

# Project Information

**Company:** Premier Holdings LLC

## Project Description

### General Info

**Project #:** 17  
**Project Name:** Town of Plain Dealings  
**Total Project Cost:** 4,182,134.97  
**Total project cost per prospective broadband recipient:** 5,974.47  
**Infrastructure cost per prospective broadband recipient:** 5,540.64  
**Number of households to be served:** 577  
**Number of businesses to be served:** 123  
**GUMBO cost per prospective broadband recipient:** 3,883.41  
**Number of GUMBO households to be served:** 577  
**Number of GUMBO businesses to be served:** 123  
**General Location/Parishes:** Bossier  
**Base Speed (Minimum Download/Upload):** 100/100  
**Supported Scalability Speeds (Minimum Download/Upload):** 1000/1000

### Qualifications and Experience:

Provide the following details:

- Number of years the applicant has provided internet services;
- A history of the number of households and consumers, by year of service, to which the applicant has provided broadband internet access, as well as the current number of households to which broadband internet access (at least 25:3 Mbps) is offered;
- The number of completed internet service infrastructure projects funded, in part, through federal or state grant programs, prior to the date of application submittal;
- Whether the applicant has ever participated in an internet service infrastructure project funded, in part, through federal or state grant programs, and if so, for each project, the nature and impact of the project, the role of the applicant, the total cost of the project, and the dollar amount of federal or state grant funding;
- The number of penalties paid by the applicant, a subsidiary or affiliate of the applicant, or the holding company of the applicant, relative to internet service infrastructure projects funded, in part, through federal or state grant programs, prior to the date of application submittal; and
- The number of times the applicant, a subsidiary or affiliate of the applicant, or the holding company of the applicant has ever been a defendant in any federal or state criminal proceeding or civil litigation as a result of its participation in an internet service infrastructure project funded, in part, through federal or state grant programs, prior to the date of application submittal

Premier Broadband Qualifications and Experience (Uploaded)

## Financial Background:

- Provide five years of financial statements, pro forma statements, or financial audits to ensure financial and organizational strength regarding the ability of the applicant to successfully meet the terms of the grant requirements and the ability to meet the potential repayment of grant funds. If the applicant has been in business for less than five years, provide documentation for the number of years in business
- Indicate whether the applicant, a subsidiary or affiliate of the applicant, or the holding company of the applicant has ever filed for bankruptcy

1. Financial Statements 2021 Year-to-Day Financials (Uploaded) 2020 - Audited Financials (Uploaded) 2019 - Audited Financials (Uploaded) 2018 - Financials (Uploaded) 2. Line of Credit - PlainsCapital Bank (Uploaded) 3. Q. Indicate whether the applicant, a subsidiary or affiliate of the applicant, or the holding company of the applicant has ever filed for bankruptcy A. No bankruptcy for applicant, a subsidiary or affiliate of the applicant, or the holding company.

## Partnerships:

Provide the identity of any partners or affiliates if the applicant is proposing a project for which the applicant affirms that a formalized agreement or letter of support exists between the provider and one or more unaffiliated partners where the partner is one of the following:

- a separate private provider of broadband service, requiring a formalized agreement; or
- a nonprofit or not-for-profit, or a for-profit subsidiary of either, and the applicant is:
  - being allowed access and use of the partner's infrastructure, on special terms and conditions designed to facilitate the provision of broadband services in unserved areas, requiring a formalized agreement;
  - utilizing a matching financial and/or in-kind contribution provided by one or more partners, requiring a formalized agreement; or
  - a parish, municipality, or school board, or any instrumentality thereof, may qualify as a nonprofit for the purposes of the GUMBO grant program. Letters of support by a parish, municipality, or school board, or any instrumentality thereof, supporting an application may be submitted as part of an application. A letter of support does not require a formalized agreement.
- Provide a brief narrative explaining how the partnership or affiliation will facilitate deployment and reduce cost per prospective broadband recipient. For applications or project areas where the nonprofit or not-for-profit partner provides only matching financial support, that information can be documented in the budget section within the relevant application or project area.

