



**WILLMAR CITY COUNCIL MEETING**  
**MONDAY, FEBRUARY 10, 2025 @ 6:30 PM**  
**Fire Station, Training Room (Work Session)**  
**515 2nd St SW, Willmar, MN 56201**

### **AGENDA**

1. Call Meeting to Order
2. Roll Call
3. Pledge of Allegiance
4. Proposed Additions or Deletions to Agenda
5. Regular Business
  - A. Connect Willmar Initiative
6. Adjourn



## City Council Action Request

|                              |                            |                                |                                    |
|------------------------------|----------------------------|--------------------------------|------------------------------------|
| <b>Council Meeting Date:</b> | February 10, 2025          | <b>Agenda Item Number:</b>     | 5.A.                               |
| <b>Agenda Section:</b>       | Regular Business           | <b>Originating Department:</b> | Administration                     |
| <b>Resolution:</b>           | No                         | <b>Prepared By:</b>            | Kyle Box, City Operations Director |
| <b>Ordinance:</b>            | No                         | <b>Presented By:</b>           | Kyle Box, City Operations Director |
| <b>Item:</b>                 | Connect Willmar Initiative |                                |                                    |

### RECOMMENDED ACTION:

Information Only

### OVERVIEW:

### BUDGETARY/FISCAL ISSUES:

### ALTERNATIVES TO CONSIDER:

### ATTACHMENTS:

1. 2025\_02\_10 CWI Presentation
2. Broadband Corp Presentation

# **WILLMAR**

**INC. 1901**

**MINNESOTA'S**  **CROSSROADS**

# **MINNESOTA**

Presented by: Kyle Box, City Operations Director  
Monday, February 10, 2025



# Connect **WILLMAR** Initiative

It's about Choice

It's about Connection

It's about our Future

# Agenda

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- City of Willmar
  - Project Overview
- Bolton and Menk
  - Civil Engineering, Right of Way Acquisition, and Permitting
- Hometown Fiber
  - Technical Overview, Key Financials and Proforma Model, and Network Operation Center (NOC)
- Industrial Park Grant
- ISP Introductions



## WILLMAR PARK

At 5 acres in size, this recreational area is surrounded by Willmar Lake. Trails that wind through the park, Robbins Island is a spacious destination available for rent.



# Impactful Projects: Local Success

Willmar Municipal Airport

Wastewater Treatment Facility

Willmar WYE (Rail Access)

Industrial Park (Shovel-Ready Certification)

Street Improvements



# What is the Connect Willmar Initiative?

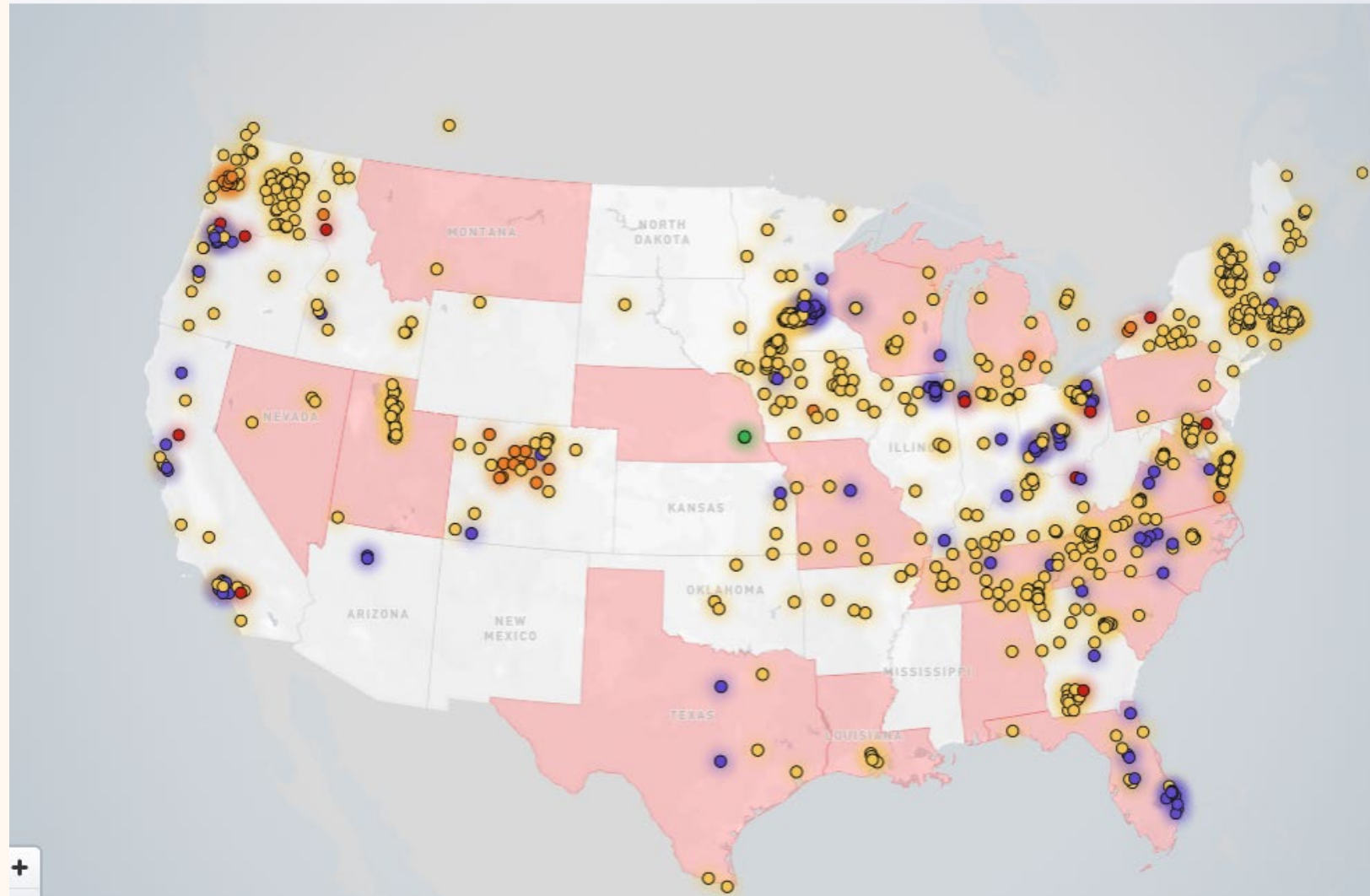
- Connect Willmar: Initiative to enhance Willmar's internet infrastructure.
- Legacy of Leadership: Willmar is known for its achievements in agriculture, technology, and industry.
- Future-Focused: Connect Willmar aims to continue this legacy with advanced internet services.
- Internet Necessity: Fast, reliable, and affordable internet is essential for personal and professional growth.
- Proactive Measures: Willmar's city officials are ensuring high-quality internet access at reasonable prices.
- Essential Service: Internet is crucial for work, learning, connectivity, and community prosperity. Without symmetrical fiber optic service, we risk falling behind and losing our established legacy.

# Municipal Networks



All Municipal Networks (795 communities)

Search City, State or Network





## Project Evolution

- 2022
  - September - Received Proposal from Hometown Fiber
  - December - Received Broadband Infrastructure Mapping



# Project Evolution Continued

- 2023
  - **February** - Broadband Committee Recommendation
  - **March** - Hometown Fiber Professional Services, Broadband Consultant & Technical Rep., LRB Public Finance Advisors
  - **May** - Gilmore Bell, Disclosure Counsel
  - **July** - Consulting Services

## TO THE FARMLAND OF WILLMAR

Robbins Island Regional Park on the east side. The Foot Lake outlet is considered the headwaters of Willmar Lake by an upstream channel making these two lakes an ideal location for kayaking. Public shore of the Kandiyohi County Fairgrounds and also at Robbins Island Regional Park. Fishing enthusiasts Northern Pike, Sunfish and Walleye in Foot Lake.

