



Broadband USA

**Broadband Infrastructure Application
Submission to NTIA – Broadband Technology Opportunities Program**

Submitted Date: Easygrants ID: 5622	
Funding Opportunity: Broadband Technology Opportunities Program	Applicant Organization: BLOOMINGDALE COMMUNICATIONS INC
Task: Submit Application - BTOP	Applicant Name: Mr. Mark Bahnson

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A. General Application Information

Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	150664001
CCR # (CAGE)	5LZL4
Legal Business Name	BLOOMINGDALE COMMUNICATIONS INC
Point of Contact (POC)	ROBIN EMPSON 2695217313 Ext. rjempson@bloomingdalecom.net
Alternate POC	MARK BAHNSON 2695217316 Ext. markb@bloomingdalecom.net
Electronic Business POC	MARK BAHNSON 2695217316 Ext. markb@bloomingdalecom.net
Alternate Electronic Business POC	ROBIN EMPSON 2695217316 Ext. rjempson@bloomingdalecom.net

Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	Mr.
First Name	Mark
Middle Name	
Last Name	Bahnson
Suffix	
Telephone Number	269-521-7316



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Fax Number	
Email	markb@btc-bci.com
Title	General Manager

Additional Contact Information of Person to be Contacted on Matters Involving this Application:

Project Role	Name	Phone	Email
Secondary Point of Contact	Robin , Empson	2695217300	rempson@bloomingdalecom.net

Environmental Point of Contact

Prefix: Name: O'Neill, Carmen Suffix: Telephone Number: 6059951754 Title: Senior Engineering Staff
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Organization Classification

Type of Organization	For-profit Entity
Is the organization a small business?	Yes
Does the organization meet the definition of a socially and economically disadvantaged small business concern?	No

Authorized Organizational Representative



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AOR Name	BAHNSON, MARK
Result	Applicant Authorized

Project Title and Project Description

Project Title: Van Buren County Fiber Ring

Project Description: Bloomingdale Communications, Inc is seeking funding to build a Fiber Ring that will connect the schools in Van Buren County, the Intermediate School District (ISD), libraries and Public Safety entities. The City of South Haven is also partnering with Bloomingdale Communications to connect government and other community anchor institutions to the fiber network.

CCI Priority Checklist

The following items were selected from the CCI Priority Checklist:

1. This project will deploy Middle Mile broadband infrastructure to community anchor institutions.
2. The project will deploy Middle Mile broadband infrastructure and has incorporated a public-private partnership among government, non-profit and for-profits entities, and other key community stakeholders.
3. This project will deploy Middle Mile broadband infrastructure in economically distressed areas.
5. This project will deploy Middle Mile broadband infrastructure to public safety entities.

Comprehensive Community Infrastructure Components

The following items were selected from the Comprehensive Community Infrastructure Components:

Middle Mile

BIP Applicants

Have you also applied to BIP for funding in the sample proposed funded service area?



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➤ No

If Yes, please provide the project title and Easygrants ID number:

Title of Joint BIP Application:

Easygrants ID:

Other Applications

Is this application being submitted in coordination with any other application being submitted during this round of funding?

➤ Yes

Easygrants ID	Project Title
152	REACH-3MC
2213	Evidence Based Computer Center Deployment

If YES, please explain any synergies and/or dependencies between this project and any other applications.

Bloomingtondale Communications proposed fiber ring project will create benefits for many of the community anchor institutions on the ring by coordinating its project with institutions that received NTIA Grant awards in Round 1.

Michigan State University was awarded a round one ARRA NTIA grant to expand eighty four existing computer centers and establish four new computer centers throughout the state of Michigan. Four of those computer centers will be located in libraries within Van Buren County. These computer centers will be able to connect to the Van Buren fiber ring. The fiber ring, in connection with Bloomingtondale Communications connection to a state-wide fiber network, will provide access to sufficient bandwidth that the libraries currently need but do not have. The connection would allow the libraries to expand upon vital services they offer, such as providing job information, resource sharing amongst libraries and computer centers, distance learning, and business start-up training, just to mention a few. This connection would allow them to connect to the schools, and other institutions as well. This collaboration will help in making the fiber ring a sustainable project after construction due to the e-rate monies that the libraries receive through the Universal Service Fund.



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Merit Networks was also awarded a round one NTIA grant. Merit Networks connects many of the colleges in the State of Michigan together on a fiber network. Bloomingdale Communications and Merit Networks plan to interconnect in South Haven at Lake Michigan College. This will provide all the schools in the Van Buren Intermediate School District, the libraries, and computer centers access to the colleges and universities in Michigan. Another interconnection point will be located in Benton Harbor, Michigan. This interconnection will allow the Van Buren ISD to easily connect with the Berrien County Regional Education Service (Berrien Count ISD), again providing numerous benefits for these educational facilities.

Individual Background Screening

Is the Applicant exempt from the Department of Commerce requirements regarding individual background screening in connection with any award resulting from this Application?

- No, Applicant is subject to these requirements

If the answer to the above question is "No," please identify each key individual associated with the Applicant who would be required to complete Form CD-346, "Applicant for Funding Assistance," in connection with any award resulting from this Application:

Name	Title	Employer
Mark Bahnson	General Manager	Bloomingdale Telephone Company Inc.
Robin Empson	Accounting Supervisor	Bloomingdale Telephone Company Inc.
Dan Key	Plant Manager	Bloomingdale Telephone Company Inc.

B. Executive Summary, Project Purpose and Benefits

Essay Question



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Executive Summary of the proposed project:

Opportunities the Proposed System Seeks to Address

Bloomingtondale 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). Bloomingtondale 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 Bloomingtondale 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

Bloomingtondale 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 Bloomingtondale 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



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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.



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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

Project purpose:

Bloomingdale Communications Inc.’s fiber ring project presents the opportunity to address multiple of the statutory purposes. The fiber ring will serve to connect all of the schools in the Van Buren Intermediate School District and extend to a school outside of the district in the underserved area of Pullman. In addition it will leverage off of two Round I recipient’s projects, Merit Networks Inc., “REACH-3MC “ project, to connect with the Berrien County Regional Education Services and Michigan State University, “Evidence Based Computer Center Deployment” project, to provide sufficient bandwidth to four computer centers located within libraries in Van Buren County. Several libraries, public safety entities, community and



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governmental facilities in Van Buren, Allegan, and Berrien County and the City of South Haven will benefit by being directly connected to the ring as well. In all the ring will directly connect 42 community anchor institutions with the potential of up to 58 direct connections.

