South Carolina 2022 ARPA Grant Program
Application SFRF 1.0

Section 1.1 - Applicant Information

Legal Entity/Organization Name	Northland Cable Television, Inc. dba Vyve Broadband
Parent Organization	Eagle Broadband Investments, LLC
Entity Type (e.g. Corporation, non-profit, cooperative, governmental entity)	Corporation
Primary Contact Name	Mark Hood
Title	RVP Operations
Mailing Address City, State, Zip	9A Boardwalk Place, Seneca, SC 29678
Phone Number	(318) 560-1355
Email	Mark.Hood@vyvebb.com
FCC Registration Number (FRN):	91-1311836
Data Universal Numbering System (DUNS) Number	195363767
Registered in the System for Award Management (SAM)	Yes
SAM Number	KNW3RUQYLBC5
SC State Vendor Number	7000080055

Section 1.2 - Project Name/Number

Project Number (Format XXX-XX)	VYV-02
Project Name	West Seneca

Section 1.3 - Broadband Service Provider Context

Date of Applicant's Initial FCC Form 477 Submission	6/30/2014
Date of Applicant's Most Recent FCC Form 477 Submission	6/30/2022
Applicant has experience delivering broadband service via fiber and/or hybrid fiber-coax infrastructure (YES/NO)	Yes

Section 1.4 - Broadband Infrastructure Information

Indicate the type(s) of broadband infrastructure technology to be deployed in the project service area. Projects must provide a minimum of 100/20 Mbps scalable to 100/100 Mbps. Applicant must explain in detail why the proposed project cannot provide 100/100 Mbps.	Fiber to the Premises Minimum Sustainable Download/Upload Speeds 100/100 Mbps

Section 1.5 - Proposed Broadband Pricing Tiers

Rates less than $10/month (YES/NO)	No
If yes to $10 month plan what are the upload/download speeds	
Rates between $10 - $14.99 (YES/NO)	No
If yes to $10 -$14.99 month plan what are the upload/download speeds	
Rates between $15 - $19.99 (YES/NO)	No
If yes to $15 -$19.99 month plan what are the upload/download speeds	
Rates between $20 - $24.99 (YES/NO)	No
If yes to $20 -$24.99 month plan what are the upload/download speeds	
Rates between $25 - $34.99 (YES/NO)	Yes
If yes to $25 -$34.99 month plan what are the upload/download speeds	105/105 Mbps

Do the above speed tiers include unlimited data? (YES/NO)	Yes
Is a Consumer-based Contract Required? (YES/NO)	No
Is the pricing fixed? (YES/NO)	Yes
What's the duration of the pricing? (In Months)	Yes

12 months

Section 1.6 - Project Timeline
(Maximum Timeline Allotted is 24 months)

Project Start Date	1/2/2023
Project Construction Activity Begins	6/1/2023
Project Construction Activity Complete	12/1/2024

Customer Premises	12/2/2024
Installations Begin	12/2/2024
Installations End	12/31/2024

Overall Project Completion Date	12/31/2024
Will the project be completed within 24 months of official Notice to Proceed (NTP)?	Yes

Section 1.7 - Project Service Area Information

Estimated Miles of Fiber to be Installed	72.9
Estimated Percentage Underground	7.0%
Estimated Percentage Aerial	93.0%

Number of Counties to be Impacted	1
County Names	Oconee

Total Number of Census Blocks with Concentrations of K-12	6
Total number of Census Blocks in DDA's	0

Total number of Census Blocks NOT in DDA or K-12 Concentration	56
Total Number of unserved 2020 Census Blocks part of Proposed Project	62

Total number of housing units served	1401
Total number of businesses served	34
Total number of other Public Facilities e.g. community centers, fire stations served	6
Total Structures Served	1441
Average Cost Per Structure Served	$ 3,336.19

Does the applicant plan to serve every structure in the proposed project service area?	Yes

If no, provide an explanation for why the Project will not Pass all Homes in the proposed project service area

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Section 2.2 - Funding Details