# Project Evolution Continued

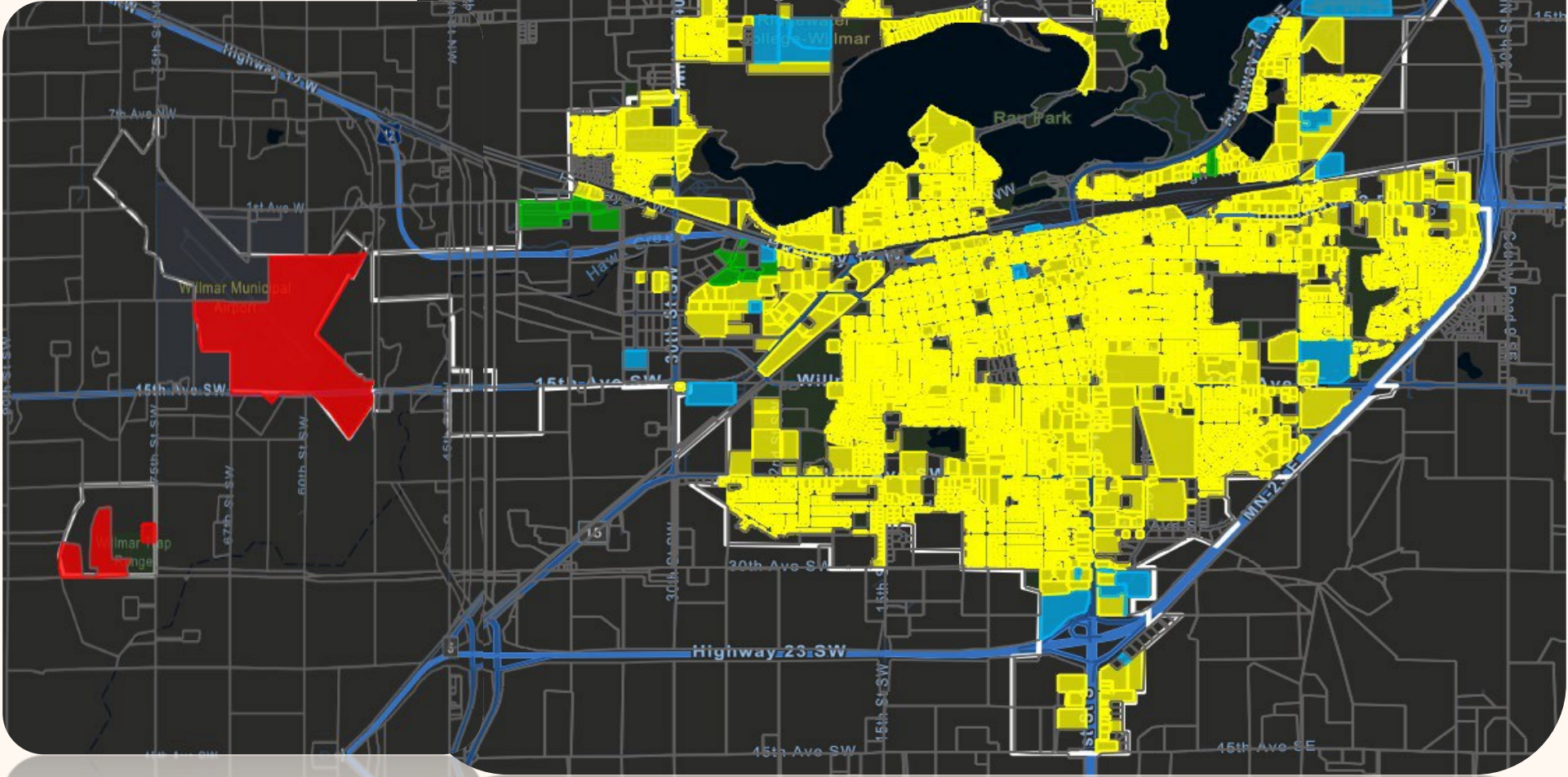
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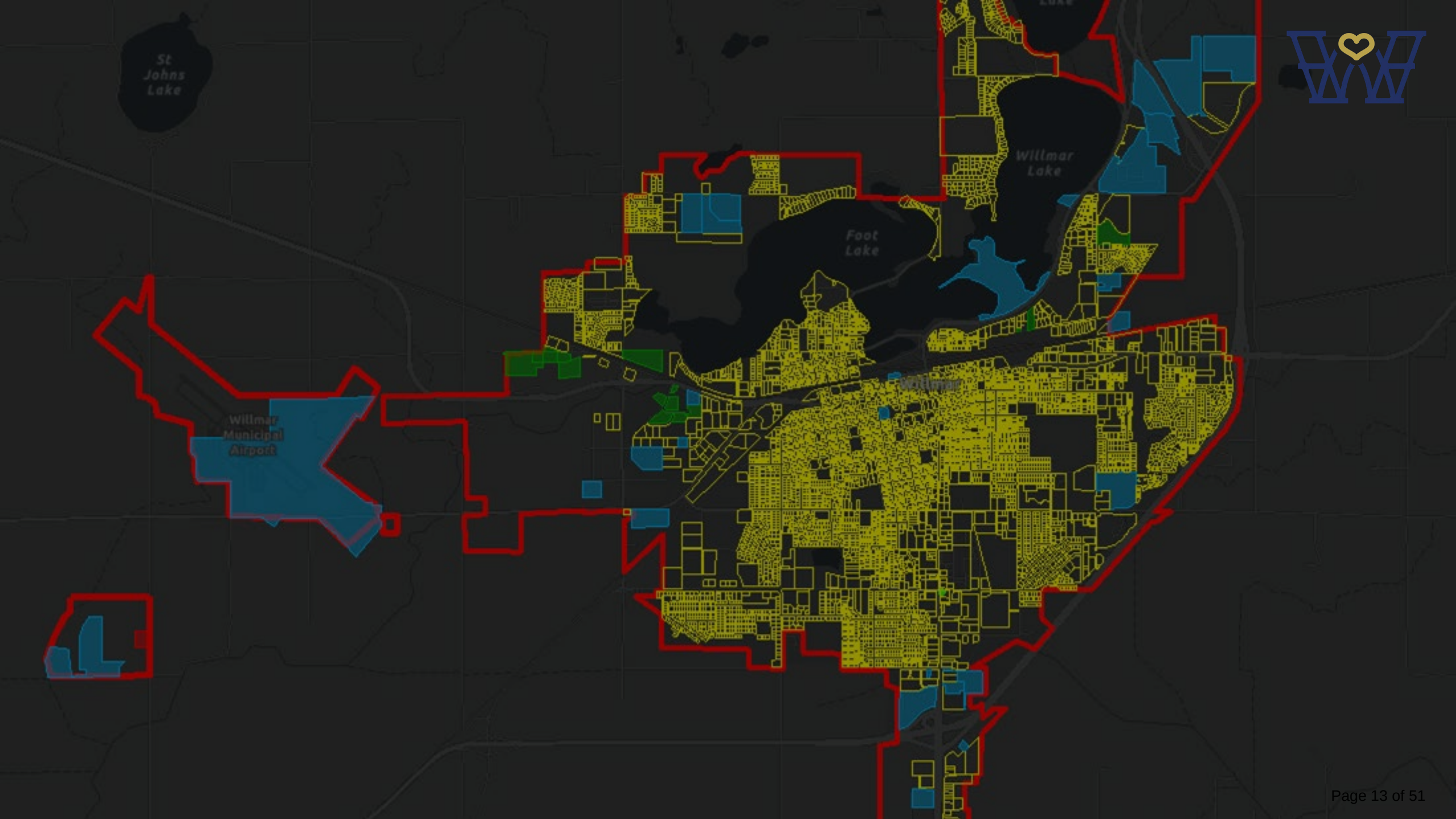
- 2024
  - Civil Engineering
  - Operations Agreement
  - ISP Negotiations
  - Community Outreach
  - Project Branding



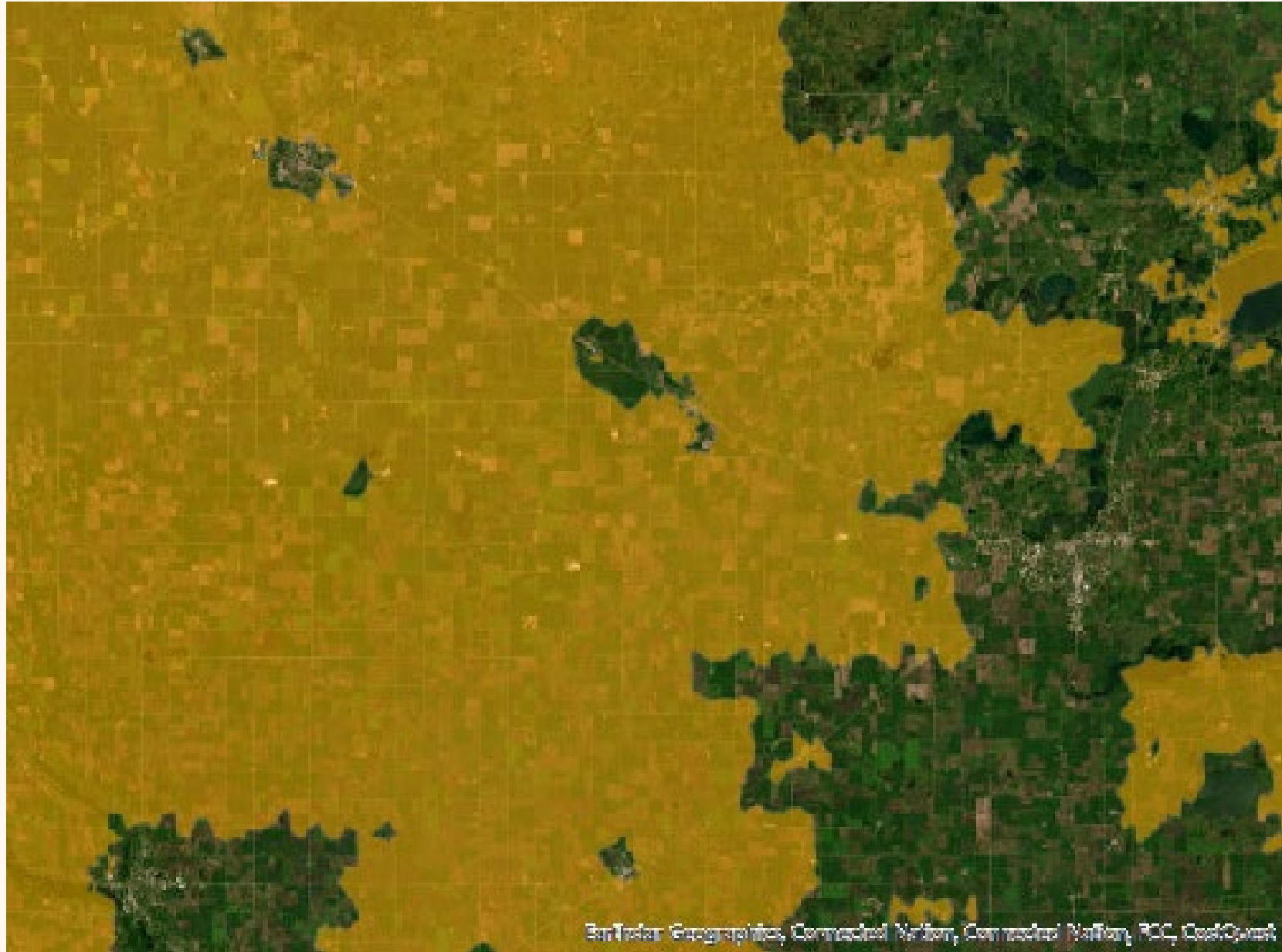


# How is Willmar Served?





## How is the Region Served?

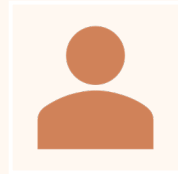


<https://gis.connectednation.org/portal/apps/webappviewer/index.html?id=a2d243ccf7e547eba2ec0d5c80c80917>

