



State of Florida
LT. GOVERNOR WAYNE MIXSON
Secretary of Commerce

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p400*

August 8, 1984

Honorable William Lehman
Seventeenth Florida District
2347 Rayburn House Office Building
Washington, D.C. 20515

Dear William:

The Florida Department of Commerce recently submitted a grant proposal to the U.S. Agency for International Development for supplemental funding of a program intended to assist the nations of the Caribbean Basin.

The central focus of Florida's program is consistent with the C.B.I. objective of the industrial development of the nations of that region. The potential benefits to Florida are substantial. The Basin is one of Florida's most important international markets, and industrial development in the area will increase the demand for goods and services from our state, such as banking and transportation services. In addition, Florida may attract "production sharing" plants in which firms establish offshore assembly operations and corporate or regional headquarters, distribution facilities or research and development centers in Florida.

We have had several meetings with A.I.D. officials and our proposal has been well received. Attached is an outline of our program including a budget summary. Your support of Florida's proposed Caribbean Basin Program will go a long way toward ensuring the much needed cooperation of U.S.A.I.D. We will greatly appreciate your assistance in moving this proposal forward.

If I can answer any questions you may have, please feel free to contact me or you may call Frank Sanchez of my staff who is coordinating our Caribbean Basin Program. He can be reached at (904) 488-3104.

Thank you for your consideration.

Sincerely,

Wayne Mixson
Lieutenant Governor
Secretary of Commerce

WM/cp



STATE OF FLORIDA DEPARTMENT OF COMMERCE

**Office of the Secretary
Collins Building, Tallahassee 32301**

**STATE OF FLORIDA
DEPARTMENT OF COMMERCE
CARIBBEAN BASIN INITIATIVE
PROGRAM**

FLORIDA

C. B. I. PROGRAM

Florida has traditionally had close ties to its Caribbean neighbors. Today, Florida is fast emerging as the commercial hub of the Caribbean. The Basin is Florida's single largest trading partner accounting for nearly 30 percent of the State's \$16.2 billion in foreign trade.

The social and economic well being of the Caribbean nations is of vital importance to Florida's own future. Recognizing this, the State embarked in 1981 on the Florida/Haiti Initiative. In Haiti we shared our marketing skills, our vocational education programs and other resources never before tapped. Since then the State has continued to provide technical assistance, training, and business cooperative programs to various Basin countries. The Florida Association of Voluntary Agencies for Caribbean Action was co-founded by the State to help the Caribbean countries improve their standards of health and education. In carrying out these programs, the State has drawn upon its own resources and has enjoyed a good cooperative relationship with several of the A.I.D. missions in the Basin. We now want to continue and expand our relationship with the Caribbean and A.I.D. through a coherent, focused set of activities which are outlined in the following proposal.

Florida has been cited for the past three years as having the best business climate in the U.S. and it was the only state in 1983 to earn the "E Star" Award from the U.S. Department of

Commerce for excellence in trade promotion. The combination of experience and expertise coupled with Florida's great interest in promoting development in the Caribbean presents an opportunity to forge an innovative assistance program which will complement existing A.I.D. programs.

Goal I:

To develop and implement specific trade, investment, and tourism promotion projects in cooperation with U.S.A.I.D. and the participating Caribbean nations.

Method:

By providing opportunities for the appropriate economic development organizations in the respective Caribbean nations to participate in a variety of cooperative promotion activities with various project teams of the Florida Department of Commerce.

Activities:

1. Familiarize our Department's staff with the resources, programs, and special opportunities for commerce, industry, and tourism made available by C.B.I.
2. Educate Florida-based companies on the opportunities in the Caribbean for increasing productivity by tapping human and other resources of C.B.I. designated countries and facilitate communication

between interested companies and appropriate officials in the respective Caribbean nations.

3. Take at least two state sponsored investment oriented missions per year into the Caribbean. Participants would include both in-state and out-of-state companies.
4. Promote the Caribbean Basin as our Development Representatives make calls on out-of-state industry to those companies who could benefit from off-shore production sharing. Also, to facilitate communications between the interested companies and the appropriate officials in the Caribbean.
5. Promote tourism through joint ventures between the State of Florida and individual Caribbean nations promoting industry sponsored vacation packages.
6. Where appropriate, invite representatives of the Caribbean nations to participate with the Department of Commerce at conferences, meetings, etc. This will provide additional exposure to those nations with very little cost to them since the Department will be covering such expenses as are normally incurred at those events.

