

ELMINA INVESTMENT PROSPECTUS

BE PART OF THE TRANSFORMATION OF ELMINA HISTORIC TOWN
TAKE ADVANTAGE OF INVESTMENT OPPORTUNITIES IN ELMINA



Buitenrustlane in Elmina today



Artist impression of Buitenrustlane in Elmina 2006

AT THE OCCASION OF THE ELMINA INVESTMENT FAIR
WEDNESDAY 15 JUNE 2005 COCONUT GROVE REGENCY - ACCRA



Urban Solutions



ELMINA HERITAGE PROJECT



TRANSFORMATION OF HISTORIC ELMINA

The Elmina Heritage Project is a 1.5 million Euro investment in the historic town of Elmina by the European Commission and the Netherlands Culture Fund for a total of eleven renovation restoration and capacity building projects.

1. Preventing collapse St. George Castle
2. Facilitating commercial use Fort St. Jago
3. Revolving fund for renovation historic houses
4. Renovation Nana Etsiapa Hall & 19th century chapel
5. Uplift Nana Kobina Gyan Square
6. Renovation Dutch Cemetery
7. Renovation of Asafo Posts
8. Expansion of the Catholic Museum at St. Joseph Hill
9. Renovation of Van Dijke & Cornelius House
10. Business, artisans and tourguide training
11. Tourism information facilities

OPPORTUNITIES FOR INVESTMENT

As Ghana's premier tourist destination with a patronage of over 100.000 visitors annually, the improved town of Elmina is offering possibilities for investment in tourism, arts & crafts, restaurants, hotels & guesthouses as well as in the fishing sector.

The Elmina Investment Fair puts forward the achievements of the Elmina Heritage Project at an exhibition and opens the floor for discussion of potential opportunities for private parties.

Key note speaker will be the Hon. Jake Obestebi-Lamptey, Minister of Tourism & Modernisation of Capital City.

Date: Wednesday the 15th of June 2005, 10.00 AM-12.00 PM
Venue: Coconut Groove Regency in Accra

CONTACT INFORMATION

Implementation:

Urban Solutions from the Netherlands in close collaboration with the KEEA District Assembly and the Ghana Museum and Monuments Board

Funding:

European Commission and the Netherlands Culture Fund

Urban Solutions, Accra

T +233 20-2112883/+ 233 21-517618

E urban.solutions@ilgs.org

I www.elminaheritage.com



ELMINA HERITAGE PROJECT



2002: HOW IT STARTED

The Elmina Heritage Project started in 2002 at the occasion of the 300-year celebrations of Ghanaian-Dutch diplomatic relations. Its aim is to restore and manage the mutual cultural heritage existing in Elmina alongside an integrated program to improve the tourist, social and economic conditions of Elmina.

In the same year a Town Consultation took place at which the people of Elmina identified five priority areas:

1. Education
2. Drainage & Waste Management
3. Fishing & Fishing Harbour
4. Tourism & Local Economic Development
5. Health

2003: THE ELMINA 2015 STRATEGY

Based on these priority areas working groups were established bringing together a wide variety of people from fishermen to hotel managers. They developed strategic development objectives alongside a project portfolio for Elmina town, resulting in:

Elmina 2015 Strategy:
Building on the Past to Create a Better Future.

A comprehensive development strategy produced by the KEEA District Assembly in consultation with the people of Elmina, was officially launched at a high profile donor conference in Elmina Castle.

2004: IMPLEMENTATION COMMENCES

A number of organisations were quick to pick up on the proposed projects of which implementation is ongoing:

1. **German Embassy:** provision of waste bins
2. **Macon Municipality (USA):** distribution of GHAYA a magazine to educate youth on sexual awareness.
3. **Gouda Municipality (the Netherlands):** coverage of drainage canals & support to KEEA waste department
4. **Coornhert Gymnasium, Gouda:** science equipment box & minibus for Edinaman Secondary School
5. **Cordaid/Memisa:** equipment for waste collection
6. **UNICEF:** school mapping Edinaman Secondary School
7. **Agricultural Development Bank:** weekly radio programme on cultural, environmental and health issues in Elmina
8. **Philips Medical:** equipment Elmina Health Centre

