Broadband USA Applications Database

Applicant Name:  BLUEMILE, INC

Project Title:  City of Whitehall, Comprehensive Community Infrastructure Plan

Project Type:  Comprehensive Community Infrastructure

_______________________ Executive Summary _______________________

Whitehall is a small, economically challenged city in Central Ohio, completely surrounded by the much larger City of Columbus. Whitehall has become an economic backwater, unable to attract businesses because of the lack of advanced telecommunications services and unable to attract the advanced telecommunications services because of the lack of businesses and poverty levels. Columbus has the ability to address this problem because of the resources available to it but Whitehall, wholly contained within Columbus, lacks those resources. The proposed solution to this problem is for Bluemile to build a fiber optic system serving the entire business area of the City of Whitehall and connecting that fiber optic system to an advanced data center that is on net (connected to) 181 difference providers of all types of telecommunications services. The proposed project, provides a sophisticated solution to Whitehall's lack of connectivity. By providing transport via fiber back to a data center wherein the business or anchor institution can purchase services from 181 different providers. The Bluemile data center is carrier-neutral and allows interconnection to all 181 providers on net. Bluemile will offer the following services: collocation, remote backup, disaster recovery, A and B power, managed and virtualized hosting, and additional data center services, including one IU, a full rack or a private cage. The data center is a neutral location located at 226 N. Fifth Avenue in Columbus, Ohio serving as a point of presence for major internet service providers. The fiber optic broadband system itself will deliver transport via both Ethernet and SONET. The applicant, Bluemile, already operates a similar transport system in the Village of New Albany and currently provides transport and data center services and network management services for the Greater Columbus area. The system will pass nearly 1000 businesses and 8355 households. The project will pass and connect every community anchor institution in the City of Whitehall including all of the educational facilities, both K-12, community colleges, the library in Whitehall, all of the healthcare providers and all fire, police and municipal buildings within Whitehall. The cost of constructing this broadband system is $7,913,034 or an estimated $7,913 per business. The total number of business customers projected for the project including the anchor institutions is 210. The number of job years estimated to be created or saved is 90. The construction of this project by Bluemile will bring to Whitehall the quantity and quality of telecommunication services that are available in the downtowns of major metropolitan areas. A business located in Whitehall or hoping to locate in Whitehall will have access to the same types of telecommunication services at the same cost that users in New York, Chicago and Los Angeles have. This will dramatically level the playing field for the businesses in Whitehall and enable Whitehall to grow economically. Federal funding is the only solution to Whitehall's lack of private investment.