In 2007 the Van Buren ISD started exploring the options of a fiber loop that would provide point to point connections to all schools in the district, and have yet to find a feasible solution. This project provides the opportunity for that connection amongst all schools within the Van Buren ISD, and the interconnection with the Berrien County Regional Education Service. The Van Buren ISD exists to provide educational and support services to its varied constituencies. They are committed to providing appropriate services to the constituent school districts they serve, residents served by these school districts, business and industry, and all agencies and organization that are committed to providing educational and support services to children and residents of the counties of the area. This project will provide the high speed connections necessary for technology to work the most efficiently and provide the highest quality for sharing distance learning classes, back-up services, and other resources amongst these facilities. Van Buren has a large influx of farm workers, largely Hispanic in origin; therefore Van Buren ISD offers a Migrant/Bilingual program catering to this minority of all ages. Collaboration with Michigan State University will enhance the bandwidth capacity to four computer centers in Van Buren County and open up access to several colleges and universities for all schools, libraries, and computer centers in the service area.

Such a project will enhance the opportunity for these educational facilities to provide quality educational services and programs to their students and to make the number of cooperative projects that can be engaged in seemingly endless.

The City of South Haven in partnership with Bloomingdale Communications would like to create a fiber network to connect City Hall with seventeen additional community anchor institutions. This will enable greater collaboration and teamwork between public safety offices and government offices within the city such as the E911 call center and the sheriff's department (located within the courthouse) and the Police Department.

This project is anticipated to stimulate the demand for broadband, economic growth, and job creation. The project is estimated to create approximately 77 jobs. These jobs have been estimated based on the scope of the project and the timeline for completion to services. The project does include creating jobs opportunities for communities, schools, libraries, public safety, and government entities. The construction of this project is estimated to require thousands of man-days. This number of job-day work requirement and the job growth will have a great economical impact to this rural area.



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It is anticipated that the demand for adopting broadband within homes and business will become more widespread once students, workers, and potential job seekers have experienced the benefits of accessing broadband via these community anchor institutions.

It is evident that this project highly fulfills four of the five BTOP statutory purposes and most prominently the purpose to provide education, awareness, training, access, equipment and support to (i) schools, libraries, medical and healthcare providers, community colleges and other institutions of higher learning, and other community support organizations; (ii) organization and agencies that provide outreach, access equipment, and support services to facilitate greater use of broadband services by vulnerable populations (e.g., low-income, unemployed, aged).

Please see the supplemental uploads section for several letters supporting the Van Buren County Fiber Ring project.

Recovery Act and Other Governmental Collaboration:

The proposed Van Buren County fiber ring will leverage upon other Recovery Act awardees' projects from round one. This includes collaboration with the NTIA BTOP awardees of Michigan State University and Merit Networks Inc.

Michigan State University was awarded a round one ARRA NTIA grant to expand eighty four existing computer centers and establish four new computer centers throughout the state of Michigan. Four of those computer centers are located in libraries within Van Buren County. These computer centers will be able to connect to the Van Buren fiber ring. The fiber ring, in connection with Bloomingdale Communications connection to a state-wide fiber network, will provide access to sufficient bandwidth that the libraries currently do not have. This collaboration will help in making the fiber ring a sustainable project after construction due to the e-rate monies that the libraries receive through the Universal Service Fund.

Merit Networks was also awarded a round one NTIA grant. Merit Networks connects many of the colleges in the State of Michigan together on a fiber network. Bloomingdale Communications and Merit Networks plan to interconnect in South Haven at Lake Michigan College. This will provide all the schools in the Van Buren Intermediate School District, the libraries, and computer centers access to the colleges and universities in Michigan. Another interconnection point will be located in Benton Harbor, Michigan. This interconnection will allow the Van Buren ISD to easily connect with the Berrien County Regional Education Service (Berrien Count ISD). Please see supplemental upload section for letters of support from Michigan Statue University, Merit Networks, the Van Buren District Library, the Van Buren ISD, and the Berrien Regional Education Service.



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Fit with BTOP CCI Priorities:

Bloomingtondale Communications Inc.'s proposed network for the fiber ring project will fulfill four of the CCI Priorities.

This project will deploy Middle Mile broadband infrastructure to community anchor institutions. The Van Buren County fiber ring will serve to directly connect all of the schools within the Van Buren Intermediate School District, in addition to connecting a school outside of the school district, currently in an underserved area of Southwest Michigan. It will also connect to the Berrien County Regional Education Service. There will be a total of 14 schools that will be directly connected to the ring, two of which are Institutions of Higher Education. All of these schools, including one that currently does not have access to broadband, will receive the benefit of a substantial upgrade to a dedicated 1Gig of service. Benefits will also extend to 10 libraries, 2 public safety entities, 15 government facilities, and 1 Community College that will be directly connected. The ring has the potential to serve up to approximately 58 anchor institutions. The project will deploy Middle Mile broadband infrastructure and has incorporated a public-private partnership among government non-profit and for-profit entities, and other key community stakeholders. This project meets this priority with the partnership established between Bloomingtondale Communications and the City of South Haven. The city is exploring the option of a monetary commitment of \$165,000.00 to contribute to the project as an aid to construction to help in building a fiber network that would connect eighteen city owned facilities. The City will assist in the general planning, development, and execution of the project to ensure that the project best serves the needs of the community.

This project will deploy Middle Mile broadband infrastructure in economically distressed areas. All service areas for this project fall into the following economically distressed Counties in Southwest Michigan: Van Buren County, Allegan County, and Berrien County. All service areas show that their unemployment rates are well above one percent of the national average unemployment rate and ten of the twelve show the per capita income is well below the 80 percent or less of the national average. The fiber ring project is intended to bolster growth in these economically distressed areas by creating new jobs and promoting the retention of existing jobs.

This project will deploy Middle Mile broadband infrastructure to 2 public safety entities in the city of South Haven. Letters of support have been included in the supplemental uploads from multiple public safety entities expressing the benefits they would incur if such access were available and the benefits of being connected.

Is the applicant seeking a waiver of the Buy American provision pursuant to section x.Q of the NOFA?



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- No

Is the applicant delinquent on any federal debt?

- No

If Yes, justification for delinquency:

Are you seeking a waiver of any requirement set forth in the NOFA that is not mandated by statute or applicable law?

- No

Is the applicant a current recipient of a grant or loan from RUS?

- No

C. Partners

Are you partnering with any other key institutions, organizations, or other entities for this project?

