

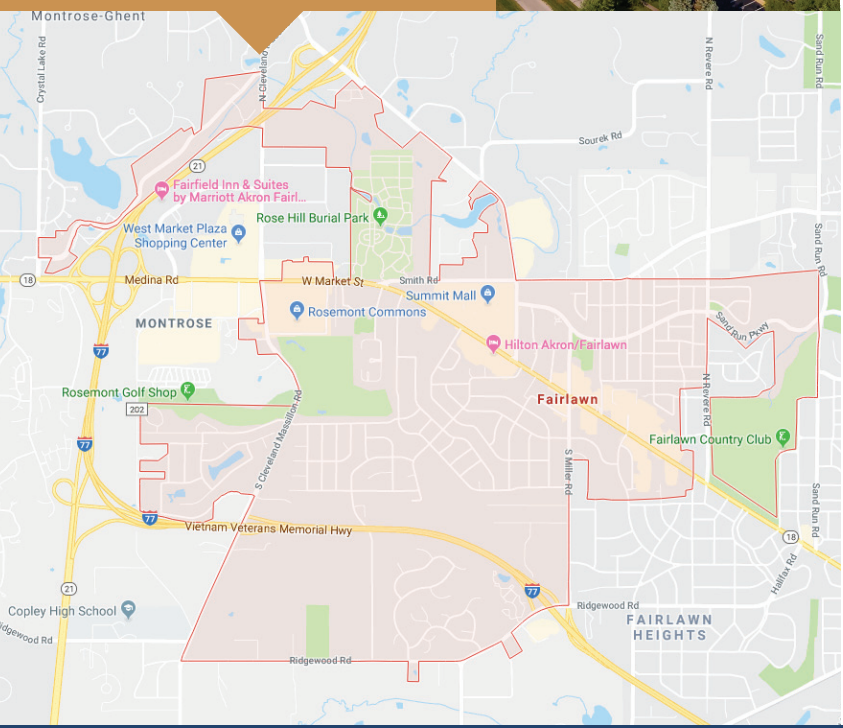
FairlawnGig™ Fact Sheet

The City of Fairlawn sees FairlawnGig as a forward-thinking, economic development strategy founded on the belief that business growth, innovation, and community transformation will follow with every connection.

FairlawnGig Service Area

- 5 square miles
- Population of 7,446
- Additional 30,000+ daily visitors to mall, restaurants, and office space





Investment Strategy

- Broadband seen as essential utility.
- $10.1 Million required for network (fiber) build that **passes every home and business.**
- No taxes or assessments, General Fund paid for without payback requirements.

Goals

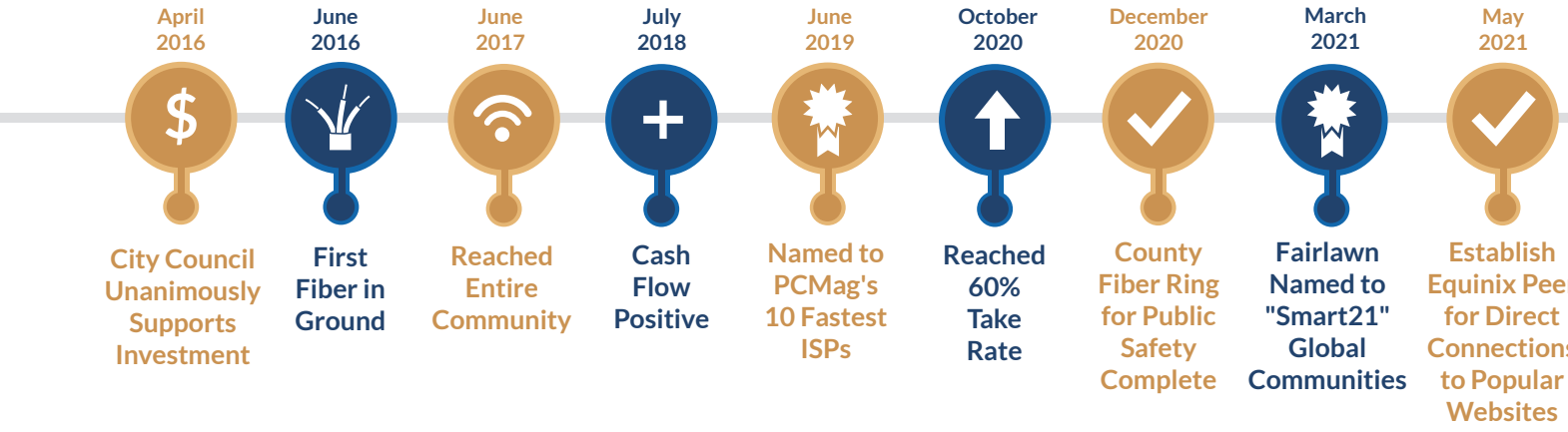
- Attract businesses and provide current businesses with tools for growth.
- Increase home values, attract/retain residents and consumers.

FairlawnGig Today

- Completely city staffed (and city owned), self-sufficient Internet Service Provider.
- Services for all residents & businesses include Internet and phone.
- We manage the entire customer experience, from installation to support.
- Direct connections to dozens of sites including Amazon, Microsoft, Netflix, etc.
- **62% Take Rate.**

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Fairlawn's Journey to Becoming a Smart City



Benefits of Broadband Investment in Fairlawn

- Lowered the average cost for residents from $4.23 per Mbps to 7.5 cents per Mbps monthly.
- Economic Development including attracting new businesses and growing existing ones.
- Home resale values rose 8.7% (year 1), 8.2% (year 2), 7.2% (year 3), 18% (year 4).
- Smart solutions including managing regional traffic lights and operating safety cameras.
- Improved public safety and City services.
- At least 15 businesses have relocated to Fairlawn.
- At least 250 new, attributable jobs created.
- Hospital (jobs, revenue, etc.) currently being constructed in Fairlawn because of FairlawnGig.
- Local schools connected to the University of Akron.
- FairlawnGig Disaster Recovery Data Center built for City service and business continuity.
- Countywide computer-aided dispatch operated by FairlawnGig.
- Safer Roads & Highways - Fairlawn dispatch center monitoring ODOT along I-77 via OARnet connection
- **Bottom Line: Increased tax base and saved the City money.**

Better Solutions for Deployment from the Grass Roots

Our track record of success in Fairlawn makes our team uniquely qualified to help communities in Northeast Ohio develop their own broadband networks. As one of the only cities in the world to establish a municipal broadband utility, Fairlawn has been recognized for both our technical and social deployment that has not only bridged the digital divide, but creates a culture of innovation.

Whether expanding our own network to neighboring communities or merely serving in an advisory capacity, FairlawnGig understands the best practices of deploying local broadband networks and providing local internet service as a municipal Internet service provider (ISP).

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