1. Letter of Support -Town of Plain Dealing, LA (Uploaded) 2. Narrative explaining how the Partnership between the Town of Plain Dealing and Premier is lowering the cost of the project. (Uploaded)

For work being performed by Hudson Initiative or Veterans Initiative qualified applicants or contractors, provide documentation and/or a formalized agreement.

(10) Hudson Initiative Agreements (Uploaded)

## Project Area

### Assessment of the Current Level of Broadband Access in the Proposed Deployment Area

Describe the current level of service within the area and provide the data source or methodology used to capture this information. Raw data may be submitted as part of the assessment. If data is available to support differences between advertised and transmission speeds, applicants may also submit applications for areas where transmission speeds are less than 25:3 Mbps.

We reviewed the FCC form 477 (December 2020) data sets and determined Satellite (ViaSat, HugesNet) and ADSL (Lumen) were the only technologies available to the proposed service area as depicted on the shape file submitted. No provider met the minimum speeds (25:3), Satellite providers are excluded from consideration per the GUMBO rules.

## Services

Provide a description of service options to be provided:

Service Name	Upload/download speed	Date of 1st Availability	Data Cap	# of recipients	Price
Fiber 100	100/100	TBD	None	700	49.99
Fiber 250	250/250	TBD	None	700	79.99
Fiber 1000	1000/1000	TBD	None	700	149.99

## Marketing

Provide documentation for applicant engagement to connect consumers with community education forums, multimedia advertising, and marketing programs.

We have partnered with four Hudson certified companies to provide direct mail, social media, digital media, Bill Board/Signs, outreach to the citizens of Town Dealings. See uploaded 90-day marketing plan.

## Adoption

Provide documentation that shows low-income household service offerings, digital equity or literacy support, or programs or partnerships to provide these services. The applicant should also indicate current participation in, or plans to, accept the federal Lifeline subsidy.

We are currently participating the the federal Lifeline subsidy and have been much success in this program. We are providing the city with two free internet connections to be placed in the city library and the civic center with public WiFi for all to benefit from.

## Community Support

Evidence of support for the project from citizens, local government, businesses, and institutions in the community, including letters of correspondence from citizens, local government, businesses, and institutions in the community that supports the project

We have meet with the town city council and mayor they fully support our project to bring fiber internet to the residents of Plain Dealings. (Uploaded Letter) Broadband needed by the residents of the Town of Plain Dealings letters (Uploaded Letters)

## Local Workforce

Documentation of a workforce plan prioritizing the hiring of local, Louisiana resident workers, to include a signed letter of intent with a post-secondary educational institution that is a member of the Louisiana Community and Technical College System, containing an obligation upon the applicant, and contractors or subcontractors of the applicant, to put forth a good-faith effort to hire, when possible, recent graduates of broadband-related programs.

We have partnered with 10 Hudson certified companies to help us construct and market our services to the citizens of Plain Dealing. We have partnered with Northwest Louisiana Technical Community College and have extended a letter of intent to hire qualified graduates to help deploy fiber-to-home circuits upon a grant award.

## Technical Report

### Reporting Requirements

Explain in technical detail the technologies to be used in the proposed project and the broadband transmission speeds offered to prospective broadband recipients as a result of the project. If it would be impracticable, because of geography, topography, or excessive cost to design a broadband infrastructure project that would deliver 100:100 Mbps, the applicant must provide an explanation. Transmission speeds of 100:20 Mbps are the minimum allowable under this grant program.

