



TELL YOUR STORY WITH SRC

Lauren Gaydos, NTCA



Using Smart Rural
Community
Marketing and
Branding
Resources

SMART

LOCAL

Resilience

Tech

Innovation

Strength

NEIGHBORS

Dynamic

FUTURE

RURAL

GRIT

COMMUNITY



**GIG-CERTIFIED
PROVIDER**



• • • SRC Provider • Requirements •



NTCA member in good standing



Offer 100 Mbps broadband to 50% or more of your service area



Have broadband subscription rates of at least 50%



Affirm your commitment to the SRC principles and collaborative innovation

Check all the boxes?
Join the movement:



[NTCA.org/smart](https://ntca.org/smart)



Provider Benefits

- ✓ Branding and community outreach materials
- ✓ Competitive edge
- ✓ Fiber Homes partnership
- ✓ Showcase Award program
- ✓ SRC events




FIBER HOMES



FIBER HOMES ABOUT US WHY FIBER CONNECTED COMMUNITIES

FEATURED FIBER COMMUNITY

Nexton




LOCATION:
Summerville, SC
Nexton Neighborhood

FIBER SPEED:
Up to 1 GBPS

AMENITIES:

- GigaFi Fiber Optic Internet
- Tennis courts
- Yoga Studio
- 25 Meter Pool with Splash Pad
- 10 Miles of Trails
- Top Notch K-12 Schools



Interested in learning more?
Explore Nexton

[LEARN MORE](#)

Life in the Lowcountry is a little different. A beautiful and unique coastline, historic Charleston, and of course, the fantastic food scene. There's a whole list of reasons why the metro Charleston area has become one of the most desired places to live in recent years. Among the many homes and neighborhoods to choose from, one stands out from the rest. Nexton.

Recently named the National Home Builder's Association 2021 Master Planned Community of the Year, Nexton is more than a neighborhood. It's a place where you can live life to the fullest.

As a resident in Nexton, you'll have access to 10 miles of walking and hiking trails in a community that preserved 2,000 of its 5,000 acres to protect the natural environment. Excellent schools are available for kids from preschool through high school. Dining, shopping, and entertainment are within walking distance or a short bike ride.

When you live in Nexton, you'll always have great internet. Nexton's fiber internet infrastructure is powered by Home Telecom, delivering speeds of up to a gig (that's really fast). So whether you're working at home or just streaming your latest binge-worthy TV show, you can trust your internet connection will be reliable, even during inclement weather.

Nexton has single-family homes and townhomes available starting in the upper \$200k's and go well above \$500k.

Work
GigaFi fiber optic internet provided by Home Telecom so you can work, stream, and play from home without interruption.

Live
Designed with sustainability in mind, including GigaFi technology to monitor energy use and native plants to make Nexton a lasting community.


Play
Tennis courts, a large pool (with lap lanes), yoga studios and much more will be included with The Midtown Club, which will open soon. 10 miles of trails are available for you and your family to enjoy and explore.

Concept Co-Working offers space to do your best work, including flexible lease terms and amazing coffee service.

FIBER HOMES ABOUT US WHY FIBER CONNECTED COMMUNITIES

TWIN LAKES

Living Connected in Tennessee




Broadband and Broad Views Help Seal the Deal for Cumberland Plateau Migrants

The pandemic and soaring home prices have helped fuel a nationwide trend of leaving big cities behind for life in the suburbs and beyond, making what used to be thought of as retirement destinations for many now a place to work, play, and raise families.

Especially attractive are rural areas where robust internet service makes remote work possible even for people with major broadband requirements. A great example is the Cumberland Plateau area of Tennessee.

Thriving small towns, big lakes, deep woods, unforgettable mountain and valley views, four seasons of relatively mild weather, and easy access to Nashville, Knoxville, Chattanooga, and Atlanta are attracting newcomers from near and far to take advantage of the low cost and high quality of living here.

Exhibit A is Labrum Law. That's the middle Tennessee injury law firm headed by Hariene Labrum, who moved from sprawling Spring Hill near Nashville to a high spot overlooking Center Hill Lake about a year ago with her husband, Kurt, who consults an administrative work for various companies.



Center Hill Lake covers more than 18,000 acres and has 415 miles of shoreline with open water, trails, and covers attracting lovers of water sports of all kinds. The lake bluff has multiple amenities, including dozens of marinas, boat ramps, swimming areas, and surrounding hiking trails. Yet, it retains its rural setting and charm.

"We love Tennessee! We love the simple country, quality of life and the undeniable beauty and peace of the scenery. We are very fortunate to live on Center Hill Lake with amazing mountain and lake views, hiking nearby, and modern amenities of shopping and restaurants just 20 minutes away in Cookeville," Kurt Labrum says. "The best part of living in this area is that neighbors are kind, considerate, family-focused and down to earth."