# What is Open-Access?



Infrastructure  
Ownership



Open Access  
Model



Service  
Providers



Competitive  
Market

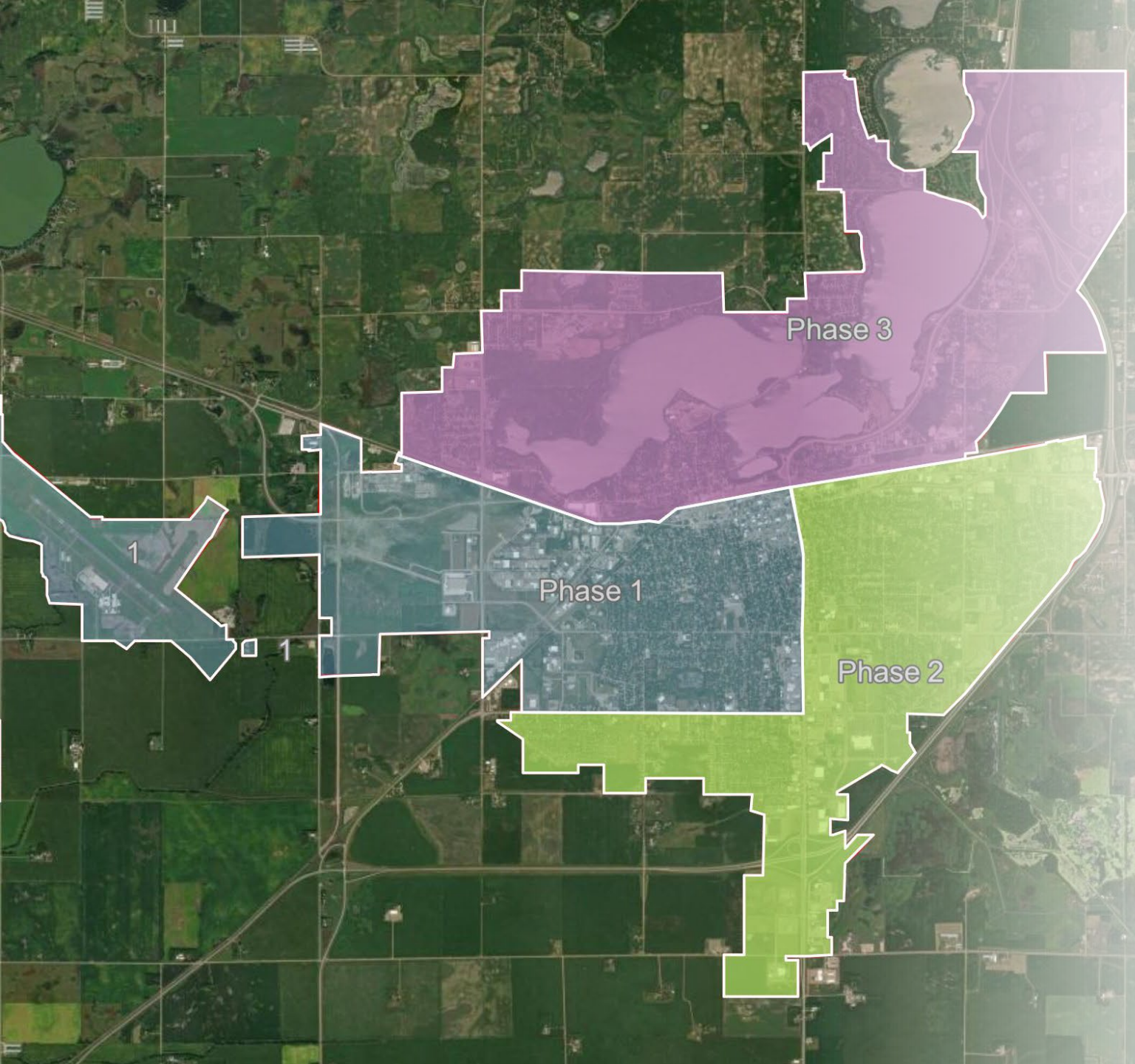


Regulation and  
Fair Access



## Proposed Project Timeline

- Phase 1 – 2025
- Phase 2 – 2026
- Phase 3 - 2027





# Network Payment Structure



General  
Obligation  
Bonds will  
finance the  
construction  
of the network



The network is  
constructed  
with the bond  
funds



Subscribers  
pay their  
internet bill to  
providers in  
exchange for  
internet  
services



The Providers  
pay a lease  
fee to the city  
to provide  
services on  
the network



The City pays  
back the bond  
with the fees  
received from  
the providers



Profits are  
reinvested  
back into the  
Community  
and the  
Network



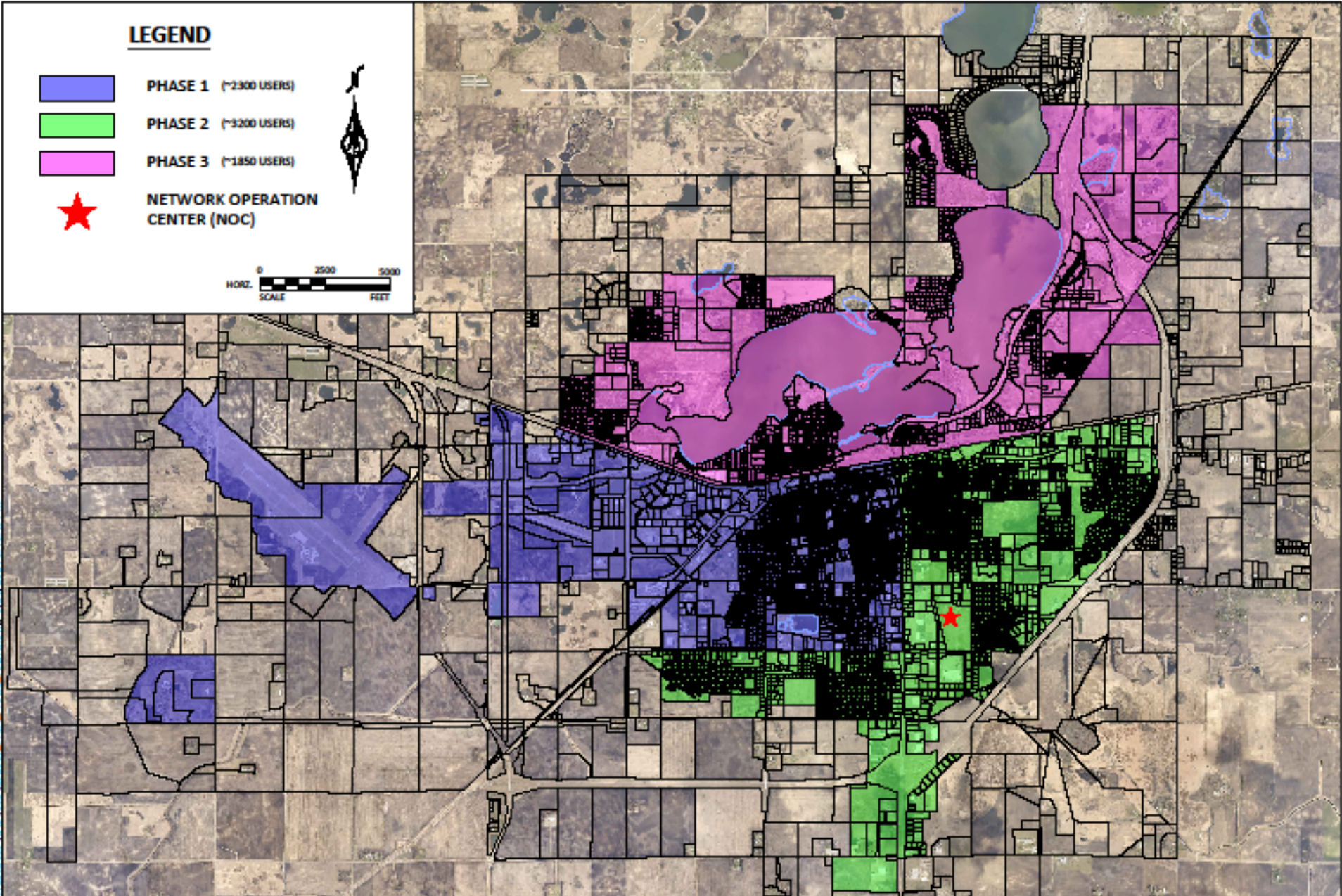
# Prepared for the Future

- **Scalability and Capacity**
  - **Reliability and Redundancy**
  - **Advanced Applications**
  - **Cybersecurity**
  - **Equity and Accessibility**
- 
- **Foundation for Innovation**
  - **Economic Growth**
  - **Community Resilience**
  - **Enhanced Collaboration**
  - **Community Engagement**



Real People. Real Solutions.

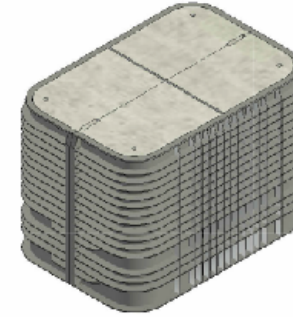
- Dylan Idso, PE  
Municipal Project Engineer





