



NYS Broadband Flash Bulletin

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www.nysbroadband.ny.gov

RUS Announces \$10.3 Million in Funding to Advance Broadband in Rural Communities

The USDA Rural Utilities Service (RUS) announced that \$10.3 million in broadband funding is available through a competitive grant process for the 2012 fiscal year. The funding is obtainable through the **Community Connect Program** which serves rural communities where broadband service is least likely to be available, but where it can make a tremendous difference in the quality of life for citizens. The projects funded by these grants will help rural residents tap into the enormous potential of the Internet.

The **Community-Oriented Connectivity Broadband Grant Program** (Community Connect Grant Program) is designed to provide financial assistance to furnish broadband service in rural, economically-challenged communities where such service does not currently exist. Grant funds may be utilized to:

1. Deploy broadband transmission service to critical community facilities, rural residents, and rural businesses,
2. Construct, acquire, or expand a community center, and
3. Equip and operate a community center that provides free access to broadband services to community residents for at least two years.

Grants will be awarded on a competitive basis to entities serving communities of up to 20,000 residents to ensure rural consumers enjoy the same quality and range of telecommunications service as are available in urban and suburban communities.

To be eligible for a grant, the Project must:

- ◆ Serve a rural area where broadband transmission service does not currently exist, to be verified by RUS prior to the award of the grant. When determining if a community has no existing broadband service, RUS encourage applicants to refer to the Federal Communication Commission's National Broadband Map;
- ◆ Serve one and only one community recognized in the latest decennial census (2010) as published by the Bureau of the Census or in the most recent edition of the Rand McNally Atlas containing population data. The most recent edition of a Rand McNally Atlas must contain, at a minimum, communities recognized by a Rand

McNally Commercial Atlas and Marketing Guide. If your application includes more than one community then it will be considered ineligible;

- ◆ Deploy basic broadband transmission service, free of all charges for at least 2 years, to all critical community facilities located within the proposed Service Area;
- ◆ Offer basic broadband transmission service to residential and business customers within the proposed service area; and
- ◆ Provide a Community Center with at least ten (10) computer Access Points within the proposed service area, and make broadband transmission service available therein, free of all charges, to users for at least 2 years.

For more information on application guidelines and how to submit your broadband application, view the Community Connect Program Application Guide at <http://www.rurdev.usda.gov/SupportDocuments/utp-CommunityConnectAppGuide2012.pdf>.

Completed applications must be postmarked, hand delivered, or submitted through <http://www.grants.gov/> by June 18, 2012 in order to be considered for funding.

On **June 7, 2012**, RUS will host a webinar to help applications understand the requirements for applying for the **Community-Oriented Connectivity Broadband Grant Program**. This webinar will inform participants about the major eligibility and regulatory requirements of the program and will provide detailed guidance on how to submit a successful grant application. There will also a question and answer session.

Due to the limited amount of room available for this session, interested parties must preregister with the RUS Broadband Division. For more information or to register for the webinar visit http://www.rurdev.usda.gov/supportdocuments/UTP_CC_June7WebinarFlyer.pdf.

For additional information on USDA RUS broadband funding opportunities visit http://www.rurdev.usda.gov/utp_commconnect.html.



The New York State Broadband Program Office Launches Newly Enhanced Website

The New York State Broadband Program Office is pleased to announce the launch of a newly designed website. The new format streamlines functionality, but more importantly supports New York's goal of "Broadband for All" by ensuring visitors to the site are advised of the state's efforts to advance broadband development and deployment in urban and rural communities from border to border.

Some of the improved upgrades and features to the website include:

- A **Links & Learn Section** where visitors can get access to broadband resources with the click of their mouse.
- A **Federal and State Funding Section** to advise visitors of broadband funding available at the state and national level.
- A **Media Center** where visitors can sign up to receive Broadband Flash Bulletins and read about other broadband related news.

Please visit the newly enhanced website at <http://www.nysbroadband.ny.gov/>.



Boosting Entrepreneurship Through Broadband Internet

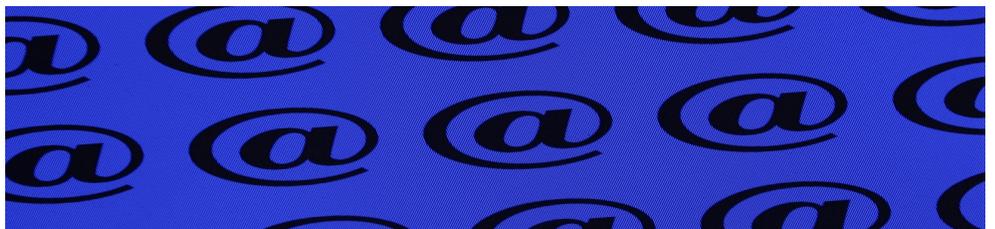
According to the "Start Up Savings" Report published in April 2012 by the **Internet Innovation Alliance (IIA) and Small Business & Entrepreneurship Council (SBE Council)**, broadband is lowering the cost and barriers to entry for starting a new business. The report looks at the top 10 ways broadband creates significant savings for the solo-entrepreneur, not only during the start up phase, but also in yearly savings.

IIA and SBE Council calculations indicate start up savings amount to more than \$16,000 for the new entrepreneur. Savings may also be greater for businesses that tap into broadband for a host of other needs not covered in the study, including purchasing equipment and furniture, utilizing cloud services, or marketing products and services.

Below are the top 10 ways high-speed Internet, including wireless broadband, saves American entrepreneurs money.

Top 10 Ways Broadband Saves American Entrepreneurs Money				
Category	Traditional	Online	\$ Saved on Start-up Costs	% Saved
Accounting: Online Services and Software vs. Traditional Accountant Services	\$2,101.00	\$267.30	\$1,833.70	87.28%
Printing Services	\$875.22	\$497.15	\$378.07	43.20%
Telephone Line	\$696.00	\$264.00	\$432.00	62.07%
Website Design and Hosting	\$2,397.84	\$299.64	\$2,098.20	87.50%
Mobile Apps and Business Owner's Time	\$35,027.20	\$31,524.48	\$3,502.72	10.00%
Logo Design	\$500.00	\$42.00	\$458.00	91.60%
Office Space vs. Home Office	\$6,180.00	\$0.00	\$6,180.00	100.00%
Incorporating a Business	\$394.67	\$98.67	\$296.00	75.00%
Newspaper Subscriptions	\$348.71	\$0.00	\$348.71	100.00%
Travel Costs: Air Travel vs. Online Video Calls/Conferencing	\$1,083.00	\$59.88	\$1,023.12	94.47%
TOTAL	\$49,603.64	\$33,053.12	\$16,550.52	33.37%
Cost of Broadband Connection	\$490.00			
Total Saved, with Broadband			\$16,060.52	

To read the entire report visit <http://www.internetinnovation.org/small-biz/Start-Up-Savings-IIA-SBE-documentation.pdf>.



Phone: (866) 322-5787
Fax: (518) 402-2976
Email: NysBroadband@cio.ny.gov

Mailing Address
New York State Broadband Program Office
Empire State Plaza -- PO Box 2062