Description	Comment	Amount
South Carolina ARPA Broadband Grant Program Funds requested		$ 4,278,636.41
Applicant-Provided Funding		$ 528,820.23
Third-Party Funding Source (if applicable)		$ -
Total Project Cost		$ 4,807,456.64
Percentage Funds Requested from SC Broadband Office		89%
Percentage Funds from Applicant Match		11%
Percentage Funds from Third Party Funding Source		0%

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Section 3.1 Confirmations

Applicant participates in the Affordable Connective Program (ACP) and will participate in the ACP for the life of ACP for the Project Service Area.	Agree
Applicant will provide at least one low-cost option without data usage caps and at speeds sufficient for households with multiple users.	Agree
The Project will comply with the requirements set forth in ARPA, South Carolina Act No. _____ of 2022, and other federal, state, and local laws, including environmental and permitting laws and regulations.	Agree
The Applicant will not use ARPA funds to procure or obtain certain telecom and video surveillance services or equipment as outlined in 2 CFR 200.216 and 2 CFR 200.471.	Agree
Applicant will not use ARPA funds to modernize cybersecurity for existing and new broadband networks.	Agree
Applicant will not procure telecommunications equipment or services from China.	Agree
The Project includes pre-project development uses or costs	Disagree
If Yes to above, the pre-development uses or costs will be (1) tied to an eligible broadband project or reasonably expected to lead to such a project; and (2) obligated within the period between March 3, 2021, and December 31, 2024 and expended to cover such obligations by December 31, 2026.	Disagree
Applicant will require its employees, contractors, and subcontractors to comply with the applicable requirements in the South Carolina Underground Facility Damage Prevention Act pursuant to Title 58, Chapter 36 of the South Carolina Code of Laws, as amended.	Agree
Applicant affirms that it will consult with the SC Department of Transportation, electric utilities as well as local water sewer utilities as to any possible efficiencies that can be achieved with a "dig once" approach.	Agree

4.1 - Additional Information
(max 2000 character limit per item)

Provide a Summary Narrative that describes your project

Northland Cable Television, Inc. dba Vyve Broadband ("Vyve") is an incumbent internet service provider in Oconee County with a long history of providing fast, reliable, and affordable broadband to the wider Clemson-Seneca area. Despite ongoing investment, large portions of Oconee County remain without access to high-speed internet due to the prohibitive costs of expanding into rural areas; this deficit was highlighted and exacerbated by the COVID-19 public health emergency, which demonstrated just how crucial adequate broadband has become in today's world. The South Carolina ARPA SFRF 1.0 Broadband Grant Program therefore offers a transformative opportunity to help close this digital divide.

Vyve proposes to build a passive optical network (PON), consisting of approximately 72 miles of new fiber, to bring fiber-to-the-premise service to over 1400 homes and businesses in Oconee County. The proposed project area extends Vyve's existing service footprint to include the neighborhoods to the west and southwest of Seneca and to the east and southeast of Westminster. The project will be managed and maintained by Vyve's local team of network engineers and technicians, who have extensive experience operating telecommunications systems in South Carolina.

Upon completion, Vyve will be able to offer symmetrical gigabit speeds without speed throttling. In addition, our network architecture can easily be scaled to support up to 10 GB symmetrical speeds without needing to construct new fiber lines, ensuring that the state's investment is "future-proofed" to meet the growing data demands of tomorrow as well. We appreciate the SC ORS's consideration and look forward to working together with the state to bring high-speed broadband to unserved residents.

Describe how your proposal meets the needs of the community to be served as described in the "Guidelines."

Per the Program Guidelines, a census block is prioritized if there is a high concentration of K-12 students, if it is a DDA area per the US HUD, or if it has no current ISP. The proposed project area consists of 62 census blocks designated as unserved by the SC ORS's Eligibility Map Data, with 10 designated as high-priority. Of these, 6 have high concentrations of K-12 students and the remainder lack any current service.