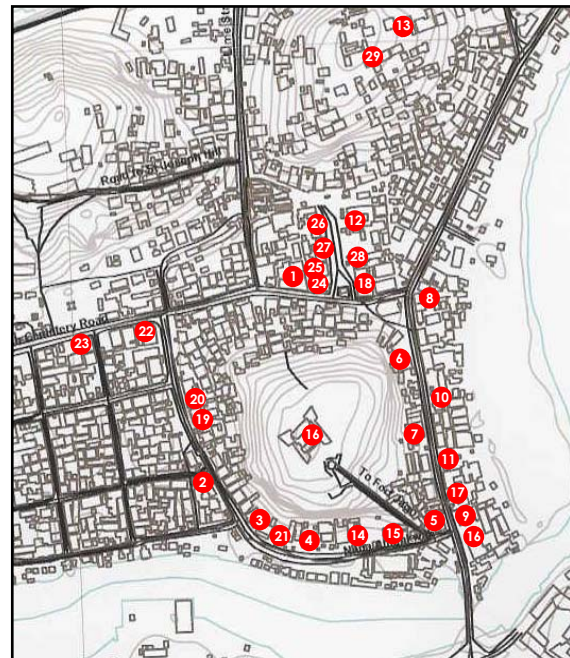
INVESTMENT OPPORTUNITIES

A HISTORIC HOUSES

Renovated Historic Houses Available

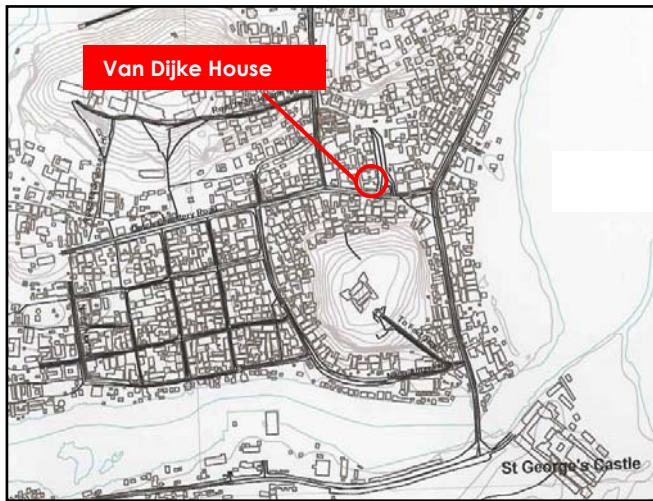
- 30 historic houses have been selected for renovation
- The Elmina Heritage Project funds up to 80% of the required construction works, on the condition that part of their property is made available for commercial use
- Renovation works are expected to be completed medio 2006
- Various rent / lease / sale options possible

1.	Van Dijke	16.	Quayson
2.	Ndua Ebaasie Fie	17.	Viala II
3.	Kwesi Arku/Asmah	18.	Alfred Mensah
4.	Nana Kweku Essuman	19.	Kweku Arquah
5.	Nagtglas	20.	Mensah Brown
6.	Mensah Kane	21.	Techi Menson
7.	Ephson Aaku	22.	Abraham
8.	Chief Andoh	23.	Jacob Essilifie
9.	Viala I	24.	Cornelius
10.	Tiesma	25.	Vroom
11.	Plange	26.	Ekua Dowell
12.	Conduah (Tr. Sq.)	27.	Adriaan Teschemaker
13.	Kwamena Essoun Bongku	28.	Kraal
14.	Conduah (Seaview)	29.	Archbishop John Kwodwo Amissah
15.	F.C. Tech Menson		



Note: Details of property 1-10 are provided on the next pages. This is for information purposes only, we cannot guarantee accuracy of data. No legal rights can be claimed to the artist impressions, they are for illustration purposes only.

01. Van Dijke House

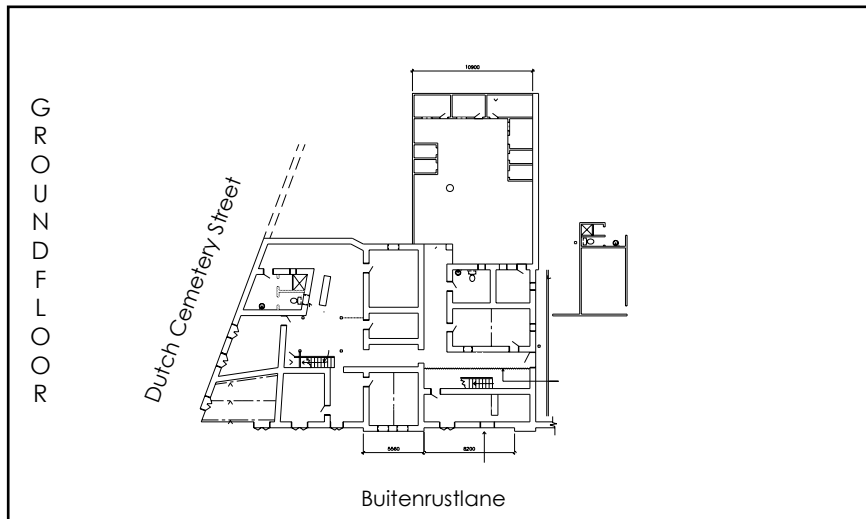


Unique alley setting; one-of-a-kind in Elmina. Buitenrustlane is included in the tourism heritage walk and promoted by the tourism programme.

It is also in close proximity to Nana Kobina Gyan Square. At ground floor level walk-by consumers are attracted. First floor space is available for non-walk-in clients, offices or accommodation.

Buitenrustlane is earmarked for upgrading to include tourism use.

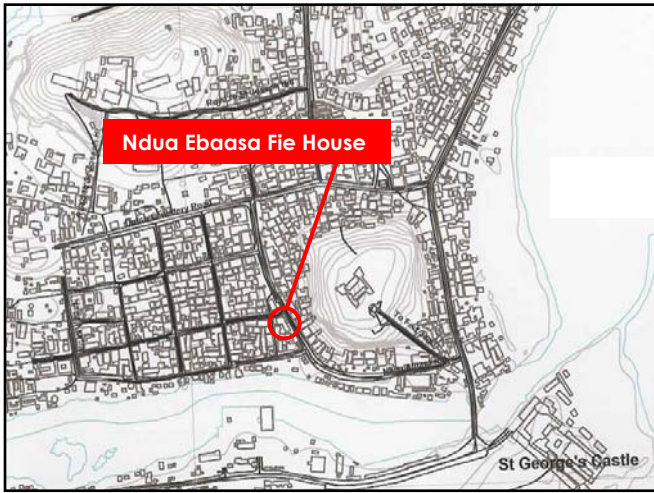
Built around: 1890
Location: Nana Kobina Gyan Square/Buitenrustlane
Family: Van Dijke Family