- Yes

If YES, key partners are listed below:

Project Role: Other
Name: Dissette, Brian
Phone: 26963707
Email: bdesette@south-haven.com
Address 1: 539 Phoenix St
Address 2:
Address 3:
City: South Haven
State: Michigan
Zip Code: 49090
Organization: City of South Haven
Organization Type: City or Township Government
Small business: No
Socially and economically disadvantaged small business concern: No

Description of the involvement of the partners listed above in the project.



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It is anticipated that this Project will benefit the City and its community constituents, and in attempting to obtain a BTOP award, the Parties hope to leverage City’s experience and expertise with respect to community needs for broadband services in the City of South Haven and Bloomingdale’s technological capabilities as a broadband provider.

The City will assist in the general planning, development, and execution with Bloomingdale Communications to ensure that the project best serves the needs of the community. The City is currently exploring a commitment of up to \$165,000 to pay Bloomingdale up front as aid to construction for the inclusion of eighteen facilities in South Haven and the construction of local loop facilities to connect each of these facilities to the Bloomingdale network.

In addition, it is anticipated that this project will benefit the City and its community constituents with the following connections:

- Allowing software sharing and staff resourcing
- Court systems would have added cost-saving benefits, such as video arraignments
- Public safety offices, such as fire departments and emergency rescue, could be connected
- Law enforcement offices would be better able to work together

The construction of this project will also provide for remote back-up, streaming media deployment, and disaster recovery, along with shared IP telephone, data centers and shared video with the advancements in our broadband technology.

D. Congressional Districts

Applicant Headquarters

- Michigan

Project Service States

Michigan

Project Service Areas

Michigan - 6



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Will any portion of your proposed project serve federally recognized tribal entities?

- No

Indicate each federally recognized tribal entity your proposed project will serve.

Have you consulted with each of the federally recognized tribal entities identified above?

- No

E. Service Area Details

Is the applicant seeking a waiver for providing less than 100% coverage of a service area?

- No

Project Details

Service Area Type: Middle Mile
Service Area Name: Bangor
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 28
Total Population in Proposed Service Area: 3,098
Total Number of Households in Service Area: 1,018
Total Number of Businesses in Service Area: 53
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 4
Unemployment Rate in the Service Area: 17
Median Income in the Service Area: 44,367



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Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: Bloomingdale
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 12
Total Population in Proposed Service Area: 1,051
Total Number of Households in Service Area: 373
Total Number of Businesses in Service Area: 25
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 2
Unemployment Rate in the Service Area: 17
Median Income in the Service Area: 44,367
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: Covert
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 13
Total Population in Proposed Service Area: 1,672
Total Number of Households in Service Area: 585
Total Number of Businesses in Service Area: 10
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 2
Unemployment Rate in the Service Area: 17



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Median Income in the Service Area: 44,367
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: Decatur
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 10
Total Population in Proposed Service Area: 2,540
Total Number of Households in Service Area: 976
Total Number of Businesses in Service Area: 59
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 3
Unemployment Rate in the Service Area: 17
Median Income in the Service Area: 44,367
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: Gobles
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 4
Total Population in Proposed Service Area: 1,092
Total Number of Households in Service Area: 414
Total Number of Businesses in Service Area: 30
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 2



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Unemployment Rate in the Service Area: 17
Median Income in the Service Area: 44,367
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: Hartford
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 17
Total Population in Proposed Service Area: 2,922
Total Number of Households in Service Area: 1,120
Total Number of Businesses in Service Area: 100
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 4
Unemployment Rate in the Service Area: 17
Median Income in the Service Area: 44,367
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: Lawrence
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 14
Total Population in Proposed Service Area: 1,915
Total Number of Households in Service Area: 705
Total Number of Businesses in Service Area: 30



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Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 4
Unemployment Rate in the Service Area: 17
Median Income in the Service Area: 44,367
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: Lawton
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 16
Total Population in Proposed Service Area: 3,290
Total Number of Households in Service Area: 1,105
Total Number of Businesses in Service Area: 50
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 3
Unemployment Rate in the Service Area: 17
Median Income in the Service Area: 44,367
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: Paw Paw
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 14
Total Population in Proposed Service Area: 4,101
Total Number of Households in Service Area: 1,654



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Total Number of Businesses in Service Area: 228
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 10
Unemployment Rate in the Service Area: 17
Median Income in the Service Area: 44,367
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: South Haven
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 14
Total Population in Proposed Service Area: 6,682
Total Number of Households in Service Area: 2,550
Total Number of Businesses in Service Area: 375
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 23
Unemployment Rate in the Service Area: 16
Median Income in the Service Area: 44,367
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: Pullman
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Underserved

If Service Status is "Underserved" please select at least one applicable option from this list.

No fixed or mobile broadband service provider advertises broadband transmission speeds of at least 3 mbps downstream in the proposed funded service area;



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Total Square Miles in Service Area: 7
Total Population in Proposed Service Area: 1,358
Total Number of Households in Service Area: 435
Total Number of Businesses in Service Area: 15
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area: 1
Unemployment Rate in the Service Area: 13
Median Income in the Service Area: 45,813
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

Service Area Type: Middle Mile
Service Area Name: Berrien Springs
Rural Classification of the Last Mile Service Area: Rural
Service Status of the Last Mile Service Area: Served

If Service Status is "Underserved" please select at least one applicable option from this list.

Total Square Miles in Service Area: 15
Total Population in Proposed Service Area: 8,313
Total Number of Households in Service Area: 2,582
Total Number of Businesses in Service Area: 83
Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area:
Unemployment Rate in the Service Area: 15
Median Income in the Service Area: 32,396
Estimated Percentage of Households with Access to Broadband: 100
Estimated Percentage of Households Subscribing to Broadband: 62

F. Community Anchor Summary

Community Anchor Summary



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Schools (k-12)	12
Libraries	10
Medical and Healthcare Providers	0
Public Safety Entities	2
Community Colleges	1
Public Housing	0
Other Institutions of Higher Education	2
Other Community Support Organization	0
Other Government Facilities	15
TOTAL COMMUNITY ANCHOR INSTITUTIONS	42
Historically Black colleges and Universities	0
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	0

G. Project Benefits



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Demographics

Jobs	
How many direct jobs-years will be created from this project?	20
How many indirect jobs will be created from this project?	29
How many jobs will be induced from this project?	28

Methodology used to estimate jobs:

This project is estimated to create and save a significant number of jobs. These include “direct” jobs required for the construction of the project. These jobs have been estimated based on the requirements of the project scope.

Additionally, based on the methodology described 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.

Project Impact:

The Bloomingdale Communications, Inc Fiber Ring will have great impact on the schools in Van Buren County and the Intermediate School District. In addition, many libraries, public safety, and community anchor institutions will benefit by connecting to the fiber ring.

