



# Minnesota: Successes Through Broadband Grants

Mark Mrla – Finley Engineering Company

Monty Morrow – Nuvera

Great Lakes Connect – Broadband Development Conference

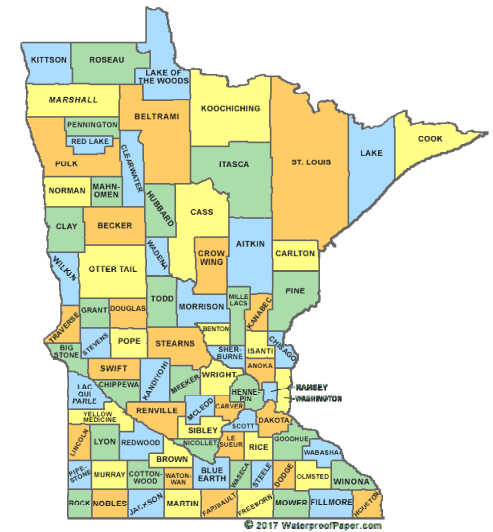
Lake Geneva, Wisconsin

October 2, 2019



# Why Discuss Minnesota ?

- MN has successfully offered broadband grants since 2014
- MN has provided consulting to over 25 other states on language for their proposed broadband bills/legislation & grant applications
- Some states have essentially copied the language used in MN law for their proposed bills
- Some states have copied the language from MN grant application forms and used it for their applications



Population – 5.6 Million



# Our Involvement in the MN Grant Program

## Monty Morrow – Nuvera

Nuvera has submitted multiple applications each year since 2015 and has received many grant awards

## Mark Mrla – Finley Engineering Company

Finley has been involved in over 44 MN grant applications since 2014



# Minnesota Broadband Grant Program Stats

Year	Apps Submitted	Apps Awarded	Total App Amounts Requested	Total Amount Available to Award	Total Locations Served by Apps
2014	40	16	\$ 44.2M	\$ 20M	6,333
2015	44	15	\$ 29.0M	\$ 10.588M	4,089
2016	57	40	\$ 54.2M	\$ 35M	16,708
2017	70	39	\$ 50.3M	\$ 20M	12,202
2018	\$15M approved by legislature, but governor vetoed budget bill due to other contents				
2019	80		\$ 68.1M	\$20M	
2020				\$ 20M	



# Scoring Considerations

(120 points possible)

- 20 pts - Speed Improvements & Number of Passings
- 10 pts - Percent of Eligible Costs Requested (max of 50%)
- 15 pts - Community Participation
- 25 pts - Project Readiness
- 25 pts - Project Sustainability
- 15 pts - Economic Development & Community Impact
- 10 pts - Broadband Adoption Activities (tech support, training, low income assistance, etc.)



# Other Strategic Consideration

The state prefers to spread award \$\$\$ throughout the state  
(so beware of too many applications from the same general area)





# Example Successes

## Finley Client A (telco cooperative)

- 2014 – Had approximately 300 subscribers
- Aggressively pursued fiber and fixed wireless expansions along with MN grants
- Targeting rural areas and small towns
- Currently approaching 1500 subscribers with projections to go much higher



# Example Successes

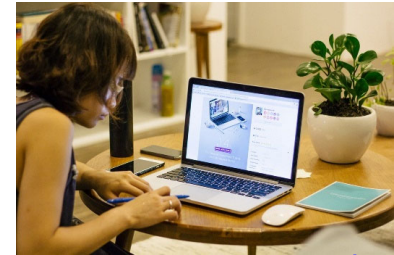
## Finley Client B (privately owned telco)

- 2014 – Had approximately 900 subscribers
- Aggressively pursued fiber and fixed wireless expansion along with MN grants
- Targeting rural areas and small towns
- Currently at 2000 subscribers with projections to go much higher



# Too Many Successes to List

- Farms/Ranches
- Home-based Businesses
- Small Town Economic Development
- Education
- Telecommuting
- Home Healthcare
- Improved use of government offerings
- Many other successes



