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OMB No. 1124-0006; Expires July 31, 2023

U.S. Department of Justice
Washington, DC 20530

Exhibit A to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant
Development Counsellors International

2. Registration Number
4777

3. Primary Address of Registrant
215 Park Avenue South, 14th Floor, New York, NY 10003

4. Name of Foreign Principal
Belize Tourism Board

5. Address of Foreign Principal
PO Box 325, #64 Regent Street
Belize City
BELIZE

6. Country/Region Represented
BELIZE

7. Indicate whether the foreign principal is one of the following:

- [x] Government of a foreign country [1]
- [ ] Foreign political party
- [ ] Foreign or domestic organization: If either, check one of the following:
  - [ ] Partnership
  - [ ] Corporation
  - [ ] Association
  - [ ] Committee
  - [ ] Voluntary group
  - [ ] Other *(specify)* _____
- [ ] Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant
Belize Tourism Board

b) Name and title of official with whom registrant engages
Evan Tillett, Director of Tourism

1 "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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9. If the foreign principal is a foreign political party, state:

a) Name and title of official with whom registrant engages

b) Aim, mission or objective of foreign political party

10. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐

11. Explain fully all items answered "Yes" in Item 10(b).

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
10/28/2022	Karyl Leigh Barnes	/s/Karyl Leigh Barnes

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Date	Printed Name	Signature
10/27/22	Karyl Leigh Barnes	Karyl Leigh Barnes

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Washington, DC 20530

Exhibit B to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov .

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
Development Counsellors International	4777

3. Name of Foreign Principal
Belize Tourism Board

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? 10/01/2022

8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Travel Trade Marketing to increase the profile of Belize as a tourist destination.

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9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Destination marketing and public relations to increase the profile of Belize as a tourist destination.

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act[1].

Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

11. Prior to the date of registration[2] for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes ☐ No ☒

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose

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12. During the period beginning 60 days prior to the obligation to register[3] for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☐ No ☒

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value

13. During the period beginning 60 days prior to the obligation to register[4] for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the foreign principal?

Yes ☐ No ☒

If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.

Date	Recipient	Purpose	Amount

1 "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

2,3,4 Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

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EXECUTION

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Date	Printed Name	Signature
11/13/2022	Karyl Leigh Barnes	/s/Karyl Leigh Barnes

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Date	Printed Name	Signature

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LETTER OF AGREEMENT

April 1, 2022 – March 31, 2023

Belize Tourism Board Procurement of Representation Services in Canada and Travel Trade Marketing Representation in United States

The Belize Tourism Board (BTB or "Client") located at #64 Regent Street, Belize City, Belize and Development Counsellors International (DCI or "Agency") with an office at 1 Adelaide Street East, Suite 3001, Toronto, ON M5C 2V9, hereby agree to the terms of this Agency-Client Agreement, whereby the Agency is to perform certain specified destination representation services under the general direction of and for the benefit of the Client as specifically set forth in any statement of work attached hereto and incorporated herein. It is understood that representing the Client's interests means the promotion of Belize as a premier destination for leisure travel in Canada and United States.

1. **AGREEMENT TERM:** Given the changing nature of the economy surrounding COVID-19, this agreement has been designed as a twelve-month program to begin on **April 1, 2022 and continue through March 31, 2023.** Absent any changes agreed upon in writing, the existing terms, including compensation terms, shall continue to apply. Sixty days' written notice is required to formally end this agreement.

2. **OBJECTIVES:** This agreement will focus on the allocation of human resources and strategic marketing initiatives that meet the following objectives:

   - Increase the visibility, brand recognition and awareness of Belize
   - Increase overnight and cruise passenger arrivals
   - Increase average length of stay for overnight travelers
   - Increase the average daily traveler spend
   - Increase the number of repeat visitors to Belize
   - Increase the number of cruise passengers that return of overnight

3. **COMPENSATION AND PAYMENT PROCEDURES**

   A. PROFESSIONAL FEES

   The Agency will bill up to $757,400.00 USD for the FY 2022-23, inclusive of fees and program expenses.

   Based on our blended rate of US$185 per hour, DCI will determine an average number of hours per month for our work with the Client. Should the Client exceed the monthly allotment of hours on a continuing basis, adjustments will need to be made to stay within the scope of work.

   If either time needed or the Client requests for deliverables increase significantly beyond the scope of work outlined above, the Agency's hourly blended rate of US$185/hour will be used to calculate the additional hours needed to complete the work. The Agency will request the Client's approval prior to increasing hours toward the program of work.

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B. FIXED EXPENSES

A fixed program expenses fee of US$300 a month will cover ongoing communication expenses, such as telephone, internet access while traveling, regular postage, photocopies, digital media clips and media marketplace representation.

C. PROGRAM EXPENSES

All program expenses will be pre-approved prior to purchasing. Agency will endeavor to deliver such budgets to the Client for approval at least fourteen (14) working days prior to program implementation.

