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JUL 26 1983

UNITED STATES INTERNATIONAL DEVELOPMENT COOPERATION AGENCY  
AGENCY FOR INTERNATIONAL DEVELOPMENT  
WASHINGTON, D.C. 20523

JUL 11 1983

Mr. Peter E. Johnson  
Executive Director  
Caribbean/Central American Action  
Suite 1010  
1333 New Hampshire Avenue, N.W.  
Washington, D.C. 20036

Subject: Grant No. LAC-0619-G-~~85~~-3043-00

Dear Mr. Johnson:

Pursuant to the authority contained in the Foreign Assistance Act of 1961, as amended, the Agency for International Development (hereinafter referred to as "A.I.D." or "Grantor") hereby provides to the Caribbean/Central American Action (hereinafter referred to as "C/CAA" or "Grantee") the sum of Forty Thousand Dollars (\$40,000) in support of a market research and promotion effort to identify and attract appropriate U.S. firms to the C/CAA sponsored Miami Conference and Investment Exposition, as more fully described in Attachment 2, entitled Program Description.

This Grant is effective and obligation is made as of the date of this letter and shall apply to commitments made by the Grantee in furtherance of program objectives through the estimated completion date of December 31, 1983. Funds disbursed by AID but uncommitted by the Grantee at the expiration of this period shall be refunded to A.I.D.

This Grant is made to the Grantee on condition that the funds will be administered in accordance with the terms and conditions as set forth in Attachment 1, the Schedule, Attachment 2, the Program Description, and Attachment 3, the Standard Provisions, which have been agreed to by your organization.

ORIGINAL

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Please acknowledge receipt and acceptance of this Grant by signing all copies of this Cover Letter, retain one set for your files, and return the remaining copies to this office, being sure to return all copies marked "Funds Available".

Sincerely yours,



S. D. Heishman  
Grants Officer  
Regional Operations Division-LAC  
Office of Contract Management

Attachments:

- 1. Schedule
- 2. Program Description
- 3. Standard Provisions

ACKNOWLEDGED:

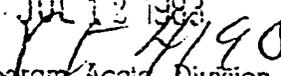
Caribbean/Central American Action

BY: 

TYPED NAME: Peter B. Johnson

TITLE: Executive Director

FUNDS AVAILABLE

JUL 12 1983  
  
Program Acctg. Division  
OFFICE OF FINANCIAL MANAGEMENT

FISCAL DATA

PIO/T No.: 598-0619-3-6531310  
Appropriation No.: 72-1131021.6  
Budget Plan Code: LDAA-83-35598-DG-12  
Allotment No.: 346-65-598-00-69-31  
This Obligation: \$40,000  
Cost-Shared: \$40,000  
E.I. No.: 52-114-1745  
Technical Office: LAC/DR, Mike Deal  
Funding Source: AID/W/FM/PAD

ATTACHMENT 1

SCHEDULE

A. Purpose of Grant:

The purpose of this Grant is to help the Grantee obtain the services of a subcontractor who will conduct a market research and promotion effort to identify and attract U.S. firms to the C/CAA sponsored Miami Conference and Investment Exposition, as more specifically described in Attachment 2 to this Grant entitled "Program Description."

B. Period of Grant:

The effective date of this Grant is the signature date on the Cover Letter and the estimated expiration date is December 31, 1983.

C. Funds Obligated, Payment, Estimated Cost and Cost Sharing:

1. The total estimated cost to the Government and the amount obligated is \$40,000. This entire amount shall be applied to the subcontract.

2. The total estimated cost to be shared by C/CAA and/or other donors shall be \$40,000.

3. Payment shall be made to the Grantee in accordance with the procedures set forth in Attachment 3 - Standard Provision 7C entitled Payment - Reimbursement.

D. Reporting:

1. Financial Reporting

a. Financial reporting requirements shall be in accordance with the Standard Provision of this Agreement entitled "Payment - Reimbursement".

b. The original and two copies of all financial reports shall be submitted to AID, Office of Financial Management, Program Accounting Division (FM/PAD), Washington, D.C. 20523. In addition, five copies of all financial reports shall be submitted to the Technical Office specified in the Cover Letter of this Grant.

