



- **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.

- **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



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



Trunk or Treat



Rock County Fair



Billboards
and
yard signs

This is a BIG DEAL!

New Internet, Cable TV and Phone provider coming to rural Rock County!

Sign up NOW to ensure you're on the construction list.

Free Installation available for a limited time.
Some restrictions apply. Ask for details.**



wired differently

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You're in control with a **FREE DVR** with the Basic and Ultimate Triple Play bundles!

Ultimate TRIPLE PLAY	Basic TRIPLE PLAY	Double PLAY
<p>DIGITAL CABLE TV</p> <ul style="list-style-type: none"> Limited Choice Package Basic Choice Package Elite Choice Package 20mg Music Package High Definition Package <p>DVR</p> <ul style="list-style-type: none"> One FREE DVR Record six shows at one time Store 331 hours of standard definition or 176 hours of high definition On-screen programming guide <p>HIGH-SPEED INTERNET</p> <ul style="list-style-type: none"> 30 Mbps x 30 Mbps Two email addresses No modem needed Friendly 24/7 tech support <p>TELEPHONE</p> <ul style="list-style-type: none"> Local phone service Caller ID, Call Waiting and Voice Mail Reliable connection to friends, family and 911 <p>MAINTENANCE PLAN</p> <ul style="list-style-type: none"> Protect yourself from repair costs if you experience problems with the wiring inside of your home 	<p>DIGITAL CABLE TV</p> <ul style="list-style-type: none"> Limited Choice Package Basic Choice Package <p>DVR</p> <ul style="list-style-type: none"> One FREE DVR Record six shows at one time Store 331 hours of standard definition or 176 hours of high definition On-screen programming guide <p>HIGH-SPEED INTERNET</p> <ul style="list-style-type: none"> 30 Mbps x 30 Mbps Two email addresses No modem needed Friendly 24/7 tech support <p>TELEPHONE</p> <ul style="list-style-type: none"> Local phone service Caller ID, Call Waiting and Voice Mail Reliable connection to friends, family and 911 <p>MAINTENANCE PLAN</p> <ul style="list-style-type: none"> Protect yourself from repair costs if you experience problems with the wiring inside of your home 	<p>HIGH-SPEED INTERNET</p> <ul style="list-style-type: none"> 30 Mbps x 30 Mbps Two email addresses No data caps No modem needed Friendly 24/7 tech support <p>TELEPHONE</p> <ul style="list-style-type: none"> Local phone service Caller ID, Call Waiting and Voice Mail Reliable connection to friends, family and 911 <p>MAINTENANCE PLAN</p> <ul style="list-style-type: none"> Protect yourself from repair costs if you experience problems with the wiring inside of your home

Get a DVR for only \$49/month, or receive a FREE DVR by subscribing to the Basic or Ultimate Triple Play bundles.

Sign up by Oct. 9 to ensure you're on the construction list. Call 1-888-990-0991 or visit www.alliancecom.net/rock-county



wired differently

Digital campaigns

- Google
- Bing
- Facebook

Traditional marketing

- Oversized postcards
- Newspaper ads
- Community education booklet ads
- Letters, radio and movie theater ads