Contact Information:
Accra
Nana Ekuia Viala
T +233 20 517618
E urban.solutions@ilgs.org
Alex Awuku
T +233 24 4384291
E alexander_awuku@yahoo.com
Elmina/Cape Coast
Dr. Anthony Annan-Prah
T +233 20 8159 333
E annanprah@yahoo.com
I www.elminaheritage.com



02. Ndua Ebaasa Fie House

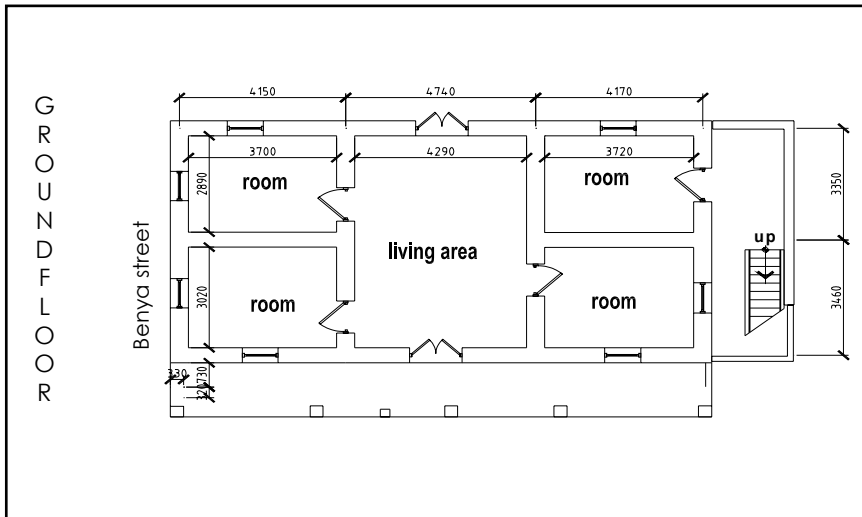


Named after the three cotton trees that stood at the entrance of this house, this property is a classic example of the Palladian style.

The former home of Africa's first Catholic Archbishop: Most Reverend John Kodwo Ammissah, it is one of Elmina's most historically significant buildings.

Situated along the walking trail ensures a high patronage of tourists. Ideal for refreshment spot or juice bar.

Built in: 1920
 Location: Benya Street/Lagoonroad
 Family: Rev. John Kodwo Ammissah Family



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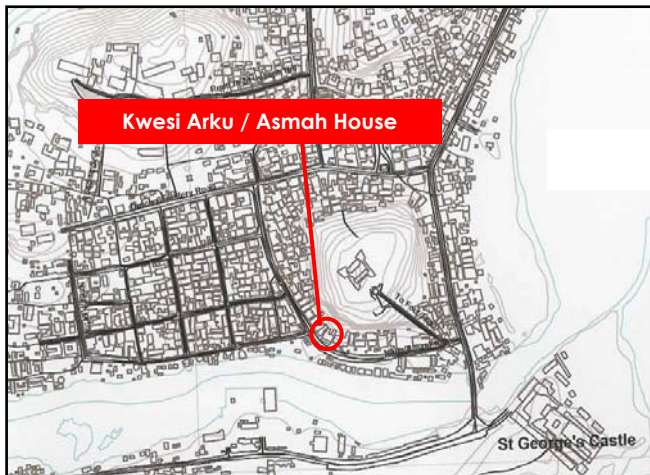
Nana Ekuia Viala
 T +233 20 517618
 E urban.solutions@ilgs.org
 Alex Awuku
 T +233 24 4384291
 E alexander_awuku@yahoo.com

Elmina/Cape Coast

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 E annanprah@yahoo.com
 I www.elminaheritage.com



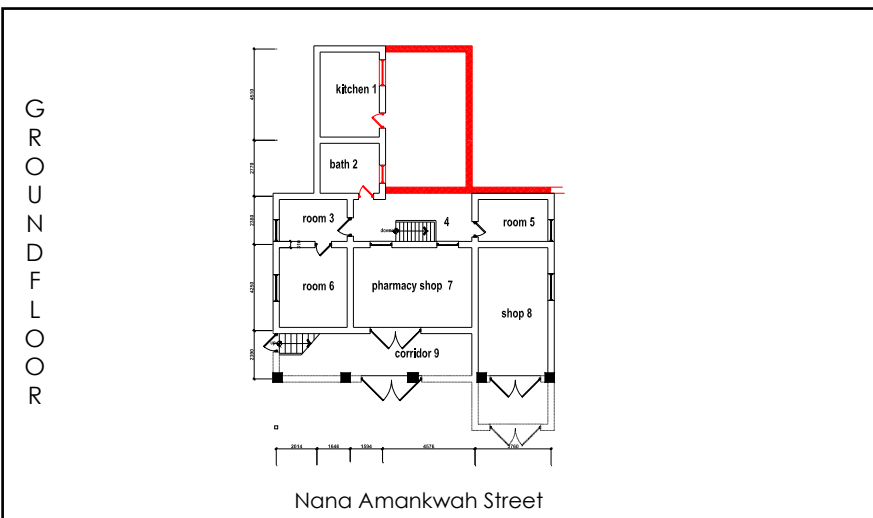
03. Kwesi Arku / Asmah House



Prime property with an unobstructed view of the harbour and its colourful boats. A building of unique stone architecture with large rooms at both ground and first floor.