"The Twin Lakes techs were great and so was everyone else. We quickly determined the problem and got a connection for each level of the house. It's nice to work with a business who listens and takes care of you. That's not easy to find anymore."

The Labrums and their sons – now college students – were frequent visitors to Center Hill Lake over the years and had long dreamed of moving here. Sensing the time was right, they found the perfect house but had to make sure the digital service was robust enough to keep Hariene Labrum and her five paralegals securely connected while away from their Murfreesboro and Nashville offices, which is most of the time.

They found that Twin Lakes' fiber accommodated their need for three different connections, one on each floor of their mountainside dream home, a need they discovered soon after moving in.

"Our seller had just one connection in the basement and it worked for her, but we work on different floors and are connectivity in Zoom calls and

FIBER HOMES ABOUT US WHY FIBER CONNECTED COMMUNITIES

Fiber Communities

Discover small towns, cities, and planned developments with high-speed fiber internet to keep you connected.

South Carolina

FIBER COMMUNITIES

South Carolina

Newberry, SC
Population 10,245

Located halfway between the bustling city of Greenville and the state capital of Columbia, Newberry is known for its beauty, history, and small-town charm. Visit downtown to enjoy shops, restaurants, and the iconic Newberry Opera House.

[LEARN MORE](#) [SEE MAP](#)

Summerville, SC
Population 23,269

In the beautiful Nexton neighborhood, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tristique ut boreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

[LEARN MORE](#) [SEE MAP](#)

Abbeville, SC
Population 5,237

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[LEARN MORE](#) [SEE MAP](#)

Laurens, SC
Population 5,539

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[LEARN MORE](#) [SEE MAP](#)



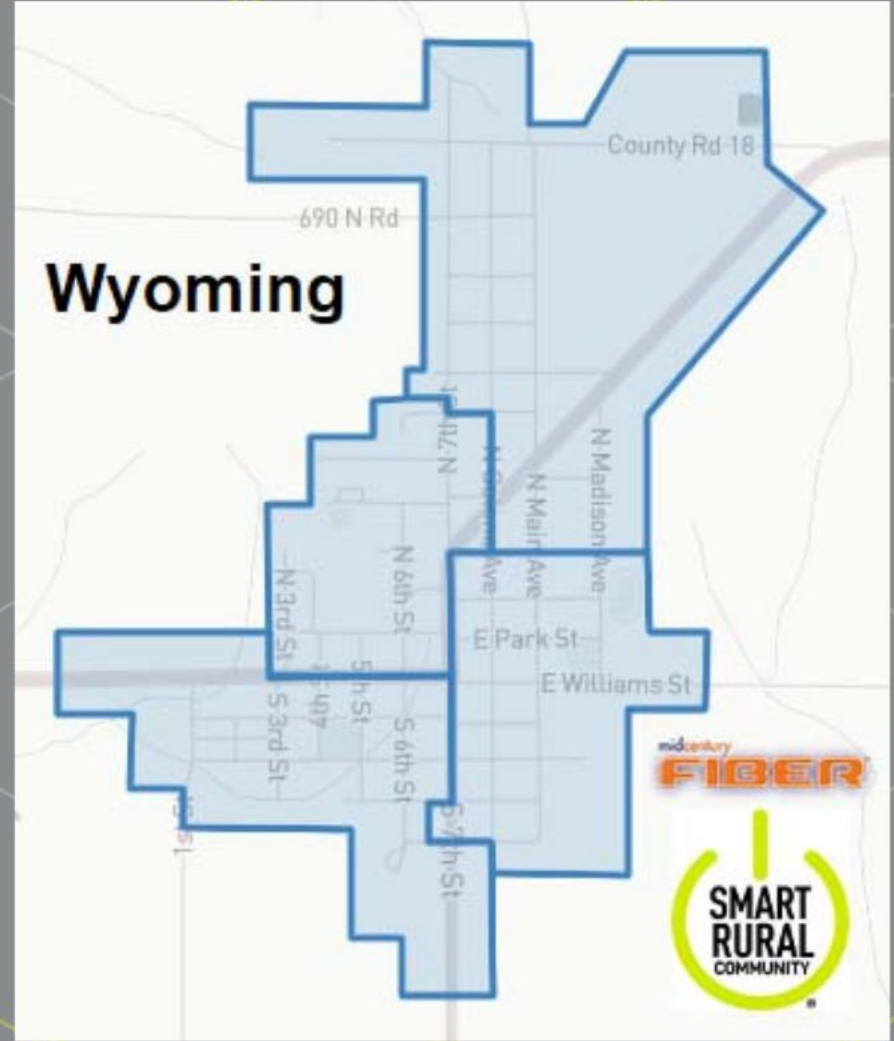
NTCA 2022 FALL CONFERENCE





An advertisement featuring a woman in a red and black plaid shirt and a brown cap, holding a tablet and looking to the right. The background is a field of tall grass. The text on the right side of the image reads: "STRATA NETWORKS®" with a red and white logo, "IS NOW A", "GIG-CERTIFIED PROVIDER" with the "SMART RURAL COMMUNITY" logo, and a red banner at the bottom with the text "BROADBAND ENABLED. LOCALLY DRIVEN. GLOBALLY CONNECTED.®". A black pushpin is visible in the top right corner of the advertisement.

