

DOMINICA LABOUR PARTY – BUDGET OUTLINE FOR CAMPAIGN 2018/2019

Campaign 2018/19 will be different from 2014, from the perspective of the need to interface with the voter, as opposed to near total dependence on the platform, print and electronic media.

Additionally, the Dominica Labour Party is seeking a fifth consecutive term, in an environment of change. The DLP is the only incumbent government to have held on to office in the Caribbean in the last three elections, Even then, it was a hard fought battle; the outcome of which was determined by the importation of voters and payoff to electors especially in the rural communities.

The Dominica Labour Party is seeking fifth term in office and in light of the current global economic downturn and the passage of Tropical Storm Erika and Hurricane Maria, which has impacted Dominica in an adverse manner, a programme of continuous widespread public education will be required.

Additionally, the slate of candidates should reflect a degree of freshness. Therefore, the exit and entry of personalities will have to be carefully managed. It is anticipated that to attract quality, qualified and appealing candidates the party will have, as it did in the past, to assist **financially** with their transition from public service and other professional employment to full time involvement in the campaign.

Furthermore, maximum effort will be made to recruit and transport overseas based voters as well as to secure appealing campaign paraphernalia to assist in building momentum.

There is also the issue of Opposition Propaganda and the continuous effort of the Opposition to malign the characters of leading officials of the party, especially the Political Leader, Hon. Roosevelt Skerit and his spouse. The party's known friendly relations with Venezuela and Morocco including the appointment of foreigners as ambassadors have become a very contentious issue, with detractors constantly seeking to introduce fear and doubt in the minds of the electorate.

It is anticipated that Taiwan will once again come to the assistance of opposition forces. This means that the Dominica Labour Party will have to lean heavily on some of its long-standing friends for direct and meaningful financial support, in underwriting the cost of a high energy and focused election campaign. Once again, the Party needs to rely heavily on these ambassadors whose appointment expire in a few months. The Party should

also approach major developers like Range Development, whose Principal, Mr. Asaria, has been very good to the Party.

Accordingly, the following budget has evolved from weeks of consultation and strategic planning by the senior leadership of the party. The thinking at this time is that while elections are constitutionally due in the last quarter of 2019, the Party will position itself as of winter 2018 to take advantage of any favorable time period, in which it could have a competitive advantage.

Consequent upon this, the party has retained the services of a reputable firm of Campaign Strategists and will commence the process of Campaign Preparation towards Readiness, effective November 2018. The team of Consultants is on the ground and fully mobilized to undertake this assignment.

The following budget has therefore been drawn up and the Party seeks the favorable consideration of supporting entities in helping to underwrite its programme.

The approved budget for Campaign 2018/19 is as follows:

1. Retention and payment of monthly professional fees to team of Campaign Strategists and Consultants – US\$1,500 000
2. Resignation/Retirement and Compensatory Packages to retiring and aspiring candidates US\$6,350,000.00
3. Research and Production of Party-In-Government Performance Document – US\$2000 000
4. Stipends to 80 full time Canvassers over a twelve-month period- US\$2,500,000.00
5. Mobilization of and air transportation for approximately 1,000 overseas voters, whose participation is vital to our success, from such countries as USA, Canada, Great Britain, US and British Virgin Islands, Cuba, Venezuela, Barbados, Trinidad and Eastern Caribbean islands – US\$2.10 million.
6. Design, Production, purchase and shipment of campaign paraphernalia, including T-Shirts, billboards, posters, brochures, caps, hats, noise makers, manifestoes, stage management, lighting, pyrotechnics and other advertising and promotional aides – US\$4.3 million
7. Ground Transportation for mobilizing and transporting supporters to and from mass national events – which is critical to building and reflecting momentum – US\$600,000.00

8. Rental of vehicles, such as trucks, vans and SUVs for use by campaign management and in transport of materials, etc – US\$200,000.00
9. Acquisition of public address systems for all 21 constituencies as well as for national use – US\$250,000.00
10. Retention of Pollster and scientific tracking polls and Focus Groups of voters throughout campaign – US\$150,000.00
11. Foreign entertainment for major and national rallies – US\$800,000.00
12. Conceptualization, Production and publishing/transmission of Radio, Newspaper and Television Advertising – US\$750,000.00
13. Stipends to Candidates and Campaign teams – US\$600,000.00
14. Office Rental, Administration, furnishing and Equipment – US\$100,000.00

Sub Total – US\$22.2 million

Total – US\$7.580 million + 10% (misc) = US\$26.64 million

June 1st, 2018