All of the schools, the two Van Buren Intermediate School District (ISD) offices, all of the libraries, many of the township offices, all of the village/city offices, and the county government offices (including the courts and law enforcement) have expressed interest in subscribing to services enabled by this project.

The ISD has indicated that they would like to create point to point connection to all the schools. This would allow services, software and staff to be shared within the ISD’s network. This would enable the schools to increase efficiency and would be more economical than their current network architecture. The schools presently have individual T1s (multiple in some cases) but do



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not have the bandwidth they need to create this type of network. The ISD and the schools would like to collectively share an Internet connection. The ISD - Berrien County Regional Education Services (BCRESA) will be connected to the ring through a lateral fiber connection. The following support documentation has been included with the application:

- School board resolution from every school supporting the project
- Support letter from the superintendent and technical director of each school
- Resolution in support from the VBISD board
- Support letter from the VBISD superintendent
- Support letter from BCRESA

The libraries have all expressed a need for more bandwidth than they presently have. They also desire to have point to point connections to create a library network. A letter of support is included from the Director of the Van Buren District Libraries.

Michigan State University received a first round BTOP grant to build computer centers throughout Michigan. Four of the centers are in Van Buren County and will be on the proposed fiber ring. MSU has expressed that they would like to be a partner with Bloomingdale Communications in this project. A letter from MSU describing their partnership interest is included in this application.

In partnership with Bloomingdale Communications, the City of South Haven has indicated that they would like to create a fiber network to connect City Hall with the Court House, Water Filtration Plant, Waste Water Treatment Plant, the Police Department, the Airport, Industrial Development Parks, Township Hall and the three Marinas. This will allow the city to more efficiently operate a centrally located server network. In addition, the city owns and operates three marinas and will create hot spots for tenants renting slips from the city. Another separate future project that the partnership is discussing is using the water towers to mount WiMax antennas and offer high-speed broadband connections to the community at very low costs. We have a letter of support from the city manager for the partnership and these projects.

Having several offices, the Van Buren County Government has a need for point-to-point connections to access servers at the court house. This will allow court services to enhance connections to the South Haven and Paw Paw courts for video arraignments. The project would also enable the county to have connections for fire departments and emergency rescue.



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Bloomingtondale Communications will have a protected, redundant ring architecture and will be able to offer services to E911 call centers and the sheriff’s department. The following support documentation has been included with the application:

- Support letter from the County Administrator
- Resolution and letter of support from the County Commissioners
- Support letter from the Sheriff
- Support letter from the Director of Central Dispatch (E911)
- Support letter from the Van Buren County Fire Fighters’ Association

Because of the significant beneficial impact that this project will have on the area, the townships and villages in the area have also provided resolutions of support that have been included in the application. Additionally, letters of support are included from the Michigan State Senators and State Representatives, and the US House Representative.

The project will encompass a large variety of educational, community organizations, public safety, and healthcare facilities. Therefore, nearly all the residents of the area will benefit from this project. The population of the service area is: 38,034.

Vulnerable Populations:

Van Buren County, much like the rest of Michigan, has not been spared from the economic downturn that has affected it citizenry.

The proposed serving area has unemployment rates ranging from 15.2 % - 16.6%.

Additionally, at the same time as this economic malaise has hit, the very composition of the county has changed dramatically resulting in an increasing percentage of vulnerable residents.

The following is a breakdown of how the Hispanic population demographics have changed since 1990. Note: Ranks are among all 3,141 counties in the United States.

	1990	2000	2007
Hispanic Population(Rank)	2,254	5,634(467)	7,107(504)
Total County Population	70,060	76,263	77,931
Hispanics as Percent of County Population(Rank)		7%(647)	9%(647)
		Change from 1990	Change from 2000
Hispanic Population Change(Rank)		3,380(389)	1,473(580)
Percent Change in Hispanic Population(Rank)		150%(1040)	26% (2071)

*Source: Pew Hispanic Center (<http://pewhispanic.org/states/?countyid=26159>)



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This influx of Hispanic families includes a large group for whom English is a second language. Many of them have not completed the equivalent of a high school education. In 2008, 2.6% of Michigan’s residents had less than a 9th grade education. In the Van Buren/Cass/Berrien tri-county area, that number was 3.4%. While this is not solely a Hispanic issue, there are indicators that they account for a significant portion of that total.

Level of Need:

As described in the Project Impact section of the application, the proposed Bloomingdale Communications, Inc. Fiber Ring project will impact a large number of community anchor institutions that have a tremendous need for broadband connections. Based on the variety of institutions and the services that they provide, the potential benefit will address needs for nearly all the population of the area.

For a long period of time, many of these institutions have been searching for alternatives to address these needs. For example, the Van Buren Intermediate School District (ISD) has had, for many years, a request for proposals (RFP) to provide point-to-point connections between all the schools. However, there have been no feasible solutions proposed.

Another example is the City of South Haven. At the present time, the city does not have connections and bandwidth available to create a fiber network between their various departments. Additionally, the industrial parks lack the fiber connections they need. A possible new business rejected South Haven due to the fact that there wasn’t a high bandwidth connection to the Internet available. In fact, the present providers would not even respond to the city’s RFP for the connection on behalf of the potential business. The city is so committed to the proposed Fiber Ring that they have pledged \$165,000 for the project to partner with Bloomingdale Communications.

Van Buren County, much like the rest of Michigan, has not been spared from the economic downturn that has affected it citizenry. At the same time as this economic malaise has hit, the very composition of the county has changed dramatically.

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Bringing broadband to the schools and communities of Van Buren County will allow those anchor institutions to leverage existing technologies to fuel the county’s economic engine. There are a myriad of institutions, both public and private, that are committed to improving the economic picture for the area. However, its very rural nature and lack of a transportation system means that significant numbers of the individuals needing such assistance are unable to access it. Through local educational efforts, the Van Buren Intermediate School district has acquired a 12-port IP video bridge, along with a media server and content server. The ability to link the area schools and communities through this existing asset would geometrically increase the ability to assist ALL peoples.

Using the needs of that Hispanic population as an example, broadband would allow for such activities as enabling the MSU extension office to offer training in pesticide application to farm workers remotely and connecting area schools or libraries as sites to extend their reach.

