

# AUREON®

## Case Study

# Norwalk Sportsplex & Aureon Infrastructure

### Problem



The Norwalk Sportsplex, a mixed-use development in Norwalk, Iowa, aimed to bring together sports facilities, retail, restaurants, and hotels in one destination. However, the site had

no existing fiber infrastructure. Without a proactive solution, future tenants would face long delays and high costs to get online. The development team needed to ensure fast, dependable internet access from day one.

### Solution



Aureon partnered with the Sportsplex development team to design and install a fiber optic network during early construction. This solution included:

- **Proactive Fiber Installation:** Fiber was laid during the groundwork phase before roadways and foundations were completed, avoiding costly excavation later.
- **Construction Coordination:** Aureon worked alongside construction crews to align trenching to conduit placement with the site plan.
- **Pre-Wired Buildings:** Retail, restaurant, and commercial buildings were wired in advance to enable rapid tenant activation.

“Working with Aureon early in the process saved us time, money, and hassle. Installing fiber before the concrete went in gave us a huge advantage when it came time to lease space to tenants.”

— *Ryan Patrick, Sportsman Solutions*

### Outcome

The early installation of fiber provided measurable cost savings, faster move-ins, and a strong competitive advantage:

- ✓ **Significant Cost Savings:** Avoided tens of thousands in rework and excavation that typically follows late-stage fiber deployment.
- ✓ **Faster Tenant Onboarding:** Internet service was activated within days, not months, allowing tenants to open their business sooner.
- ✓ **Improved Marketability:** The “internet-ready” status became a key selling point, helping attract tenants in retail, hospitality and food service.
- ✓ **Connectivity Where There Was None:** The Sportsplex transformed from an unconnected site to a high-speed digital hub supporting modern business needs.

### Key Results



**Tens of thousands saved** by avoiding fiber rework after concrete pours



**Full site coverage** in an area that previously had no fiber infrastructure



**Fast tenant activation** with internet service live in days



**Stronger leasing appeal** through reliable, high-speed connectivity