Premier proposes Fiber-to-the-home (FTTH) architecture for the last mile. A critical element to any rural broadband business plan is to serve not only residences, but schools, libraries, hospitals, retailers and other businesses in the area. Fiber offers not only high bandwidth and low latency, but also high reliability, which is ideal for businesses and anchor institutions. This fiber infrastructure is what allows businesses to be able to locate and expand in rural communities. FTTH technologies come in two standards. • Passive Optical Network (PON) is a point to multipoint technology that connects an Optical Line Terminal (OLT) to many Optical Network Terminals (ONTs) or Optical Network Units (ONUs). PON networks utilize passive splitters between the OLT and ONT, and offers service providers flexibility in designing the network. The OLT broadcasts traffic downstream to every ONTs and each ONT only reads the content that is addressed to it. Encryption is used to prevent ONTs from eavesdropping on traffic not addressed to them. Quality of Service (QoS) features are used to ensure proper service prioritization and delivery. PON comes in different types. The Calix software platforms support “everyPON” from GPON to XGS-PON and NG-PON2 to deliver flexible and differentiated services to subscribers. Technology Standard Bandwidth Options Wavelengths Primary Focus: GPON ITU G.984 (Proposed Solution) 2.5G Down 1.24G Up 1490nm Down 1300nm Up XGS-PON ITU G.9807.1 (Upgrade to when needed) 10G Down 10G Up 1577nm Down 1270nm Up • Active Ethernet is a point to point technology that directly connects an OLT to remote ONTs or ONUs. Active Ethernet uses separate wavelengths to transmit and receive traffic, and each optical connection provides a dedicated link from the network to the subscriber. Point-to-Point topologies provide dedicated symmetric connection rates for each residential and business subscriber. Service Plans and Speeds (Residential/Home) Fiber 100 100 Up/100 Down Fiber 250 250 Up/250 Down Fiber 1000 1000 Up/1000 Down Our vendor has developed a dynamic broadband performance testing solution to ensure service providers can easily stay on top of funding-related deadlines and avoid potential penalties. Service providers can leverage Calix Support Cloud (CSC) as the test controller and the EXOS-enabled GigaSpire system as the test client in an FCC-approved testing framework. This configuration gives CSC and EXOS-enabled GigaSpire customers a turnkey solution that requires no standalone hardware or additional agents. Recent updates to CSC include the following: • Enhanced Test Reporting: Calix Support Cloud updates provide the ability to quickly identify FCC-compliant Ookla servers, including support for primary and secondary server selection (provided the CSP meets FCC test path requirements, CPE to Server), and record results for every test attempt in a new, visually appealing report format. • Increased Testing Flexibility: Calix EXOS updates include testing and reporting capabilities that meet the latest FCC requirements, meaning tests can be run on any GigaSpire BLAST or GigaCenter system as well as on all TR-181 or TR-089 certified third-party systems.

Explain the scalability of the broadband infrastructure to be deployed to meet future bandwidth needs.

Update the PON hardware to meet 10GB speeds. XGS-PON ITU G.9807.1 (Upgrade to when needed) 10G Down 10G Up 1577nm Down 1270nm Up

Provide a proposed construction timeline and duration of the deployment project period. The deployment project period is the time from award of the grant agreement to the time that service is available to the targeted prospective broadband recipients under the grant. Describe estimated timeline, deployment roll-out and number of end-users to be served in each phase (10 percent, 35 percent, 60 percent, 85 percent, 100 percent).

Timeline Item / Completion Dates: 1 Equipment List/ Planning/ Applications 3/1/2022 1.1 Place Equipment Orders 4/1/2022 1.2 Fielding -Planning Design 4/1/2022 1.3 Final Design 5/1/2022 1.4 Application for Permits 5/1/2022 1.5 Application Phase State, City, County, SHIP, NEPA 5/1/2022 2 Installation Plan 2.1 Construction Kick Off Meeting 5/7/2022 2.2 Material Delivery, Delivery, Storage Set-Up, Receive and Inventory Materials 5/7/2022 2.3 Compound & Shelter work 5/7/2022 2.4 Shelter Set 5/10/2022 2.5 Install Generator 5/15/2022 2.6 Construction Start Aerial and Boring & Hand Hole placement 5/15/2022 3 Connectivity and Turn Up 3.1 Install DIA ISP Connection in Shelter 6/1/2022 3.2 Configure All Calix GPON Equipment Calix Equipment Configured and Tested 6/7/2022 3.3 Configure all Core Routing Equipment 6/7/2022 3.4 Complete fiber placement and hand holds at 10% of locations past (68 Locations) 6/15/2022 3.5 Cable Splicing & Testing 10% of location past - 6/18/2022 3.6 Complete fiber placement and hand holds at 35% of locations past (239 Locations) 6/21/2022 3.7 Cable Splicing & Testing 35% of location past - 6/25/2022 3.8 Complete fiber placement and hand holds at 60% of locations past (409 Locations) 7/18/2022 3.9 Cable Splicing & Testing 60% of location past - 7/21/2022 3.10 Complete fiber placement at 85% of locations past (580 Locations) 8/18/2022 3.11 Cable Splicing & Testing 85% of location past - 8/21/2022 3.12 Complete fiber placement at 100% of locations past (683 Locations) 9/15/2022 3.13 Cable Splicing & Testing 100% of location past - 9/18/2022 4 Public Launch Plan/ 90-Day Marketing Plan 4.1 Post Card Mailers/ Radio Ads 10/30/2022 4.2 Facebook/Google Ads/Yard Signs 11/30/2022 4.3 USPS Post Cards to Every Business/Household 12/30/2022

