



Irrigating Digital Deserts

The Dayton Experience



Our Story



Where Have We Been?

Discussion of How We Got Here.



Where Are We Headed?

What to expect in the coming months and years.



The Ending

Because all great things must come to an end.

A Little About Dayton

- Rural Character, Agricultural Roots
- Grown from 7,200 (2017) to 9,400 (2020)
- School District Population
- Annexation Prowess - Over 32 Sq Mi
- Grand Parkway
- Large Tract Developments

▶ Recognizing a Digital Desert



Economic Development

Prospects needed to bring fiber on their own dime

AT&T was the only one willing to expand to industrial parks



Residential

Community Survey

Discussion of Limitations

▶ What do we do next?



Dialogue

- AT&T - No Fiber Where DSL Currently Exists
- Comcast - No Answer at All



Middle Mile?

- Lack of Quality Control
- Equity
- Why Partner with AT&T and Comcast?



Feasibility

- Hired Magellan Advisors
- Looked at Multiple Business Models



▶ Dayton Goes It Alone

- Council Sees Feasibility Study
- Over 60% of Dayton Residents has DSL as only option
- \$60/month DSL service
- Council Agrees to Pursue Retail Option

▶ Limited Precedent



Mont Belvieu

- Grand Daddy
- Financial Model
Could Not Be
Duplicated by
Dayton



Build Portfolio

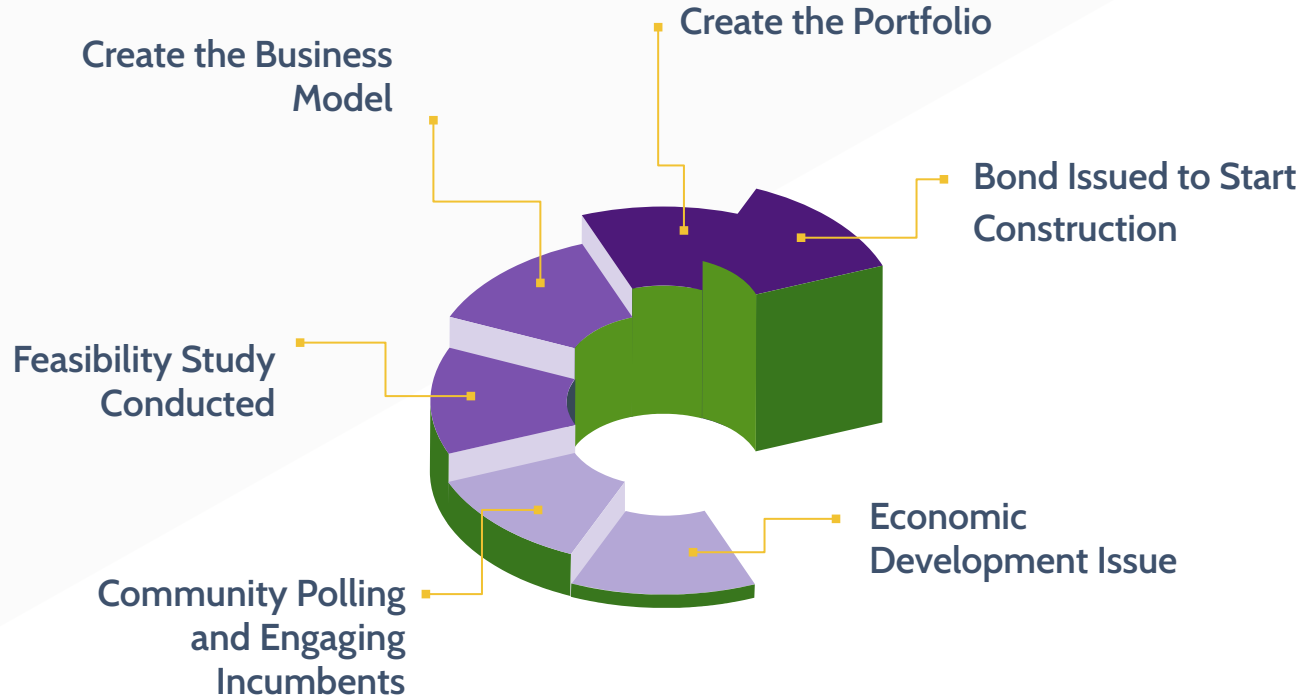
- Feasibility Study
- Business Plan
- Dayton's Excellent
Bond Rating



Bond Market

- Bond Market
Collapse of 2020
- 2.56% Interest
Rate for 20 Year
Note


► Where Were We?



Where Are We Headed?

Roadmap to the Future





To Understand Dayton... You Must
Understand our S.H.I.N.E.
Principles...

