

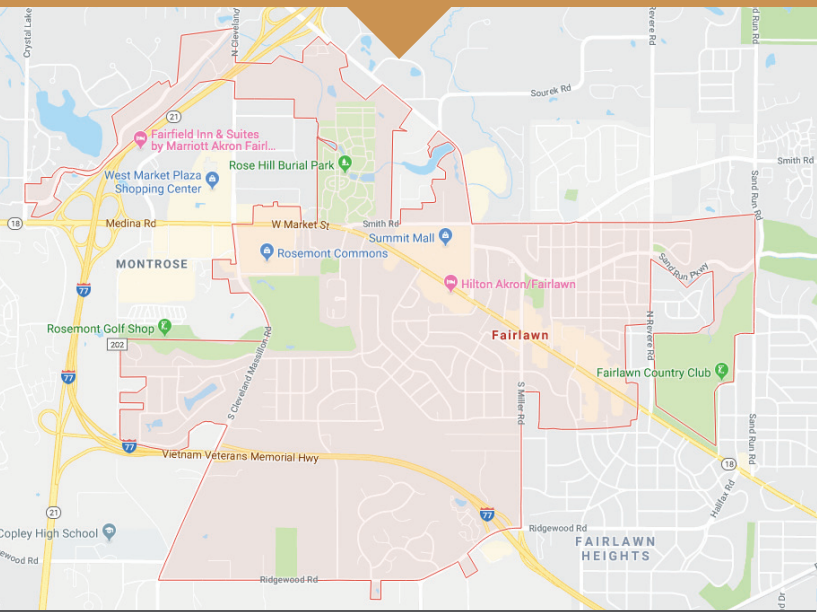
Faster. Different. Better. Local.

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 infrastructure
- Payback/ROI not a driving factor in build decision
- Attract businesses and provide current businesses with tools for growth
- Increase home values, attract/retain citizens and consumers

Infrastructure Investment

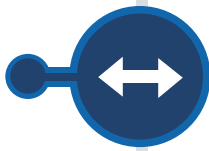
- \$10.1 Million required for network (fiber) build that **passes every home and business**
- No taxes or assessments, General Fund paid for without payback requirements
- Fujitsu-designed passive network design chosen
- No equipment to break in the field
- Ubiquitous, zero costs to residents/businesses for infrastructure

Aggressive pricing to get everyone innovating!

Prior to FairlawnGig, the average cost was \$4.23 per Mbps

Thanks to FairlawnGig, customers now pay 7.5 cents per Mbps

June
2018



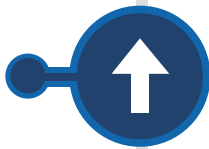
**Announced
Expansion
Beyond
Fairlawn**

June
2017



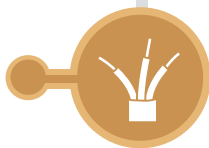
**Reached
Entire
Community**

December
2016



**Reached
35% Take Rate**

June
2016



**First Fiber
in Ground**

April
2016



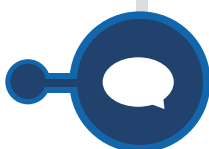
**Council
Members
Unanimously
Support
Investment**

February
to May
2015



**RFP Issued
and Fujitsu
Selected**

November
2014



**First "Essential
Infrastructure"
Discussions**

FairlawnGig Today

- Completely city staffed (and city owned), self-sufficient Internet Service Provider
- Services for residents & businesses include Internet and phone
- We manage the entire customer experience, from installation to support
- Supporting data center owned and operated by FairlawnGig
- Dark fiber leasing available on FairlawnGig's open network
- **45% Take Rate**
(47% of residences and 31% of businesses)

The Benefits/ROI Realized To-Date

- Economic Development including attracting new businesses and growing existing
- Attracting residential developers and driving up home sales 8.7% in year one
- Smart solutions including managing regional traffic lights and water meter pilot
- Police and Fire leveraging network for Public Safety
- Improve public safety and City services
- Upgrading the visitor experience
- **Bottom Line: Increase tax base and save the City money**

What's Next for FairlawnGig?

- Expansion beyond Fairlawn's city limits
- New measures: traditional ROI
- Akron Partnerships and Expansion Agreements
- Faster Speeds: 10 gig residential/100 gig business
- Public Safety enhancements
- Connecting local schools to the University of Akron
- FairlawnGig Disaster Recovery Data Center under construction
- Hospital being built in Fairlawn because of FairlawnGig