The community has a demonstrated need for broadband service. Lack of access has become especially pronounced during the COVID-19 public health emergency as residents increasingly relied on the internet to attend school remotely, utilize telemedicine, work from home, and access information from local governments and health authorities. Even as society has opened up again, the convenience and utility of internet-enabled services has become a hallmark of contemporary life.

Vyve's proposed project will meet the needs of the community by building out low-cost, high-speed fiber. To ensure that our service is affordable, our proposal includes a $34.99 plan with speeds up 105 Mbps download and 105 Mbps upload with no data caps, speed throttling, or income requirements. Vyve is a proud participant in the Affordable Connectivity Program as well, and we assist low-income customers where possible in applying for the federal broadband subsidy.

We would like to note that $34.99 is an aggressively low rate for an unlimited fiber product, and this substantially raises the needed match percentage for the project to be economically feasible. In adjacent markets, we have found an introductory rate of $49.99 to be affordable. If the project's match rate is unacceptably high to the ORS, we would be open to altering our proposed rate schedule so as to bring down the match percentage. We are happy to discuss to make the project work as best as possible for all parties.

If the proposed Project is in an area that is subject to an existing federal or state funding commitment for reliable speeds of 100/20 Mbps, explain why there is an identified need for additional broadband investment that is not met by existing federal or state funding commitments.

We are not aware of any federal (e.g. Connect America Fund, USDA ReConnect Program) or state (e.g. Rural Broadband Grant Program) funding commitment for the construction of service meeting the minimum requirements in the proposed project area.

Describe any plans or programs you have developed to improve adoption in the community described in this proposal.

We intend to use a variety of means of outreach to improve adoption in the community. We regularly send direct mailers to addresses in our service area, use radio spots to reach residents who may not yet be online, and utilize digital marketing to those who are to inform them about new, high-speed options available to them. Vyve has a history of partnering with local non-profits, schools, and libraries to develop and distribute posters, flyers, and other materials that detail our available services for them to hand out. We also send mailers and knock on doors specifically to inform residents about the Affordable Connectivity Program and how it can help them afford broadband service; and unlike most other internet service providers, Vyve offers a customer-friendly "zero-bill" service where, if a customer's total bill is less than their ACP subsidy, we do not even invoice them.

As part of the Project, explain how the Applicant will make efforts to increase digital literacy, for example, support through online training?

Vyve takes several steps to ensure that customers are able to best utilize the services they receive. We offer paper welcome kits on request, and also hand out business cards with a QR code that leads to a help center on our website. After signing up for service and also immediately after a technician finishes setting up a customer, we send an email with a link to the help center.

In the help center, new customers can find a variety of resources, including: a broadband installation checklist; instructions on registering and accessing their Vyve account; educational overviews on setting up equipment, how to perform speed tests, monitor data usage, access voice and video services, and set up closed captioning and parental controls; and more. Please visit https://vyvebroadband.com/help-center/ for details.

As part of the Project, identify any areas that the Applicant would be willing to provide public Wi-Fi in a central or community location to improve access for all South Carolinians and for what period of time.

Yes. In our service areas, we have entered mutually beneficially agreements with libraries, town halls, and community centers where we provide free public Wi-Fi in exchange for exposure, such as a sign with our logo naming us as the sponsoring provider. These agreements are generally for an indefinite period of time, as long as the other party is willing to continue to display on our behalf.

List documents that demonstrate your organization currently has the necessary funds to complete this project/proposal. Attach documents to this proposal.

Please find attached an Evidence of Funds Letter from Truist Bank describing the revolving credit facility in place for Vyve's parent company, which has sufficient funds to fund the construction of the project.

List any lease, franchise agreement, interconnection agreement, authorization, permit, or other items needed to complete this project.
Vyve already has an existing state video franchise agreement with South Carolina that covers Oconee County. In terms of pole attachments, we have existing agreements with the local pole companies, including Duke Energy, AT&T, and Blue Ridge Electric Cooperative. Finally, we will work with the SC DOT to obtain right-of-way permits for highway and roads as needed.

