

**STATE OF MICHIGAN
BEFORE THE MICHIGAN PUBLIC SERVICE COMMISSION**

In the Matter of the Application of	)	
	)	
DMCI Broadband, LLC	)	Case No. U-21115
	)	
for a temporary and permanent license	)	
to provide local exchange service	)	
throughout the State of Michigan	)	
_____	)	

APPLICATION OF DMCI BROADBAND, LLC

DMCI LLC (“DMCI” or “Applicant”), by its undersigned counsel and pursuant to Sections 301 and 302 of the Michigan Telecommunications Act, 1991 PA 179, as amended, MCL § 484.2101 *et seq.* (the “MTA”), hereby applies for a temporary and permanent license to provide local exchange telecommunications service throughout the State of Michigan.

Approval of DMCI’s application is in the public interest because DMCI will provide Michigan consumers, particularly consumers in rural Michigan, value-added communications options. Grant of the license requested in this Application will further the purposes of the MTA, which specifically authorizes and encourages local exchange service competition. Therefore, DMCI respectfully requests that the Michigan Public Service Commission (the “Commission”) grant it a license to provide local exchange service as described herein. In support of its Application, DMCI provides the following information:

I. NAME AND CONTACTS OF APPLICANT

Applicant’s contact is:

DMCI Broadband, LLC
4751 S Edon Road

Reading, MI 49274
Office: 517-797-3710
Toll-free: 877-936-2422
Website: <http://dmcibb.net/>

Correspondence concerning this Application should be directed to DMCI's attorneys:

Hai Jiang (P67088)
Email: hjiang@fieldlawgroup.com
Gary L. Field (P37270)
Email: gfield@fieldlawgroup.com
Field Law Group, PLLC
4084 Okemos Rd, Suite B
Okemos, Michigan 48864-5985
Telephone: (517) 913-5100

Following the grant of a license to DMCI, the Commission should direct all correspondence directly to DMCI's regulatory contact:

David Cleveland
4751 S Edon Road
Reading, MI 49274
Office: 517-797-3710 ext. 100
Toll-free: 877-936-2422 ext. 100
Cell: 517-673-2788
Email: dcleveland@dmcibb.net

II. DMCI MEETS THE REQUIREMENTS OF SECTION 302(1) OF THE MTA FOR A LICENSE TO PROVIDE LOCAL EXCHANGE SERVICE

Section 302(1) of the MTA provides that, after notice and hearing, the Commission shall approve an Application for a license if it finds that (a) the applicant possesses sufficient technical, financial, and managerial resources and abilities to provide basic local exchange service within the geographic area of the license and the applicant intends to provide service within one year from the date the license is granted; and (b) the grant of a license to the applicant would not be contrary to the public interest. As explained in further detail below, DMCI fully meets the requirements of Section 302(1).

In support of this Application, DMCI is filing with this Application direct testimony of David Cleveland, and as required by Section 203(7) of the MTA, DMCI's Articles of Organization in Michigan (Exhibit A), biographies of key personnel (Exhibit B), and financial information (**Confidential** Exhibit C).

DMCI submits the Commission's generic local tariff as its illustrative tariff, linked herein at http://www.michigan.gov/documents/mpsc/generictariff_554692_7.doc. Upon issuance of this license and prior to commencing service, DMCI will submit a final tariff to the Commission.

A. Geographic Area for Which the License is Sought

DMCI seeks authority to provide local exchange service in incumbent local exchange carriers' service territories throughout the state of Michigan. The local calling areas for DMCI's customers will correspond to these carriers' exchange boundaries. DMCI intends to mirror the map and legal description sections of the tariffs filed by the incumbent carriers for the exchanges it proposes to serve. DMCI understands that any future modifications to these exchange boundaries or legal descriptions thereof will be binding upon it. Should DMCI depart from these incumbent carriers' areas and boundaries, it will file detailed maps and legal descriptions on an individual exchange basis with the Commission.