Out-of-pocket travel expenses will be billed with appropriate documentation. Valerie Wilson Travel (VWT) will book all transportation, and a VWT booking fee of $55 (domestic US) or $75 (international) will appear on invoices involving travel purchases. Client payment is requested within 30 days of billing.

DCI charges a 10 percent service fee on all advertising buys and on all third-party expenditures that exceed ($5,000). This fee covers the time costs of facilitating service. You can choose to pay third-party invoices directly in lieu of markup.

All fees and expenses will be billed and paid in US Dollars through the New York office of Development Counsellors International.

4. TERMS OF MUTUAL UNDERSTANDING

Both parties agree that they will not offer employment or consulting opportunities to staff members of the other party during the term of service, or for a minimum of one-year following the end of the term of service.

AGREEMENT TO TERMS

By signature of this agreement, both parties agree to the terms herein.

The Client:

_____ 20/04/22

Signature Date

Evan Tillett, Director of Tourism

Belize Tourism Board

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The Agency:

_____ _____

Signature Date

Karyl Leigh Barnes, President

Development Counsellors International

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APPENDIX - SCOPE OF WORK FOR BELIZE TOURISM BOARD PLANNING: FISCAL YEAR 2022-23

Tactic	Description
Perception Study: Canada – media and travel trade and USA – travel trade only	Perception Studies: DCI will survey travel trade professionals to gauge their perceptions of Belize and its competitive set. DCI's analysis will highlight differences in perceptions among respondents who have and who have not visited Belize. Gap Analysis: DCI will conduct a gap analysis to determine which tour operators are selling Belize, which products are being sold and where opportunities exist for distribution growth, via expanded itineraries and new distribution partnerships. Based on the findings, DCI will: • Refine the strategic plan to be executed in the upcoming year. • Finalize key list of tour operators for our scope of work to target.
Media Appointments: Canada	Execute face-to-face meetings monthly with top tier media in Toronto, Montreal, Calgary, and Vancouver to pitch story angles and gauge interest in Belize press trips.
Proactive Pitching: Canada	Develop 2022-23 FY editorial calendar, identifying key moments in time and priority messages for BTB. Proactively pitch story angles from the editorial calendar, focusing on sustainability for Earth Day (April 22, 2022). In early April 2022, leverage BTB spokesperson for broadcast or top tier publication interview opportunity to showcase Belize's thought leadership in eco-tourism/ sustainability, positioning Belize as a country that has long put sustainability at the heart of its industry (long before the sustainable travel trend emerged).
Publication Partnership: Canada	Facilitate national media campaign with Postmedia Network to drive Canadian's to choose Belize as their vacation destination during shoulder season.
Media Events: Canada	Participate in TMAC 2022 Conference in Yarmouth, Nova Scotia on June 22-26, 2022 and pitch Belize accordingly. Belize to participate through TMAC Silver Sponsorship, which includes award sponsorship and on-stage presence, in addition to brand visibility throughout the conference.
Media Fam: Canada	Facilitate and execute group media FAM (3-4 journalists).
Individual Media Trips: Canada	Secure and facilitate up to three individual media trips.

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Roadshow/Sales Mission: Canada (media and trade) and USA (trade only)	Our US travel trade team will collaborate with our Canada travel trade team to coordinate two mini roadshows to maximize BTB and partners' travel time. In Canada, we will add on media appointments to the itinerary. Eastern roadshow: target cities can include (2-3 selected) Miami, NYC, Chicago, Toronto and Montreal Western roadshow: target cities can include (2-3 selected) Denver, Los Angeles, Seattle, Vancouver, Calgary and Edmonton DCI will design events in each city for travel advisors, coordinate appointments (meals) with tour operators, and facilitate trainings with key partners in each of the cities. Each roadshow will be 4-5 days in length. Final activities and event design will depend on BTB budget available.
Influencer/Content Creator Partnerships: Canada	Negotiate, secure and organize up partnerships for individual or group trip (4-6 content creators in total).
Direct to Consumer - Digital Paid Media: Canada	Implement a paid media campaign targeting Canadians across search and social.
Travel Co-op Marketing: Canada	Solicit and evaluate co-operative marketing opportunities for strategic Belize partnerships for 2022/23.
Trade 101 Session: Canada and USA	Create a stakeholder session "Trade 101" to educate and inspire about Canadian trade opportunities, trends, booking patterns, and motivation for travel.
Airline Relationship & Development: Canada	Continue to work with WestJet on co-op marketing agreement to promote the direct flight from Toronto. Target a discussion with other Canadian airlines to talk about route support to Belize.
Cruise: Canada	Conduct analysis of the cruise market potential from Canada for Belize.
Newsletters: Canada and USA	Create and send quarterly newsletters to travel trade in Canada and USA
Travel Trade Consortia Partnerships: Canada and USA	**Adventure Travel Trade Association (ATTA)** https://www.adventuretravel.biz/ Overview: Established in 1990, the Adventure Travel Trade Association is the largest global network of adventure travel leaders. The community is made up of ~30,000 individual guides, tour operators, lodges, travel advisors, tourism boards, destination marketing and management organizations, outdoor educators, gear companies and travel media who share a belief and commitment to sustainable tourism.