2. Program Performance Reporting: Unless otherwise required and/or authorized, in writing from LAC/DR, M. Deal:

a. The Grantee shall submit a final report, which briefly presents the following information:

(1) A comparison of actual accomplishments with the goals established for the period, the findings of the investigator, or both. If the output of programs or projects can be readily quantified, such quantitative data should be related to cost data for computation of unit costs,

(2) Reasons why established goals were not met, and,

(3) Other pertinent information including, when appropriate, analysis and explanation of cost overruns or high unit costs.

b. Between the required performance reporting dates, events may occur that have significant impact upon the program. In such instances, the Grantee shall inform AID as soon as the following types of conditions become known:

(1) Problems, delays, or adverse conditions that will materially affect the ability to attain program objectives, prevent the meeting of time schedules and goals, or preclude the attainment of project work units by established time periods. This disclosure shall be accompanied by a statement of the action taken, or contemplated, and any AID assistance needed to resolve the situation.

(2) Favorable developments or events that enable time schedules to be met sooner than anticipated or more work units to be produced than originally projected.

c. Five copies of each report shall be submitted to the Technical Office specified in the Cover Letter of this Grant.

3. Special Reports

The Grantee shall provide special reports as requested by the AID Grant Officer and, the AID/W Project Officer, LAC/DR, M. Deal.

**E. Overhead Rate:**

The Grantee will be responsible for paying all overhead costs under this Grant as a portion of their cost share.

**F. Special Provision:**

**1. OMB Circular A-122**

a. The terms "OMB Circular A-122" and Subpart "1-15.6 of the Federal Procurement Regulations (FPR)" are synonymous.

b. Subpart 1-15.6 reserves the sections on bid and proposal costs and independent research and development costs. AID and the Grantee hereby agree upon the following treatment of these costs, pending such time as the FPR is amended to include them:

(1) Bid and proposal (b&p) costs are the immediate costs of preparing bids, proposals, and applications for potential Federal and non-Federal grants, contracts and agreements, including the development of scientific, cost, and other data needed to support the bids, proposals, and applications. (B&p) costs of the current accounting period are allowable as indirect costs. (B&p) costs of prior accounting periods are unallowable in the current period. In this regard, (b&p) costs incurred for the preparation of requests for specific projects and programs are acceptable for recovery as indirect costs. However, proposal costs incurred in the attempt to obtain unrestricted funds are to be treated as fund raising and must be included in the organization's direct cost base. (B&p) costs do not include independent research and development costs which are covered by paragraph (2) below, or preaward costs covered by Attachment B, Paragraph 33, of OMB Circular A-122. (FPR 1-15.603.2.)

(2) Independent research and development (r&d) costs are for (r&d) conducted by an organization which is not sponsored by Federal or non-Federal grants, contracts or other agreements. Independent (r&d) costs must be included in the organization's direct cost base for allocation of its proportionate share of indirect costs. The costs of independent (r&d), including its proportionate share of indirect costs, are unallowable under AID agreements.

**2. NONDISCRIMINATION IN FEDERALLY ASSISTED PROGRAMS**

a. No person in the United States shall be excluded

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from participation in, be denied the benefits of, or be otherwise subjected to discrimination under, any program or activity receiving financial assistance from AID, in accordance with:

(1) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352, 42 U.S.C. 2000-d) which prohibits discrimination on the basis of race, color or national origin, in programs and activities receiving Federal financial assistance,

(2) Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), which prohibits discrimination on the basis of handicap in programs and activities receiving Federal financial assistance,

(3) The Age Discrimination Act of 1975, as amended, (Pub. L. 95-478) which prohibits discrimination based on age in the delivery of services and benefits supported with Federal funds,

(4) Title IX of the Education Amendments of 1972 (20 U.S.C. 1681, et. seq.) which prohibits discrimination on the basis of sex in education programs and activities receiving Federal financial assistance (whether or not the programs or activities are offered or sponsored by an educational institution); and

b. In accordance with its written Assurance, the Grantee agrees to comply with AID regulations implementing the above non-discrimination laws, set forth in Chapter II of Title 22 of the Code of Federal Regulations.

3. Accounting System:

The Grantee shall establish a separate accounting system for this grant, allocating costs on an accrual basis; as agreed between C/CAA and the AID Auditor during his September 1982 review. AID is awarding this grant with the provision that this system will be set up and accepted. Within 90 days of the signature of this grant, an AID Auditor will review the Grantee's accounting system. Should the system fail to meet the agreed upon requirements, AID may terminate this Grant.