Ideally located opposite harbour entrance. Restaurant use preferred but other high density use possible. Good parking!

Built around: 1857
 Location: Nana Amankwah Street
 Family: Kwesi Arku Family



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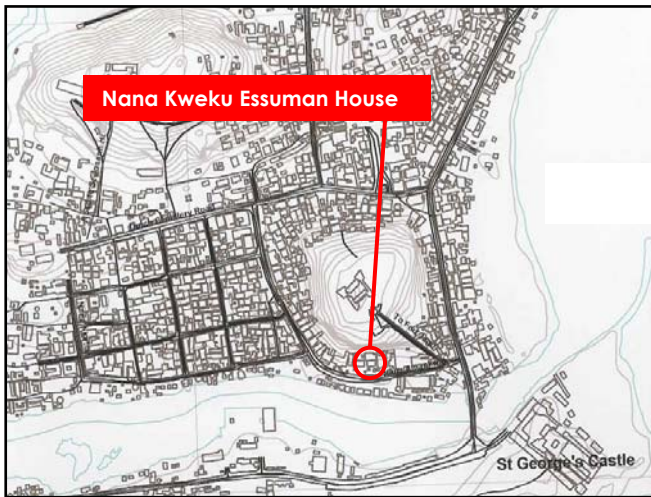
Nana Ekuia Viala
 T +233 20 517618
 E urban.solutions@ilgs.org
 Alex Awuku
 T +233 24 4384291
 E alexander_awuku@yahoo.com

Elmina/Cape Coast

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04. Nana Kweku Essuman House

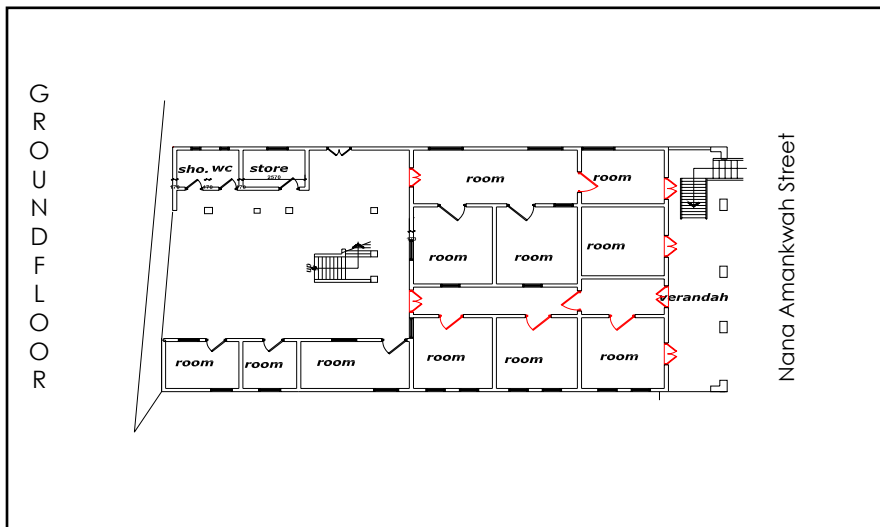


Classic and appealing house with superb design. The house is set slightly back from the road which allows quiet trading, office or hospitality use.

Abundant floor space on all levels!

This house reflects the traditional trading home in modern day Elmina.

Built around: 1900
 Location: River Embankment/
 Nana Amankwah Street
 Family: Kweku Essuman Family



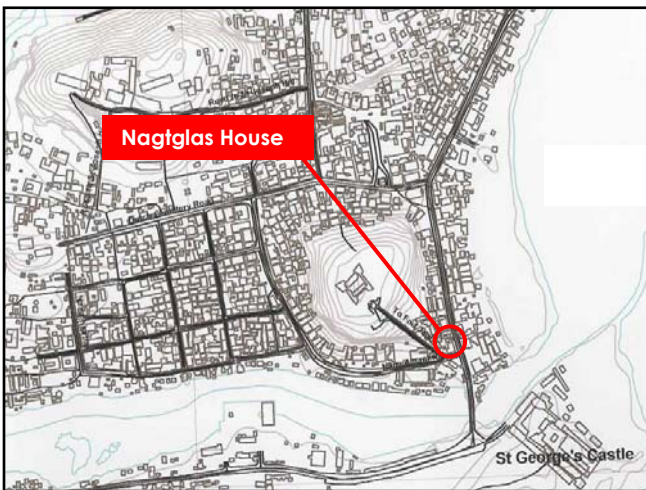
Contact Information:

Accra
 Nana Ekua Viala
 T +233 20 517618
 E urban.solutions@ilgs.org
 Alex Awuku
 T +233 24 4384291
 E alexander_awuku@yahoo.com

Elmina/Cape Coast
 Dr. Anthony Annan-Prah
 T +233 20 8159 333
 E annanprah@yahoo.com
 I www.elminaheritage.com