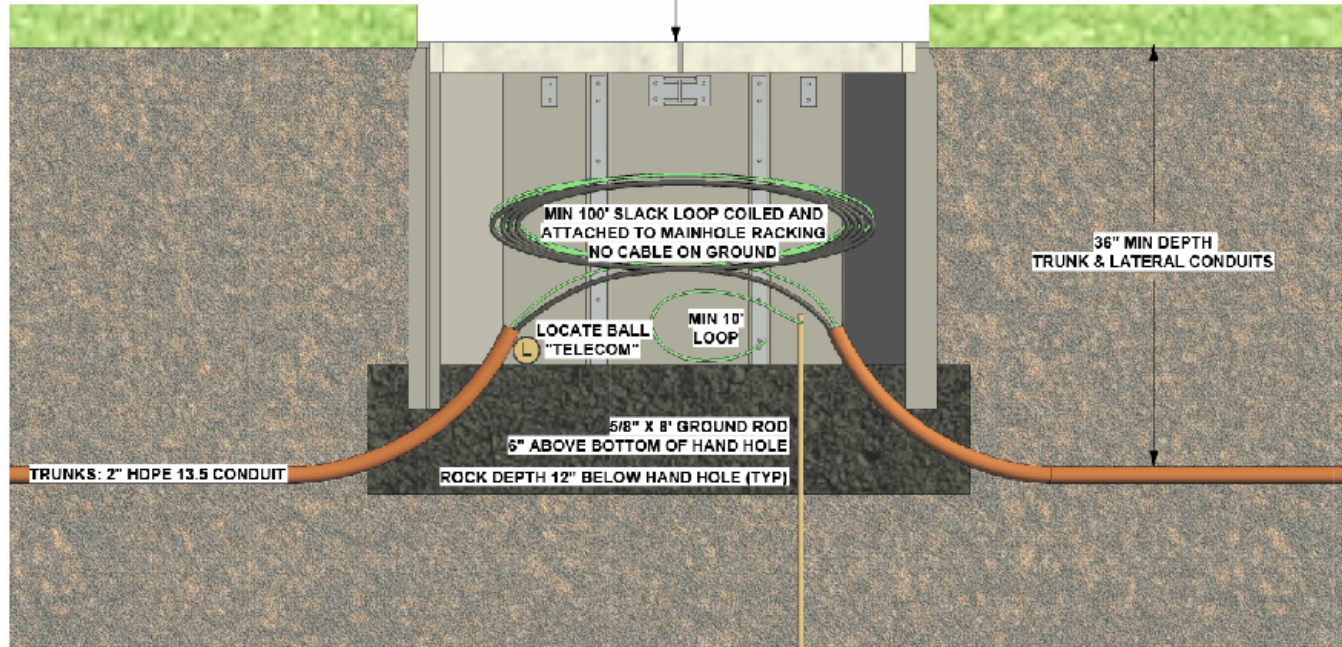
#### LARGE HAND HOLE NO SPLICE

- 30W x 48L x 36D TIER 22 HAND HOLE WITH RACKING
- 100' SLACK LOOPS ON ALL PASS THROUGH CABLES FOR FUTURE SPLICING
- GROUND ROD AND BONDS
- LOCATE TERMINAL OR LOCATE BALL



Ⓥ LARGE HAND HOLE ISO  
1" = 1'-0"

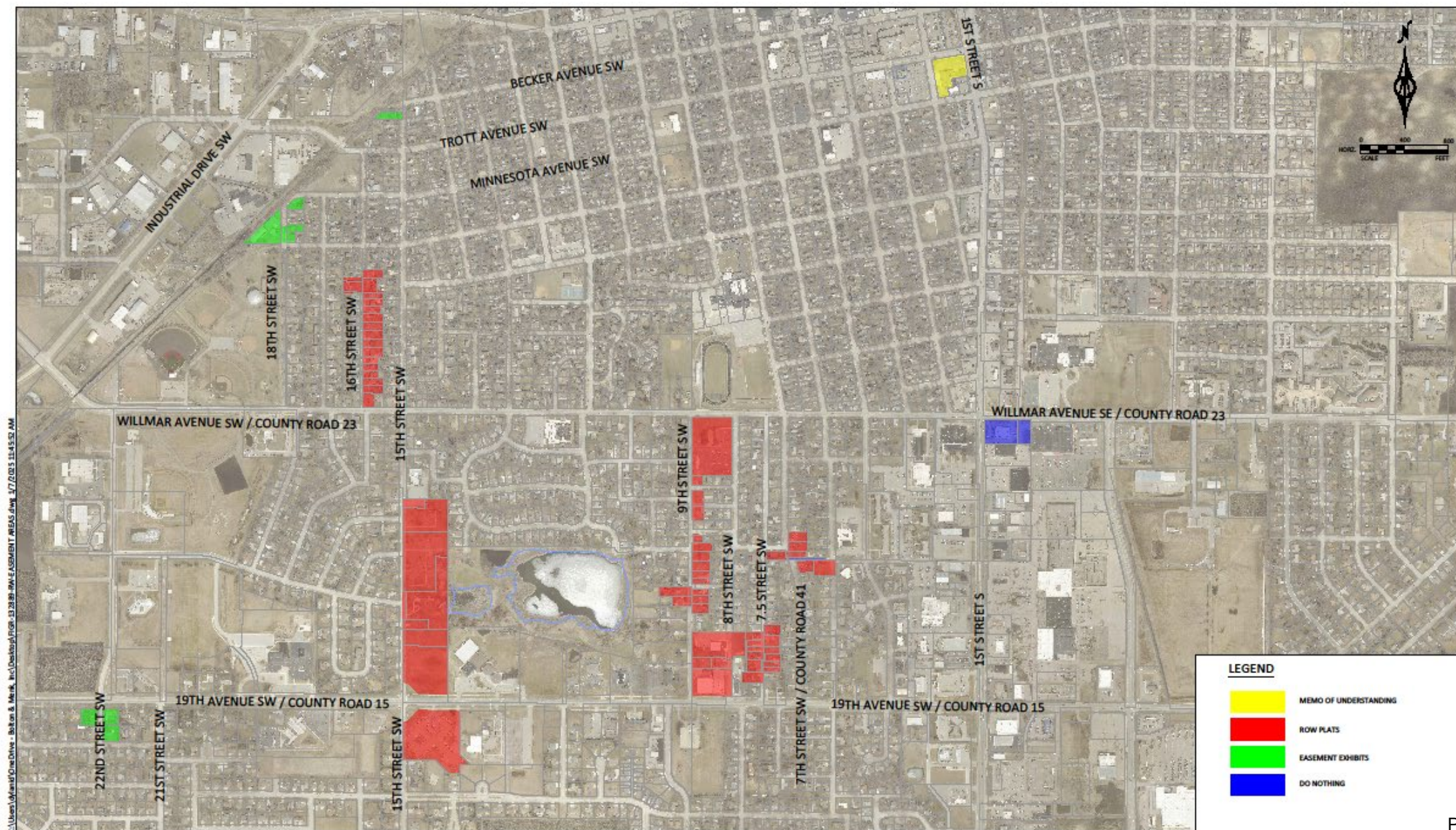
HANDHOLE TO BE SET TO GRADE WITHIN 1/4" (ADA COMPLIANCE)

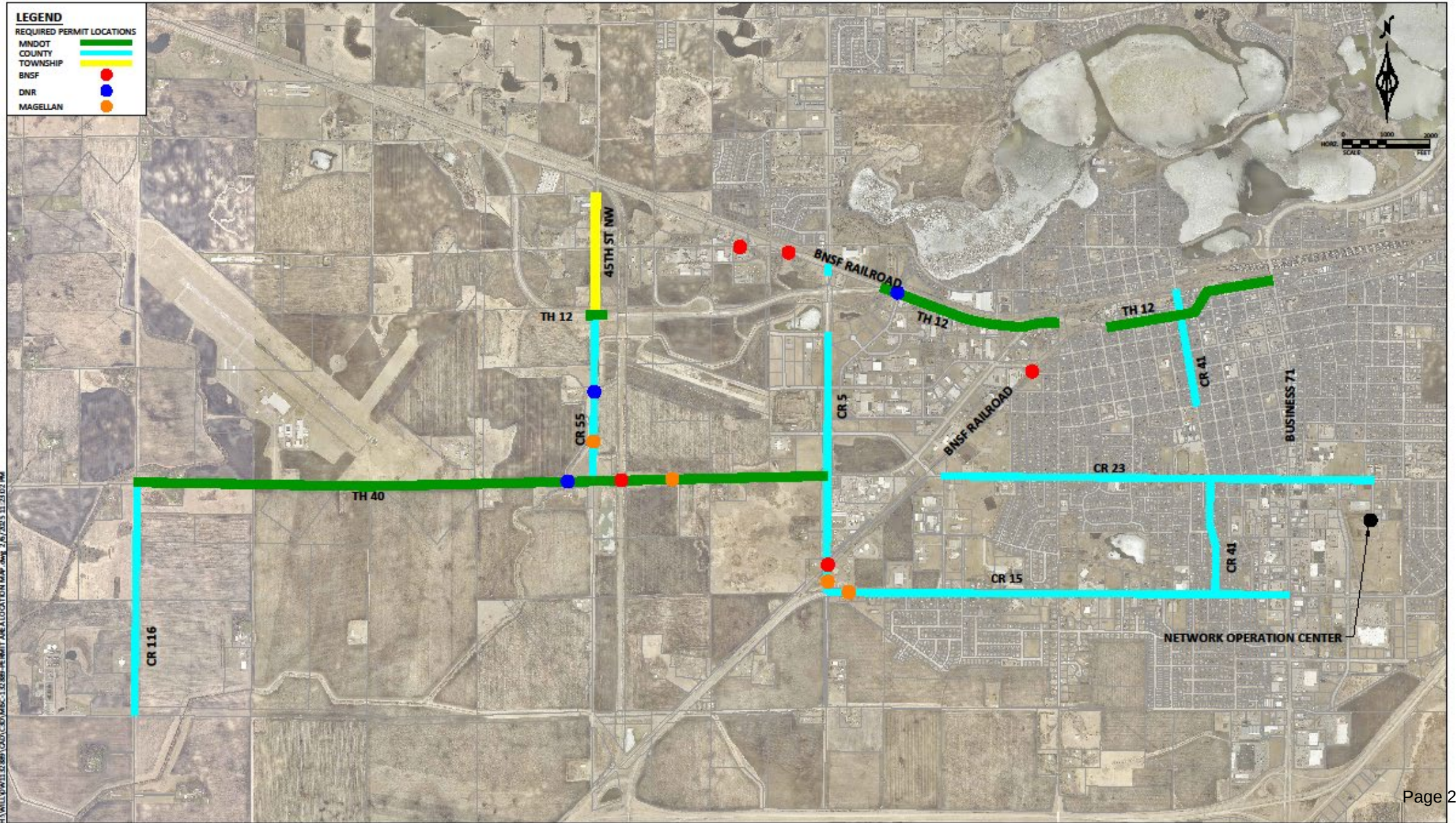


Ⓤ LARGE HAND HOLE WITH SERVICE LOOP ONLY  
1" = 1'-0"