7. Cooperating with all appropriate agencies in the promotion of C.B.I. through participating in joint efforts such as conferences.

Goal II:

To provide technical support and professional training to economic development officials in the Caribbean and to provide them access to additional resources to facilitate and enhance their capacity to contribute and benefit from the various cooperative promotion activities outlined above.

Method:

By providing training and technical assistance directly from the Department of Commerce and in addition to the Department's resources, provide information on other valuable resources throughout the State and where appropriate, provide access and coordination to those resources.

Activities:

1. Conduct at least two training seminars both in Florida and the Caribbean for the economic development officials of each country. The seminars are to be presented by the Florida Department of Commerce staff to be selected on their particular expertise in the areas identified. In order to reduce travel expenses, the Florida C.B.I. office will always try to schedule these seminars in conjunction with other Caribbean oriented events which draw from the same group of people.

2. Bring the economic development officials from interested Caribbean countries to the Department of Commerce in Tallahassee to special country team workshops for more individualized training. At the same time work with the particular Caribbean nations on specific priority development projects.
3. After the training of the economic development officials, continue to provide technical assistance on an as needed basis to facilitate the Caribbean countries' participation in the cooperative programs.
4. Link up private sector associations with their counterparts in the Caribbean forming a network which builds on the experience of the Florida/Haiti Initiative.
5. Assist and help coordinate investment oriented private sector sponsored missions to the Caribbean nations.
6. Work closely with FAVA/CA in addressing the needs of the Caribbean nation's workforce.
7. Establish a Florida C.B.I. task force consisting primarily of business leaders who have extensive experience and investments in the Caribbean. The task force's objectives are to promote the Caribbean to other prospective investors.

8. Establish a C.B.I. Coordinating Board within the State of Florida to coordinate C.B.I. related activities to ensure maximum program impact and efficient utilization of resources. The Board members, to be appointed by the Florida Secretary of Commerce, would include, but not necessarily be limited to, the Chairman of the Florida District Export Council, Miami District Director of the International Trade Administration, Florida Department of Education, Florida Department of Agriculture, FAVA, C/CAA, and Partners for Productivity. The Board will meet quarterly or as necessary.

Project Management/Administration

The Florida Department of Commerce will provide all staff for training programs and for direct marketing efforts. In addition, the Department of Commerce will provide office space, office equipment, consumable supplies, and research capabilities.

While relying heavily on staff from the Department of Commerce, other state agencies, and private sector volunteers to generate and maximize resources, a full-time core staff is required to organize and direct programs at the state level and to maintain liaison with U.S.A.I.D., other federal agencies and the Caribbean countries.

It is envisioned that the Florida C.B.I. office will initially consist of a director, a staff assistant, and a secretary. Also, space and equipment will be made available to a U.S.A.I.D. official should U.S.A.I.D. wish to assign someone to the program to ensure that it is closely aligned with U.S. goals and objectives. The State would encourage U.S.A.I.D. to do so.

FLORIDA C.B.I. PROGRAM
Budget Summary

The following summary budget is a preliminary estimate of the costs involved in carrying out the Florida C.B.I. Program. The actual costs will depend largely upon final negotiations between Florida and U.S.A.I.D. regarding the program content and the level of participation from the Caribbean Basin. A more detailed analysis will follow with the presentation of the full Grant proposal.

Florida's intent and rationale regarding our joint effort with U.S.A.I.D. is as follows:

1. Florida will cover 100% of the costs of Department of Commerce Staff including salaries, fringe benefits and travel.
2. U.S.A.I.D. will cover 100% of the direct costs of the three person core C.B.I. staff including salaries, fringe benefits and travel. The core C.B.I. will be involved solely in Caribbean Basin related activities. Florida will put up office space, equipment and supplies for this core staff.
3. U.S.A.I.D. will cover 100% of the cost of participation by the Caribbean nations and officials.
4. Out of pocket expenses for the training component is to be covered by U.S.A.I.D.

