

## Economic Development Update

September 6, 2011

### **Telecommunications**

#### Fairpoint (Broadband to East Dover)

The Fairpoint contract was sent and received at their offices on Friday, August 26 after review by Attorney Chris Cady, authorized by Linda Holland and a check cut for \$45,000 representing the initial 75% payment. I will be in contact with Beth Fastiggi of Fairpoint for periodic updates on their progress. She will be providing the telephone numbers of all customers in each of the 3 zones to allow homeowners to see more accurately what zone they fall in. This will be published on the website when available.

#### Earthtone (Cell Service)

Rob Mitchell, President of Earthtone has given our proposal of town funding for the first major carrier on the 2 proposed Dover sites to the following carriers:

- Verizon
- AT&T
- T Mobile
- Sprint
- US Cellular
- Metro PC

To reiterate, this was for \$1000 per month for the first 5 years or \$60,000 for each pole. According to Rob, the carriers generally seemed interested but they were concentrating on their existing customers to upgrade to LTE (Long Term Evolution), the 4<sup>th</sup> generation mobile communications standard. AT&T showed the most interest in that they have a major presence in Vermont. AT&T has been in merger negotiations with T Mobile and these were halted a few months ago by the FCC and SEC to incorporate not only the merger, but AT&T's acquiring of a block of the 700 MHz broadcast spectrum. The negotiations were about to continue next month thereby opening up the possibility of AT&T considering new customers, but it appears that the Justice Dept is contesting it. All in all, there is no credible movement at this time.

#### VTEL

Although I do not have direct information at this time, it is my understanding that VTEL is in a design phase for their network and they are still on schedule to complete by the end of 2013. Deployment will not take place prior to Spring 2012. It is unclear where East Dover falls within this schedule or even if a schedule exists.

### **Survey**

The University of New Hampshire has given me a written cost breakdown for the Survey and it exceeds the \$2000 upper limit approved by the Selectboard. The previous estimate was a verbal quote of \$1500 - \$2000. The total cost of this project (including mailing) is \$5,481.99. UNH has the survey form and the list of homeowners, both resident and transient. If approval is given, the survey results can be obtained within about 6 weeks. Final survey and written cost estimate are enclosed.

### **eVermont**

#### *Seminars*

As of this writing, we are trying to hold the first internet seminar on Social Media Marketing. Given the current infrastructure problems, we are attempting to get the instructor here from the Stowe area and ensure that the attendees who signed up are still able to attend.

#### *Wi Fi Hotspots*

The e Vermont grant will provide for the establishment of a Wi Fi Hotspot zone along the business corridor of Route 100 in Dover. The initial deployment that was considered is between the Town Offices and Mountain Park Plaza. The system is expandable and the goal would be to extend coverage between Tollgate and Mount Snow. There are a number of cost and personnel issues that are inherent with this deployment. The MOU or memorandum of understanding is essentially a "gentlemen's agreement" to implement the wireless zone and is non-binding according to eVermont. The costs are relatively small and the benefits are huge with this project. I recommend that we move ahead with the site survey and get a handle on the costs involved. eVermont indicates that they can have this operational before the winter season if we begin now.

eVermont will provide the following:

- 3 – 4 access points called Anaptyx that are small, easily installed on a building and require line of sight with each other. Each point will provide approximately 400 – 600 feet
- Site survey for positioning equipment and ensuring full coverage
- Installation of equipment
- Technical assistance and training of a local person to monitor and troubleshoot the system on a daily basis
- Access to other towns with this facility for best practices
- Development and initial launch of a portal page
- Monitoring software
- ISP costs for 1 year

#### Town Responsibilities

- Formation of a Broadband Committee to manage the wireless zone
- Local electrician to connect power to the Anaptyx access points.
- Provide additional access points as needed (\$650 - \$850 per Anaptyx)
- Provide cost for ISP service after the first year
- Executing agreements with owners of building hosting the wireless zone equipment
- Support persons to ensure that the system is operational and to resolve problems
- ISP requires 12 Mb connectivity (est approx \$1000/year according to eVermont)
- Establishment and maintenance of portal page

#### Website

Adam Sroczynski of eBusiness Technology, LLC has indicated that the search facility was only intended to search the site and not the contents. He indicated that that was part of a phase II development. When asked why the search pertaining to the site was not operational, he indicated that he was told not to implement that in the first deployment. Adam estimates that to implement a search on the content would cost approximately \$2000 - \$2500. I asked him for a formal estimate. He also suggested that the Google search facility be used and that would require a license. I do not have the Google license cost or the formal estimate with timeframe as of this writing.

The redesign of the website should take into account the portal page provided by eVermont (assuming we go ahead with that project). The portal page will provide marketing information of businesses within the town, upcoming events and worthy news. A link to the town page would service town government information.

#### Trails

A trail committee headed by Mark Wallace explored linking the Valley Trail, part B which terminates at Mountain Park Plaza with the trail section that initiates at Handle Road and winds through Kingswood. Sarah Daniels attended to assist with mapping out the shortest effective path possible. Property owner consent would be needed. Sarah estimates that a SurePak trail could cost \$50 - \$100 per foot depending upon terrain covered. The path could run 3000 feet.

#### Beautification

Linda Anelli has agreed to head the beautification committee and coordinate efforts through economic development. Among the initiatives are:

- Route 100 Landscape Architect Plan (approx \$25,000 - \$35,000)
  - Completion of an RFP started by Patrick
- Bright Lights
  - Survey participants to see if this is justified in the future
- Pocket Parks
- Clean-up Day
- Flower Barrels
  - Attempting to find the contract for services

**Events**

There are 3 outstanding events that were approved - the Blueberry Festival, Taste of the Valley and the Vermont Life Wine and Harvest. The Vermont Life has been cancelled, Blueberry was held and Taste of the Valley's status is unknown as of this writing. Due to the extreme weather situation in the area, it is recommended that the events guidelines procedures be loosely interpreted or suspended because of the extreme conditions in our area.

**Interpretive Signs**

The sign renderings have been put on the town website. I am told that a preliminary sign design has been made and I am attempting to locate it. I would expect that completion of the signs and installation along the Crosstown Trail would occur after the winter. Cost assessments would be made in the intervening months.

**Financial**

I have been working on a financial update mechanism to track both income and expenses. I have enclosed some preliminary data detailing total income and expenses by category for the last fiscal year. The analysis also depicts committed funds and appropriate graphical representations (documents to be given at the meeting).