## CITY OF WILLMAR

### CONNECT WILLMAR PHASE 1

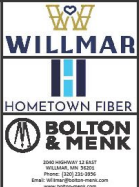




# CONNECT WILLMAR - PHASE 1

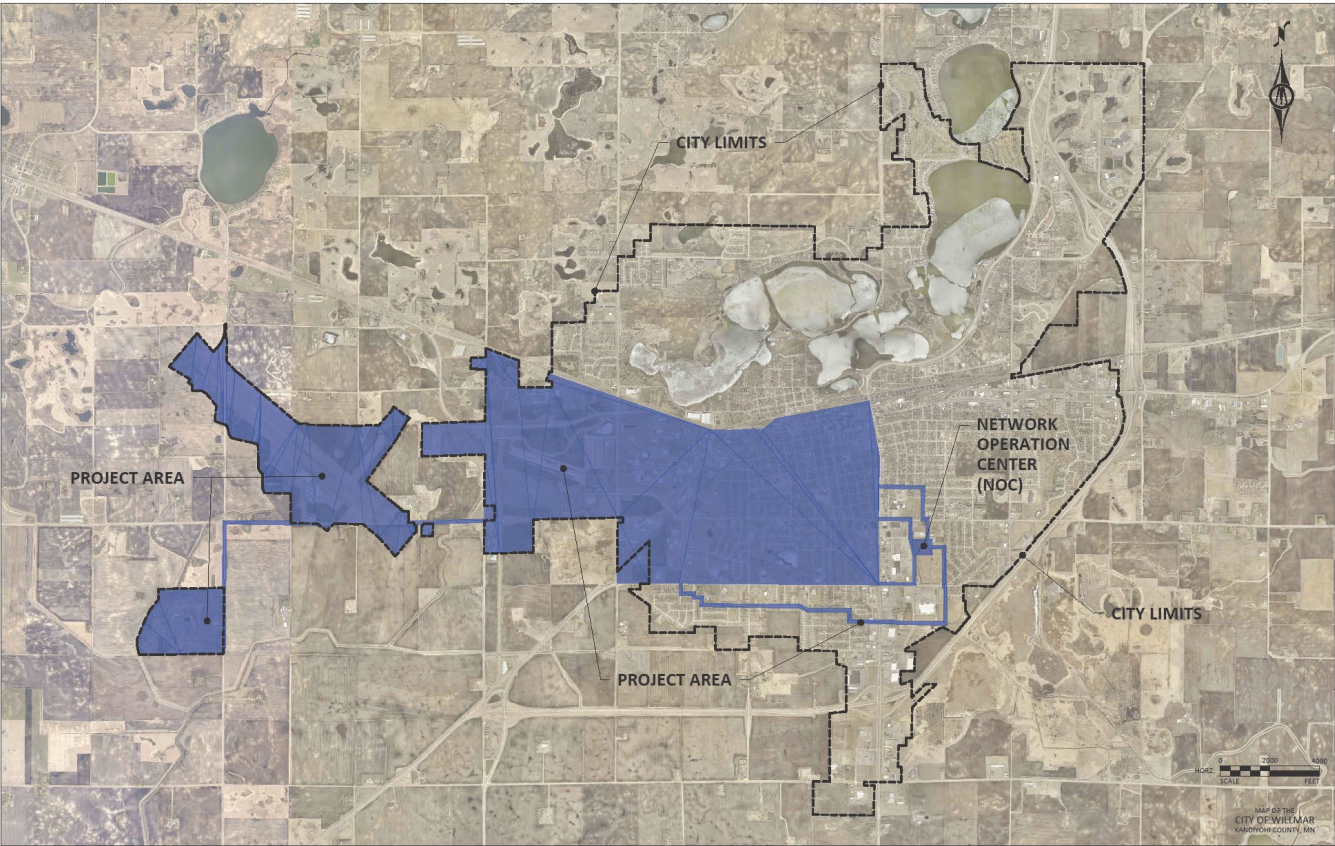
## FIBER OPTIC UTILITY INSTALLATION

APRIL, 2025



CITY OF  
WILLMAR

CONNECT  
WILLMAR  
PHASE 1



### RESOURCE LIST

**CITY ADMINISTRATOR**  
LESLIE VALIANT  
CITY HALL  
333 6TH STREET SW  
WILLMAR, MN 56201  
PHONE: (320) 235-4913  
FAX: (320) 235-4917  
EMAIL: lvaliant@willmarmn.gov

**CITY ENGINEER**  
JARED VOGGE, P.E.  
2040 U.S. HIGHWAY 12 EAST  
WILLMAR, MN 56201  
CELL: (612) 756-0326  
EMAIL: jared.vogge@bolton-menk.com

**CONSULTANT - FIBER**  
HOMETOWN FIBER  
KYLE MOORHEAD, PRESIDENT  
601 CARLSON PARKWAY, #1079  
MINNETONKA, MN 55305  
CELL: (612) 819-9077  
EMAIL: kyle@yourhometownfiber.com

**CONSULTANT - CIVIL**  
BOLTON & MENK, INC.  
JOSHUA HALVORSON, P.E.  
2040 U.S. HIGHWAY 12 EAST  
WILLMAR, MN 56201  
CELL: (320) 905-3520  
FAX: (320) 231-9710  
EMAIL: joshua.halvorson@bolton-menk.com

**PUBLIC WORKS**  
JUSTIN DELEEUW  
333 6TH STREET SW  
WILLMAR, MN 56201  
FAX: (320) 214-5171  
CELL: (320) 220-3809  
jdeleuw@willmarmn.gov

**WATER**  
WILLMAR MUNICIPAL UTILITIES  
ALAN NEER  
MATT KADERLIK  
700 LITCHFIELD AVENUE SW  
P.O. BOX 597  
WILLMAR, MN  
PHONE: (320) 235-4422  
CELL: (320) 212-8583 (ALAN)  
CELL: (320) 894-8141 (MATT)  
EMAIL: aneer@wmu.willmar.mn.us

**ELECTRIC**  
WILLMAR MUNICIPAL UTILITIES  
ED ZURN  
BRIAN HOOVER  
700 LITCHFIELD AVENUE SW  
P.O. BOX 597  
WILLMAR, MN 56201  
PHONE: (320) 235-4422  
CELL: (320) 212-8588 (ED)  
CELL: (320) 212-0376 (BRIAN)  
EMAIL: ezurn@wmu.willmar.mn.us  
EMAIL: bhoover@wmu.willmar.mn.us

**WASTEWATER**  
CITY OF WILLMAR  
JASON LINDAHL  
TOM TEMPLER  
3000 75TH STREET SW  
WILLMAR, MN 56201  
PHONE: (320) 235-4760  
CELL: (320) 905-3609 (JASON)  
CELL: (320) 894-2961 (TOM)  
EMAIL: jlindahl@willmarmn.gov  
EMAIL: ttempler@willmarmn.gov



PROJECT LOCATION

PROJECT DATUM: KANDIYOHI COUNTY COORDINATE  
SYSTEM 2011 ADJUSTMENT  
HORIZONTAL: NAD 83  
VERTICAL: NAVD 88

**DRAFT**

| REV | DESCRIPTION | DATE | BY | CHKD |
|-----|-------------|------|----|------|
|     |             |      |    |      |
|     |             |      |    |      |
|     |             |      |    |      |

TITLE SHEET  
G0.001



**CONNECT WILLMAR**

**City Council  
Work-Group Session  
Monday, February 10, 2025**





**CONNECT WILLMAR**

- One fiber optic infrastructure
- Multiple service providers (ISPs)
- City of Willmar owns
- Infrastructure generates revenue
- Your future is in your hands





## CONNECT WILLMAR

### Key Financials

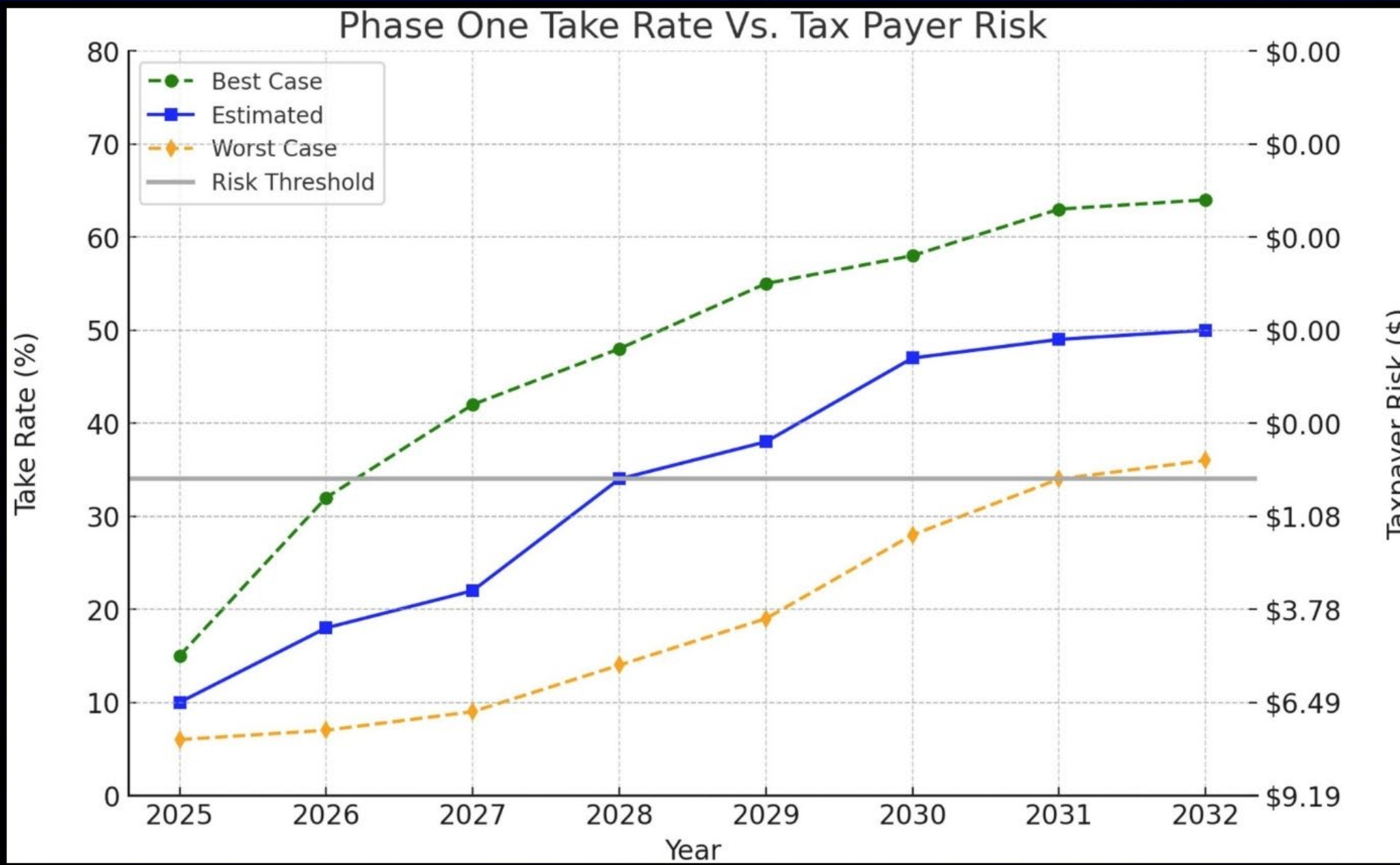
- 9.2 Million Construction Phase 1
- 4% Interest
- 1.2 Million annual revenue to City
- 770k annual P&I on debt
- 265k operating and maintenance
- 165k margin