B. Description of the Applicant's Financial, Technical and Managerial Resources

1. Corporate Organization of the Applicant

Applicant's legal name is DMCI Broadband, LLC. Applicant is a Michigan domestic limited liability company formed on April 8, 2010 under the laws of Michigan, with the Articles of Organization attached herein as **Exhibit A**. Applicant's headquarters

is at 4751 S Edon Road, Reading, MI 49274. DMCI is registered in the Commission's ITSP program as Fiber and Wireless Broadband; Voice Over Internet Protocol Provider (VoIP); and Fixed Wireless Provider. It will update its registration upon being designated as a CLEC and periodically thereafter as is necessary.

2. Technical and Managerial Qualifications

DMCI is technically and managerially qualified to establish and operate its proposed telecommunications operations in Michigan. DMCI is not currently licensed as a local exchange carrier in any other states.

The senior management of DMCI has extensive experience in broadband, VoIP, wireless, and internet services, and its highly-qualified technical staff will ensure that DMCI's operations will meet high standards for service quality and reliability. Its business experience in wireline, wireless, and internet services will make Applicant's advance into the competitive local exchange service market a success.

The officers of DMCI are as follows:

David Cleveland, Managing Member
Troy Page, Operation Manager
Mary Cleveland, Controller
Randy Sanders, Member

While Randy Sanders is a member of DMCI with minority ownership, he is not managing the company's business. The above officers may be contacted through the Applicant's headquarters list above. Descriptions of technical, financial, and managerial experience of David Cleveland, Troy Page and Mary Cleveland are attached hereto as Exhibit B.

3. Financial Qualifications

In support of Applicant's financial qualification, financial information for Applicant is provided under seal as **Confidential** Exhibit C¹. The Confidential Exhibit C includes DMCI's Year 2020 balance sheet; Year 2020 profit and loss statement; and Year 2021 first quarter's profit and loss statement. As evidenced in detail in Exhibit C, Applicant possesses the requisite financial resources to provide facilities-based local exchange and other regulated and unregulated telecommunications services. Therefore, as shown in the attached information, Applicant is financially qualified to operate in the State of Michigan.

C. Intent to Provide Service Within One Year

DMCI intends to start deploying and providing local exchange service within one year after the date the Commission grants its license in this application.

D. Proposed Services

DMCI plans to offer facilities-based local exchange services and unregulated services to both residential customers and business customers. Those service will be provided via (1) DMCI's own facilities, (2) commercial wholesale agreements with incumbents, or (3) a combination thereof. The facilities-based regulated and unregulated services will include, but not be limited to: local exchange and extended area service, toll restriction, caller ID services, telephone number porting, E-911 emergency services, operator services, broadband services and transport services.

E. Discussion of the Public Interest

Both the Michigan Legislature and the United States Congress have determined that it is in the public interest to promote competition in the provision of telecommunica-

¹ DMCI is not a publicly traded company and thus requests that the financial information be submitted separately under seal as confidential information under Section 210 of the MTA, MCL §484.2210.

tions services. The Commission, too, has determined that the grant of applications for competing licenses to provide basic local exchange services promotes the public interest.² The introduction of competition into other telecommunications markets, such as long distance, has already created significant public interest benefits in those markets.

Grant of this application will promote the public interest by offering Michigan residents and businesses telecommunications services through its up-to-date technologies. DMCI will provide customers with high quality, cost effective telecommunications services in combination with broadband services. These benefits work to maximize the public interest by providing continuing incentives for carriers to reduce costs while, simultaneously, promoting the availability of potentially desirable services.

III. DMCI MEETS THE REQUIREMENTS OF SECTION 301(2) OF THE MTA FOR A TEMPORARY LICENSE TO PROVIDE BASIC LOCAL EXCHANGE SERVICE.