**ECONOMIC  
GROWTH**



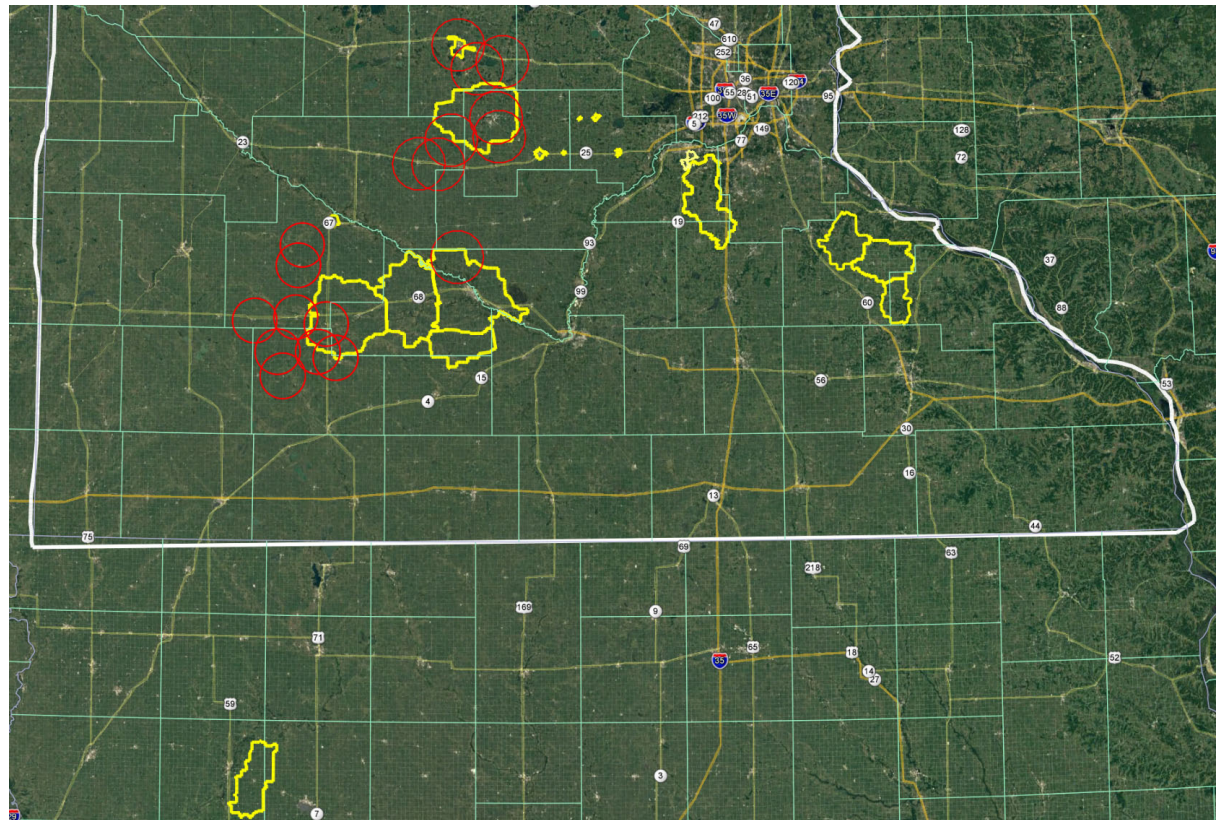
**FINLEY**  
ENGINEERING  
INTEGRITY INTO EVERYTHING  
FinleyUSA.com



A Telecom in Southern Minnesota with 26,000 subscribers

Monty Morrow

Regulatory/Legislative  
Administrator





# Nuvera Track Record

- 2014 - Zero/Zip - Sen. Schmit
- 2015 - Goodhue (39)
- 2016 - Bellechester (146), Hanska (50), Mazeppa (174)(Redwing/Rochester)  
Grant goal 370, actual build of 409
- 2018 - White Rock (110), Hanska (47)
- 2019-20?
- Grant Hogs / Program Evolution



