

Tribal Solar Initiative



CALIFORNIA
NATIONS
INDIAN GAMING
ASSOCIATION

Tribal Solar Initiative

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So how can California tribes combat looming legislation?

Much of what happens in Washington DC is a product of public perception. According to recent polls, the positive public perception of tribes and Indian gaming is increasing. This is very important to the longevity of this industry. Now, more than ever, it is essential that tribes work together to show California and the rest of the nation the positive impact Indian gaming has had on America. It is time for a unified, tribal alliance to show America and our great state how much tribes give back to this country.

Positive Press for Indian Gaming!

At the October 7, 2010 CNIGA bi-monthly meeting, Chairman Tucker and others discussed this idea. It was suggested that every tribe participate in putting positive ads in their local news papers to inform the public of the good that the tribes are doing. This is a great idea and well worth the marketing dollars involved. In addition to running news paper ads, other types of media could also be beneficial. So how do tribes attract positive press?

Give the Public What They Want and Get Free Press!

There are many opportunities for tribes to attract positive public attention. One of these opportunities is Solar and other Renewable Energy projects. Tribes were the first environmentalists, long before it was popular. Now the country is buzzing with environmental agendas, mandates and incentives. It is the perfect storm for tribal domination in the renewable energy revolution. Indian tribes control more than 55 million acres of land across the nation, and those lands are capable of producing an estimated 17 trillion kilowatt hours per year from solar, or more than four times the amount of electricity generated annually in the U.S. according to the U.S. Department of Energy's Tribal Energy Program. You've heard it said, "Build it and they will come". With renewable energy projects, that is reality. What a great way to get free, positive press. Build renewable energy projects on tribal land, offsetting the electricity usage of tribal casinos and other tribal businesses. The press will eat it up. Better yet, a renewable energy project has the ability to attract free press and be a source of ongoing marketing. It is critical that gaming tribes show Mr. and Mrs. Public how they are giving back to the community and are an invaluable part of California.

CNIGA Member Tribes Working Together!

If CNIGA member tribes band together and begin implementing Solar and other Renewable Energy projects all at once, up and down the state, it will get the publics attention on a much larger scale than individual tribes on their own. Many tribes with one purpose make a very loud voice!

Titus & Associates works with Native American tribes to facilitate Turn-Key Solar and other Tribal Economic Development projects. From consultation to education to facilitation, we will work with you to gain tribal energy independence and assist you in your endeavors.



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