DMCI further requests the granting of a temporary license to provide local exchange service throughout the State of Michigan pursuant to Section 301(2) of the MTA. MCL 484.2301(2). Section 301(2) states, “pending the determination of an application for a license the Commission without notice and hearing may issue a temporary license for a period not to exceed one year.” Granting DMCI a temporary license will allow DMCI to immediately start installing equipment and deploying services. DMCI will provide regulated service under the temporary license in accordance with the regulatory requirements specified in the MTA. Prior to commencing local exchange service under

² See, e.g., *In the Matter of the Application of MFS Intelenet of Michigan, Inc., for a License to Provide Basic Local Exchange Service*, Opinion and Order, Case No. U-10721 (May 9, 1995) (“MFS Order”); *In the Matter of the Application of City Signal, Inc., for a License to Provide Basic Local Exchange Service in the Grand Rapids District Exchange*, Case No. U-10555 (October 12, 1994) (“City Signal Order”).

the temporary license, DMCI will also submit a final tariff reflecting the services that it will offer and identifying zones and exchanges of the approved service area.

IV. NOTICE OF HEARING

Section 302 of the MTA requires a hearing in connection with the issuance of a new license. DMCI will therefore consult with the Commission's Executive Secretary to identify interested persons and to determine the proper format and procedure for giving notice.

V. CONCLUSION

In this application, DMCI has demonstrated that it possesses sufficient technical, financial and managerial resources and abilities to provide telecommunications service throughout the state of Michigan. DMCI has also demonstrated that its exercise of this authority will not be contrary to the public interest.

WHEREFORE, DMCI respectfully requests that the Commission issue an order under Sections 203, 301, and 302 of the MTA that

1. grants DMCI Broadband, LLC a temporary license to provide local exchange service throughout the State of Michigan,
2. grants DMCI Broadband, LLC a permanent license to provide local exchange service throughout the State of Michigan, and
3. grants such additional or further relief as may be necessary or appropriate.

Respectfully submitted,

DMCI Broadband, LLC

Dated: July 20, 2021

/s/ Hai Jiang
By one of its attorneys

Hai Jiang (P67088)
Gary L. Field (P37270)
Field Law Group, PLLC
4084 Okemos Rd, Suite B
Okemos, Michigan 48864-5985
Phone: (517) 913-5100

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**DIRECT TESTIMONY OF DAVID CLEVELAND
ON BEHALF OF
DMCI BROADBAD, LLC**

I. INTRODUCTION

Q. PLEASE STATE YOUR NAME, BUSINESS ADDRESS AND TELEPHONE NUMBER.

A. My name is Dave Cleveland. My business address is 4751 S Edon Road, Reading, MI 49274. I can be reached by telephone at 877-936-2422 ext. 100 and email dcleveland@dmcibb.net.

Q. WHAT IS YOUR POSITION WITH DMCI BROADBAND, LLC?

A. I am the Managing Member of DMCI Broadband, LLC ("DMCI").

Q. PLEASE DESCRIBE YOUR EDUCATIONAL BACKGROUND AND PROFESSIONAL EXPERIENCE.

A. I received Bachelor's degree in Business Administration, Sales & Marketing from Davenport Business College in 1987. I founded DMCI in 2006 and have been managing its wireless and internet service businesses. I have also been managing Data Management Consultants, Inc., a computer retailer and network services provider, since I founded it in 1987.

Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY IN THIS PROCEEDING?

A. The purpose of my testimony is to describe facilities-based services that DMCI proposes to offer in Michigan and to review issues related to its request for a license to provide such services. My testimony specifically relates to DMCI's managerial, financial, and technical competence to provide the telecommunications services for which authority is requested, and its compliance with the rules and policies of this Commission.

Q. PLEASE DESCRIBE THE AUTHORITY THAT DMCI SEEKS FROM THE COMMISSION.

- A.** DMCI seeks to obtain competitive local exchange carrier (“CLEC”) license of offering facilities-based local exchange telecommunications services in all incumbent local exchange carriers’ service territories throughout the state of Michigan. At this time, DMCI does not seek to terminate any exemption held by a rural telephone company pursuant to 47 U.S.C. § 251(f).

III. LEGAL QUALIFICATIONS

Q. HAS DMCI BEEN AUTHORIZED TO PROVIDE SUCH SERVICE IN ANY OTHER JURISDICTIONS?

- A.** No, DMCI is not currently licensed in any other jurisdictions.

