



**GREEN CHIPS**  
ENVIRONMENTAL SUSTAINABILITY IN NEVADA

# Summary

Green Chips is a public/private partnership formed by leading community governments, businesses and organizations of the Las Vegas area to encourage and facilitate environmental sustainability initiatives in Southern Nevada, advancing the region's identity as a sustainable destination, promoting green activity, attracting green investment, and stimulating green jobs. The long-term goal is to make the Southern Nevada region a national leader in environmental sustainability and energy efficiency.

Green Chips will function as an umbrella organization to raise awareness; gather financing sources to advance specific sustainability projects; and coordinate a green identity for the region. The organization does not replace existing community efforts, but seeks to supplement and magnify those efforts that contribute to the region's identity as a sustainable destination.

Raising Awareness. In conjunction with community partners, Green Chips will seek to offer guidance and leadership to develop a regional green ethos:

- Promoting environmental sustainability and carbon neutrality;
- Encouraging involvement of businesses, residents and visitors;
- Educating Southern Nevadans about how their individual efforts can make a difference;
- Publicizing green initiatives and marketing the region's quality of life;
- Attracting green investment; and
- Stimulating the creation of green jobs and training programs.

Leveraging Green Financing. As a non-profit 501(c)3, Green Chips will aggregate federal, state, local, non-profit and charitable financial programs and resources to encourage renewable energy and conservation projects, offering affordable and effective assistance to both households and businesses seeking to improve environmental sustainability and improve energy efficiency. Initial efforts being developed include projects demonstrating energy efficiency, and financing energy audits and retrofits in low-income households. In the future, Green Chips intends to offer low-interest loans to bridge the financing gap on projects that have full utilized tax rebates and credits.

Promoting the Region's Green Identity. The Green Chips public/private partnership will encourage involvement of businesses, non-profits, residents and visitors alike to advance the region's identity as a sustainable destination. The long-term mission of Green Chips is to:

- Build Southern Nevada's reputation for offering a green quality of life;
- Have a measurable impact on energy conservation;
- Lower the community's carbon footprint; and
- Provide a way for the public and visitors to get involved on a personal level.

## **Founding Partners**

- City of Henderson
- City of Las Vegas
- City of North Las Vegas
- Harrah's Entertainment
- Las Vegas Convention and Visitors Authority
- McDonald Carano Wilson, LLP
- MGM Mirage
- Nevada State Bank
- Southern Nevada Water Authority
  
- Additional Initial and Partnership Support has been provided by:
  - Bombard Electric
  - Clark County
  - Nevada Conservation League
  - NV Energy

## **Board of Trustees**

- Chair: Mayor Oscar Goodman  
City of Las Vegas
- Vice Chairs: Jan Jones, Senior Vice President, Communications & Government Relations  
Harrah's Entertainment  
Cindy Ortega, Senior Vice President, Energy & Environmental Services  
MGM Mirage
- Treasurer: Mayor Andy Hafen  
City of Henderson
- Secretary: Mayor Shari Buck (Chair, SNWA Board of Directors)  
City of North Las Vegas
- Directors: Terry Jicinsky, Senior Vice President of Operations  
Las Vegas Convention and Visitors Authority  
Greg Kern, Director of Renewable Generation & Energy Efficiency  
NV Energy

## **FOR MORE INFORMATION**

- Website: [www.GreenChips.org](http://www.GreenChips.org)
- E-mail: [info@greenchips.org](mailto:info@greenchips.org)
- Media Inquiries:  
Sandy Hillman Communications  
410-339-5100  
Mike Morrill or Nicole Atkinson



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# Quick Facts

- Is Green Chips a non-profit organization?
  - Yes. Green Chips is a 501(c)3 non-profit, tax-exempt organization.
  
- Who are the Founding Partners of Green Chips?
  - The Cities of Henderson, Las Vegas, and North Las Vegas; Harrah's Entertainment; Las Vegas Convention and Visitors Authority; McDonald Carano Wilson LLP; MGM Mirage; Nevada State Bank; and Southern Nevada Water Authority.
  - Other organizations, including Clark County and NV Energy, have representation on the working groups or are being added as trustees.
  - Discussions are in place to add other regional partners in the future.
  
- How is the leadership selected?
  - The Trustees are ex officio, representing the founding organizations, and the Board of Directors elected members to leadership positions.
  - The current Board includes: The Chair, Mayor Oscar Goodman (Las Vegas); Vice Chairs Jan Jones (Harrah's Entertainment) and Cindy Ortega (MGM Mirage); Treasurer, Mayor Andy Hafen (Henderson); Secretary, Mayor Shari Buck (North Las Vegas, and Chair of the Southern Nevada Water Authority Board of Directors); and Directors Terry Jicinsky (LVCVA) and Greg Kern (NV Energy) .
  - All accountability measures required for 501(c)3 status have been put in place.
  
- How much money does Green Chips currently have, and what are the sources?
  - Green Chips was launched with a \$5,000 donation from Nevada State Bank, and has received extensive in-kind donation of services from other Founding Partners.
  - The Founding Partners are currently in various stages of negotiations to provide donations and capital for specific projects.
  - Green Chips has begun the application process for federal grant funding, and in the future will also be applying for appropriate state, local and charitable funds.
  - Individuals and businesses can support Green Chips by purchasing commemorative "Green Chips," by becoming members, and by direct donation.

- What kind of initial demonstration projects will Green Chips support?
  - Several demonstration projects and activities are expected to be announced in the next few weeks; details may change and are unofficial until announced.
  - Initial projects under consideration include a solar installation to improve energy efficiency at a prominent local charity; a demonstration to provide energy audits and energy efficient retrofits for low-income families; constructing new housing to LEED standards; and a regional effort to define a timeline and specific coordinated activities to improve environmental sustainability and energy efficiency.
  - Initial demonstration projects are expected to occur throughout the Las Vegas region, and to expand to the larger Southern Nevada region in the future.
  
- What are other specific purposes and goals of Green Chips?
  - Raise awareness and catalyze support for environmental sustainability and energy efficiency, attract green investment, create green jobs and training programs, and encourage the involvement of residents, visitors, and businesses.
  - Leverage green financing for specific demonstration projects, and create a low-income revolving loan fund to provide gap financing for projects with major impacts.
  - Promote the region's green identity and define the area as a national leader in environmental sustainability.
  
- What are the benefits of being a Member?
  - Founding Partners and Charter Members are supporting Green Chips to catalyze tangible efforts to improve environmental sustainability and energy efficiency.
  - Green Chips is in discussions with a variety of organizations to provide additional specific benefits to individual and business Members, and those will be announced as they are available.
  
- How can the public learn more about Green Chips?
  - Visit the website at [www.GreenChips.org](http://www.GreenChips.org), join as a Member and sign up for emails.
  
- Can volunteers sign up to help with specific events?
  - Yes. Visit the website and sign up for e-mail announcements, which will include information about volunteer opportunities for individuals and businesses.
  
- Can "Green Chips" be purchased, and can they be redeemed anywhere?
  - Sign up for advance purchase is available on the website.
  - No casino will accept them, but they are a great bet on Southern Nevada's future!
  - "Green Chips" in various denominations are a commemorative of support for the work of Green Chips and are intended for display only.