



**Financial Assistance
Award**

DENALI COMMISSION
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Award Number	01322-01
Award Title	Alaska Federation of Natives - Alaska Market Place 5th Year Competition
Performance Period	September 1, 2010 through December 31, 2013

Authority 112 Stat 1854	CFDA Number 90.100
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Recipient Organization & Address
 Alaska Federation of Natives
 1577 C St Ste 300
 Anchorage, AK 99501-5133

Denali Commission Finance Officer Certification
 Ms. Jennifer Price
 06/25/2012

Phone: (907) 274-3611
Recipient DUNS # 010210524 **TIN #** 920034863

Cost Share Distribution Table

Accounting Code	New Funding		Prior Period Funding		Total
	Denali Commission	Other Contributors	Denali Commission	Other Contributors	
95670000	\$0.00		\$300,000.00		\$300,000.00
	\$0.00		\$0.00		\$0.00
	\$0.00		\$0.00		\$0.00
	\$0.00		\$0.00		\$0.00
	\$0.00		\$0.00		\$0.00
Mitsubishi		\$0.00		\$150,000.00	\$150,000.00
Conoco Phillips		\$0.00		\$50,000.00	\$50,000.00
British Petroleum		\$0.00		\$200,000.00	\$200,000.00
Shell Corporation		\$0.00		\$5,000.00	\$5,000.00
		\$0.00		\$0.00	\$0.00
Total	\$0.00	\$0.00	\$300,000.00	\$405,000.00	\$705,000.00

This Financial Assistance Award approved by the Federal Co-Chair of the Denali Commission constitutes an obligation of federal funding.

Award Conditions to the Financial Assistance Award Between the Denali Commission and Alaska Federation of Natives For Alaska Marketplace, 5th and 6th Year Competitions Award No. 1322, Amendment 1

Signature of Authorized Official - Denali Commission Electronically Signed	Typed Name and Title Mr. Joel Neimeyer Federal Co-Chair	Date 06/21/2012
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AWARD ATTACHMENTS

Alaska Federation of Natives

01322-01

1. Award Conditions

*Award Conditions to the Financial Assistance Award
Between the Denali Commission and
Alaska Federation of Natives
For Alaska Marketplace, 5th and 6th Year Competitions
Award No. 1322, Amendment 1
June, 2012*

All changes to the award conditions are noted below.

1. Scope of Work

The purpose of this amendment is to amend the existing scope of work, budget and schedule to include the AFN Alaska Market Place 6th Year Competition. All language in the original award conditions document that states or is similar to “Fifth Year Competition” will change to “Fifth and Six Year Competition” with this amendment.

This amendment also changes the titled of the project to “**Alaska Marketplace 5th and 6th Year Competitions**”

Scope:

The following are changes to the scope of work (**Changes are highlighted in bold italic**).

The AK Marketplace theme in 2010 was: “Innovations for Thriving Communities” and in 2011, the theme was “Planting Seeds of Change.” In addition, sub-themes included (sub-themes were not included in the original award):

- *Emerging Technology: Practical use of new technology to create village enterprises, such as use of cell phones or digital media.*
- *Education & Development: Innovative ideas to encourage life-long learning and enable people to thrive in a rapidly changing world.*
- *Health & Well-Being: New and inventive plans to support the physical and mental health of Rural Alaska residents.*
- *Land, Natural Resources & the Environment: Innovative ways to implement affordable, alternative energy sources, and sustainably reap the fruits of our land and natural resources.*
- *Youth & Children: Fresh, pragmatic ideas from and/or for those under 18 about fostering economic development, strengthening communities and improving the quality of life in Rural Alaska.*

The theme and sub-themes for 6th Year Competition, 2012 are currently under development.

Schedule:

The timeline for the Alaska Marketplace 6th Year Initiatives will be as follows;

Alaska Marketplace Six Competition Timeline

- May, 2012 Sixth Competition Launch
- July 2012 Innovative Idea Application Deadline
- August 2012 Finalists Announced
- September 2012 Finalists Implementation Plan Deadline
- October 17, 2012 Sixth Competition Event
- October 18, 2012 Winners announced at the AFN Convention
- October 2012-June 2013 Evaluation, Assessment of Award Winners and overall Competition

Budget:

In 2010, AFN was awarded \$300,000 for the AK Market Place 5th Year Competition. AFN has expended \$157,628 for 5th Year budget activities. This amendment revises the existing budget to include AK Market Place 6th Year Competition utilizing the remaining \$142,372 for the updated budget activities outlined in the table below:

	Original Award Allocation	Alaska Marketplace Year 5 Expenditures	Alaska Marketplace Year 5 Remaining Funds Needed	Alaska Marketplace Year 6 Allocation	Revised Proposed Budget
Denali Commission Award	300,000.00	157,628.00			300,000.00
Budget Items					
Personnel-Salaries and benefits	90,000.00	68,212.00	10,000.00	11,788.00	90,000.00
Staff Travel	15,000.00	0	0	0	0
Finalist Travel	50,000.00	17,630.00	0	28,000.00	45,630.00
Material Development, Printing, Technology and Communication	110,000.00	44,481.00	1,000.00	58,889.00	104,370.00
Office Expense	10,000.00	2,137.00	1,000.00	6,863.00	10,000.00
Statewide outreach and Partnership Development	25,000.00	25,168.00	0	24,832.00	50,000.00
TOTALS	300,000.00	157,628.00	12,000.00	130,372.00	300,000.00

The following provides a description of the budget activities mentioned in the table above:

Programmatic Budget - Marketplace 5th and 6th Year Competitions (numbers reflect revised proposed budget total. Changes are highlighted in bold italic)

Personnel \$90,000

The Alaska Marketplace will employ staff for the planning, design, and implementation for the fifth year Alaska Marketplace program.

