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