05. Nagtglas House

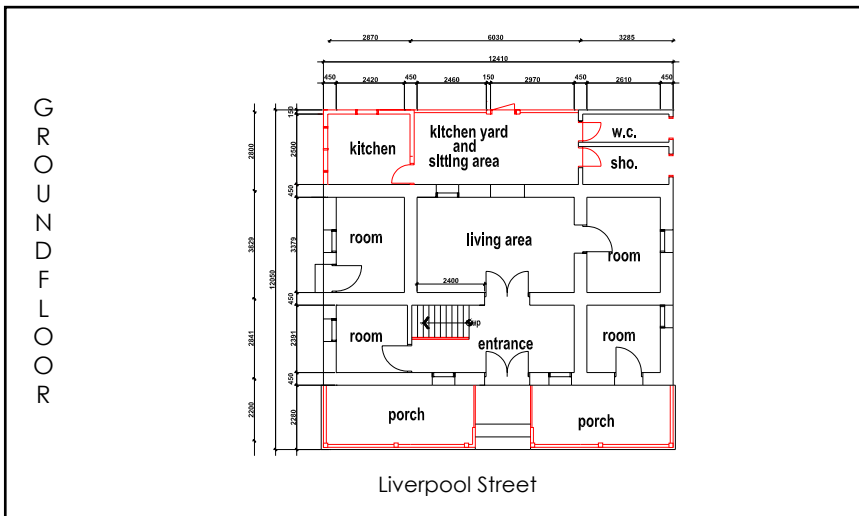


Stunning corner property, prominently located at the entry point to the historical town. The location is an attraction in its own right.

Recently renovated ensures quality structured substance. Rental use possible, tourism enterprise - museum, beauty saloon, souvenir shop - .

Prime location ensures good profit.

Built in: 1852
 Location: Liverpool Street 64
 Family: Governor Nagtglas Family



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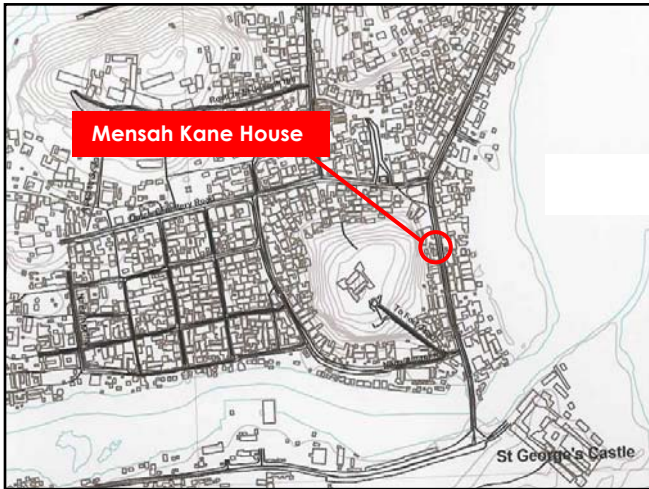
Nana Ekuia Viala
 T +233 20 517618
 E urban.solutions@ilgs.org
 Alex Awuku
 T +233 24 4384291
 E alexander_awuku@yahoo.com

Elmina/Cape Coast

Dr. Anthony Annan-Prah
 T +233 20 8159 333
 E annanprah@yahoo.com
 I www.elminaheritage.com



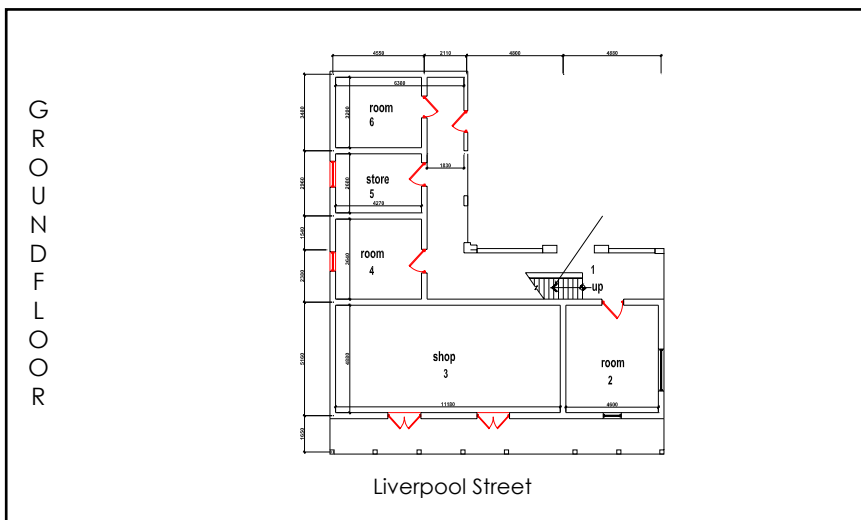
06. Mensah Kane House



Located in the middle of Elmina's prime street Mensah Kane house features the typical Palladian balustrade.

Ideal for shops because of large storage and covered display facilities.

Built in: 1924
Location: Liverpool Street 23/4
Family: Mensah Kane Family



Contact Information:

Accra

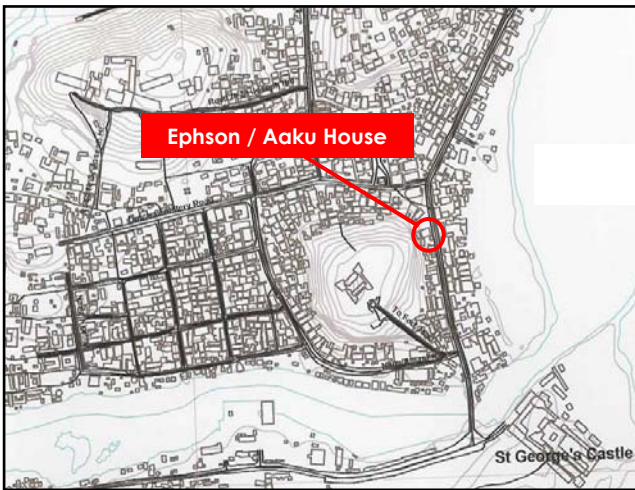
Nana Ekuia Viala
T +233 20 517618
E urban.solutions@ilgs.org
Alex Awuku
T +233 24 4384291
E alexander_awuku@yahoo.com