Migrant families, a significant factor in the tri-county area, traditionally have difficulty in providing early child care and educational development opportunities. The VBISD is working with the Government of Mexico to gain access to a cadre of Spanish language content (ex. The Spanish version of “Sesame Street”) to host on its content/media servers. Such information would then be available to educators throughout the county and beyond, since the servers are web-based, schools or other agencies could access the materials anytime from anywhere internet access is available. Or take language instruction – schools budgets have made it difficult to hire Spanish language instructors, especially when they may only be needed for one or two class periods a day. However, using the bridge, an instructor at one school could host sessions at a



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variety of schools, at different class periods, without ever leaving their home district. Districts would share in the instructor’s cost, and have an affordable, effective solution to their dilemma. It goes without saying that an educated population has a better chance to pursue entrepreneurial or other business opportunities than one that is not.

These are just a few examples of how bringing broadband to Van Buren County would provide the basis for leveraging existing investments to provide services immediately after lighting up the connections.

Without funding assistance for this project, it is likely that this network will never be built. This would leave this area of Southwest Michigan lacking adequate service while the area is already so economically challenged.

H. Technology

Technology Type

Indicate the technology that will be used to deliver last mile services. The following items were selected:

Wireline - Fiber-optic Cable

Other:

Technology Questions

Methodology for Area Status:

The proposed Middle Mile project includes twelve Middle Mile Service Areas. Bloomingdale Communications, Inc. conducted market analysis for these areas to determine the service classification/status of each. During the evaluation of these respective service areas, it was determined that none of the three factors that define an underserved area were met for eleven of the Middle Mile Service Areas. Therefore, these eleven service areas are deemed to be “served” with respect to last-mile services.

The Pullman service area is the one location that is deemed to be “underserved” based on the market analysis performed by Bloomingdale Communications, Inc. Research was conducted primarily by sampling the Web sites of existing broadband providers in the area to identify the availability of broadband services and the respective speed tiers. As a result of this analysis, it



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was determined that no broadband service providers advertise broadband transmission speeds of at least 3 Mbps downstream in the Pullman service area.

Description of Network Openness:

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). Bloomingdale Communications, Inc. will not discriminate against any lawful Internet applications or content over others.

The proposed network will be available to any and all end-users that subscribe to the service(s) provided by the service provider. All subscribers in good standing that are in the proposed funded service area would be able to obtain service from the service provider. Bloomingdale Communications, Inc. plans to display the End User Agreement and the Network Management Policies in a prominent location on their website. All end-users will have the ability to review these policies at any time by downloading them from the service provider’s website. In addition, Bloomingdale Communications, Inc. will provide notification to all customers within the proposed funded service area of any changes to the End User Agreement and the Network Management Policies via e-mail, letter, or other means.

Bloomingdale Communications, Inc. plans to utilize generally-accepted technical measures to provide acceptable service levels to all customers, such as caching and application-neutral bandwidth allocation, as well as measures to address and protect against unwanted traffic such as denial of service (DOS) attacks, spam for Email, trojans, worms, viruses, illegal content, and any other harmful applications or harmful traffic that do not promote a positive spirit towards the network and its purpose.

The proposed network will not be a private network from the standpoint that it will be utilized by the end users and the World Wide Web. The service provider will furnish at least one suitable network uplink to an upstream service provider for Internet access. The decision to have redundant upstream providers will be based on the best alternative from both a technical and an economic perspective.

In addition the proposed network could also be used as a private network for businesses that span multiple locations. Establishments such as hospitals, libraries, schools and businesses could all use this network for their transport between locations to perform day to day business.

Bloomingdale Communications, Inc. plans to offer Interconnection, where technically feasible, without exposing the network core to security breaches or other network operational risks, with reasonable, non-discriminatory rates. The Terms and Conditions of the Interconnection will be negotiated in good faith with the bona fide requesting parties. With the negotiated



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Interconnection Agreement, Bloomingdale Communications, Inc. plans to provide the ability to connect to the public Internet and physical Interconnection for the exchange of traffic.

System Design:

The proposed network for the Bloomingdale Communications, Inc. Middle Mile project is a fiber optic cable backbone that contains numerous components. These range from the fiber optic cable to the 10 Gigabit Ethernet transport electronics used to “light” the backbone fiber infrastructure. The system will also include fiber optic cable laterals to directly connect to 42 Community Anchor Institutions (CAIs) in 12 cities, as well as pre-fabricated buildings and electronics cabinets to house the proposed Middle Mile transport electronics. Each of these items is essential for a carrier-class network that provides state-of-the-art broadband services to the targeted CAIs.

The Bloomingdale Communications, Inc. Middle Mile project will utilize newly constructed fiber optical cable that will be funded as part of this project, existing fiber optic cable routes owned by the applicant, and leases for the 1550nm window on existing fiber optic cable plant. In total, there will be approximately 137.5 miles of fiber optical cable construction that will be funded as part of this project, and 1.1 miles of fiber “window” leases. The combination of the proposed fiber construction and the leases will provide fully diverse fiber ring architectures to allow Bloomingdale Communications to provide a highly-reliable, carrier-class system to subscribers.

The 10 Gigabit Ethernet backbone network that is proposed for this network includes add/drop capabilities at 10 locations throughout the area. New equipment is included in the funding request for all 10 of the Ethernet transport add/drop locations.

The initial implementation will include one 10 Gigabit Ethernet (10GbE) ring with 10 Gigabit per second (Gbps) capacity and embedded Layer 2 Ethernet switching capabilities. In addition, the proposed transport electronics will have protection switching capabilities on-board to provide automated rapid restoration of services in the event of a fiber cut or other single link failure. This essentially provides a system with 99.999% availability.

The Layer 2 Ethernet switching functionality allows for Bloomingdale Communications, Inc. to aggregate multiple Ethernet services in a single 10 Gigabit Ethernet transport shelf without requiring external hardware, making the network more cost-effective. Each subscriber on the



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system will be provided their own virtual private network, and their traffic will be logically separated from all other users on the network. In addition, Bloomingdale Communications, Inc. will have the ability to manage the quality of service on the system to ensure that each circuit is receiving the appropriate amount of bandwidth.

The proposed 10 Gigabit Ethernet transport backbone network has the ability to be upgraded, as the total user demand required, in 10 Gbps increments. For each additional 10 Gbps unit of capacity that is added to the system, the 10 Gigabit Ethernet transport electronics will require two additional fibers within the proposed transport backbone fiber route in order to carrier the traffic.

The 10 Gigabit Ethernet transport equipment will have 1 Gigabit Ethernet interfaces to connect to the target CAI's. This effectively allows for Bloomingdale Communications to offer data rates of up to 1 Gbps service to each customer location.