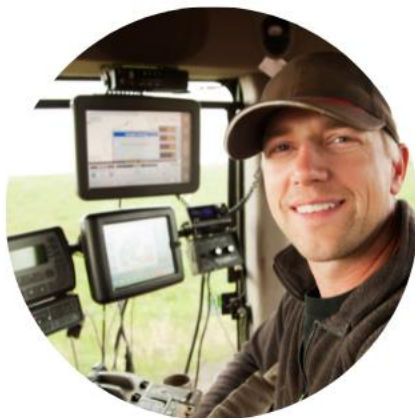
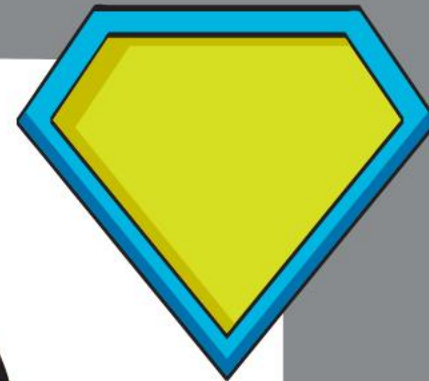
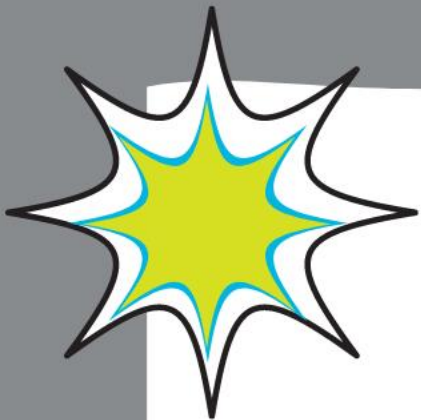






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RURAL
COMMUNITY**

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Rural CommunitySM provider.



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BROADBAND

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Proud to be a Smart Rural
CommunitySM provider.



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achieve more together

Dear [INSERT]

I write today in support of the application of [COMPANY], a locally operated rural broadband provider serving [INSERT]. As described below, [COMPANY] is uniquely qualified to fulfill the mission and goals of the [STATE PROGRAM]. [COMPANY]'s demonstrated commitment to broadband innovation and technological advancement in its existing service area has been recognized in its designation as a Smart Rural CommunitySM provider.

Smart Rural Community is an initiative of NTCA—The Rural Broadband Association (NTCA), a national trade association that represents approximately 850 locally operated, facilities-based rural broadband providers throughout the United States. Smart Rural Community promotes collaboration among rural broadband providers and other local leaders to identify and deploy innovative broadband-enabled solutions to support agriculture, economic development, education, health care and other vital services in rural areas. Eligibility for the Smart Rural Community designation is determined by a company's ability to provide at least 100 Mbps broadband capability; high broadband subscription rates in the service area; and the company's committed effort to work actively with other local and regional industry sectors.

[COMPANY] has been designated a Smart Rural Community provider by NTCA in recognition of [COMPANY]'s fulfillment of those qualifications. [COMPANY]'S achievements within the NTCA Smart Rural Community evidence [COMPANY]'S technical capabilities as well as their commitment to community betterment. These qualities are foundational to goals of the [STATE PROGRAM] which aims to not merely deploy state-of-the-art broadband service to unserved areas but to leverage the capabilities of the network to build benefits for the community. [COMPANY]'S accomplishments in its existing broadband service areas demonstrate that its work in the areas contemplated by the instant application will yield benefits for students seeking broader educational horizons; businesses and workers expanding their markets; patients enjoying better health outcomes through telehealth; and others taking advantage of the distance conquering power of broadband.

For additional information about Smart Rural Community, I invite you to visit www.smartruralcommunity.org. The information on that website, and other details that I am available to provide, affirm [COMPANY]'S candidacy for its grant application.

Sincerely,

Shirley Bloomfield
Chief Executive Officer, NTCA—The Rural Broadband Association

www.smartruralcommunity.org

certificate of
RECOGNITION

TEXT HERE

is officially recognized as a Smart Rural CommunitySM



Who will you meet for the Coffee Cup Challenge?



Local government

Economic development

State broadband offices

And more!

Email smartrural@ntca.org to get your cup!

#SmartRuralCommunity

www.smartruralcommunity.org

Tag NTCA!



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