5. Florida will pay its share of all joint promotion programs with individual Caribbean Basin countries with U.S.A.I.D. contributing to the C.B.I. country's share.

In summary, Florida will cover all expenses directly related to the Department of Commerce involvement in the C.B.I. program. U.S.A.I.D. would in turn cover those expenses directly related to the Caribbean Basin countries. This program provides for strong participation by both the Department of Commerce and U.S.A.I.D. with the end result bringing mutual benefit to both Florida and the Caribbean Basin community.

FLORIDA C.B.I. PROGRAM
Budget Summary

	<u>FLA.</u>	<u>A. I. D.</u>	<u>TOTAL</u>
I. <u>Personnel:</u>			
A. Salaries and Wages			
Director		36,000	
Staff Assistant		28,500	
Secretary		13,000	
Division of Economic Develop	122,587		
Division of Tourism	<u>55,615</u>		
Total:	178,202	<u>77,500</u>	<u>255,702</u>
B. Fringe Benefits			
Based on 24% of T.S.	42,767	18,600	61,367
C. Indirect Costs			
Based on 11% of T.S.		10,571	10,571
D. Consultant Services		30,000	30,000
1. Training Component			
2. Evaluation			
II. <u>Training Component:</u>			
A. 2 Economic Development Training Seminars		10,000	
B. D.O.C. In-House Training		47,000	
1. Training materials			
2. Travel for Caribbean Officials			
C. Non D.O.C. Training Programs within Florida		<u>15,000</u>	
Total:		72,000	<u>72,000</u>

	<u>FLA.</u>	<u>A.I.D.</u>	<u>TOTAL</u>
III. <u>Direct Marketing Component:</u>			
A. 2 Investment Missions	5,000	5,000	10,000
B. Tourism Promotional Events	8,000	8,000	16,000
C. Industry Recruitment Events	10,000	10,000	20,000
D. Tourism Promotions	10,000	10,000	20,000
E. Industry Recruitment Promotions	10,000	10,000	20,000
F. CCAA Activities	25,000		
G. Advertising	<u>5,000</u>		
Total:	73,000	43,000	116,000
IV. <u>Operating Costs:</u>			
A. Office Space	3,875		3,875
B. Office Equipment	5,700		5,700
C. Consumable Supplies	8,688		8,688
D. Travel for C.B.I. Staff		25,380	25,380
E. Travel for D.O.C. Staff	30,000		30,000
F. Long Distance & Telex		3,000	3,000
G. Postage		1,500	1,500
H. Printing	<u></u>	<u>3,000</u>	<u>3,000</u>
Total:	48,263	32,880	81,143
Total In-Kind Contribution	342,232		
Total Requested From A.I.D.		284,551	
Total Program			626,783



Congress of the United States
House of Representatives

August 7, 1984

RECEIVED
AUG 8 1984
WASHINGTON OFFICE

MEMORANDUM TO: Members of Florida Delegation
FROM: Buddy MacKay

Enclosed is a letter to Mr. Victor Rivera from Lieutenant Governor Wayne Mixson, along with the Caribbean Basin Initiative Program of the State of Florida, Department of Commerce. The Department of Commerce has asked us to sign a letter to M. Peter McPherson, Administrator, Agency for International Development, urging support, copy of which is enclosed for your review.

Mr. Frank Sanchez, from the Florida Department of Commerce, will be meeting with your appropriate aide on Thursday or Friday of this week to answer any questions you might have concerning this, and to request your signature on the original letter to Mr. McPherson.

Thank you for your consideration.

KHMjr:nc

IN RESPONSE, PLEASE REPLY TO:

503 CANNON HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
(202) 225-5744

207 N W SECOND STREET, ROOM 258
OCALA, FLORIDA 32670
(904) 351-8777

401 S.E. FIRST AVENUE, ROOM 314-16
GAINESVILLE, FLORIDA 32601
(904) 372-0382

111 SOUTH SIXTH STREET
LEESBURG, FLORIDA 32748
(904) 326-8285



State of Florida

LT. GOVERNOR WAYNE MIXSON

Secretary of Commerce

June 15, 1985

Mr. Victor Rivera
Assistant Administrator Designate
AA/LAC Room 6256-NS
Agency for International Development
Washington, D.C. 20523

Dear Mr. Rivera:

The State of Florida, and in particular the State Department of Commerce, has for the past several years shared its resources with several Caribbean nations. Recently, we established a Florida C.B.I. office to promote Caribbean opportunities as part of our overall marketing strategy. We believe very strongly that Florida's future is tied to the Caribbean.

