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APPLY.INC

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Who we are!

- Grants consulting and management company with 20+ year of service in grants management and writing, program development and relationship management

- Industry leader specializing in identifying, securing, and managing grant funding in partnership with clients in private, non-profit, and public sectors.

- Experienced team of funding and business development specialists providing a comprehensive range of services, uniquely tailored to the clients' needs.

- To date, over $500m has been requested for state and federal grants.

What we do!

- Track legislation, funding & trends (follow the money)

- Create awareness & educate potential applicants

- Prequalification, ensuring applicants have the best chance of funding

- Develop comprehensive funding portfolios for communities to resolve all needs, not just one

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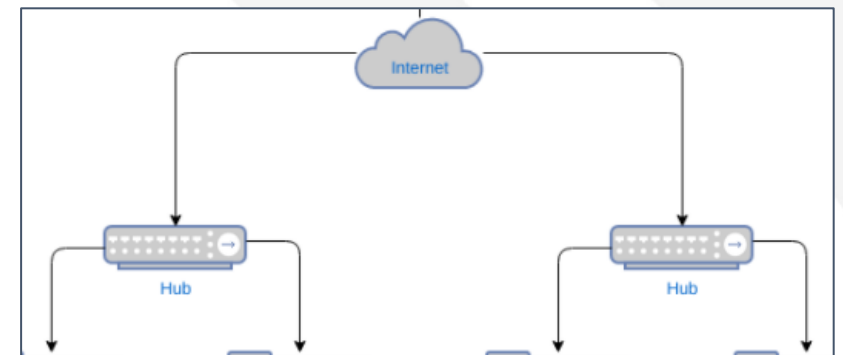# The First Step: Defining and Mapping your PFSA

- Determining Unserved Areas - each grant will have different thresholds
  - o FCC 477 data is no longer the standard
  - o Community Speed Assessments and Surveys
  - o State or Regional Databases
  - o i3 Connectivity Explorer
- Create a shape file or a detailed map for your proposed funded service area(s)
- Err on the side of caution – recommend not to aim for 90% unserved. Try for 95% and above
- Prioritization
  - o Socially Vulnerable Communities
  - o Extreme Rurality - FAR Level 4 or counties with population less than 50,000
  - o Tribal Areas

Description of your unserved area - PFSA

- Do not underestimate the importance of this section! Although it can be a small section, it is tremendously valuable to evaluators to understand the qualitative needs of the area. Data only tells one side of the story. This is your opportunity to comprehensively explain the issues your community faces.

- Start with demographic information:
  - Population of the census-designated areas
  - Poverty rates
  - Median household income
  - Percent White, Black/African-American, Asian, Hispanic/Latinx, Native American, etc.
  - Any other factors that paint a picture (veterans, disabled population, etc)

- Then, move to specific issues your community faces due to lack of broadband
  - Homework Gap – do your students miss out on learning opportunities?
  - Healthcare Access – do you have to travel 30-60 minutes each way for specialized healthcare?
  - Workforce Development Opportunities – Are jobs harder to find? Can you work remotely?
  - Outward Migration – is the population of your town/county decreasing?

How Do I Get Started? – Documentation – Things to Gather

- Articles of Incorporation

- Certified copy of bylaws (notarized)

- Two years of unqualified, audited financials (2020 and 2021)

- A list of debt obligations (w/ amortization schedule)
  - Funded Debt - Existing RUS/RTB/FFB Notes
  - Funded Debt – Rural Development
  - Other Long-Term Debt
  - Obligations Under Capital Lease

- Existing network diagram (high-level)

- Current service offerings – speeds and prices

How Do I Get Started? – Documentation – Things to Create

- Statement of Broadband Experience
- Brief Bios for Board Members
- Organizational Chart of Subsidiaries, Parent Companies, etc.
- Proposed Network Diagram and Description
- Description of service offerings to new area (PFSA)
- Plant in service schedule
- Financial proforma – 5-year projection + current year
- Update Key Management Resumes
  - Who will work on the grant application and award?
  - Who will implement the project and build the infrastructure?
  - How will these individuals work together as a team to ensure a successful project?

ReConnect Loan and Grant Program

- Deadline: Expected September 2022
- Total Funding: Estimated $2.0B
- Max Grant Award: $25 million (loans available too)
- Match Requirement: 25% (optional 0%)
- Major Focuses: Rurality, Operational and Financial Feasibility, speeds achieved > 100/100 Mbps
- Special Characteristics:
  - Must provide retail service.
  - Must have a PE Certification
  - 75% of PFSAs must be socially vulnerable to get 0% match
- Estimated Time to Complete: 400 hours

- Difficulty: 4 out of 5

Changing threshold from 10/1 Mbps to 25/3 and 100/20 Mbps

Community Connect Program

- Deadline: Estimated December 2022
- Total Funding: Estimated $50-80 million
- Max Grant Award: $3 million (loans available too)
- Match Requirement: 15%
- Major Focuses: Rurality, Operational and Financial Feasibility, speeds achieved > 100/100 Mbps
- Special Characteristics:
  - Must have a project partner that provides retail service.
  - Must have a PE Certification
  - Must serve an anchor institution (can be built!)
- Estimated Time to Complete: 300 hours
- Difficulty: 3 out of 5

Awaiting decision to lift threshold from 10/1 Mbps to 25/3 Mbps or 100/20 Mbps

Broadband Infrastructure Program

- Deadline: Expected August 2022
- Total Funding: $300 million
- Max Grant Award: $30 million
- Match Requirement: 10%
- Major Focuses: Rurality, homes served per $
- Special Characteristics:
  - Must have a covered partnership
- Estimated Time to Complete: 200 hours
- Difficulty: 3 out of 5

Tribal Broadband Connectivity Program

- Deadline: September 1, 2021 (expected replenishment)
- Total Funding: Estimated $2 billion
- Max Grant Award: $50 million ($2.5m for digital equity)
- Match Requirement: 0%
- Major Focuses: Tribal designation, shovel ready
- Special Characteristics:
  - Must complete separate applications for either grant type
- Estimated Time to Complete: 250-300 hours
- Difficulty: 4 out of 5

ARPA Capital Projects

- States received ~$100m+ (AZ $190m) to fund Capital Projects that will address many challenges presented by the pandemic, **especially in rural America and low- and moderate-income communities**, helping to ensure that all communities have access to the high-quality, modern infrastructure needed to thrive, **including internet access**.

- Likely to be presented through current broadband programs and public works programs.

Biden Infrastructure $1.0T

- USDA Replenishment ($2B)
  - ReConnect
  - Community Connect
  - DLT
- NTIA Replenishment ($47B)
  - State Formula Program ($42.5B)
  - Competitive NTIA Programs ($2.0B)
  - Competitive Digital Equity Programs ($2.5B) (subsidies)

Q&A

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