Q. PLEASE DESCRIBE THE CORPORATE STRUCTURE OF DMCI.

- A.** Applicant’s legal name is DMCI Broadband, LLC. DMCI is a limited liability company formed in Michigan on August 8, 2006 under the laws of Michigan. A copy of DMCI’s Articles of Organization is attached to the Application as Exhibit A.

Q. IS DMCI LEGALLY AUTHORIZED TO DO BUSINESS IN MICHIGAN?

- A.** Yes. DMCI is a domestic limited liability company in Michigan.

IV. MANAGERIAL AND TECHNICAL QUALIFICATIONS

Q. PLEASE ADDRESS DMCI'S MANAGERIAL AND TECHNICAL QUALIFICATIONS.

- A.** DMCI possesses the managerial qualifications to provide its proposed local exchange services. The senior management of DMCI has extensive experience in wireless, broadband and other unregulated telecommunications service provision, and its highly-qualified technical staff will ensure that DMCI's operations will meet high standards for service quality and reliability. Descriptions of the telecommunications and managerial experience of DMCI's key personnel, who have extensive management and technical experience, are provided to the Commission with the Application as Exhibit B.

V. FINANCIAL QUALIFICATIONS

Q. PLEASE DESCRIBE DMCI'S FINANCIAL QUALIFICATIONS.

- A.** As explained in its Application, DMCI possesses the financial qualifications necessary to conduct its telecommunications operations. DMCI's Financial information is being provided under seal as **Confidential** Exhibit C to the Application.

VI. DMCI'S PROPOSED SERVICES

Q. PLEASE DESCRIBE THE TYPES OF SERVICES THAT DMCI WILL OFFER IN MICHIGAN.

- A.** DMC plans to offer local exchange service to both residential customers and business customers in Michigan. Facilities-based local exchange service will be provided via (1) DMCI's own facilities, (2) commercial wholesale agreements with incumbents, or (3) a combination thereof. DMCI will provide basic and enhanced services with its own high-tech fiber networks.

Q. WHAT FACILITIES WILL DMCI USE TO PROVIDE ITS PROPOSED LOCAL EXCHANGE SERVICES?

A. DMCI will provide telecommunications services in the State of Michigan through a combination of its own facilities and facilities leased from other carriers.

Q. WHAT GEOGRAPHIC AREAS WILL DMCI SERVE?

A. DMCI seeks authority to provide telecommunications service throughout the State of Michigan. At this time, DMCI does not seek to terminate any exemption held by a rural telephone company pursuant to 47 U.S.C. § 251(f). DMCI's local calling areas will be identical to the Commission approved local calling areas as documented in these incumbent carriers' local tariffs.

Q. WILL DMCI OFFER SERVICE TO ALL CONSUMERS WITHIN ITS SERVICE AREA?

A. Yes. DMCI will be prepared to serve customers in its service area to the extent that it is required, and to the extent that it has facilities available to provide such service to the public.

Q. DOES DMCI AGREE TO ABIDE BY ALL RULES, REGULATIONS, POLICIES AND ORDERS OF THIS COMMISSION, AND THE LAWS OF THE STATE OF MICHIGAN, IN ITS PROVISION OF TELECOMMUNICATIONS SERVICE?

A. Yes. DMCI agrees to abide by all rules and regulations that are deemed to be applicable to DMCI. DMCI also agrees to abide by all 911 requirements at such time as DMCI begins to provide local exchange services.

Q. WHEN WILL DMCI COMMENCE PROVIDING SERVICES?

A. DMCI plans to deploy and provide local exchange service in Michigan within one year after the date this Commission grants its license.

VII. PUBLIC INTEREST CONSIDERATIONS

Q. PLEASE DESCRIBE THE PUBLIC INTEREST BENEFITS ASSOCIATED WITH DMCI'S PROPOSED OFFERING OF TELECOMMUNICATIONS SERVICES IN MICHIGAN.