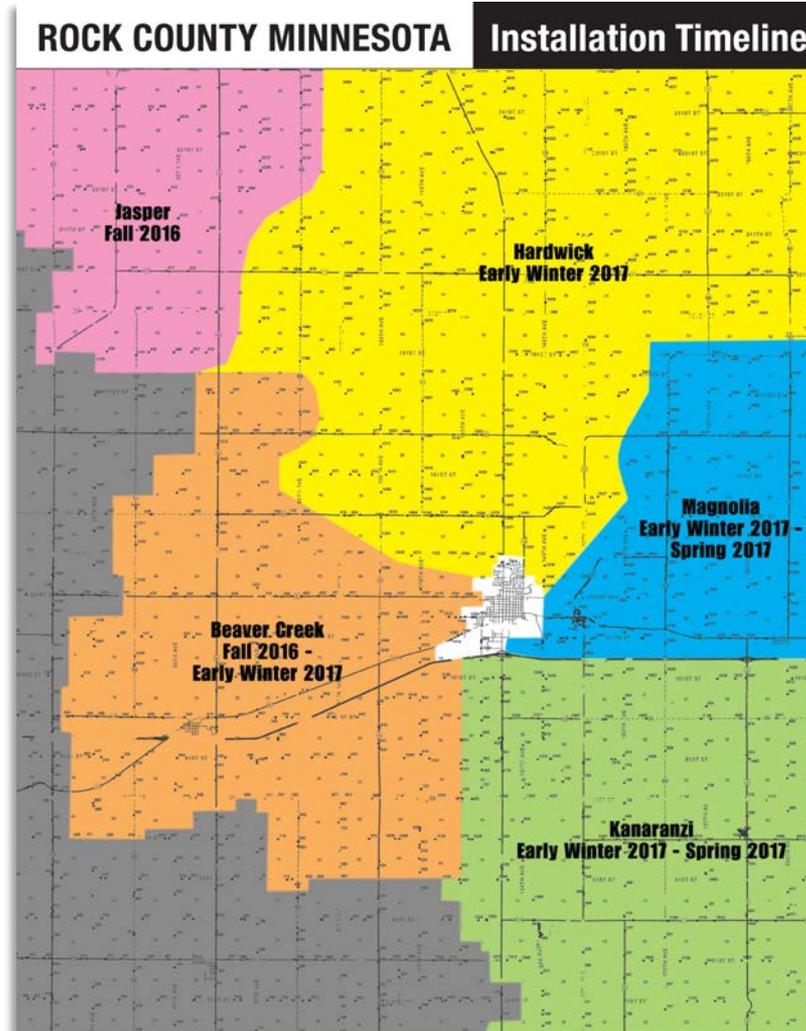


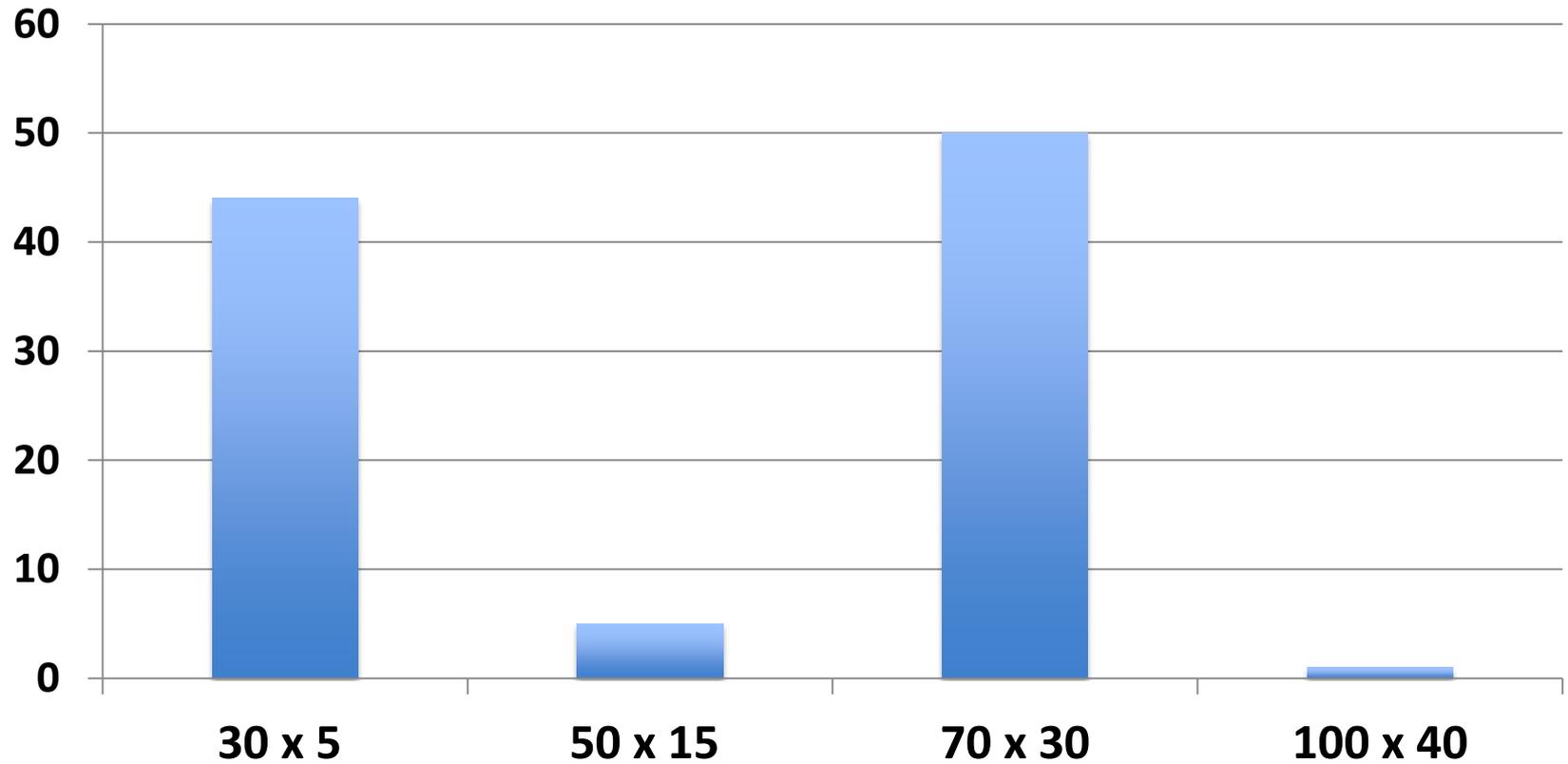












“My service is spectacular and out-of-this-world. I wish my other locations had this kind of service.” ~ Jasper customer

“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

	Budget	Actual	
Project Planning	\$15,000.00	\$17,584.00	
Obtaining Construction Permits	\$100,000.00	\$99,252.00	
Construction of Last Mile Facilities	\$10,000,000.00	\$10,535,215.00	
Equipment	\$1,145,000.00	\$1,304,166.75	
Installation and Testing	\$240,000.00	\$603,090.17	
	\$11,500,000.00	\$12,559,307.92	
Cost per Mile (531)		\$23,652.00	
Cost per customer (1100)		\$11,417.55	
Return on Investment		9.51	yrs

**All of us at
Alliance Communications
would like to thank
officials from Rock County
and the State of Minnesota.**