

Stafford Telecommunications Commission

Infrastructure Business Plan Proposal Template

(collect and fill in the below information and return to the Shannon Howell in the County Administrators Office;
County Staff will add additional information and the TCC will submit to the Provider for consideration)

The below person/person(s), organizations or companies hereby request _____ (ComCast, Verizon, etc) consider the following expansion outside the Franchise Agreement.

Proposed Expansion: _____
(eg. "Run ComCast service to 123 Main Street, Stafford, VA 22406").

Name/Organization/Business: _____ (eg. Joe and Mary Doe or ABC Services)

Phone: _____ Email: _____ Address: _____

Commercial Benefits to Provider:

1) Number of likely customers

a) Breakdown:

# Sub-divisions in Vicinity	e.g. 3
# Residential Homes in Vicinity	e.g. 150
# Strip-malls or Business Parks in Vicinity	e.g. 2
# Number of Businesses	e.g. 8
# HOA's that would contract directly	e.g. 1

- b) Vicinity Existing Sub-Divisions: _____, _____, & _____ (e.g. "The Glens")
c) Vicinity Existing Businesses: _____, _____, _____ (e.g. "ABC Cleaners")
d) Vicinity Planned Sub-Divisions Nearby (from County Staff): _____
e) Vicinity Planned Strip-malls or Business Parks (from County Staff): _____
f) Homeowners Associations willing to contract direct with Provider and bill homeowners:
_____ ("Peaceful Brook HOA")

2) Survey of Prospective Customers for Proposed Expansion

- a) Attached Signed Pledged Survey of Prospective Customers (See Appendix A)
b) List of Additional Prospective Customers who've expressed interest. (See Appendix B)

3) GIS Map of Immediate Prospective Customers in Vicinity

- a) Stafford IT department mapping of Section 2a. and b. Prospective Customers.

4) GIS Map of Existing and Future Planned Neighborhoods and Business Parks/Strip-Malls in Vicinity

- a) Stafford IT Department map of Section 1 b-e.

5) Estimated Return over First 5 Years*

- a) Pledged (Section 2a total): \$113,965.00
b) Additional (Section 2b total): \$ 91,972.00
c) Total: \$205,973.00

6) Competition: No current Stafford Franchise Agreement Provider currently services the area.

Signed: _____

* Numbers are merely citizen estimates and do not reflect actual or current Provider price offerings.

Appendix A -- Pledged Prospective Customers Surveyed

We the undersigned commit that if the Provider agrees to connect our property for service, we will sign-up for the following services for the annotated period commitment. We understand the pricing numbers are merely our estimates and do not reflect actual pricing.

See Appendix A Spreadsheet.

Name	Address	Cable TV? (0/1)	Est Monthly Cable Fee*	Internet (0/1)?	Est Monthly Internet Fee*	Phones?	Est Monthly Internet Fee*	Monthly	Year Term	Total	Signature
John Doe	123 Main Street Fred VA 22406	1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20	
TOTAL		1	\$39.99	1	\$29.99	1	\$29.99	\$1,899.43	5	\$113,965.80	
* Estimated pricing numbers are ONLY to estimate revenue projections the applicant is presenting to the Provider											
* They do NOT represent current actual Provider-offered pricing for any service											

* Numbers are merely citizen estimates and do not reflect actual or current Provider price offerings.

Appendix B – Additional Likely Prospective Customers Surveyed

The below are additional likely customers that have expressed interest in service if connected.

Name	Address	Cable TV? (0/1)	Est Monthly Cable Fee*	Internet (0/1)?	Est Monthly Internet Fee*	Phones?	Est Monthly Internet Fee*	Monthly	Year Term	Total
Tom Smith	456 Everylane, Fred VA 22405	0	\$39.99	1	\$29.99	0	\$29.99	\$29.99	5	\$1,799.40
		0	\$39.99	1	\$29.99	1	\$29.99	\$59.98	5	\$3,598.80
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20
		1	\$39.99	1	\$29.99	0	\$29.99	\$69.98	5	\$4,198.80
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20
		0	\$39.99	1	\$29.99	1	\$29.99	\$59.98	5	\$3,598.80
		1	\$39.99	1	\$29.99	0	\$29.99	\$69.98	5	\$4,198.80
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20
		0	\$39.99	1	\$29.99	0	\$29.99	\$29.99	5	\$1,799.40
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20
		1	\$39.99	1	\$29.99	0	\$29.99	\$69.98	5	\$4,198.80
		1	\$39.99	1	\$29.99	0	\$29.99	\$69.98	5	\$4,198.80
		1	\$39.99	1	\$29.99	1	\$29.99	\$99.97	5	\$5,998.20
		1	\$39.99	1	\$29.99	0	\$29.99	\$69.98	5	\$4,198.80
		1	\$39.99	1	\$29.99	0	\$29.99	\$69.98	5	\$4,198.80
		1	\$39.99	1	\$29.99	0	\$29.99	\$69.98	5	\$4,198.80
		1	\$39.99	1	\$29.99	0	\$29.99	\$69.98	5	\$4,198.80
TOTAL								\$1,499.55		\$89,973.00

* Estimated pricings are ONLY to estimate revenue projections the applicant is presenting to the Provider

* They do NOT represent current actual Provider-offered pricing which might be more or less