A. Both the Michigan legislature and the United States Congress, through the Communications Act of 1934, as amended ("Federal Act"), have determined that it is in the public interest to promote competition in the provision of telecommunications services. The Federal Act was designed to promote increased competition in the telecommunications market. Moreover, the Commission has already determined that the grant of applications for competing licenses to provide telecommunications service is in the public interest. The grant of DMCI's Application will further the public interest by expanding the availability of alternative sources of telecommunications services in the State of Michigan. DMCI's proposed services will provide multiple public benefits by providing users of telecommunications services with enhanced and emerging technologies. In addition, increased competition will create incentives for lower prices, more innovative services, and more responsive customer service.

Q. DOES THIS CONCLUDE YOUR TESTIMONY?

A. Yes.

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EXHIBITS

- | | |
|------------------|---|
| Exhibit A | Articles of Organization |
| Exhibit B | Key Personnel |
| Exhibit C | Financial Information (<i>CONFIDENTIAL - Submitted Under Seal</i>) |

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EXHIBIT A

Articles of Organization

**MICHIGAN DEPARTMENT OF CONSUMER & INDUSTRY SERVICES
CORPORATION, SECURITIES AND LAND DEVELOPMENT BUREAU**
FILED**AUG 08 2006**

Date Received

(FOR BUREAU USE ONLY)

This document is effective on the date filed, unless a subsequent effective date within 90 days after received date is stated in the document.

Administrator

BUREAU OF COMMERCIAL SERVICES

Trans Infor: 12057673-1 08/07/06
CHK#: 34040 Amt: \$50.00
ID: STEVENS AND HAYES

Name

Joseph W. Hayes

Address

24 Division Street

City

State

Zip Code

Coldwater, Michigan

49036

EFFECTIVE DATE:

Document will be returned to the name and address you enter above. ☒
If left blank document will be mailed to the registered office.

ARTICLES OF ORGANIZATION**For use by Domestic Limited Liability Companies**

(Please read information and instructions on last page)

Pursuant to the provisions of Act 23, Public Acts of 1993, the undersigned execute the following Articles.

D0686T**ARTICLE I**The name of the limited liability company is: DMCI Broadband, LLC**ARTICLE II**

The purpose or purposes for which the limited liability company is formed is to engage in any activity within the purposes for which a limited liability company may be formed under the Limited Liability Company Act of Michigan.

ARTICLE IIIThe duration of the limited liability company if other than perpetual is: Perpetual**ARTICLE IV**

1. The street address of the location of the registered office is:

3979 Sand Lake RD., Reading, Michigan 49274
(Street Address) (City) (ZIP Code)

2. The mailing address of the registered office if different than above:

-same-, Michigan _____
(Street Address or P.O. Box) (City) (ZIP Code)

3. The name of the resident agent at the registered office is: David L. Cleveland**ARTICLE V** (Insert any desired additional provision authorized by the Act; attach additional pages if needed.)Signed this 28th day of July, 2006

By

(Signature)

Randy Sanders

(Type or Print Name)

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EXHIBIT B

Key Personnel

David L Cleveland: Managing Member

3979 Sand Lake Rd
Reading, MI 49274
877-936-2422 x 100
dcleveland@dmcibb.net

Education

Davenport Business College, Grand Rapids, MI

Business Administration, Sales & Marketing, (Graduated 1987)

Work Experience

(1987 – Present)

Data Management Consultants, Inc.

Position: Owner

- Computer Retailer and Network Services provider to consumers, business and k-12 educational institutions. Employed 45 employees at peak of operation before selling major divisions of the company in 1999.
- Responsible for all aspect of the business. I am a network engineer that is versed in Novell and Microsoft networking technologies. Performed all sales function for the company in the early days. Provided technical support to clients big and small and trained employees in all aspects of sales and service as the company grew. Maintained financials and HR functions until the company grew staff that handled some of the financial aspects.

(1995- 1999)

DMCI Internet Access

Position: Owner

- Created and grew a Dial Up Internet Access service that services over 12K customers in Hillsdale, Branch, Jackson and Lenawee counties from many NOC locations.
- Managed and ran all the technical aspects of servers and communications equipment for this service.
- Managed all sales and customer service staff that served and supported our customer base.
- Sold the dial up internet service to Voyager, Inc in 1999.