Elmina/Cape Coast

Dr. Anthony Annan-Prah
T +233 20 8159 333
E annanprah@yahoo.com
I www.elminaheritage.com



07. Ephson / Aaku House

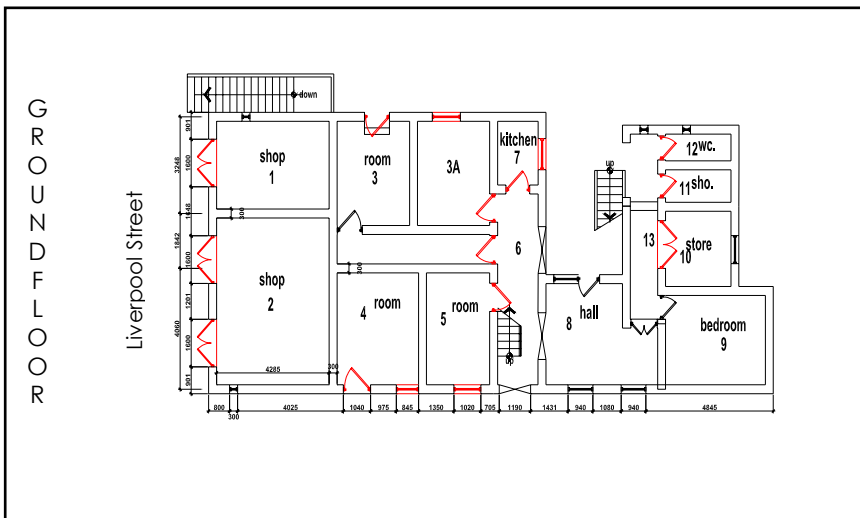


This old maternity home is waiting to be reborn and serve commercial interests with historical charm.

On Elmina's prime street the property offers an abundance of square metres for trade or retail use.

One of Elmina's most visible properties featuring original 19th century smoked glass windows!

Built in: 1897
 Location: Liverpool Street
 Family: Aaku sisters



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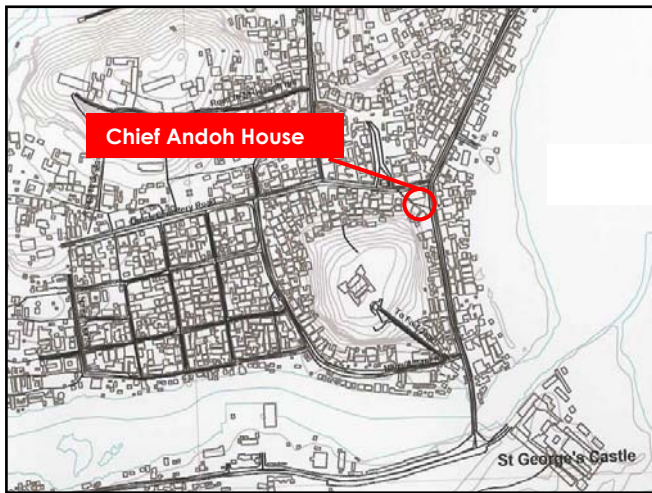
Nana Ekuia Viala
 T +233 20 517618
 E urban.solutions@ilgs.org
 Alex Awuku
 T +233 24 4384291
 E alexander_awuku@yahoo.com

Elmina/Cape Coast

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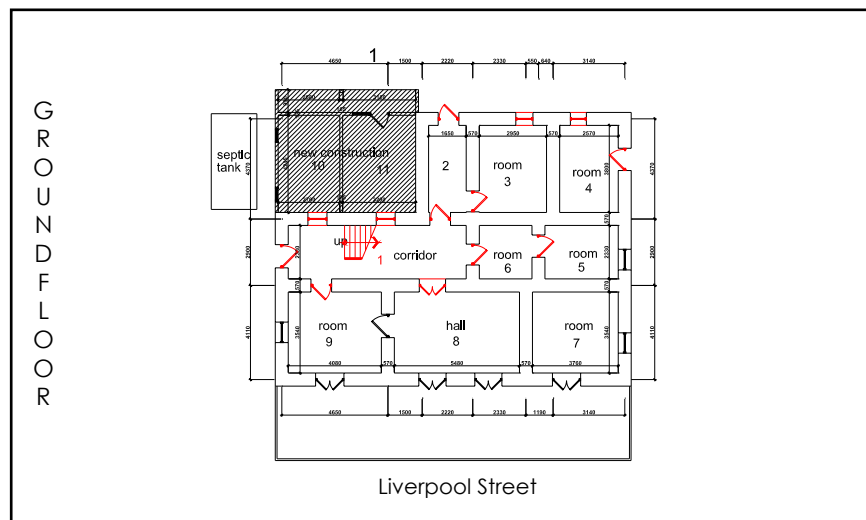
08. Chief Andoh House



Serving as Elmina's regent for 25 years, Chief Kweku Andoh was one of the town's most eminent citizens.

His family house is strategically located opposite the Methodist Church, making it a perfect location for any use, because of the high patronage of visitors.