What are Dayton's S.H.I.N.E.
Principles?



Service

Public Service is a Badge of Honor

Humility

It is a Privilege to Serve

Integrity

Transparent, Open Communication

Nobility

We are Held to a Higher Standard

Excellence

Efficient and Effective Work

► Dayton's Worldwide Competition

United States

Houston Metro
Nashville
Raleigh-Durham

Atlanta
Baton Rouge
Dallas

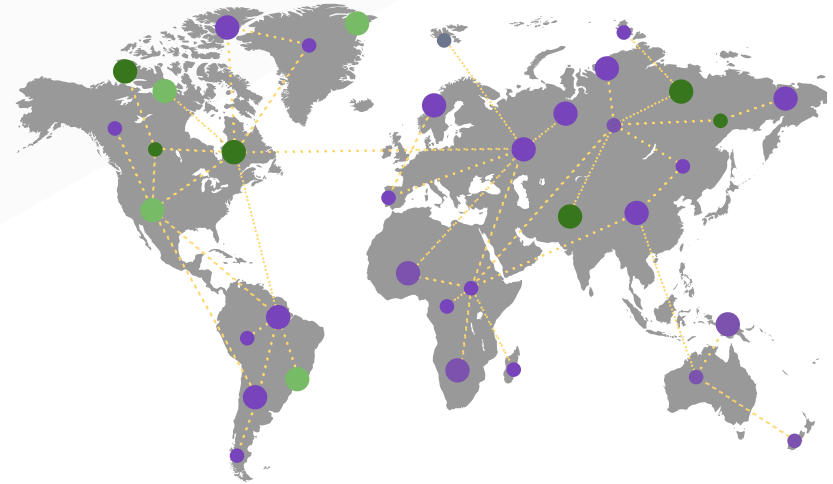
Asia

Hong Kong
Kuala Lumpur
Calcutta

Foshan
Singapore

Europe

Rhine Industrial Region



▶ Dayton's Holistic Approach

Leverage Industrial Strategic Location

- Gulf Inland Logistics Park
- Future Rail-Served Parks
- Cater to Logistics Firms

Quality of Life Initiatives

- Fiber-to-the-Home
- Spreading Tax Base for Infrastructure
- New City Facilities

Public-Private Partnerships

- Mixed-Use Development
- Privately-Owned Public Open Spaces
- Expand City Capacities through Partnership Agreements



Promote Positive Growth

- Unified Development Code
- Landscape and Signage Requirements
- Promote Facade Standards

Social Infrastructure

- Sidewalks
- Central Meeting Place in Downtown
- Adding Park Amenities

Promote Retail/Office

- Downtown Revitalization
- Facade Standards for Commercial
- Recruit White Collar Jobs

▶ Current State of Affairs



Construction is Underway

Conduit is being laid throughout the community

Network Operations Center Under Construction

Planning to serve over 90% of residents



Staff Assembly Underway

General Manager Hired

Provide Local Customer Service

▶ Considerations



Stream of Commerce

- 18th Century - Canals
- 19th Century - Railways
- 20th Century - Roads
- 21st Century - Data

- Businesses of All Sizes Need Quality Internet Service



Equity and Inclusion

- No Skipping “Less Profitable Areas”
- No Skipping Historically Neglected Areas
- Expansion of Rural Broadband
- Expanded Social Services



Quality of Life

- Telecommuting
- Telehealth
- Distance Learning
- Cord Cutting
- Better Value
- Smart Homes

▶ Even More Considerations



Partnerships

- Subdivision Requirements
- Smart Home Ready Initiatives
- School E-Rates
- Industrial Parks
- Multi-Family
- Housing Authorities



Pitfalls

- Public Buy-In
- Economic and Social Services Buy-In
- Financial Management with other Enterprise Funds



Entrepreneurial

- Must be Run Like a Business
- Change How City Operates
- Rebrands the Community
- Sets a Tone with Developers
- Changes the Conversation



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DAY NET

DAYTON FIBER NETWORK

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MOSTA...



LAST SENTRY COMICS



ALSO FEATURING
MEGATRONIX
(LASER TAGS)

REPLICA 1966
BATMOBILE

GULF COAST GAMERS
(MOBILE GAMING TRUCK)

PREMIER EVENT
WRESTLING
(LIVE WRESTLING)

MEMORIES MATTER
(PHOTO BOOTH)



DIMENSION COMICS



SPO...



HOSTED BY
DAYTON
TEXAS





“In preparing for battle I have always found that plans are useless, but planning is indispensable.”

-Dwight D. Eisenhower



From Desert to Oasis!

Questions?

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