Accordingly, Florida is prepared to commit its resources to promote the C.B.I. program and help its Caribbean neighbors develop strong economies. In order to maximize our efforts, we want to cooperate with U.S.A.I.D. in the formulation and implementation of our program. Attached is a proposal which we hope can be the starting point for a cooperative effort between Florida and U.S.A.I.D. Although our C.B.I. office is already actively involved in promoting the Caribbean, we are still in the planning stages as it relates to the full program, much of which is outlined in the attached proposal.

Members of my staff will be in Washington on June 21 and 22, 1984. If your schedule permits, we look forward to discussing our proposal and exchanging ideas with you and your staff at that time.

Let me also take this opportunity to invite you and those A.I.D. officials which you deem appropriate to come to Tallahassee to continue our dialogue in developing our cooperative program. Both the Governor and I look forward to such a visit with you in the near future.

Mr. Victor Rivera
June 15, 1985
Page Two

Florida is proud to play a vital role in the development of the Caribbean community. We feel certain that a united effort on the part of Florida and U.S.A.I.D. will go a long way toward ensuring the success of Caribbean Basin development. I look forward to hearing your views on our plans.

With kind regards,

Sincerely,


Lynn M. Mason
Lieutenant Governor
Secretary of Commerce

WM/OS/bvg

cc: Honorable Dante Fascell
Mr. Dwight Johnson
Mr. Jay Morris

Congress of the United States

Washington, D.C. 20515

August 7, 1984

Mr. M. Peter McPherson
Administrator
Agency for International Development
21st Street and Virginia Avenue
Washington, D. C. 20523

Dear Mr. McPherson:

We are writing to express our strong support for the grant proposal recently submitted by the Florida Department of Commerce.

The State of Florida is once again demonstrating its leadership in the Caribbean Basin by initiating a comprehensive marketing and training program targeted for the nations of that region. In light of the emphasis which President Reagan has placed upon developing the private sector in this region, Florida's proposed program should play an important role in meeting the stated Administration objectives.

The Florida Department of Commerce has established a reputation as one of the best economic development organizations in the United States. It is now offering to commit its resources and professional expertise to the Caribbean Basin by training development officials of those countries and by directly marketing the Caribbean Basin Initiative. Given the benefits that will come out of this program, the federal funds requested to supplement Florida's substantial financial commitment (Florida is committed to funding 55% of budget) translate into a solid investment on the part of federal government.

In order to be successful, Florida will need the support and cooperation of U.S.A.I.D. We urge you to embrace the Florida program and help the Department of Commerce move ahead with its plans as soon as possible.

Thank you for your consideration.

Sincerely,

AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, D.C. 20523

RECEIVED

31 AUG 1984

THE ADMINISTRATOR

SEP 5 1984

WASHINGTON OFFICE

Dear Congressman Lehman:

I wish to acknowledge receipt of your letter supporting a proposal which has been recently submitted to A.I.D. by the Florida Department of Commerce.

The proposal is under consideration. To date, we have met with state officials both in Washington and in Tallahassee. At the day long Florida meeting, we had an opportunity to visit each bureau of the Department of Commerce and to discuss their proposal in more detail.

We are now evaluating the proposal to see how it may fit into our financial and work programs for the coming fiscal year and how it will help strengthen the Caribbean Basin Initiative. As part of this process, the proposal has been sent to all the A.I.D. missions in the Region. Their input will help determine the best way to utilize the resources of Florida.

Thank you for your expression of interest in our work. We will keep you informed on the progress of our discussions with the State of Florida.

Sincerely,


M. Peter McPherson

The Honorable William Lehman
U.S. House of Representatives
Washington, D.C. 20515