Built in: 1865
 Location: Liverpool Street
 Chapel Square 202/1
 Family: Chief Kweku Andoh



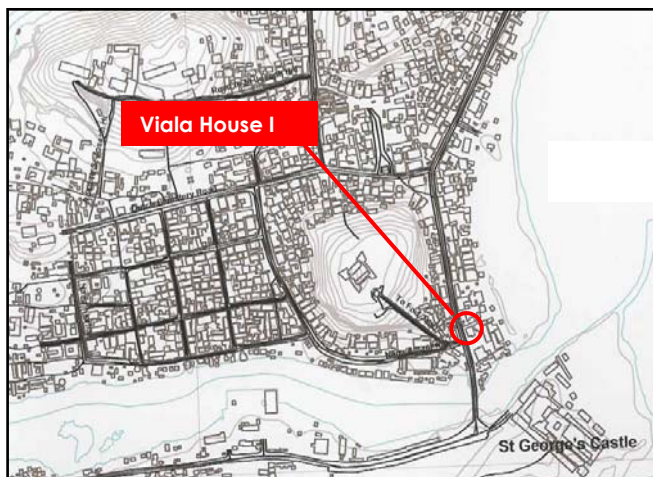
Contact Information:

Accra
 Nana Ekuia Viala
 T +233 20 517618
 E urban.solutions@ilgs.org
 Alex Awuku
 T +233 24 4384291
 E alexander_awuku@yahoo.com

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 Dr. Anthony Annan-Prah
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 E annanprah@yahoo.com
 I www.elminaheritage.com



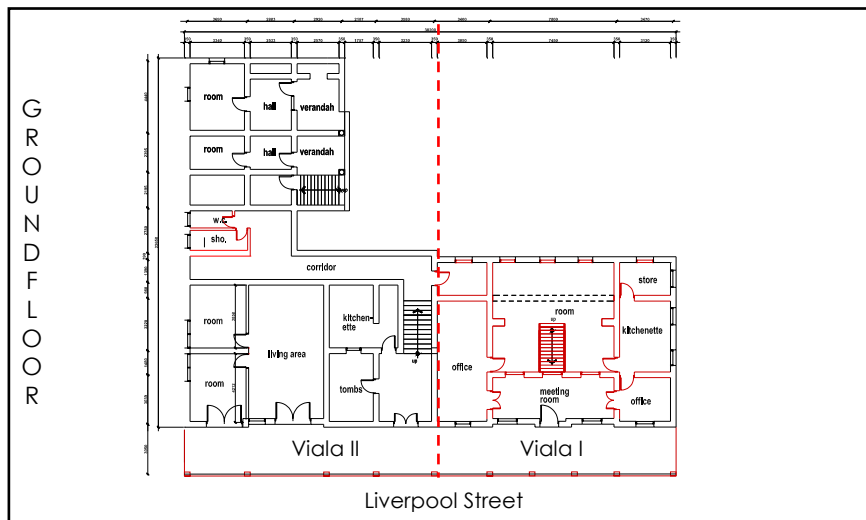
09. Viála House I



One of the prime properties of Elmina, located right at the entrance bridge to Elmina.

The rich history of the Bartels family has many interesting stories to tell and artifacts to show which could be captured in Elmina's only family museum.

Built in: 1820
 Location: Liverpool Street
 Family: Bartels Family



Contact Information:

Accra

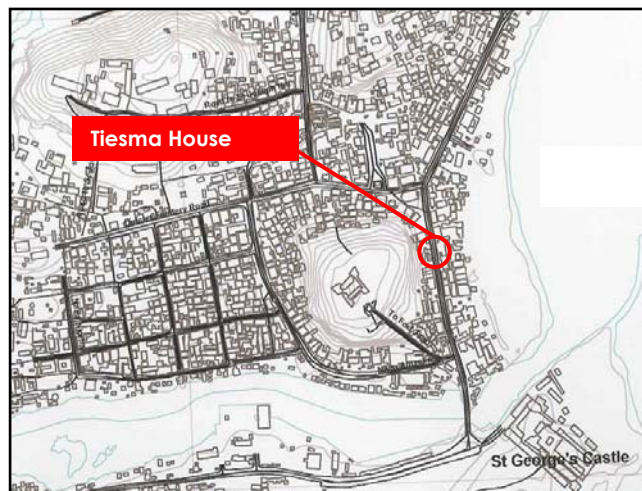
Nana Ekuá Viála
 T +233 20 517618
 E urban.solutions@ilgs.org
 Alex Awuku
 T +233 24 4384291
 E alexander_awuku@yahoo.com

Elmina/Cape Coast

Dr. Anthony Annan-Prah
 T +233 20 8159 333
 E annanprah@yahoo.com
 I www.elminaheritage.com



10. Tiesma House

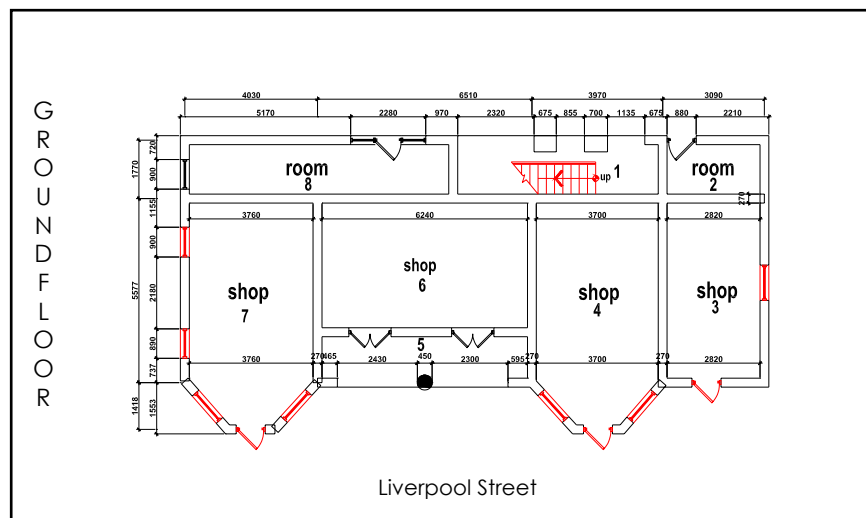


The original shape of the façade and its strategic location makes it one of most eye-catching properties at Elmina's Liverpool Street.

