• Late 2013: Project started
• Sept 2014: Organized Rock County Broadband Alliance, LLC dba Alliance Communications
• Oct 2014: Submitted grant application for Rock County excluding Kanaranzi due to prevailing wage rules. $12.8M
• Feb 2015: Grant winners announced
• March 2015: Begin filing for CLEC authority and a MN 911 CLEC plan for Rock County
• March–Aug 2015: Conversations occur regarding project costs, including prevailing wage projections. Rock County Commissioners vote to grant RCBA $1M for the project.
**Timeline**

- **July 23, 2015:** Bid letting meeting with contractors
- **Aug 4, 2015:** Bid opening. Bids ranged from $10.5M to $15.6M. Final contract awarded to Michaels Corp.
- **Aug 5, 2015:** Marketing campaign planning starts
- **Sept 23, 2015:** Final grant contract signed
- **Sept 23, 2015:** Fiber ordered and marketing plan begins
- **Nov 2015 – Feb 2016:** Construction plans developed
- **March 2016:** Pre-Construction meeting
- **April 2016:** Construction starts
- **Fall 2016:** Home installations begin
Marketing Challenges

- Short timeframe to collect signups
- Prospective customers didn’t know us
- Didn’t have full contact information
Marketing Tactics

Trunk or Treat

Billboards and yard signs

Rock County Fair

Fiber Network Coming Soon! Sign Up Now

1-888-990-0991
Marketing Tactics

Digital campaigns
- Google
- Bing
- Facebook

Traditional marketing
- Oversized postcards
- Newspaper ads
- Community education booklet ads
- Letters, radio and movie theater ads
Hut Construction
Line Construction
Breaking Rock
Plowing Drop
“My service is spectacular and out-of-this-world. I wish my other locations had this kind of service.” ~ Jasper customer

“The service is phenomenal, even better than I expected. Everyone at Alliance has been awesome. I’ve been very impressed so far.” ~ Rural Luverne customer

“We are totally and completely loving our fiber-optic connection out here!” ~ Hardwick customer
Economic Development
• Business expansions
• New startups
• Relocations to Rock County

Residential Growth
• Since telecommuting is now an option, residents can work for anyone from anywhere.
• Broadband enhances quality of life
<table>
<thead>
<tr>
<th>Project Area</th>
<th>Budget</th>
<th>Actual</th>
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<tbody>
<tr>
<td>Project Planning</td>
<td>$15,000.00</td>
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<tr>
<td>Obtaining Construction Permits</td>
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<td>Construction of Last Mile Facilities</td>
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<td>Equipment</td>
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<td>Installation and Testing</td>
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<td>Cost per Mile (531)</td>
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<td>Cost per customer (1100)</td>
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<td>Return on Investment</td>
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All of us at Alliance Communications would like to thank officials from Rock County and the State of Minnesota.