

Agua Caliente Global Political Strategy

July 8, 2002

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From our previous meetings we have concluded that there are currently two major reasons for implementing a global political strategy for the Agua Caliente tribe;

- 1) To support and secure all federal objectives of the council
- 2) To successfully negotiate an unlimited slot position compact for the tribe.

To achieve all the objectives we have identified in our previous meetings we will follow a simple strategic model to get you where you need to be. It is important to note, that to be successful on the federal level as well as in our compact negotiations you must execute all of phases of the program and we strongly recommend that they are executed in sequence. The strategic phases are as follows:

- Organization
- Identification
- Research
- Recruitment (Third Party Allies)
- Execution.

The pages that follow will walk you through each stage and explain the individual tactics to be executed therein.

Organization

The true key to any successful political effort is its organizational design. For the compact negotiation campaign we have developed a two-tiered system. The first component will compile, classify and organize the tribe's existing natural resources into a national political network.

The second component will identify, classify and organize allies of the tribe that currently exist, but have yet to be included in any public efforts waged by the tribe. Both will be imported into your new custom built political databases. As we execute our campaigns, each phase will draw back to this organizational design for mobilizing individuals and ensuring that the individuals in our army have the information needed to mobilize passionately.

Grassroots Database

Our first step is to tap into your natural political resources and integrate (or redirect) them into a custom built political database. To do this, we tap into the various individuals and entities that already benefit economically from the tribe, and that have support bases outside the state.

We gather lists of your vendors, employees, tribal members etc. and we import those lists into your new database. Our computer program will match the individuals or businesses with addresses, phone numbers, political registration and e-mail addresses (when available), and then sort them by FEDERAL election districts nationwide. The district breakdown in your database will from U.S. Senator down to State Representative.

Once completed, we will be able to tap into this database and mobilize supporters in ANY election of your choosing nationwide in a matter of moments. At this point you will have a national political network.

Depending in the amount of vendors you have and their physical locations, we can reach out and mobilize tens of thousands of voters almost instantaneously. This is an extremely powerful tool that is absolutely necessary if we are to be successful.

Qualitative Research Database

This custom built database acts as the information center of our efforts. Over the next three weeks, our team will gather qualitative information on the allies and opponents related to our campaign and we store this information into this database.

The research will include nearly every piece of information on the targets that is relevant to our campaign. In addition we will be waging a simultaneous effort to gather qualitative research on the key opponents of our position. This research can be classified as unfriendly, and is solely intended to give us the ammunition to fight on an even playing field if the battle turns nasty. Rest assured, if it does turn nasty, we will be far better positioned than our opponents.

Once the qualitative research is gathered, it is then sorted by subject matter and made retrievable by a phrase search. This purpose of this is so that information can then be instantly disseminated to any audience we choose such as our universe of supporters, the press, third party interest groups or other interested parties.

To put things in military terms, the grassroots database is your weapon; the research database is your ammunition. As I stated previously, this database will contain every piece of information fathomable, and place it at your fingertips. The only question left unanswered is how you use the information.

Identification / Research

Once we have both political databases in place we can begin the identification process. What we do in this phase of the program is identify a series of allies not contained in to data currently in the tribe's possession. For example, we will actively recruit not only the owners of the hotels in Palm springs, but their employees as well - - and taking it a step further those employees family members as well. Generally speaking, we are going to take what you have now - and expand on it by a series of thousands.

Our political matrix also allows you to build a power base outside the state. For example, lets say that your long distance carrier is sprint communications. Sprint benefits by having you as a client, they make thousand of dollars a year on commutations services and hardware they provide to the tribe. Our system we will immediately tell us that Peoria, Illinois is the home of Sprint Communications. Given this fact we no know that we can call on The Speaker of The U.S. House and two powerful U.S. Senators from another state to support the tribe in a political push.

Instantly, we have identified a power base outside of your own community that you never knew existed, and if we educate them and properly, two powerful U.S Senators and the Speaker of the House are now on our team. This process is repeated with every vendor that does business with the tribe. From paper clips, to the manufacturer of your slot machines, our identification process will tell us where our NATIONAL power base truly is.

The identification process is important because it helps us strategically target supporters, but its most important aspect is the fact that it allows you to build a large network in a very, very short period of time. Without this process it would take you years to determine who may or may not help the tribe. Our system does it almost overnight. Perhaps the most time consuming part of this process is the anti-gaming cross-referencing portion. Once we have imported the data identified our potential political allies, we immediately run a legislative cross-reference on the politicians identified. This cross-reference immediately tells us if the elected official has a voting history that could clearly be construed as anti-Indian or anti-gaming. This helps identify potential enemies, and helps determine if we should "write off" certain Members of Congress as potential allies even though we have supporters in their districts.