- Project Coordinator (1 FTE) – \$75,000
- Administrative Support (1 FTE) - \$15,000

Staff Travel \$0

Travel to participate in regional and statewide meetings, forums upon request and as appropriate to inform and encourage individuals and organizations of the Marketplace year five initiatives. Travel costs, including transportation, lodging, and per diem rates shall be paid by the Commission on a reimbursement basis in keeping with the Federal Travel Regulations (FTRs). AFN shall provide the Commission's Program Manager with the following documentation for travel reimbursement requests: a copy of the staff's boarding pass or electronic ticket; copy of lodging costs, and any other related travel receipts greater than \$75.

Finalist Travel \$35,000

Travel for the finalists to attend the award competition to display and showcase each proposed business or idea to the judges. This amount will assist in covering transportation, lodging and per diem for approximately, 50-60 finalists. Travel costs, including transportation, lodging, and per diem rates shall be paid by the Commission on a reimbursement basis in keeping with the Federal Travel Regulations (FTRs). AFN shall provide the Commission's Program Manager with the following documentation for travel reimbursement requests: a list, including names and contact information for all finalists traveling on Commission funds, a copy of the finalist's boarding pass or electronic ticket, copy of lodging costs, and any other related travel receipts greater than \$75.

Material Development, Printing, Technology and Communications \$110,000

The development, design and printing of materials for the competition *and the computer management, web portal, template development for email listserv and design of internet based outreach for the program including:*

- Design and printing for 1,000 printed innovative idea applications
- Design and printing 1,000 8 ½ x 11 inch poster
- Redesign of the downloadable Microsoft Word idea application
- Redesign, update and print a Alaska Marketplace brochure

- Design and printing of the competition event guide.
- *Updating the Alaska Marketplace web-site – include updated information for the 2010 Competition (application, FAQ's, criteria, eligibility requirements), update when finalists are announced*
- *Setting up and management of the web-based (on-line) idea application*
- *Designing and implementation of the on-line business plan and/or implementation plan required for the finalists.*
- *Generating 3-4 e-newsletters to be sent to multiple contact list serves*

Estimated allowable expenses:

- Material *and web* design = **\$40,000** – Design of application, poster, brochure, *advertisements, press releases*, event guide.
- Printing Expense = **\$10,000** – Printing of brochure, application, poster, event guide.
- Develop 30 second PSA/Ad for television = **\$5,000**.
- *Web-site design, frequent update and maintenance* = **\$40,000**.
- *Development and setting up the on-line Application* = **\$10,000**.
- *E-Newsletter* = **\$5,000**.

Any contract activities that occur related to the item in *this category* of the budget must be procured in accordance with *AFN Procurement Policies as applicable or* the Federal Acquisition Regulation (FAR), which shall include fair and open competition. AFN shall document its selection and award process when procuring services or issuing contracts related to the budget item. AFN shall comply with all applicable federal procurement and competitive requirements, as set forth in parts 1.3 and 1.5 of the AFN purchasing and procurement policy.

Office expense \$10,000

Telephone, postage, computer and software upgrades. This includes a mass mail out to AFNs membership and tribal contacts list.

Statewide/Rural outreach and partnership development \$55,000

Information dissemination, including advertising to reach individuals and entities throughout the State.

- Advertising in statewide newspapers, television via PSA's

Estimated allowable expenses (for technology and communications) of up to:

- *Advertisement = \$55,000 – Ad costs in Anchorage Daily News, Fairbanks Daily News Miner, other Alaska newspapers and/or TV and radio*

Programmatic Phase Delivery (changes highlighted in italic bold):

Phase Two

In phase two, the finalists will develop their intensive business plans and budgets in the following areas: business objectives, partner information, business management and staffing, incorporates cultural heritage, innovation, sustainability and profitability, marketing, project action plan and financial analysis.

The Alaska Marketplace team will be available to answer business plan and general competition questions, provide resources and competition updates. Referral to coaches and further technical assistance will be available to the finalists upon request.

Finalists need to prepare and submit their business plan and budgets. Finalists will be provided travel *and allowable M&I expenses* to Anchorage to “pitch” their business ideas to the judges. The judges will review and score the business plans.

Competition event the judges will award from a pool of monies provided by match partners to the finalists ranging in increments from **\$1,000 to \$50,000**. Award recipients will be announced during the main 2011 AFN annual convention in Anchorage, Alaska.

AFN convention delegates and those visiting the event may cast ballots for “People’s Choice Awards.”

2. Award Performance Period

The following milestones are identified as the major steps to be completed as part of the 6th year project. Planned dates for the first milestone are included here. As part of each progress report, recipients shall update the progress toward meeting these milestones.

- Rollout / **Launch- May 2012**
- Initial judging of business ideas / **August 2012**
- Judging of round two applicants / **October 17, 2012**
- Winners selected **October 17, 2012**
- Publication materials produced to recap 2012 Alaska Marketplace by end of year.

All Commission funding is intended for use for the scope of work identified in the Award document only. Any balance of funds remaining after the full scope of work has been completed will be de-obligated from the award and made available for other Commission projects.

2. Milestones

The amended Award performance period is September 1, 2010 through December 31, 2013. This is the period during which Award recipients can incur obligations or costs against this Award.

There are no other changes to the original Financial Assistance Award, as amended.