The Great Equalizer

“Broadband access is the great equalizer, leveling the playing field so that every willing and able person, no matter their station in life, has access to the information and tools necessary to achieve the American Dream.”

Michael K. Powell
Former Chairman of the FCC
Introducing MB Link

- First in State of Texas
- City Owned and Operated
- Smart City Capable
- Closes the Broadband Gap

MB Link is a 100% fiber-optic broadband network that has been engineered with the needs of the City in mind. It has been constructed to serve the citizens and businesses of Mont Belvieu by providing them with fast, reliable, affordable and managed broadband services.

Where We Started

We Fought The Law
How Are We Paying For This?

Building MB Link

• Phase 1 - Planning
• Phase 2 - Engineering
• Phase 3 - Constructing
• Phase 4 - Operating

Data As A Utility

THE CHALLENGE:
Launch a municipal utility that competes with established national private-sector services.

THE BARRIERS:
• Big brands
• Big Budgets
• Established Clients
• You are “Unproven”
The Opportunity

We know how to run a hometown utility that when you turn on the tap... it just works.

The “Hometown” Advantage
This is the one thing money really can’t buy.

- You are a trusted brand too!
- Co-brand with city
- Tag Line

Gotta Get A GIG!

150 MB Album 2 Seconds
160 MB TV Show 4 Seconds
5 GB HD Movie 2 Seconds
15 GB Game 2 Minutes
Archive 10 GB of Files 1 Minute 25 Seconds
On The Move

Go To Your Residents

Unified Billing

- This has been HUGE for our residents... so we capitalized on it!
- One less bill to pay / a bill they already pay every month. And, most likely, it’s already set up on an auto draft.
- You have a promotional platform that gets in front of the customers, both existing and potential, EVERY MONTH! Be sure to use that messages box on the bill.
- Channel to distribute additional marketing bill inserts at a minimal extra cost.
Tailor Your Customer Experience

- You know your residents better than the national providers!
- Example: “White Glove Service” and welcome kits

Equitability

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<th>Opportunities</th>
<th>Challenges</th>
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<td>Public Wi-Fi Hot Spots</td>
<td>Expanding outside the City’s taxing district to reach all students in school district</td>
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<tr>
<td>• School Stadium</td>
<td>Raising capital to support infrastructure outside taxing district</td>
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<td>• City Park</td>
<td>Alternate revenue streams to support growth and sustainability such as cell node and 5G</td>
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<td>• Smart City Initiatives</td>
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<td>Public Private Partnerships</td>
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<td>• Cell Node Backhaul Support</td>
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Resiliency

This chart illustrates the impact on subscribers and bandwidth usage with the community working and learning from home during the pandemic.

What's right for you?

- E.D. driver for business development
- Revitalize historic areas
- Scale the concept to benefit your city.

Questions?
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