G. Alterations and Additions to Standard Provisions:

1. Delete the following Standard Provisions:

- a. Provision 5A : Negotiated Overhead Rates--  
Predetermined

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- b. Provision 5B : Negotiated Overhead Rates—  
Nonprofit Organizations other  
than Educational Institutions
  - c. Provision 7A : Payment - Federal Reserve Letter  
of Credit (FRLC) Advance
  - d. Provision 7B : Payment - Periodic Advances
  - e. Provision 10B : Procurement of Goods and Services  
Over \$250,000
  - f. Provision 13B : Title to and Care of Property  
(U.S. Government Title)
  - g. Provision 13C : Title to and Care of Property  
(Cooperating Country Title)
  - h. Provision 20 : Patents
2. Add the following Standard Provisions:
- a. Provision 20 : Patent Rights/Small Business  
Firms and Non Profit Organizations
3. The Standard Provisions of this Grant are hereby  
amended to include the attached Alterations in Grant dated July  
1983.

Program Description

I. Purpose:

The purpose of this Grant is to conduct a market research and promotion effort to identify and attract a large quantity of high quality U.S. business firms to the Caribbean/Central American Action (C/CAA) sponsored Miami Conference and Investment Exposition.

II. Background:

A. A.I.D. and other USG agencies, as part of the Caribbean Basin Initiative (CBI), are presently undertaking a series of activities to encourage greater trade and investment in the region by focusing on the direct participation of U.S. companies.

B. C/CAA's annual Miami Conference is an established, well known forum, both in the Caribbean Basin and the U.S. business community, which attracts the backing and participation of top Caribbean and U.S. government leaders. In the past, the Miami Conference has focused primarily on examining the various aspects of the CBI legislation and generating support for its passage. C/CAA's approach for the 1983 conference, however, will emphasize the practical implementation of the CBI by U.S. and Caribbean Basin businessmen wishing to capitalize on the trade and investment opportunities which the legislation provides. C/CAA's plans for the 1983 Miami Conference call for an expansion of the traditional format to include a facility for direct promotional displays by participating countries and an orchestrated marketing effort to attract targeted U.S. companies to the event for the opportunity of discussing business opportunities with their Caribbean Basin counterparts.

III. Scope of Work:

A. The Grantee will subcontract for professional services, on a competitive basis, to:

1. identify the target audience;
2. market the desirability of Caribbean trade and investment opportunities generally, and the usefulness of attending the Miami Conference and Investment Exposition in particular;

3. assure the attendance of 400-500 U.S. businessmen interested in exploring new ventures; and

4. provide ongoing feedback in the form of consulting advice to enable C/CAA to assist the Caribbean Basin Exhibitors in targeting and projecting their message to the audience of U.S. businessmen.

B. Prospective subcontractors will be invited to submit proposals for the design and implementation of a marketing campaign to begin upon award of contract and culminate in the Miami Conference, scheduled for November 30 through December 3, 1983, where representative of U.S. firms recruited in the campaign will meet with Caribbean representatives interested in attracting business to their respective countries.

C. Proposals will include the basic approach to be followed and the specific activities to be undertaken in each of the following task components:

1. Identify target industrial sectors and target firms that represent the strongest likelihood of wanting to participate in the Miami Conference and entering into serious negotiations for new business ventures that fit the needs and priorities of Caribbean Basin countries.

2. Provide advice and feedback to C/CAA and the exhibiting countries on target sectors, message elements and presentation approaches that will maximize their chances for successfully marketing trade and investment opportunities.

3. Develop, recommend and implement a detailed marketing outreach strategy, including such activities and stages necessary to achieve the result of recruiting 400-500 participants meeting the targeted criteria. The plan would presumably include some combination of direct mail advertising, direct inter-personal promotion and networking of past contracts.

4. Follow-up on firms that respond with positive interest by providing additional information and encouragement during the stage between initial interest and registration, and, once registered, with active assistance in arranging individual interviews, demonstration session, or whatever the registrant needs to pursue his/her business interest during the Conference period itself. The latter task would include analyzing each

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registrant firm's areas of interest so as to advise the firm of countries it may wish to give particular attention, and to advise the exhibitor country representatives on which firms would be of particular interest to them. Specific appointments would be scheduled to take place during the Conference and Investment Exposition.

D. Subcontract Method of Payment:

The subcontract will be fixed-price, with progress payments based on the number of participants making commitments to attend the conference. A percentage of the total fixed price will be retained by C/CAA until satisfactory completion of the subcontract is determined in writing by C/CAA. In the event that the subcontractor fails to provide the total number of participants specified in the subcontract, the subcontract price shall be reduced by the same ratio.