Will the Project deliver broadband in the approved Project Service Area that meets or exceeds symmetrical download and upload speeds of 100/100 Mbps?	Yes

If no to above, explain and provide support demonstrating why the Project will not deliver such speeds and provide an affidavit that 100/100 Mbps symmetrical download/upload speeds are not practicable.

Explain how the Applicant will consult with the community in the Project Service Area on the general affordability needs of the target markets.
Vyve operates in the immediately adjacent parts of the Clemson-Seneca area, where we have a history of engagement with local governments and the community. Our employees live and work in the areas that we serve, giving us direct insight into the affordability needs of the community. When we sponsor and participate in public events, we interface directly with residents and listen to the public's feedback on our service. We have been successful in growing and improving adoption rates with our service model, and we believe that residents will find the service plans we offer both attractive and very affordable.

Will the Project (1) prioritize investments in fiber-optic infrastructure wherever feasible and focus on projects that deliver a physical broadband connection by prioritizing projects that achieve last mile connections or ensure funded middle mile projects have commitments in place to support new and/or improved last mile service; (2) include affordability options and shall participate in ACP for the life of ACP; and (3) prioritize support for local networks owned, operated, or affiliated with local governments, nonprofits, and cooperatives.	Yes

If no to above, explain.

If awarded, will the Grant funds be used to overbuild another existing broadband provider or to reimburse expenses related to overbuilding another broadband provider?	No
If yes to above, explain.	
Portions of the proposed project area do contain existing infrastructure by other broadband providers. However, per the Eligibility Map, these areas are only partially served with ADSL and/or VDSL, which to our understanding are considered unserved according to the program FAQ. To the extent that existing fiber service is present, our field work shows that it is limited to a small number of select households or businesses, and is not reflective of thorough coverage of the proposed project area.	
Is there an identified need in the Project Service Area for additional broadband infrastructure that is not met by existing federal or state funding commitments?	No
If so, explain whether service to households and businesses in the Project Service Area should require a holistic approach that provides service to a wider area in order to make ongoing service of certain households or businesses within the service area economical.	

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5.1 - Project Sponsors

Field	
Entity Name	
Entity Type (.e.g. Corporation, non-profit, cooperative, governmental entity)	
Role within proposed project	
Primary Contact Name	
Title	
Mailing Address City, State, Zip	
Phone Number	
Email	

5.2 - Project Sponsors

Field	
Entity Name	
Entity Type (.e.g. Corporation, non-profit, cooperative, governmental entity)	
Role within proposed project	
Primary Contact Name	
Title	
Mailing Address City, State, Zip	
Phone Number	
Email	

5.3 - Project Sponsors

Entity Name

Entity Type
(.e.g. Corporation, non-profit, cooperative, governmental entity)

Role within proposed project

Primary Contact Name

Title

Mailing Address City, State, Zip

Phone Number

Email

5.4 - Project Sponsors

Entity Name

Entity Type
(.e.g. Corporation, non-profit, cooperative, governmental entity)

Role within proposed project

Primary Contact Name

Title

Mailing Address City, State, Zip

Phone Number

Email

6.1 - Attachment Checklist
(Please attach the following items to application)

GIS Shapefiles

Proposed 2020 Census Blocks	Yes
Proposed Service Areas	Yes
Proposed Fiber/Cable Lines	Yes
Proposed Structures Served by Type	Yes
Proposed Network Junctions	No

6.2 Signed affidavit certifying grant application is complete and accurate	Yes
Partners for financial support related to proposed project or non-cash support provide associated documentation.	No
Letters of support evidencing community need and strategic partnerships	No
Copies of Applicant's Current Fee Structure for all Internet Speed Tiers	Yes
Certificates of Insurance	Yes
Certificates of Bonding, as described in CFR § 200.326 Bonding requirements.	Yes

(Per ORS FAQ #53, we are indicating that we will be able to secure a bond if awarded a grant.)

Any additional information evidencing community need for project	No