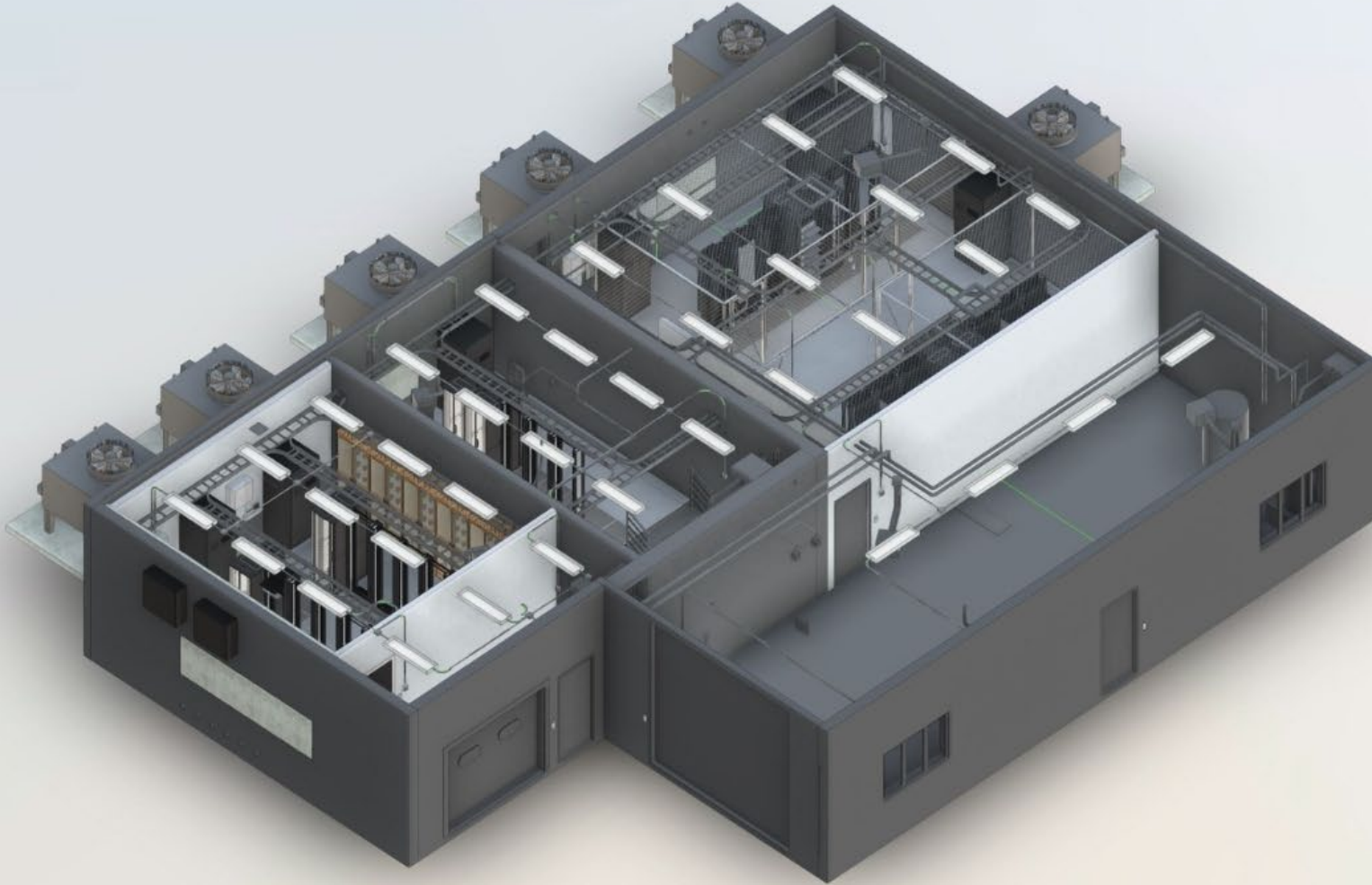
**Take Rate to  
Revenue**





**200K Home  
Tax Liability if  
\$0.00 Revenue  
\$9.19/month**

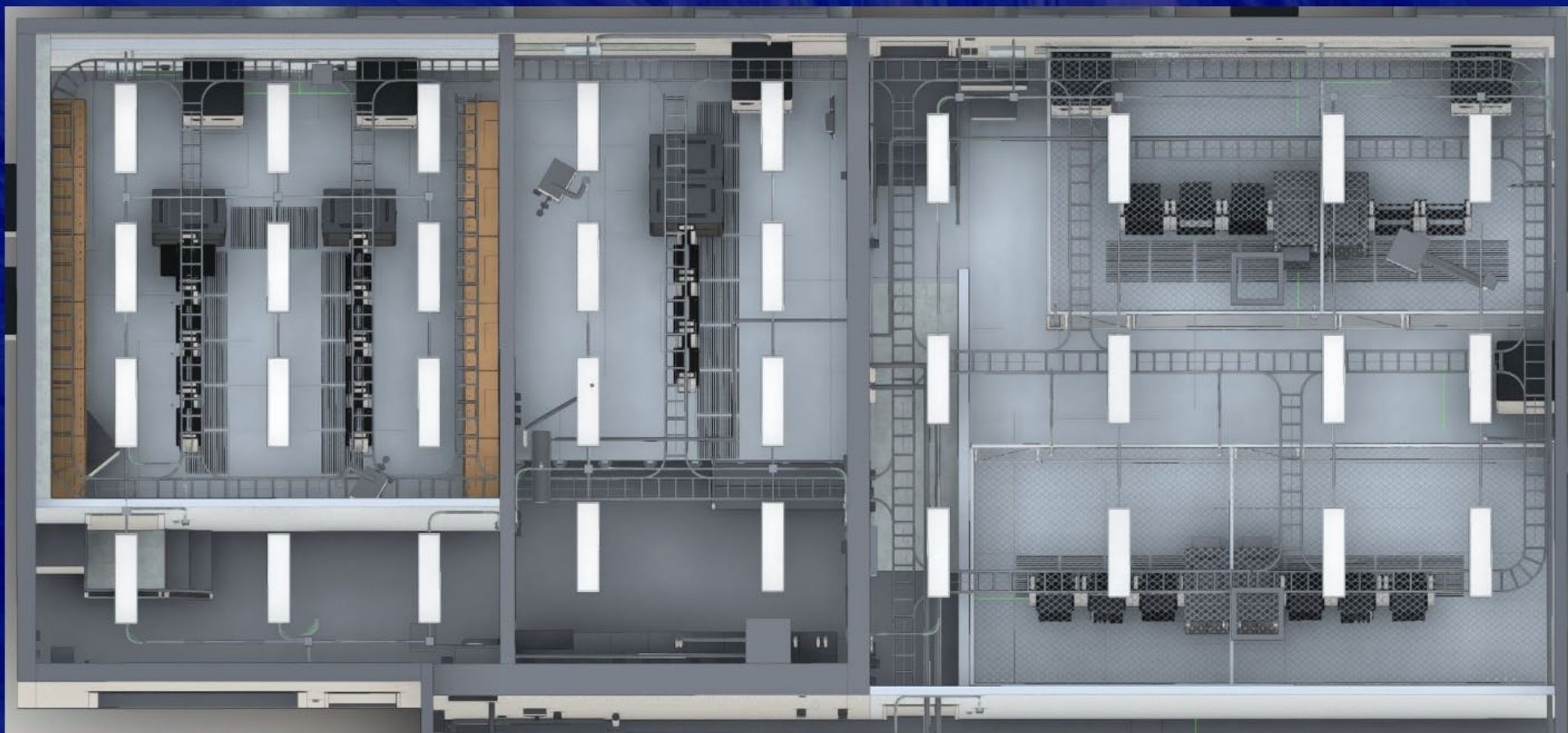




- Existing City building
- Good fit for data
- Existing Generator & Power

## Network Operation Center (NOC)





- Fiber links to each parcel
- Internet provider equipment in secure area
- Servers, edge, & AI
- Connects Willmar to broader internet and other opportunities





Anthony Wil, Broadband Corp.

