

LSGA-92-641-0110.00

GRANT PROJECT AGREEMENT

Between the United States of America, acting through  
the Agency for International Development (AID)

AND

THE REPUBLIC OF GHANA

(Grantee)

1. Project Title	2. AID Project Number
PROGRAM DEVELOPMENT & SUPPORT (PD&S)	641-0110

The above named parties hereby mutually agree to carry out the Project described in this Agreement in accordance with (1) the terms of this Agreement, including any annexes attached hereto, and (2) any general agreement between the two governments regarding economic or technical cooperation.

3. Amount of AID Grant	4. Grantee Contribution to the Project	5. Project Assistance Completion Date
\$ 224,953.30	\$ 75,000	SEPTEMBER 30, 1993

6. This Agreement consists of this title page and

7. For the Grantee Typed Name	8. For the Agency for International Development Typed Name
K. A. AMISSAH-ARTER	JOSEPH B. GOODWIN
Signature <i>K.A. Amisah-Arter</i>	Signature <i>Joseph B. Goodwin</i>
Title DEPUTY SECRETARY, MINISTRY OF FINANCE AND ECONOMIC PLANNING	Title MISSION DIRECTOR
Date 25 September, 1992	Date 25 Sept 1992

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FUNDS ARE AVAILABLE  
APPROPRIATION: 72-112/31014  
BUDGET PLAN CODE: GSS2-92-21641-KG63  
RCN: D220082

*R. Hammersley 9/22/92*  
RONALD R. HAMMERSLEY

*A.H.*

PROJECT AGREEMENT

Annex A

PROJECT DESCRIPTION

1. Project Title	2. AID Project Number
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3. This Project consists of:

The purpose of this Agreement is to reserve funds for essential analyses, studies, and activities that are scheduled to take place for the development and support of specific program and projects in Ghana. These activities will depend upon the close collaboration between A.I.D. and the Government of Ghana to successfully complete. As such the in-kind contribution of Ghana will be 25% of the total project costs. The Government of Ghana will approve the use of all funds obligated under this Agreement. This will be done by countersigning all PIO's earmarking funds.

ILLUSTRATIVE BUDGET (U.S. Dollars)

	A.I.D.	GOG	
Technical Assistance	224,953.30		
In-Kind Contribution		75,000	
TOTAL	224,953.30	75,000	U.S. Dol. Equivalent

4. Special Provisions

(A) \$84,688 is to be used by the Ministry of Trade and Tourism a tourism promotional tour. This Agreement authorizes the Ministry of Trade and Tourism to carry out the activities of its proposal, "Tourism Sales Blitz to the United States" dated September 8, 1992 as listed in the attached illustrative budget.

USAID and the Ministry of Trade and Tourism are authorized to carry out this agreement without further approvals from the Ministry of Finance and Economic planning.

All travel and benefit allowances will conform to GOG regulations, not to exceed those allowances prescribed in U.S. Government travel regulations.

(B) The remaining \$140,265.30 is to be used primarily during the first and second quarters of the 1993 fiscal year.

## ILLUSTRATIVE BUDGET

The Ministry of Trade and Tourism is to be reimbursed for the following activities and purchase associated with a tourist promotion tour:

1)	Airfare within the United States (5 delegates GOG)	\$5,273
2)	Per Diem for 5 delegates for 17 nights	17,465
3)	Local transportation	3,700
4)	Airport transfers	750
5)	Printing of promotional tourist literature	
	Reprint from "Essence" magazine	5,000
	Brochure on Ghana ("Ghana")	4,000
	Brochure on Ashanti region ("Ashanti")	4,000
	Preparation of Ghana Diary '93	5,000
6)	Services by Africa Travel Association to arrange meetings with local chapters of African Travel Association and provide necessary equipment and supplies	7,500
7)	Hiring a Public Relations consultant to	
	1) Coordinate tourbooks, TV, and broadcast activities	6,000
	2) Coordinate Events	6,000
	3) Market Research	10,000
	4) Put commentary on 13 minute video "Welcome to Ghana"	4,000
8)	Supplies (Invitations, postage, stationery)	4,000
9)	Communications (Telephone, fax)	2,000
TOTAL		\$84,688

Rationale for the tourism promotion tour: The Mission's strategy to help Ghana develop has several components, one of which is to increase foreign exchange earnings through private sector-led export production and investment. Promoting tourism is consistent with this objective since it is an important earner of foreign exchange. The tourism tour will send five officials of the Ministry of Trade and Tourism to five different cities in the United States to meet with groups of travel agents. As part of the preparation of the tour, marketing materials will be developed and provided to travel agents. The tour participants will give interviews to newspapers, magazines, radio and TV to publicize and promote Ghanaian tourism. The Ministry of Trade and Tourism will continue to pay their officials during the tour. It is anticipated that the promotional tour will result in significantly increased tourism to Ghana.