Forum on Community Data Centers in Appalachia
CO.LAB Offices, Innovation Center
1100 Market Street, Suite 100, Chattanooga, TN

AGENDA
October 29, 2015

9:15 am–9:30 am **Welcome and Opening Remarks**
The purpose of this meeting is to introduce fiber-enabled communities in the Appalachian region to community data centers, help identify community data center success factors, and develop action plans for successfully replicating this model in the region.

9:30 am–10:15 am **Starting a Community Data Center**
The City of Westerville in Ohio will describe the startup process for its WēConnect community data center. The discussion will include the lessons learned since the data center opened in 2012. Key topics of discussion will include staffing, financing, constructing, operating, and marketing a community data center and its services. Particular emphasis will be placed on business development strategies for the "carrier-facing" and "commercial-facing" sides of the business model.

Todd Jackson, Chief Information Officer, City of Westerville to discuss the WēConnect community data center including the original vision, issues faced, and lessons learned since its opening.

10:15 am–11:00 am **Assessing Local Demand for Data Center Services**
This discussion will highlight Chattanooga's gigabit broadband service and any latent demand that existing broadband customers have expressed for data center services like cloud computing and storage. EPB will also discuss its current relationship with Internet service providers (ISPs) and other common carriers (e.g., Google Fiber), particularly with regard to any demand that carriers have expressed for leased fiber services.

Katie Espeseth, Vice President, EPB Fiber Optics to discuss EPB's broadband customers and any latent demand they have for data center services like cloud computing and leased fiber.

Andrew Rodgers, Technologist-In-Residence, The Enterprise Center to discuss the current use of data center services like cloud computing by local businesses.

11:00 am–12:00 pm **Business Incubation as a Driver of Demand for Broadband Services**
Chattanooga-based CO.LAB will discuss its Accelerator, CO.STARTERS, and GIGTANK programs. This will include both the services that these programs provide to businesses and CO.LAB's strategy for exploring the use of broadband services to build a business. CO.LAB will also discuss its current licensing of CO.STARTERS and how this and other programs can support the development of broadband networks across Appalachia.

Mike Bradshaw, Executive Director, CO.LAB to discuss how broadband can enable new businesses and fuel the growth of existing businesses.

Enoch Elwell, CO.STARTERS Director, CO.LAB to discuss the CO.STARTERS program and current licensing opportunities.

Alex Lavidge, Entrepreneur-In-Residence and GIGTANK Director, CO.LAB to discuss GIGTANK and its use as a branding tool for Chattanooga to build and attract tech startups.

12:00 pm–12:30 pm	**Lunch**

12:30 pm–1:00 pm **Innovation Taken to the District Level**
This discussion will highlight key components of Chattanooga's Innovation District and how it combines social, economic, and physical infrastructure in a downtown area.

Ann Coulter, A. Coulter Consulting to discuss development of the Innovation District from strategic plan to implementation.

1:00 pm–2:00 pm **Next Steps**
This will be a discussion on the next steps for developing a community data center project that is strategic, impactful, and sustainable. Potential projects will receive technical assistance from ARC staff to develop funding applications for data center planning documents. These documents can help communities apply for funding for data center construction. This discussion will emphasize potential collaborations among the meeting participants.

Chris Brazell, Infrastructure Program Manager, Appalachian Regional Commission to discuss project development next steps.

2:00 pm–2:30 pm **Adjourn and Tour CO.LAB's Offices**

5:00 pm–7:00 pm **Networking Reception**