**CONNECT**  
**WILLMAR INITIATIVE**



# **SILVERLIGHT™** *Fiber Network*

( a division of Silver Star  
Communications )

**Open Access Consulting**

**Design/Build/Customer Engagement**

**Network Operator / ISP Aggregator**

**Participating ISP**





**Experience we bring to the project.**

Active

Builds

**Rexburg, ID**

Lightbridge Fiber Network

**Jackson Hole, WY**

Jackson Hole, WY

**Mayfield, ID**

Mayfield, ID

Active Participation on Municipal - Open

Access

IDAHO FALLS  
**fiber**  
NETWORK

CITY OF  
**Ammon**  
WHERE TOMORROW BEGINS  
FIBER OPTICS

Approx. (15) addtl. opportunities being pursued both regionally and nationally with city/county governments and developers

## Experience we bring to the project.

### Active Builds



**30-40%** Take rates

+/- within individual developments

**+15%** Take Rate growth over time when people "get the message"

\*see value of fiber, see value in open access, neighbors talking to neighbors

## Resources - "Affiliated company and expertise"



\*In operation since 1912

\*Private/ family ownership since 1956

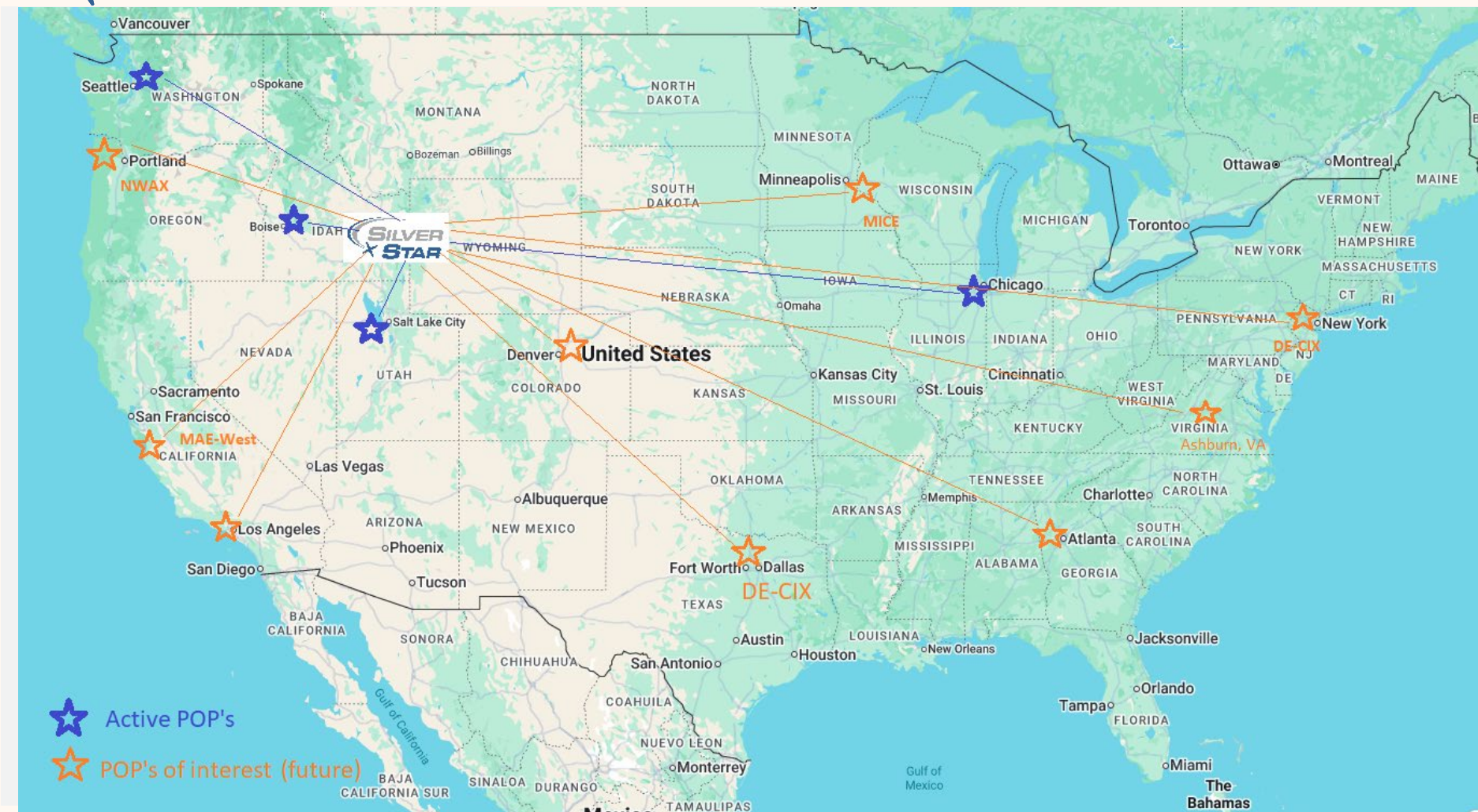
\*Telco, xDSL, Cable, Wireless, MSP, Open  
Access

\*Building fiber networks since 1990

\*Successful completion of multiple long-haul  
fiber projects with significant permitting  
requirements and fulfillment challenges



# Regional / National Points of Presence



## Tier 1/2 Connectivity



## IXP Connectivity



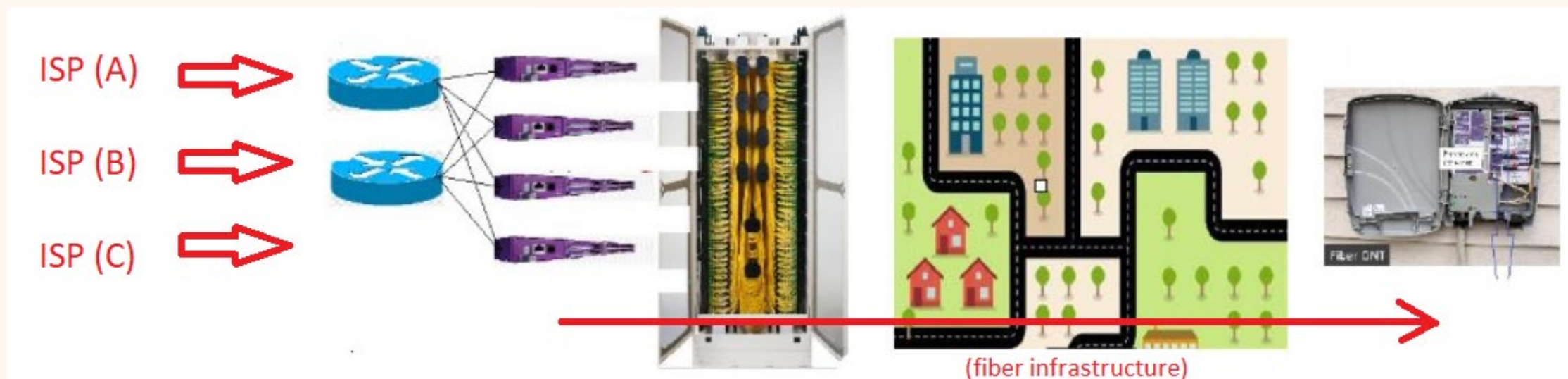
## On-Net Cache / PNI



\*Propose to add Minneapolis as an active POP, and obtain diverse path, diverse carrier connectivity into Willmar for ISP aggregation, redundancy, and path for regional Internet routing

## Resources - "Network Overlay" (likely in addition to the original scope)

As the network operator we propose to build and manage a network overlay on the city infrastructure that simplifies the ISP participation and makes them all available in a customer self-service marketplace



### Benefits

- \*No CapEx costs to participating ISP's for network hardware or on-premise equipment
- \*Lower ISP costs = lower cost to consumer
- \*Improved customer experience by ease of use
- \*Reduced congestion in the NOC and eliminate the need to change physical fiber cross connects
- \*Potential for city to leverage this network to interconnect all facilities, control systems, and

## Resources - "Participating ISP's"

Explore our plans and get connected today!

Filter 1000/1000 Single Family Home Residential All service providers Apply Sort by Unsorted



**1 Gig Basic**  
1000/1000

Play games, stream videos, and video chat simultaneously across multiple devices with 1 Gig.  
\*Rexburg Only\* Includes our custom technician set-up, installation, and paperless billing.

Search address for availability

Monthly price



**Work from home-bodies 1 Gig Basic**  
1000/1000

**2 Months Free**  
Order a 1 Gig package to get 2 months free

Get ready to conquer the remote work world while never leaving the cozy confines of your comfy lair. AltitudeFiber's 1GB plan is here to turn you into a legendary work-from-home wizard! Download, upload, and stream faster than ever, ensuring your boss never notices your sneaky midday naps (shh, we won't tell!).

Search address for availability

Monthly price



**1 Gig**  
1000/1000

**First Month Free**  
First Month Free

Stream, Game and Work From Home Like a Pro with Intellipop Internet Services.  
Available 24/7 at 801-851-1770

Search address for availability

Monthly price



**1 Gig**  
1000/1000

Ultra-Fast Internet speeds at affordable prices with no contracts or data caps for your home over fiber!

Search address for availability

Monthly price

PRICING UNDER REVIEW BASED ON LOCAL MARKET AND COMPETITION. ALSO NEGOTIATING WITH PARTICIPATING ISP's TO ENSURE COMPETITIVE OFFERING

\*INCLUDING THE REQUESTED LOW-INCOME OFFERING (with consideration of a subscriber approval process)\*

# Resources - "Customer Engagement & Stakeholder Visibility"

## Project Oversight / Order Fulfillment

NAVIGATION

Dashboard

Planning

Deployment

Operations

Support

Feedback

Support

Manual

Dashboard

OBJECTS AND ORDERS

Percent active objects

93.47%

Deliverable objects with active order

802

Deliverable objects without active order

56

Deliverable objects

858

Objects in deployment

415

All objects

4357

Active orders

802

Orders on new objects

Today

0

Last 7 days

18

Last 30 days

113

Objects without orders

Today

0

Last 7 days

1

Last 30 days

8

Work orders

Unassigned work orders

0

Work orders with order

1175

Completed work orders to verify

43

Delayed Work orders

0

OBJECTS

Display options

Status

Active

In deployment

Group nearby

☒

Show areas

☐

Map

Satellite

Map

Keyboard shortcuts

Map data ©2025 Google

Terms

Report a map error

ACTIVE TICKETS

| Created              | Ticket number | Address                    | Assigned to      |
|----------------------|---------------|----------------------------|------------------|
| 1/10/2025 3:18:56 PM | T000050       | 2140 West 690 South, Re... | Service provider |

