CROWN CASTLE

A wireless network to keep a vibrant resort town connected.

Ocean City is home to a beautiful ten-mile stretch of Atlantic Ocean beach, accompanied by an expansive boardwalk, hotels, shops, restaurants, entertainment and a state-of-the-art convention center. As one of the Mid-Atlantic's premier tourist destinations for a summer vacation or weekend getaway, Ocean City draws millions of visitors every year.

For a tourist destination like Ocean City where visitors depend on their mobile devices to take photos, use GPS or stay in touch with their loved ones—and local businesses rely on mobile services for everything from reaching consumers to payment platforms—wireless connectivity is crucial. Crown Castle worked with Ocean City to find an infrastructure solution that would bring much-needed coverage and capacity improvements to the city's boardwalk and downtown area to ensure everyone stays connected.

The Need

Ocean City's population is just over 7,000, but during the summer months the population explodes to nearly 300,000 people. With the influx of upwards of eight million tourists annually, Ocean City becomes the second-largest municipality in the state throughout the summer. Tourists not only spend time on the beach, but also flock to the boardwalk to explore this iconic East Coast pedestrian thruway that features amusements, shopping and picturesque views. Ocean City also is home to the Roland E. Powell Convention Center, which attracts everything from large conferences and industry tradeshows to cultural festivals and concerts.

Meeting the demands of all the diverse wireless customers that a place like Ocean City attracts came with several challenges:

> The scope of the project made getting approvals especially challenging and required a cooperative partnership with city officials across different departments.

> The unique mix of residents, businesses and tourists required careful consideration of various needs and interests of all parties.

> Finding a design that would ensure the installation didn't distract from the aesthetics of the boardwalk and inhibit people's view of the shoreline was critical.

The Solution

Considering the dramatic population increase from the winter to summer months, small cells were the ideal answer for Ocean City to meet current and future connectivity needs. In collaboration with Ocean City officials, we designed a solution that seamlessly blends in with the aesthetic character of the area and received the necessary approvals for deployment. We used existing city conduit underneath the boardwalk to provide fiber connectivity to our nodes and installed cameras to help with security and traffic flow. To date, we have deployed 93 nodes along with 12 high-definition surveillance cameras. The network has been such a success that we already have plans to install 24 additional nodes across Ocean City.

Decorative light pole in the right of way.

Why Crown Castle?

We have more than 20 years of experience implementing small cells in communities of all kinds, from dense urban centers to residential neighborhoods.

Community Outreach

Our community outreach team develops community-friendly solutions and proactively meets with residents to make sure their concerns are heard.

Collaboration

We involve residents and municipal partners in every major decision so everyone has a say in the solutions that are deployed.

Long-Term Commitment

Our business is all about infrastructure, and you can count on us to be here no matter how technology or carriers change.

CROWN CASTLE

Crown Castle owns, operates and leases more than 40,000 cell towers and approximately 90,000 route miles of fiber supporting small cells and fiber solutions across every major US market. This nationwide portfolio of communications infrastructure connects cities and communities to essential data, technology and wireless service—bringing information, ideas and innovations to the people and businesses that need them.

For more information, please contact 1-833-635-1005 or visit **CrownCastle.com**