For the 2 sites of Lawrence and South Haven, the proposed funding request includes deploying prefabricated buildings that will include the requisite DC power equipment and standby generators. In addition, the proposed funding request includes electronics cabinets and the necessary DC power equipment for the sites of Bangor, Covert, Decatur, Gobles, Hartford, and Lawton. These buildings and cabinets will house the 10 Gigabit Ethernet transport electronics for the backbone network, as well as terminate the fiber optic cable for the backbone network and the fiber laterals to the CAIs (where applicable).

At the Bloomingdale Central Office location, Bloomingdale Communications, Inc. will interconnect with an ISP for connectivity to the public Internet. The routers required to facilitate this interconnection are existing and are not included as part of the overall funding request.

Is the applicant seeking a waiver pursuant to section IX.C of the NOFA so as to sell or lease portions of the award-funded broadband facilities during their life?

No

I. Project Budget

Project Budget



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	Federal Grant Request	Match
Last Mile	0	0
Middle Mile	5,646,474	1,411,618
Total	5,646,474	1,411,618

Project Budget Total: \$7,058,092

Match Percent: 20.0%

Projects Outside Recommended Funding Range:



Outside Leverage	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Matching cost detail	<p>Bloomingtondale Communications Inc. is submitting an application to NTIA under the BTOP program, and is requesting the project be funded with 80.0% BTOP grant funds with the remaining 20.0% being met with cash. Bloomingtondale Communications is partnering with the City of South Havens, therefore Bloomingtondale Communications will provide \$1,246,618.00 and the City of South Havens will contribute \$165,000.00 for a total cash matching contribution of \$1,411,618.00. The applicant has not sought funding sources outside of the BTOP program and will rely on the company itself to maintain a positive cash flow throughout the term of the project. The funding will be applied to eligible costs as indicated in the project budget. Provided in the supplemental upload is the Board Resolution for commitment of this funding from Bloomingtondale Communications and a Letter of Intent from the City of South Haven. Refer to Supplemental Upload – Matching Cost Detail.</p>
Unjust enrichment	This project is not receiving, nor has Bloomingtondale Communications applied for, any Federal support for non-recurring costs in the proposed funded service area.
Disclosure of federal and/or state funding	Bloomingtondale Communications has not used any funding, including USF, for any projects. We do, however, participate with



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sources	<p>Bloomington Public Schools, Gobles Public Schools, Paw Paw Public Schools, Decatur Public Schools, St Mary’s Catholic School, and Van Buren Library for funding of the services they receive through us.</p> <p>USAC Approved Funding for 2009-2010:</p> <p>Bloomington Schools - \$56,570.76 Decatur Schools - \$35,904.58 Paw Paw Schools - \$20,139.73 St. Mary’s – \$757.38 VBC Library - \$787.20 GPS - \$10,800.00 Van Buren ISD - \$3,223.28 Total - \$128,192.93</p>
Budget reasonableness	<p>Bloomington Communications, Inc. has performed a thorough analysis of the proposed project to concisely represent the funds required to perform the objectives of this project and Bloomington Communications, Inc is confident that the costs provided are accurate and reasonable. Bloomington Communications, Inc provided their proposed project and proposed serving area information to a licensed engineering firm for the preparation of the fiber backbone network and necessary laterals to the Community Anchor Institutions.</p> <p>Once the number of units was determined through tabbing the completed backbone layout, the engineers utilized recent OSP bids from similar geographic areas and terrain for the unit pricing structure of this application. During the network design process, each serving area was evaluated to determine if it is necessary to construct new hut sites or where electronics cabinets should be placed. The cost of new hut site construction includes the hut, the ground field, cement pad, cable rack, relay racks, and the necessary powering requirements.</p> <p>The transport electronics proposed configuration was based upon the types of proposed services as well as the bandwidth capacity the network requires. Several vendors’ typical planning pricing was utilized to calculate the transport electronics budget.</p>



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	<p>It should also be noted that numerous vendors were contacted for their input regarding the project budget and to determine the best network configuration for the proposed system.</p> <p>The final element required is the professional services to provide the project management, OSP inspection and staking services, and other consulting activities such as environmental report preparation and coordination. The costs for these services were provided by a professional engineering firm.</p>
Demonstration of need	<p>Bloomingtondale Communications, Inc. , Easygrants ID 5622, fiber ring and broadband middle mile project, Van Buren County Fiber Ring, demonstrates a distinct need for federal grant assistance based on the analysis of the proforma financial statements and Net Present Value (NPV). The applicant is requesting federal grant assistance of \$5,646,474.00 for a Middle Mile project to provide backhaul transport to various locations including multiple Anchor Institutions. This amount represents 80% of the project’s total cost of \$7,058,092.00. The Internal Rate of Return of the project was -38.00% and a Net Present Value calculated at \$(4,639,012.00). Bloomingtondale Communications will provide \$1,246,618.00 in cash and its partner, the City of South Haven, will contribute \$165,000.00 toward this project to fulfill the entire 20% cash match. Bloomingtondale Communications is partnering with the city of South Haven for a couple of reasons, one, to receive the benefit of the cash contribution from the city, which helps make this a more affordable project for Bloomingtondale, and two, to fulfill a need and provide an opportunity for the city to create a network that will allow 18 community anchor institutions within the city to be connected, and allow for city, government and public safety entities to better work together via a robust broadband network and reliable backhaul, middle mile transport, and direct high speed access. We feel that requesting the full 80% of the grant assistance is reasonable and required, based on the financial forecasts, in order to keep the net income running positive, and continue to provide service to these anchor institutions</p>



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This proposed project, if funded, will be very beneficial for Van Buren County and the surrounding counties in Southwest Michigan. In addition to the benefits provided to the City of South Haven, it will also contribute to fulfilling the long-term need of the Van Buren ISD by presenting a network that could connect all of the schools in the district, for which a feasible solution has not yet presented itself. The connection of all these schools and libraries within the area will enable the facilities to explore and offer opportunities that would not be available without the benefits of being connected through this project and grant program.

Without funding for Bloomingdale Communication’s proposed Middle Mile network, it is unlikely that this network would be built due to the high cost of building a fiber ring in rural areas. If granted, this fiber ring will provide economic growth while stimulating demand for broadband access and provide benefits for many years to come. The financial proformas and NPV and IRR analysis provided in this application demonstrate the need for the financial assistance, and show that this would not be a viable project without such federal assistance and that the full amount being requested is strongly needed.