MAP

Display options

Area phase

Not started

Survey

Signup

Survey and signup

Group nearby

☐

Map

Satellite

Google

Keyboard shortcuts

SERVICE PROVIDER DISTRIBUTION

TOTAL NUMBER OF ORDERS BY SERVICE TYPE

## Resources - "Order Fulfillment & Customer/ISP updates"

| <input type="checkbox"/> | Order num... | Service provider    | External order no | Group       | Area              | Object number | Created    | Activati... | State  | Status    | Service               | Address               | Custome... |
|--------------------------|--------------|---------------------|-------------------|-------------|-------------------|---------------|------------|-------------|--------|-----------|-----------------------|-----------------------|------------|
| <input type="checkbox"/> | O00001688    | AltitudeFiber       |                   | Silverlight | Rafter J One      | OBJ00011477   | 1/14/2025  | 1/14/2025   | Active | Activated | Work From Home ...    | 1230 West Heref...    | C00025...  |
| <input type="checkbox"/> | O00001685    | AltitudeFiber       |                   | Silverlight | Karns             | OBJ00012176   | 1/13/2025  | 1/13/2025   | Active | Activated | Work From Home ...    | 80 East Karns Ave...  | C00028...  |
| <input type="checkbox"/> | O00001684    | AltitudeFiber       |                   | Silverlight | Cottonwood        | OBJ00007766   | 1/9/2025   | 1/9/2025    | Active | Activated | Work From Home ...    | 3012 Rangeview ...    | C00001...  |
| <input type="checkbox"/> | O00001682    | AltitudeFiber       |                   | Silverlight | Melody Ranch      | OBJ00010193   | 1/8/2025   | 1/8/2025    | Active | Activated | Flyin' Solo - 100 ... | 4325 Kestrel Lane...  | C00019...  |
| <input type="checkbox"/> | O00001681    | Intellipop          |                   | Silverlight | Melody Ranch      | OBJ00008628   | 1/7/2025   | 1/7/2025    | Active | Activated | Intellipop 1 Gig/15   | 760 Palomino Dr, ...  | C00008...  |
| <input type="checkbox"/> | O00001680    | Direct Communica... |                   | Silverlight | Melody Ranch      | OBJ00010469   | 1/6/2025   | 1/6/2025    | Active | Activated | Direct 600 Mbps ...   | 4235 Melody Ran...    | C00011...  |
| <input type="checkbox"/> | O00001676    | Direct Communica... |                   | Lightbridge | Henderson         | OBJ00009975   | 1/4/2025   | 1/15/2025   | Active | Activated | Direct 600 Mbps ...   | 116 Douglas Driv...   | C00028...  |
| <input type="checkbox"/> | O00001674    | AltitudeFiber       |                   | Silverlight | Indian Trails     | OBJ00011329   | 1/3/2025   | 1/8/2025    | Active | Activated | Work From Home ...    | 755 South Hi-Cou...   | C00025...  |
| <input type="checkbox"/> | O00001673    | Direct Communica... |                   | Lightbridge | South Main        | OBJ00008346   | 1/2/2025   | 1/2/2025    | Active | Activated | Direct 2 Gig & Dir... | 527 Henderson St...   | C00028...  |
| <input type="checkbox"/> | O00001672    | AltitudeFiber       |                   | Lightbridge | Henderson         | OBJ00007902   | 12/31/2... | 12/31/2...  | Active | Activated | Gamers & Giggles ...  | 582 Gemini Drive, ... | C00005...  |
| <input type="checkbox"/> | O00001671    | Intellipop          |                   | Lightbridge | Rock Creek Hollow | OBJ00010008   | 12/31/2... | 12/31/2...  | Active | Activated | Intellipop 1 Gig/15   | 301 Oaktrail Drive... | C00018...  |
| <input type="checkbox"/> | O00001670    | Intellipop          |                   | Lightbridge | Summerfield       | OBJ00008181   | 12/31/2... | 12/31/2...  | Active | Activated | Intellipop 1 Gig/15   | 826 South 2275 ...    | C00028...  |

1



### SilverLight Sign-up

Register your address to show interest in our fiber network. No Obligation!

2



### Choose a Provider

We will notify you when it's time to pick a provider and service package.

3



### Drop Construction

No Cost to You! We drop a fiber line directly to your home.  
\*no cost during initial construction\*

4



### Provider Activation

Finally, your provider will activate your service. Welcome to the network!

## Resources - "Compare Fiber vs Cable (DOCSIS)"

# DOCSIS Evolution



**1.0** Max Download: 40 Mbps  
Max Upload: 10 Mbps

**1.1** Max Download: 40 Mbps  
Max Upload: 10 Mbps

**2.0** Max Download: 40 Mbps  
Max Upload: 30 Mbps

**4.0** Max Download: 10 Gbps  
Max Upload: 6 Gbps

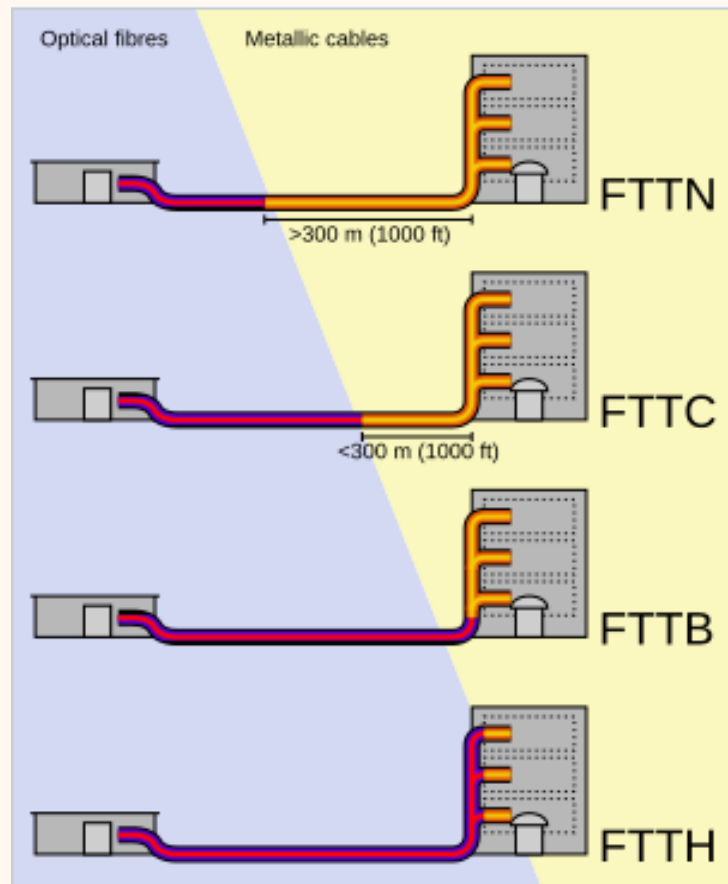
**3.1** Max Download: 10 Gbps  
Max Upload: 1 Gbps

**3.0** Max Download: 1 Gbps  
Max Upload: 200 Mbps

## Resources - "Compare Fiber vs Cable (DOCSIS)"

- \*Significant upgrade path beyond DOCSIS 3.0
- \*Asymmetrical Bandwidth on ALL DOCSIS standards
- \*Latency improved with DOCSIS evolution but still does not compare with fiber
- \*(High) density of shared bandwidth based on system design and node density
- \*Hybrid Fiber Coax (HFC) is a "powered" system of electronic amplifiers

## Resources - "Compare Fiber vs Cable"



**B.PON**

**G.PON**

**XG.PON**

**XGS.PON /  
10G PON**

**50G PON**

## Resources - "Compare **Fiber** vs Cable (DOCSIS)"

- \*Evolution models the need to get fiber closer and closer to the home/business

- \*Symmetrical Bandwidth on common 10G-XGS-PON overlays. 8.2Gb/s tested!

  - 50G PON in adoption now

- \*Lowest latency of any service delivery method. Why does that matter ?

- \*(Low) density of shared bandwidth based on centralized splitter design, but can be easily decreased

- \*Passive / Non-powered / proven to be the most reliable / but some damage and repair scenarios can take longer to fix

## Next Steps :

- \*Answer any additional questions
- \*(NDA) agreement w/ city
- \*(MOU) agreement with the city while finalizing feasibility, business model inputs, and ISP participation
- \*Long-term (Operating) or (IRU) based agreement
- \*Activate Willmar, MN in the marketplace software and begin gathering confirmed interest of participation

***SILVERLIGHT***<sup>™</sup>  
*Fiber Network*

A horizontal line with a green-to-yellow gradient, ending in three curved lines that branch out to the right, each ending in a small circle.

**Questions ?**

# Questions?

Scan Here!



Contact Information:



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## **Broadband Corp: Connecting Willmar's Future**

### **Introduction**

Welcome, distinguished members of the Willmar City Council and residents. Broadband Corp is excited to present our vision for partnering with the City of Willmar to bring next-generation internet connectivity to your vibrant community.

### **About Willmar**

Willmar stands as the proud seat of Kandiyohi County, home to over 19,000 residents who represent the heart of west-central Minnesota. Your community's dynamic mix of agriculture, manufacturing, healthcare, and retail creates unique opportunities and connectivity needs that we understand deeply.

### **Why Broadband Corp?**

As a Minnesota-based company celebrating 20 years servicing rural Minnesota, we understand the specific challenges and opportunities of providing high-speed internet in our state. Our track record includes:

- Successfully operating a network covering over 12,000 Minnesota households
- Over 9 years' experience designing, building and operating a Fiber to the Home network
- Maintaining greater than 99% network uptime across our service areas
- Providing local, Minnesota-based customer support
- Proven track record of partnering with the Federal government to service the hardest to reach locations as part of the Connect America Fund 2 (CAF2)

### **Customer Satisfaction Comparison**

Recent independent surveys, customer reviews and Broadband Corp internal surveys reveal significant differences in customer satisfaction between Broadband Corp and Spectrum in Minnesota markets where both companies operate:

**Overall Customer Satisfaction Ratings (2024)** Broadband Corp: 4.6/5 stars (based on 100 public reviews)  
Spectrum: 3.2/5 stars (based on 1,000 public reviews)

### **Key Differentiators in Customer Reviews:**

#### **Speed Reliability**

- Broadband Corp customers report about 95% consistency in advertised speeds

- Spectrum customers report about 78% consistency in advertised speeds

#### Price Stability

- Broadband Corp: In 20 years, the only price increase on Internet services have been Tax and Federal fee pass throughs.
- Spectrum: Contractual price increases

#### Technical Support

- Broadband Corp: Local Minnesota-based support team
- Spectrum: National call centers with varying response times

#### **Our Commitment to Willmar**

We pledge to:

- Provide transparent pricing
- To work with the City and community partners in support of community initiatives
- Maintain open communication with city leadership
- Invest in long-term infrastructure

#### **Next Steps**

We look forward to:

1. Scheduling detailed technical discussions with city staff and partners
2. Participating in community information sessions

Thank you for considering Broadband Corp as your community's connectivity partner. Together, we can build a more connected future for Willmar.