Recruitment

As we complete our organizational phases and make public the tribes intention to achieve unlimited slot positions It's now time to go after our targets and lock down the support we need.

We will due this largely through the vendor portion of the database we built you. We will make contact with your key suppliers and vendors in the target districts and recruitment them for the cause.

Put plainly, the vendors who have benefited financially from the tribe over the years are about to thank the tribe in a very political way. Its time they pay a little back, and all we are going to ask these companies to do is lobby their assembly members, state senators, and the Governor on our behalf.

We will do this by utilizing a series of tactics. We will call them, write them a letter and in many cases place a personal visit. In our communications we will educate them as to what the issue is, and how they can help. We will inform them that we need them to contact THEIR representative and support the tribe.

When an elected official gets a call from a home district employer asking for their support for the granting a compact the tribe with unlimited slots positions because their companies future depends on it – they will listen. In addition we may not need them leading up to a such a deal, but after the fact, and when the local business owners are supporting them, they will be much more likely to stand behind a decision they made.

This out reach effort is the largest part of the program. We will be reaching out to not only your vendors and suppliers, but to their individual employees as well. We could find ourselves drafting tens of thousands of letters soliciting their support, and an equivalent number to their employees, and their family members. The multiplier effect of this program is enormous. If you have one supplier in Orange County, and a hundred employees at that supplier, you have a nice power base there. When you add the employees family members to the count you have gone from nothing to 250 voters in someone's district fighting for you.

Now imagine that nationwide.

Execution

The execution phase of this program is very unclear at this point. Over the next two months we will need to work with the tribal Council and the negotiating teams to establish our formal positions, the detail of this position and all relevant pit-falls.

We know for certain, that there will be several times during this campaign that we unleash the full force of our political army. But who we hit, when we hit them, and with what are strategic decisions that will be made by the council and will only become clear after we have entered the political battlefield.

That said, below we have outlined the steps we follow up to the full blown mobilization phase:

Organization

- 1) We will immediately begin acquiring the computer hardware, software and design the computer program that houses your database. This database will be for your use only, available on-line for your use, and will be the permanent property of the tribe.
- 2) We will have a team come to Palm Springs to gather all relevant data so that we can import it into your database. Ordinarily we simply ask for data such as vendor lists, employee list etc. In some cases customer lists can be helpful, but they are not required. Furthermore, if we do believe this information will be helpful we will sign any confidentiality documents to ensure the lists safety.
- 3) In one month to six weeks we can have your data fully integrated and the system in place.

Identification

- 1) Before the system is even completed we can get the data sets necessary to being the identification process. At this point we will report to you our preliminary target lists.
- 2) We will dispatch a field research team to conduct research on the allies identified (such as how many employees, if the financial support the member of congress etc).
- 3) We the establish criterion or goals for member contact in each targeted district.

Research

- 1) When we establish the list of opponents we will conduct a comprehensive opposition research program on the individual. This research is intended to keep our opponents "in line".
- 2) In targeted "friendly" districts we will conduct polls to determine the strength and weakness of our position. Our objective here is to compile data that shows each member that the public favors our position. This data will be shared with the Members of Congress in certain districts.

Execution

At this point we are roughly two weeks in to the program. We have built a national network, identified our targets, gathered the appropriate research to win with "honey and vinegar" it is now time to mobilize in their districts. This portion of the program is a very gray area; our efforts will vary from district to district. However, the following is what we typically do in the targeted districts.

- 1) ***Business owner letter and follow up call campaign.***
We will make contact with the owner of the business who supply you with services and provide them a letter to sign and send to their members. We will then provide call script for that person to follow up. Field visits to the identified businesses.
- 2) ***Employee phone bank.*** For the companies with large employee bases we will conduct a phone-bank operation to their member.
- 3) ***Employee letter writing campaign.*** We will have each employee in each targeted districts write an individual letter to their member.
- 4) ***We recruit third parties*** to write and call in the targeted districts, these individuals include large donors, other large business owners former staffers etc.
- 5) ***Third party advocacy campaigns.*** In some districts we will encourage large employers to take out advertisements under their name advocating our position.

Budget / Timeline

***Note:**

Due to the time sensitivity, we will conduct the Organization, Identification and Research phases on a rolling basis.

Organization

Cost: \$1,875,000.00

Timeline: July 8, to September 8, 2002.

Identification

Cost: \$845,000.00

Timeline: August 1, 2002 – September 1, 2002.

Research

Cost: \$935,000.00

Timeline: July 8, 2002- completion of program

Execution / Advocacy

Cost: \$1,745,000.00 – \$3,745,000.00*

October 1, through program completion

Total Base Line Cost: \$5,400,000.00

The spread in the advocacy component represents unknown factors in the compact fight, specifically advertising costs. We hope to avoid an advertising fight, however, it is likely that one may occur, therefore we suggest setting aside an additional \$2,000,000.00