



COSEIA Year in Review 2010 – Progress and Accomplishments

The nonprofit Colorado Solar Energy Industries Association is leading efforts to expand solar markets across the state. Colorado's solar electric capacity grew by 91% in 2010 and now exceeds 103 MW and interest in solar thermal technologies is increasing as COSEIA has been ramping up efforts to promote thermal use. Here are some of the highlights from COSEIA's accomplishments this past year to help make Colorado the solar capital of America.

Advancing Policy: Developing a Stable Framework to Expand Solar Markets

- **Increased Colorado's Renewable Energy Standard to 30% by 2020:** COSEIA was a key part of the coalition that passed HB-1001, one of the most aggressive renewable energy standards in the nation, which was one of 57 clean energy bills passed during the last four years.
- **Launched Efforts to Develop a Solar Thermal Roadmap for Colorado:** COSEIA is leading efforts to develop a statewide solar thermal roadmap (to be completed Fall 2011) as part of a growing coalition we co-founded – the Solar Thermal Alliance of Colorado – to help make Colorado a global leader in solar thermal.
- **Strengthened the Community Solar Gardens Legislation:** COSEIA led the successful effort to amend and significantly improve this groundbreaking community solar legislation and is actively participating in the rulemaking process at the Public Utilities Commission.
- **Advanced Efforts to Include Solar Thermal in the Demand-Side Management Program:** COSEIA is leading the push with Xcel Energy and the Public Utilities Commission to make DSM incentives available to solar thermal customers as part of an ongoing effort to promote energy efficiency.

Promoting Solar Use: Increasing Solar Marketing and Outreach to Boost Demand

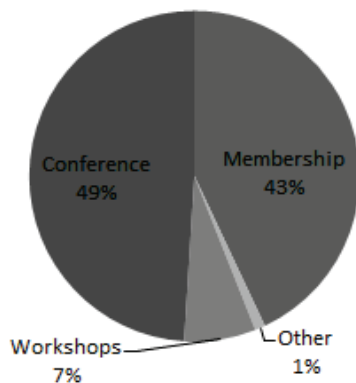
- **Increased Solar Outreach and Awareness Efforts:** COSEIA has laid the groundwork to launch a targeted solar public outreach and awareness campaign (rolling out Spring 2011) to boost demand for solar technology across Colorado as part of a coalition effort to increase solar use.
- **Promoted Colorado's Solar Industry Through the Media:** during the past year COSEIA has increased public relations efforts on behalf of the solar industry with coverage in the: *Denver Post, Ft. Collins Coloradoan, Pueblo Chieftain, Home Power, Denver Business Journal, Boulder County Business Report, KUNC, Colorado Public Radio,* and dozens of other media outlets.

- **Generated More Than 230 Solar Customer Leads for COSEIA Members:** Thanks to a new partnership with the Denver Regional Council of Governments, COSEIA member organizations received more than 230 commercial and residential customer leads (to date) from a new online solar mapping tool. <http://solarmap.drcog.org>
- **Overhauled Marketing Communications to Improve Effectiveness:** During the last year COSEIA has significantly improved solar branding, messaging, and communication channels to help keep members better informed and to promote growth in a rapidly changing marketplace.

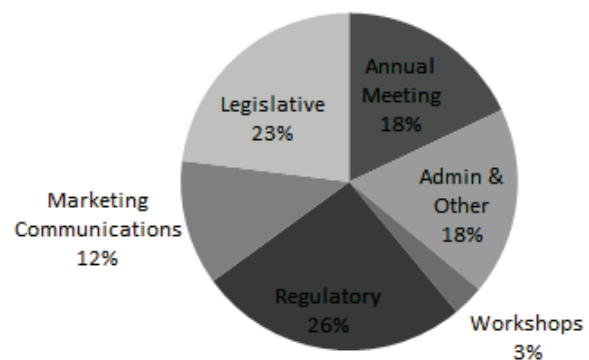
Strengthening Industry: Improving Education and Organizational Infrastructure

- **Added Experienced Leadership to Advance Industry Priorities:** With a new Executive Director and Policy Director, COSEIA strengthened its ability to advance strategic priorities, including to promote solar use and to advance policy.
- **Extended Our Reach to Support Our Programs:** COSEIA developed the Solar Leadership Institute, a special partnership with the University of Colorado to work with top students from the Law School, Environmental Studies Program, and the Business School to conduct solar research, legal analysis, and marketing outreach.
- **Expanded the Coalition Working to Increase Solar Use:** COSEIA has developed strong, collaborative partnerships with a diverse group of nonprofit organizations and associations to work towards our common goals and increase our industry's effectiveness.
- **Strengthened Finances to Advance the Solar Industry:** COSEIA updated its financial infrastructure and improved budgeting, tracking, reporting, and following of nonprofit best practices to support important programs; 2010 financial summary: \$311K in revenue, \$281K in expenditures to expand solar markets, \$30K in net income, no debt, and solid financial footing for continued growth.

Program Revenue



Program Expenses



COSEIA leverages every dollar to make effective use of limited resources to help expand solar markets for you. **Are you a COSEIA member yet?** Join online & help make Colorado the solar capital of America: www.coseia.org