AT&T Business

Building communities fueled by fiber

- **Business needs** – Providing connectivity, phone, and network services to tenants in a new residential and business community.

- **Networking solution** – Internet and networking solutions from AT&T Business deliver all the services Parkville's new development needs under one agreement with the developer.

- **Business value** – Having the highly reliable, secure services support professional and home applications.

- **Industry focus** – Property development

- **Size** – Privately held

About Parkville Development

Parkville Development LLC is known for the thoughtful design and quality of its residential, mixed-use residential, commercial, and industrial developments. The company's Creekside project in northwest Missouri close to Kansas City comprises nearly 300 acres at the intersection of Interstate 435 and Missouri Highway 45.

The situation

Mixed-use developments like Creekside sometimes find it difficult to provision all the services and amenities its business tenants and homeowners expect. Delivering reliable connectivity and phone services often requires dealing with a myriad of providers.

Solution

Internet and networking solutions from AT&T Business offer a proactive and integrated approach to deploying fiber to meet the needs of residential, retail, and office customers. AT&T Business Fiber gives Parkville's Creekside development the infrastructure to meet and exceed tenant and resident needs now and into the future.

Big-city projects, small-town values

Parkville Development's Creekside project is making important contributions to northwest Missouri. Brian Mertz, Parkville Development Principal, said Creekside represents a significant venture. "When completed, it's probably over a $380 million investment in the community. And that encompasses anything from industrial to retail to residential projects in that area."

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> Principal
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He envisions Creekside as the preeminent place to live, work, eat, shop, play, and visit. The development will ultimately include 148 single-family homes, 272 townhomes, 416 apartments and 184,700 square feet of restaurant and retail space. It will also feature 38,000 square feet of public green space with walking trails, six tournament-quality youth baseball fields, four hotels, and a 50-acre industrial park.

Despite the magnitude of the company's venture, Mertz said Parkville Development conducts business according to small-town values. "We are relationship-based and do business with a handshake," Mertz says. "We've been doing business with some of our subcontractors for 15 years."

The company doesn't always choose the low bidder for its projects. "Relationships are more important than going for the cheapest," Mertz said. "I want to be able to call somebody on a Sunday if we're having a problem and know they're going to come out and help us. That's what we go after."

A return to family roots

Mertz didn't take a traditional path to becoming a developer. While he grew up working in his family's electrical and general contracting operation, he opted not to go into the business. "I think it was mainly because my little brother bossed me around at the job sites," he said with a laugh.

Instead, Mertz decided to study accounting in college and earned the Certified Public Accountant (CPA) credential. After practicing as a CPA for several years, however, he felt the pull to return to his roots and became a partner in a construction company. Eventually Mertz started his own contracting business, which he has operated successfully for the past 16 years.

"The CPA background is great, but what I didn't get from the CPA world was the personal daily interaction with subcontractors, and that's the best part of this business," Mertz said. He has since built a reputation for developing vibrant communities in the Kansas City area.

Delivering the services tenants want and need

Creating a new community from the ground up is an exciting venture, but it's not without challenges. Provisioning services is something most people take for granted. "The end users just think all the services

will automatically be there," Mertz said. "But from a developer's standpoint, it's one of the first things we have to consider."

Each project requires developers to determine whether they can service an area with the utilities needed to attract residential, office, commercial, and industrial customers. "And sometimes you're doing that two and three years in advance, so you have to have an idea of what's going to be there in the future," Mertz said. "It's a big deal. And luckily we had some options here."

Parkville Development considered a traditional cable provider and AT&T Business to provide the broadband, voice, video, wireless, and networking services for the individuals and companies that would become part of the new community. "We were putting in a new, non-traditional development, and we wanted to have great, non-traditional services out here," Mertz said.

He added, "It's important that there's no downtime when owners are trying to run their businesses, whether it be office workers or retail users running their credit card transactions."

Working together to come up with solutions

After weighing the benefits of both providers, Parkville Development chose AT&T Business to create the cutting-edge infrastructure Mertz envisioned for his new Creekside property. Internet and networking solutions from AT&T Business employ an integrated approach for deploying fiber to meet the needs of residential, retail, and office customers.

"We've done a lot of developments using AT&T's capabilities," Mertz said. "What I like about AT&T Business is the readiness to work together and come up with solutions."

The cable providers with which he has worked in the past often lacked the flexibility and expertise Mertz has found in AT&T Business. "AT&T engineers find solutions for what you're trying to do," he said. "AT&T Business bought into our vision and provided us ways to accomplish it."

Part of Parkville Development's challenge was providing services for very different users. Business and retail tenants require a much more complex infrastructure than individuals and families. AT&T Fiber

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gives Parkville's Creekside Development the infrastructure to meet and exceed tenant and resident bandwidth needs now and into the future.

Mertz appreciates that AT&T Business makes it simple for both residential and commercial customers to get the services they need.

Solutions for today and tomorrow

Creekside business clients can take advantage of high-powered services like AT&T Dedicated Internet, AT&T Business Fiber, and Wi-Fi through AT&T Business. They can also choose from a range of analog and digital phone services. Residential customers can adopt AT&T broadband, and analog, digital and wireless phone services.

Mertz appreciates that AT&T Business helps him choose solutions that meet his current needs, as well as those that will grow with Creekside. He also praises their foresight, planning, and follow-through in delivering for Parkville Development. "AT&T Business does a great job," he said. "We've had other developments where some subcontractors were too reactive, and just starting to run underground wire and underground cabling while people are moving in."

Monthly meetings with AT&T Business enable Mertz to update his account team on the development's progress. "The communication has been great," Mertz said. "AT&T Business anticipates our needs and makes plans to install whatever we need."

Mertz has come to trust AT&T Business because of his years of experience in working with the company. Even though the Creekside construction has progressed very rapidly, he can't remember hearing about any problems with AT&T services.

The first call

Mertz believes the expertise of AT&T Business makes Parkville Development more valuable to its customers. "You could probably find these services with another provider, but we wouldn't get the knowledge and relationship AT&T provides," he said. "And we deem ourselves a relationship-based company. AT&T Business is fulfilling everything we need right now in Creekside."

AT&T Business is also assisting with other Parkville developments. "We're always building across Kansas City," Mertz said. "Currently, we have about a thousand doors of residential construction going on in different phases. AT&T Business is part of all of those that they can be in."

Mertz concluded, "AT&T Business is the first call we make from an engineering standpoint to be sure they're aware of what's coming in the pipeline."

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