

Press Release – Optimum Broadband Strategies for Cities

Summit provides key strategies for cities looking to expand or deploy broadband networks with robust business models.

Toronto, ON – May 6, 2009

Leading examples of the benefits that a broadband network can bring to municipalities will be presented at Strategy Institute's upcoming *Optimum Broadband Strategies for Cities Summit*, on June 23rd and 24th at the Holiday Inn Select.

As cities look for ways to expand network capability and drive growth, the pressing need for robust broadband service is clear. The challenge, as always, has been to do so with a viable business model that meets the demands of end users, the City and other stakeholders.

Several leading case studies will be presented which demonstrate successful broadband deployments from across the globe, and how they have remained financially viable:

- Zaragoza, Spain
- Segrate, Italy
- Minneapolis, Minnesota
- Mississauga, ON
- Appleton, Wisconsin
- Province of Nova Scotia
- Ottawa, ON
- Washtenaw County, Michigan

Anticipation is building as well for those cities looking to secure federal government funding for their broadband initiatives – the \$225 million announced in the most recent budget and how to obtain funding will be a key feature of the summit. Janet DiFrancesco, Industry Canada's Director-General Broadband, will be present to share information and take part in the dialogue.

"We are poised at a critical juncture for community broadband," states industry analyst and conference Chair Craig Settles. "Thanks to economic stimulus grants in Canada and the U.S. targeted to these networks, towns and cities across North America have an incredible opportunity to lay a foundation for making great strides forward in broadband. The question for municipalities, stakeholders, service providers and vendors is, how do we take the best steps to ensure we are successful? Attendees will get some of those answers at this conference."

"I'm looking forward to this occasion to once again chair a conference as important as this has become for Canadians interested in advancing community broadband networks," says Settles. "Even during the past year or so when the future of community networks was in question, project champions have come together at Strategy Institute events to compare notes and keep the flame burning. I expect a strong turnout this year and lots of positive energy from attendees."

"Topics to be covered include various broadband networks and technology choices. The international case studies from Italy and Spain will highlight the key aspects of broadband deployment" said Yashod Bhardwaj, Project Manager at Strategy Institute. He indicated that delegate attendees will include City of Barrie, City of Dryden, City of

Lethbridge, City of Moncton, City of Orilla, City of Oshawa, City of Timmins, Festival Hydro, Government of Ontario, Lanark County Government, London Hydro, Norfolk Energy, Welland Hydro and many more municipalities, cities, broadband co-operatives, utilities and other public institutions who look forward to benefit from the government funding.

Sponsors for the event include Rogers Inc., HP ProCurve Networking, and XPlornet Internet Services. Visit: http://www.strategyinstitute.com/062309_obsc/dsp.php

About Strategy Institute

Strategy Institute is a leader in delivering timely knowledge and best practices for municipal IT professionals since 2004. The organization brings together thought leaders from North America as well as from around the globe to exchange ideas and insights.

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