Funds to States/Territories

States	Amount of Federal Grant Request
Michigan	5,646,474

Funds to States/Territories Total: \$5,646,474

J. Historical Financials

Matching Funds			
	2007	2008	2009
Revenue	2,598,238	2,274,866	2,443,095



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Expenditures	2,615,478	2,480,770	2,280,321
Net Assets	13,914,299	7,454,914	8,144,113
Change in Net Assets from Prior Year	466,138	-6,459,385	689,199
Bond Rating (if applicable)			

K. Project Readiness

BTOP Organizational Readiness

Bloomington Telephone Company, the parent company of the subsidiary, Bloomington Communications, Inc., which is applying for funds from the American Recovery and Reinvestment Act, has been serving its customers since 1905. They presently serve 2,532 access lines, 1,575 Internet Customers, 989 Video Customers and 3,546 DirecTV customers. Bloomington is a commercial company owned by stockholders. The company is run by the General Manager who reports to a Board of Directors who are elected to the board by the stockholders. Bloomington Communications Inc. began operations in 1989. If awarded, this NTIA BTOP Grant will fulfill a need to connect several schools, libraries, public safety entities, and other city and government facilities throughout Van Buren County, Allegan County, and Berrien County in Southwest Michigan. Upon notification of a Grant award the construction permits will be applied for and when approved, implementation will begin immediately. The Project is planned, engineered and is shovel ready today. We have received several signed letters and resolutions supporting the fiber ring project. The ring will directly connect 42 community anchor institutions with the potential of connecting approximately 58. Since we are already an established company, all of the business functions are in place such as Engineering, Construction Supervision, Network Management, Provisioning, Billing, Customer Service and Technical Support.

Construction and Vendor Contracts

For the Outside Plant(OSP) portion of the project, the Applicant will rely on the contractor to provide the materials and labor to construct the proposed fiber optic cable facilities. In addition, the Applicant will utilize an electronics vendor to deliver and commission the proposed electronics for the Middle Mile project. The Applicant will use internal resources, the equipment



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manufacturer, or a 3rd party to perform the physical installation of the electronics. In addition, the Applicant will rely on the electronics vendor to provide training, warranty, technical support, and software upgrades.

The Applicant plans to use an expedited RFP process to select the contractors and vendors for the project with competitive proposals while adhering to 15 C.F.R. §§14.40–48. The Applicant intends to negotiate the final contract with the contractors and vendors based on the use of the existing RUS suite of contracts. The Applicant has already completed the planning portion of the project.

Several OSP contractors, a transport electronics vendor, and a hut vendor have already reviewed the scope of work and committed to provide the necessary materials and labor necessary for the project to be substantially complete according to the proposed project timeline. The Applicant has received letters of support/commitment pertaining to the proposed project from these contractors and vendors. The support/commitment letters are attached in the Government and Key Partners upload.

Customer Base

Bloomington Telephone Company, the parent company of the subsidiary, Bloomington Communications, Inc., which is applying for funds from the American Recovery and Reinvestment Act, has been serving its customers since 1905. They presently serve 2,532 access lines, 1,575 Internet Customers, 989 Video Customers and 3,546 DirecTV customers. Bloomington Communications, Inc. has 743 existing data subscribers and 397 existing video subscribers. In addition, Bloomington Communications, Inc. provides dial-up internet service to approximately 1100 unserved subscribers outside of the Bloomington Telephone Company ILEC serving area.

Some of the data subscribers mentioned above fall within the Bloomington and Paw Paw PFSA; however most are located in rural areas and do not fall within one of the PFSA's.

In addition to traditionally wireline served customers, Bloomington Communications also has approximately 550 Wild Blue satellite subscribers who are also outside of their ILEC serving area and do not have access to broadband. Similar to the dial-up subscribers mentioned above, these customers are located in rural areas and do not fall within one of the PFSA's but do utilize the services provided by entities within the PFSA's.

Licenses, Regulatory Approvals and Agreements



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If awarded, Bloomingdale Communications will apply for the following permits:
Van Buren County Road Commission – pending contingent upon award
Allegan County Road Commission – pending contingent upon award
Berrien County Road Commission – pending contingent upon award
Railroad Crossing permits – pending contingent upon award
Michigan Department of Transportation – pending contingent upon award
County Drain Crossing Permits (Van Buren, Allegan, Berrien counties) – pending contingent upon award
Michigan DNR – pending contingent upon award
Metropolitan Extension Telecommunications Rights-of-Way Oversight Act (Metro Act) permits from every township, village and city municipality – pending contingent upon award
Note: Some villages and cities may require construction permits separate from the Metro Act permits – pending contingent upon award
The following agreement is already in place:
IRU agreement with Great Lakes Comnet Inc. – approved

SPIN Number

Applicant does not have SPIN number.

L. Environmental Questionnaire

Project Description

Bloomingdale Communications, Inc. (BCI) plans a transport project that connects the schools in Van Buren County and the Intermediate School District.

This construction will not involve modifications to existing telephone equipment buildings; however, there will be some equipment additions to the telephone company’s existing central office buildings. In addition, there will be two prefabricated huts installed. BCI’s plan is to install underground cable and conduit systems in rural areas using generally accepted construction practices. The majority of rural construction typically consists of burying cable in road ditches. All construction will be coordinated with the appropriate government officials. Typically the cable that is installed will follow existing public right-of-way. All



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construction is required to be accomplished using RUS specifications and is required to conform to the the National Electrical Safety Code. Typical stream crossing will be accomplished the same construction methods as the rest of the project (i.e. direct buried, via plow insertion or directional bore). Utility construction typically falls under the Nation-wide Authorization, 33 CFR, Part 330, Appendix A, B(12). The company understands the conditions of the permit and its construction will meet those requirements.

Property Changes

Bloomingtondale Communications, Inc. plans to bury approximately 140 miles of fiber cable for this proposed project. It is our opinion that the proposed construction will result in minimal disturbance of the environment. Future use of the land for agricultural purposes shall not be impaired. All excavated areas are required to be restored as nearly as possible to their original condition using generally accepted construction practices. This proposed project is not located on land owned or managed by the Federal government. This project does not require land to be cleared or fenced.

Buildings

This proposed construction will involve 2 new buildings in the towns of South Haven, and Lawrence, Michigan. This construction will not involve modifications to existing telephone equipment buildings; however, there will be some equipment additions to the telephone company’s existing central office buildings which are located within the towns of Paw Paw and Bloomingtondale. These buildings are working equipment buildings that are not known to be historically significant or otherwise eligible for listing on the National Register of Historical Buildings. The existing building in Paw Paw is believed to be slightly over 50 years old. The original portion of the existing central office building in Bloomingtondale was built in 1957. Since it was built, a number of additions and remodeling projects have been completed on this building.