(2006 – Present)

DMCI Broadband, LLC

Position: Managing Member

- Wireless Broadband Internet and VOIP Services Provider
- Created this business from the ground up. Started with 1 tower and now operating from 52 tower locations located across Hillsdale Branch, Calhoun and Jackson Counties.
- Responsible for all technical aspects of this business, including wireless technologies, networks and server support in our datacenter.
- Responsible for management of our core management team as well as 19 employees.
- Primary responsibility is to define core business plans and Objectives for Infrastructure, Customer service, Sales, and Financial Management.

Troy Page : Operations Manager

877-936-2422 x 107

troy@dmcibb.net

Education

Jonesville High School

Work Experience

(2008 – Present)

DMCI Broadband, LLC

Position: Operation Manager

- Wireless Broadband Internet and VOIP Services Provider
- Started with company when DMCIBB operated 8 towers; instrumental in growing to our current 52 towers located in Hillsdale Branch, Calhoun and Jackson Counties.

Management:

- Responsible for the direct management of 7 outside customer service personnel.
- Coordinate with ownership, department heads and vendors to plan and implement company growth and expansion plans.
- Responsible for maintenance, upgrades and proper operation of all tower facilities encompassing thousands of devices.
- Manages the daily work flow of staff and information between departments.
- Manage and coordinate outside vendors and contractors.

Skills and Qualification

- Advance Tower Climbing Safety and Rescue Certified.
- Ceragon Wireless Certified.
- Mikrotik Certified.
- Cambium Certified.
- CBRS – CPI – Certified Professional Installer.
- Telrad LTE Certified.
- Baicells LTE Certified.

(1993 – 2008)

Ruperts Culligan

Position: Delivery and Customer Service.

(1991 – 1993)

Mcconnell & Scully Oil Well Servicing

Position: Floor Hand

Mary C. Cleveland

3979 Sand Lake Rd. • Reading, MI 49274 • Cell: (517) 673-2858

WORK EXPERIENCE

2006-Present

DMCI Broadband, LLC.

Position: Controller

(Wireless Broadband Internet and VoIP Services Provider)

Responsibilities: All aspects of accounting including: budgeting, financial analysis, monthly financial statements, bank account reconciliation, accounts payable, accounts receivable, inventory control, payroll, and human resource management. Also involved in corporate strategic planning and implementation, including business plan creation and finance sourcing.

1992-Present

Data Management Consultants, Inc.

Position: Controller

(Retailer - Computer Networking Services Company)

Responsibilities: All aspects of accounting including: budgeting, financial analysis, monthly financial statements, bank account reconciliation, accounts payable, accounts receivable, inventory control, payroll, and human resource management. Also involved in corporate strategic planning and implementation, including business plan creation and finance sourcing.

1990-1992

Assembly Service, Inc.

Position: Controller

(Manufacturer – Copper Brazing Services)

Responsibilities: All aspects of accounting including: budgeting, financial analysis, monthly financial statements, bank account reconciliation, accounts payable, accounts receivable, inventory control, payroll, and human resource management

1988-1990

Dart & Rumsey, P.C.

Position: Staff Accountant

(Public Accounting Firm)

Responsibilities: Preparation of monthly financial statements for various customers. Preparation of quarterly and annual payroll tax returns. Preparation of annual, corporate federal tax returns and state returns. Also involved in governmental auditing.

EDUCATION & PROFICIENCIES

Degree:

Bachelors in Business Administration - major in accounting - from Central Michigan University

Proficiencies:

Microsoft Excel	Quicken	Crystal Reports
Microsoft Word	QuickBooks Pro	PageMaker
Microsoft Explorer	Sage Software – MAS90	Photoshop
Microsoft Outlook	Emerald	Print Shop

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EXHIBIT C

Financial Information

***CONFIDENTIAL
FILED SEPARATELY UNDER SEAL***