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Recommendation: Activate a new partnership for 2022 that entails a sponsorship of the Adventure Elevate Conference in May and is inclusive of an annual membership.

Benefits: Maximize exposure to the network of buyers at the Adventure Elevate Conference to leverage the benefits of membership within the community.

United Stated Tour Operator Association (USTOA) https://ustoa.com/

Overview: USTOA is a professional, voluntary trade association created with the primary purpose of promoting integrity within the tour operator industry. They focus on educating the travel industry, government agencies, and the public about tours, vacation packages, and tour operators; fostering a high level of professionalism within the tour operator industry; and promoting and developing travel on a worldwide basis.

Recommendation: Renew the annual associate membership to tap into a network of established North American tour operators and to attend the annual conference to have one-on-one business meetings and network with potential buyers.

Benefits: Build a network of current and future buyers to help support group travel to Belize.

TravelBrands
https://www.travelbrands.com/our-brands/

Overview: A division of H.I.S.-Red Label Vacations inc., TravelBrands is one of the largest travel companies in Canada, active in both the wholesale and retail travel industry. TravelBrands offers a wide range of travel options – including flights, hotels, cruises, attractions, rail passes, car rentals and more.

Recommendation: To participate in their travel agent appreciation events in Toronto and Montreal.

Benefits: Gain exposure and build interest for travel to Belize with Canadian travel agents at well-attended tradeshows.

Outdoor Adventure Show
https://outdooradventureshow.ca/toronto-visitor

Overview: Canada's largest consumer showcase of outdoor gear and adventure travel experiences. They have a dedicated International Adventure Travel Zone

Recommendation: To participate in the Toronto Show for the first time as it is expected to gather the largest attendance.

Benefits: Interact with Canadian consumers who are active adventure travellers with post-pandemic wanderlust and inspire them to consider Belize for their next adventure getaway.

Association of Canadian Travel Agencies (ACTA)
https://www.acta.ca

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	Overview: ACTA is a national member-based trade association that represents the retail travel sector of Canada's tourism industry. Over 14,000 Travel Agents across the country work in their member agencies representing more than 80% of the travel business booked through a Travel Agency in Canada. They provide DMO partners with a forum for destinations representatives based in Canada to meet and exchange ideas and to be recognized as advocates of responsible tourism and to comment on a wide range of issues affecting worldwide travel and tourism. Recommendation: To join with a new annual travel supplier membership for exposure to travel agents and agencies at networking events. Benefits: A good way to increase awareness and registration in the Belize Specialist Program. Travel Supplier membership is a membership category comprised of companies or other organizations in the travel industry which are not travel agencies but wish to join ACTA to support the efforts and connect with this very important distribution channel. **Travel Marketplace:** https://na.eventscloud.com/website/29260/home/ Overview: Travel Market Place is the premier two-day conference dedicated exclusively to Canadian travel agents. As the only travel trade event of its kind in Canada, it provides travel suppliers with the opportunity to engage exclusively with travel professionals in the fast-growing Canadian market. Recommendation: To participate with as a new exhibitor at the conference. Benefits: A good way to increase awareness and registration in the Belize Specialist Program. Tap into active Canadian travel advisors (done in association with ACTA). **Virtuoso:** https://www.virtuoso.com/travel Overview: Virtuoso is the leading global network of agencies specializing in luxury and experiential travel, with more than 20,000 advisors. We partner with over 1,800 of the world's best companies such as hotels, cruise lines, tour operators, and more. Our advisors use their personal connections and firsthand expertise to craft bespoke trips for clients, including unique experiences, special values, complimentary perks, VIP treatment and rare access. Recommendation: Continue current partnership (from HQ budget) Benefits: Maintain access to a network of travel agents who focus on the luxury market and clientele.
Travel Trade Sales Calls: Canada and USA	Consortium (Virtuoso...): Leveraging existing partnership programs, DCI will coordinate in person (combined with Roadshows) and/or virtual trainings for BTB, specific to each organization and its travel advisors. Non Consortia: DCI will implement four (4) promotional and educational trainings to travel advisors. The trainings will be spread throughout the contract year (minimum one per quarter).

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	These trainings will be open to BTB partners that cannot participate in the consortium trainings.
Travel Trade Fam Trips: Canada and USA	DCI will coordinate and accompany two (2) fam trips to Belize that include attendees from Canada and USA: • In partnership with Virtuoso or AFAR, we will put together a fam trip for top advisors who have complete the Belize Travel Specialist program AND who are vetted by DCI and BTB benchmarks • We will plan a fam trip for product managers at Tour Operators who either have the potential to increase itineraries OR currently offer similar products to Belize and demonstrate potential to add a Belize itinerary.

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