



City of Grover Beach

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Contact: Robert Perrault, City Manager
Telephone: 805/473-4567

Central Coast City Poised for Big Broadband Business

Ideal location and ARRA funds may give Grover Beach a corner on the market

GROVER BEACH, CA — A California beach town is geographically poised — now preparing a Technology Master Plan — to become a hub for broadband communications on the west coast. The [City of Grover Beach](#), located halfway between San Francisco and Los Angeles on California's central coast, has successfully submitted an application for federal stimulus monies made available from President Obama's [American Recovery and Reinvestment Act](#) (ARRA) of 2009 for broadband.

Grover Beach is located in [San Luis Obispo County](#), which is a landing point for fiber optic cable connecting the U.S. to Japan, making the City ideally positioned for the building of a fiber-optic cable infrastructure, allowing strong and direct connections to the Asian markets. With fiscal help from ARRA, and technical guidance from [Digital West Networks, Inc.](#), Grover Beach will now be well-equipped, both financially and technologically, to implement the plan that would make it possible.

The application was developed through a joint effort between City staff and consultants at Digital West and is based on elements of the City's Technology Master Plan. The request for Broadband Stimulus funds was made to the Department of Agriculture's (USDA) Rural Utility Services (RUS) and the Department of Commerce's National Telecommunication and Information Administration (NTIA). While there are numerous funding components, the proposed project will be in excess of \$3 million and will deliver broadband services beyond those defined by the Federal Communications Commission.

The Master Technology Plan will be completed in a series of phases, the first of which is intended to provide economic vitality to commercial and industrial areas of the City. By nature of its proximity to a transpacific cable to Japan, Grover Beach has a decided strategic advantage and would be ideal for companies looking for locations with a sophisticated technological infrastructure.

"As home to one of the most significant transpacific cable landing stations, Grover Beach looks forward to a time when businesses will relocate to our community to take advantage of our direct access to the Asian markets," said Mayor John Shoals.

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