☒ **Wired Infrastructure**      ☐ **Fixed Wireless**

### Wired Infrastructure Deployment Reporting Requirements

Describe the general design of the project and deployment plan and include the following:

- Explanation of the existing networks and equipment to be used for the project. If assets are owned by another entity, explain how they will be used for this project and, if applicable, provide a copy of the agreement between the applicant and the owner.
- Total number of miles of project infrastructure deployment, and the number of miles of project infrastructure deployment accounted for by preexisting infrastructure
- Detailed explanation of how the new or upgraded infrastructure will serve the prospective broadband recipients. In the case of the installation or upgrade of a specific site infrastructure, such as a point of presence or fiber hut (fiber), pedestal (cable), or a remote exchange/DSLAM (DSL), the applicant must include:
  - The number of prospective broadband recipients that will be served by that site infrastructure
  - The distance from the specific site infrastructure such as a POP, pedestal, or DSLAM to the end user(s) and the expected broadband speed that will be effectively delivered
- Detailed description of the design work needed for deployment, such as, but not limited to, pole work, acquiring or updating easements, and/or property acquisition.

We will be leverage the local power company utilities poles if available for Aerial fiber. We are in contact with the Utility company and will setup a pole agreement and bonded insurance upon grant approval. Total number of miles: 22.7 Miles of total Fiber and 17.04 miles of pre-excising utility pole infrastructure. There is an average of 0.035 miles between each location. The number of locations serviced is 700 locations from our communications shelter (POP) located on Town of Plain Dealing property. We will have pedestals approximately 200 feet or less of each location delivering 1000 Up/1000 Down speeds. Upon our review of the serving areas within the Town of Plain Dealing we have not identified any environmental or historic preservation requirements. All precautions will be taken to avoid any ground disturbing activities in this area. The construction of the proposed fiber optic cable will be inside the Department of Transportation, City, Town or County Road Right of Way in previously disturbed soil with no impact to the environment. Upon grant approval a low level OSP design and stamped construction plans will be generated and submitted to any governmental entities (City/ Parish). We are leveraging the pole infrastructure in place and using city easements for underground fiber runs. We will be putting into place a pole agreement and the insurance needed upon grant approved and already spoken to the utility company and have reviewed their requirements. Our communicate shelter will be placed on donated city property with a 30-year lease in place.

### Wired Assets

Existing Network	Existing Equipment	New/Upgraded Infrastructure	Installation Type	Num of Recipients	Avg Distance in Miles Between Prospective Recipients	Expected Speed
Pole Infrastructure		Upgraded	Pole	ALL	0.035	1000/1000

### Budget

#### Budget

The project budget should reflect all eligible project costs to be funded through the GUMBO Grant Program. Additionally, the project budget should include the minimum provider funding match of at least 20%, any local government funding match from a parish, municipality, and/or school board, or any instrumentality thereof, and the requested GUMBO Grant Program funding.

Plain Dealing Budget 35% Provider Contribution

#### Proof of Funding Availability

Provide a signed letter of funding availability from each source of funds committed for the project. If loan or other grant funds are pledged, a loan/grant commitment letter from each source of funds must be included. Should an applicant be an awardee of Universal Service, Connect American Phase II, Rural Digital Opportunity Fund, or other federal or non-federal funds for the deployment of broadband service, the applicant shall attest as to whether or not the applicant's GUMBO application and associated project's buildout is dependent upon such awarded funds.

Plains Capital Bank LOC