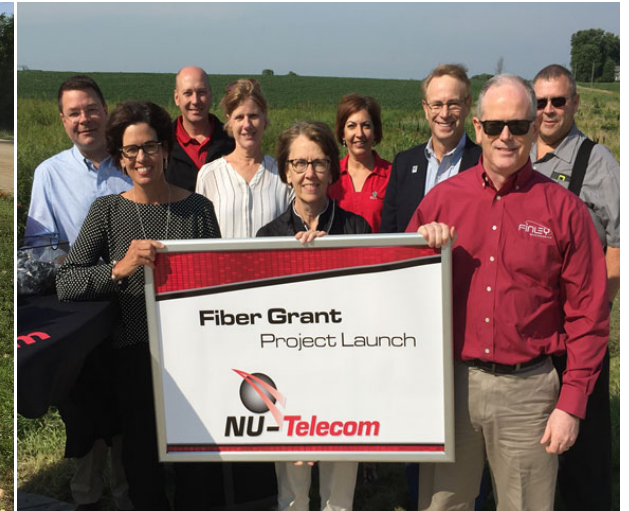
# Legislative Support!

- They control the \$\$\$
- Get in front of them, testify at hearings
- Influence/support projects
- Metro-Rural issue will come up
- They like pictures
- They control the \$\$\$





# Project Kickoffs Legislators & Broadband Office Cupcakes in the Cornfield!





# What makes a good application? Need

- Toughest places to build/justify
- Do you know your customer profiles?
- Mayo Clinic
- Smart Farms
- Education
- Businesses, Contractors CAD
- Camp Victory
- Hollywood?
- Customer Support Letters



# SMART FARMS

## The Future of Agriculture

We offer the equipment you need for extended WiFi allowing you to run your farm efficiently and smoothly. A smart investment for your farm.

- Monitoring**
- Power Outage**
- Motor Sensors**
- Theft Protection**
- Temperature Control**
- Moisture Control**

Remotely monitor your grain dryer over cell. Ask us how!

# SMART FARMS

## The Future of Agriculture

### WHAT IS SMART FARMING?

We're all becoming more reliant on Internet connectivity and it's not just smartphones or tablets. As more devices such as grain dryers and HVAC thermostats become capable of connecting to the Internet, so does the need for infrastructure to supply an Internet connection.

SMART Farming allows you to utilize science and technology to be faster and more efficient. Following are some of the way SMART Farming technology is used:

- MONITORING**  
Monitor soil and water quality.
- POWER OUTAGES**  
Monitor electricity to warn and locate power outages.
- MOTOR SENSORS**  
Remotely monitor equipment.
- THEFT PROTECTION**  
Protect your assets and monitor designated areas.
- TEMPERATURE CONTROL**  
Monitor and forecast climate.
- MOISTURE CONTROL**  
Monitor grain dryers for moisture control and temperature change.

Networking equipment is reliable, weather resistant and works in freezing cold or hot temperatures.

### 3 POPULAR OPTIONS

<b>BEST</b>	Range - up to one square city block <b>\$5000-6000</b>
<b>BETTER</b>	Range - up to 1/2 square city block <b>\$1500-2500</b>
<b>GOOD</b>	Range - up to 100 square feet <b>\$350-500</b>

Prices include some parts, antenna and mounting bracket. Cabling not included. Travel may be needed that already used.

Let NU-Telecom's team of experts help you choose the best solution for your farm.  
**Call 1-844-610-5300** or stop by your local NU-Telecom office.

**FREE**  
**SMART FARM**  
**CONSULTATION**

Expires 6/30/18



# Internal Support

- Believe in your application
- Company support
- Grant matching-skin in the game
- Where there's \$\$, there's competitors
- Find your "Kerry"





# State Broadband Office

- Application process, oversight, responsiveness
- Testify shoulder-shoulder with them
- Closeout personal site visits “Monty, show me what we bought”
- Pedestal doorbell?
- Connected Nations mapping/testing
- State loves successful projects



# State Executives-MN Model

Legislators, State Broadband Office, Providers AND  
Customers/Constituents Win



# How do I win?

- Find a great Engineering **PARTNER**
- They are aggressive
- They push you
- They ask for data you may not have
- They will engage *all* departments in your Company
- They work with many clients and have enormous experience to draw upon



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