Communications, Inc. has a proven reputation of deploying applications that can reduce operating costs, increase services, improve customer satisfaction and increase revenue generation. Bloomingdale Communications, Inc. is led by experienced key staff that can manage their organization to successfully implement and operate the proposed broadband infrastructure. Key information demonstrating the qualifications of Bloomingdale Communications, Inc. has been included in the application.

Overall Infrastructure Cost of the Broadband System
The overall infrastructure cost of the broadband system is $7,058,092.

Overall Expected Subscriber Projections for the Project
The following is a summary of the Year 8 subscriber projections.

Community Anchor Institutions: 31

Number of Jobs Estimated to be Created or Saved as a Result of this Project
The Bloomingdale Communications, Inc. project is estimated to create and save a significant number of jobs. These include 'direct' jobs required for the construction of the outside plant network and installation of the network electronics. These jobs have been estimated based on the requirements of the project scope. Additionally, based on guidance in 'Estimates of Job Creation From The American Recovery and Reinvestment Act of 2009' from the Executive Office of the President, Council of Economic Advisers in May 2009, estimates of both 'indirect' and 'induced' jobs have also been made. 'Indirect' jobs will be created at the suppliers who provide materials used in this project. Additionally, broadband services will provide an opportunity for businesses and organizations to create 'induced' jobs in the community. The following is a summary of jobs estimated to be created or saved in these three categories:

Direct: 20
Indirect: 29
Induced: 28
Total: 77