

# Using Broadband to Drive Economic Development

**Craig J. Settles**  
**President, Successful.com**  
**Communities United for Broadband**

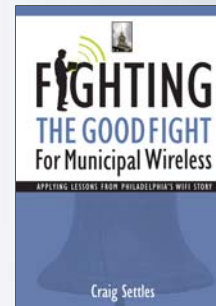
**craig@successful.com**

**Twitter: cjsettles**

**successful.com**

# Background

- Independent analyst
- Develop broadband business strategies
- Author of books, special reports



successful.com

# Objectives

- **Present national overview**
- **Examine economic outcomes**
- **Summarize action steps**

# Survey Background

- **3rd bi-annual of econ dev professionals**
- **Sponsored by Int'l Economic Development Council (IEDC)**
- **Counterbalance to claims**



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of Knowledge and Leadership*

successful.com

# Four Survey Topics

- **State of broadband**
- **Broadband's economic impact**
- **Personal economic development**
- **National broadband policies**

# State of Broadband

- **Wireless: 19% community networks, 18% PPP**
- **Wired: 23% community, 20% PPP**
- **Considering area-wide wireless: 50%, wired 41%**

# Impact Economic Outcomes

- **Attracting biz: 37% wireless, 55% wired**
- **Retaining: 24% wireless, 42% wired**
- **Improving profitability: 29% wireless, 40% wired**

# Other Economic Outcomes

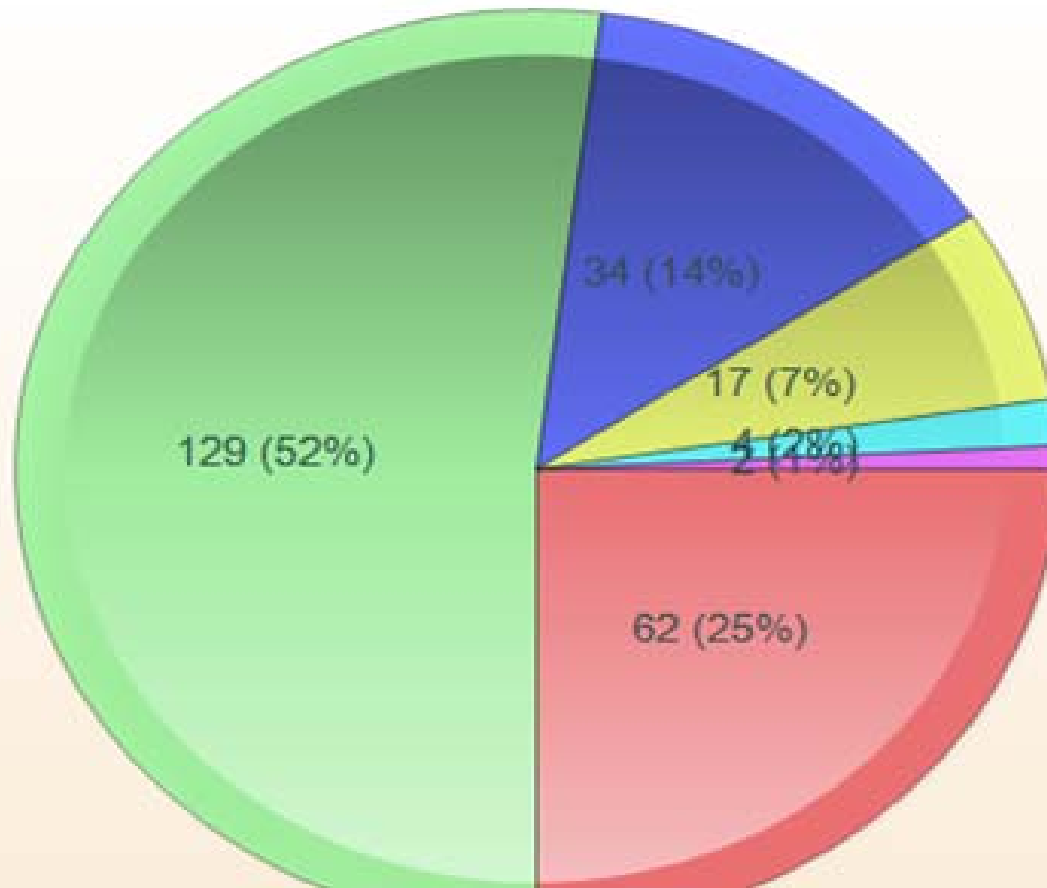
- **Revive depressed businesses**
- **Turn around depressed communities**
- **Worker training**
- **Impact personal income**

# Personal Economic Dev

- **49%: improve job skills**
- **61%: boost  
entrepreneurialism**
- **77%: make home-based  
businesses potent**

**Can broadband be used to harness home-based businesses into an economic development force within your area?**

- |   |   |   |
|---|---|---|
|  I've seen it happen firsthand |  Maybe   |  Not likely                    |
|  It's quite likely             |  It's only possible if you have support programs |  Hadn't thought of this before |



# National Policies

- **90%: 4 Mbps weak goal**
- **55%: Need 100 Mbps**
- **Teach how to build wealth**
- **Give communities say in USF distribution**

# Starter Checklist

- **Identify your need**
- **Establish your goal**
- **Take the long-term view**
- **Control your destiny**

# What Next

- **Change hearts and minds**
- **Understand target audiences**
- **Understand what broadband can/can't do**
- **Economic strategy plan integrates broadband**

# Broadband as Economic Strategy

- **Establish econ dev sub-goals**
- **Determine technology that facilitates**
- **Preliminary benchmarks**
- **Plan necessary programs**

# Additional Steps

- **Generate consensus**
- **Assess business models**
- **Assess financial models**

# Get the Report

<http://roisforyou.wordpress.com>

successful.com