Wetlands

Wetlands are present in the area of construction. Per the U.S. Fish and Wildlife Service’s National Wetland Inventory website (<http://www.fws.gov/wetlands/>) these are temporary and seasonal wetlands. Bloomingtondale Communications, Inc. will work with the US Fish and Wildlife Department to mitigate any potential problems. Should this project be awarded, all recommendations from the US Fish and Wildlife Department will be followed prior and during construction.



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All construction will follow roads and will stay within existing right-of-way. Because construction will take place in existing road ROW, there will be minimal disturbance to the environment.

Critical Habitats

According to the US Fish and Wildlife website (http://ecos.fws.gov/tess_public/UH) the following species are living in the project area:

- Indiana bat – Endangered
- Eastern massasauga – Candidate
- Mitchell’s satyr butterfly – Endangered
- Pitcher’s thistle - Threatened

Please see additional specie accounts in Environmental Questionnaire – Supplemental – Specie Accounts. Bloomingdale Communications, Inc. will work with the US Fish and Wildlife Department to ensure the proposed construction will have a minimum impact on the species living in this environment.

Floodplain

The existing Central Office is located in an exchange that is not listed as having any identified flood hazard areas. If it is determined that a site or sites are required within floodplains areas, Bloomingdale Communications, Inc. will obtain the proper flood insurance. Fiber cables do cross floodplains, as depicted by the dashed lines on the included FEMA FIRMettes.

Please reference Environmental Questionnaire – Supplemental - Floodplain for the floodplains maps.

Protected Land

The State Historical Society of Michigan was contacted on February 16, 2010, regarding the proposed project. In a letter dated March 17, 2010 (see letter in Environmental Questionnaire – Supplemental – Agency Response Letters), Brian Grennell , Cultural Resource Protection Specialist of the State Historical Society of Michigan states:



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“The information that you have sent has prompted us to ask for additional details. Please send the following information so that we may complete our review:

- Please submit photographs, an address, and date of construction for each of the building addition sites.”

Bloomingtondale Communications, Inc. will continue to work with the Michigan State Historical Society on the proposed project. It should be noted that the project, as ordinarily described in correspondence to SHPO, has been reduced in scope and size.

Coastal Area

Coastal Areas: According to the Oceanic and Atmospheric Administration, Office of Ocean and Coastal Resource Management’s website (<http://coastalmanagement.noaa.gov/consistency/welcome.html>), the proposed project is not within the boundaries of a Coastal Zone Management Area (CZMA).

Brownfield

Brownfield: According to the Environmental Protection Agency’s website (<http://iaspub.epa.gov/Cleanups>), the following brownfields are located near the proposed project site:

BLUE STAR GARAGE PROPERTY
141 BLUE STAR MEMORIAL HIGHWAY
SOUTH HAVEN, MI 49090

CELERY POND
88 BAILEY AVENUE & NORTH PROSPECT STREET
SOUTH HAVEN, MI 49090

DUNKLEY AVENUE AREA
123 DUNKLEY AVENUE
SOUTH HAVEN, MI 49090

WELLS AND BAILEY LANDFILL
901 EAST WELLS STREET



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SOUTH HAVEN, MI 49090

HARTFORD SCHOOL ATHLETIC FIELD
EDWIN STREET
HARTFORD, MI 49057

SHIMDELDECKER PROPERTY
HILLSBOROUGH STREET AT MARION AVENUE
HARTFORD, MI 49057

101 N. PHELPS STREET
101 N. PHELPS STREET
DECATUR, MI 49045

FORMER TORCO RACING FUELS, INC.
201 S. GEORGE ST.
DECATUR, MI 49045

HICKMOTT OIL, INC.
208 S. GEORGE ST.
DECATUR, MI 49045

The proposed project is near the brownfields listed above; however, the project does not affect these areas.



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Uploads

The following pages contain the following uploads provided by the applicant:

Upload Name	File Name	Uploaded By	Uploaded Date
Service Offerings and Competitor Data	CCI Service Offerings and Competitor Data Attachment.xls	Bahnson, Mark	03/26/2010
Network Diagram	Network Diagram.pdf	Bahnson, Mark	03/24/2010
Build Out Timeline	Build-Out Timeline.doc	Bahnson, Mark	03/25/2010
List of Community Anchors and Points of Interest	CCI Anchor Detail and POI Attachment.xls	Bahnson, Mark	03/26/2010
Management Team Resumes and Organization Chart	CCI Management Team Resumes and Organization Chart Attachment.pdf	Bahnson, Mark	03/26/2010
Government and Key Partnerships	CCI Government and Key Partnerships Attachment.pdf	Bahnson, Mark	03/26/2010
Historical Financial Statements	CCI Historical Financial Statements Attachment.pdf	Bahnson, Mark	03/26/2010
Budget Narrative	CCI Budget Narrative Attachment.pdf	Bahnson, Mark	03/26/2010



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Detailed Budget	CCI Detailed Budget Attachment.xls	Bahnson, Mark	03/26/2010
Pro-forma Forecast	CCI Pro Forma Financial Projections Attachment.xls	Bahnson, Mark	03/26/2010
Subscriber Estimates	CCI Subscriber Estimates Attachment.xls	Bahnson, Mark	03/26/2010
Dashboard Metrics	CCI Key Metrics Dashboard Attachment.docx	Bahnson, Mark	03/26/2010
Service Area Data	Service Area Data.xls	Bahnson, Mark	03/26/2010
Network Maps	Network Map.pdf	Bahnson, Mark	03/24/2010
BTOP Certifications	CCI BTOP Certifications Attachment.pdf	Bahnson, Mark	03/26/2010
SF-424 C and D	CCI SF 424 C and D Forms.pdf	Bahnson, Mark	03/25/2010
Supplemental Information	Matching Cost Detail.pdf	Bahnson, Mark	03/25/2010
Supplemental Information	Vendor Support Letters.pdf	Bahnson, Mark	03/26/2010



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Supplemental Information	Environmental Questionnaire - Supplemental - Specie Accounts.pdf	Bahnson, Mark	03/25/2010
Supplemental Information	Environmental Questionnaire - Supplemental - Agency Response Letters.pdf	Bahnson, Mark	03/23/2010
Supplemental Information	Environmental Questionnaire - Supplemental - Maps.pdf	Bahnson, Mark	03/23/2010
Supplemental Information	Environmental Questionnaire - Supplemental - Floodplain.pdf	Bahnson, Mark	03/23/2010
Supplemental Information	Depreciation Schedule.pdf	Bahnson, Mark	03/26/2010
Supplemental Information	Support Letters.pdf	Bahnson, Mark	03/26/2010