Its bay windows are typical for the post-war Dutch style and make the property stand out from the surrounding buildings.

A combination of ventures is possible due to the special design of the building. Rental use will enable your business to flourish.

Built in: 1939
 Location: Liverpool Street 13/4
 Family: Teschmacher Family



Contact Information:

Accra

Nana Ekuva Viala
 T +233 20 517618
 E urban.solutions@ilgs.org
 Alex Awuku
 T +233 24 4384291
 E alexander_awuku@yahoo.com

Elmina/Cape Coast

Dr. Anthony Annan-Prah
 T +233 20 8159 333
 E annanprah@yahoo.com
 I www.elminaheritage.com



Tourism - Elmina is Ghana's premier tourist destination. St. George's Castle features in any visitor's itinerary and attracts over **100,000 visitors** annually from all over the world. Although Elmina is one of Ghana's few established destinations, the current length of stay of the average visitor is typically limited to a few hours - often solely for a visit to the castle.

In 2002 the KEEA District Assembly together with Urban Solutions have taken the initiative to **use Elmina's past to create a better future** and jointly mapped out the **Elmina 2015 Strategy**. The strategy identified tourism as major economic growth opportunity ready to be tapped. Supporting this process, the Elmina Heritage Project is creating a favourable tourism investment climate by providing, amongst others:

Concessions Rights - to safeguard your investment and to sustain tourism in Elmina, enterprises can apply for a concession right to operate a specific tourism product exclusively and with official status. In return, the tourism office will promote the attractions, brand the enterprise and include the enterprise in the voucher system.

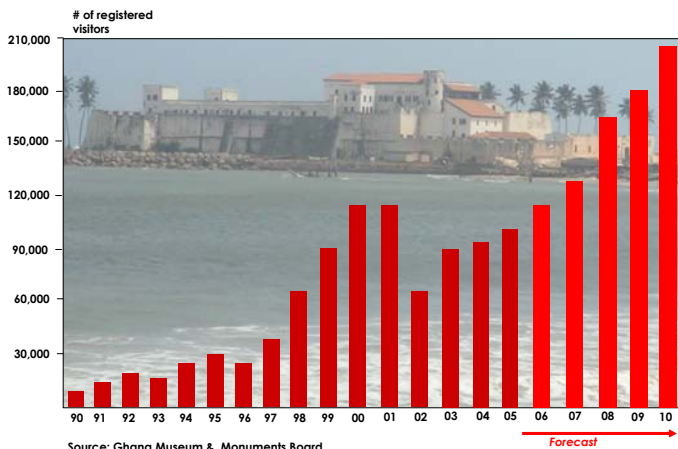
Training - Awareness creation of the characteristics of tourism to the larger community of Elmina. Tour guides and tourism entrepreneurs will be targeted through specific skills training conducted together with a GTB recognised tour guide training institution in close cooperation with Ghana Tour Guide Association.

'Teaser Products' - A quiz boat, poetry pedestals and view points will give visitors 'free' destinations that will extend their stay triggering demand for **your** services.

Investment Assistance - will be provided throughout the process. You will be assisted in site selection, business plans and operation advice.

Tourism Information Centre - at Nana Kobina Gyan Square one of the renovated historic houses will be a designated tourism office to receive and inform visitors and take care of Elmina promotional activities.

TARGET 200.000 VISITORS BY 2010



Contact Information:

Accra

Wouter Schalken
 T +233 24 4727303
 T +233 21 774782
 E wchalken@sngghana.org

Elmina/Cape Coast

Dr. Anthony Annan-Prah
 T +233 20 8159 333
 E annanprah@yahoo.com
 I www.encounterelmina.com

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01. Tourism Infrastructure



IN PLACE BY 2006

CAPACITY BUILDING

- Tourism awareness
- Training of guides
- Business & Artisans Training

SUSTAINABLE MANAGEMENT

- Tourism Information Center
- Signage & Information Boards
- Tourism Committee
- Voucher System
- Promotion & Uniformed Branding

PRODUCT DEVELOPMENT

- Tourist Map
- Benya Lagoon Boat Cruise
- Deep Sea Fishing tours
- Arts & Crafts Market
- Annual Gospel Festival & Sports Event
- Museum Development
- Historical Walking Trails



Elmina Branding
Signage & Information Boards

Upgraded & Improved Beach



Viewpoints



Urban Solutions

TOURISM

02. Accommodation, food & beverage



Refreshment spot/juice bar



Fish Restaurant



Inn at Fort St. Jago



Al Fresco Dining

Opportunities

- Potential over **100,000** visitors annually
- Assistance with thematic interior concept
- Full water & power connections available
- Branding & Tourism promotion support

Conditions

- Historical properties
- Ground or First floor location
- GTB & GMMB regulations apply
- Shaded & enclosed seating
- Washrooms for guests only



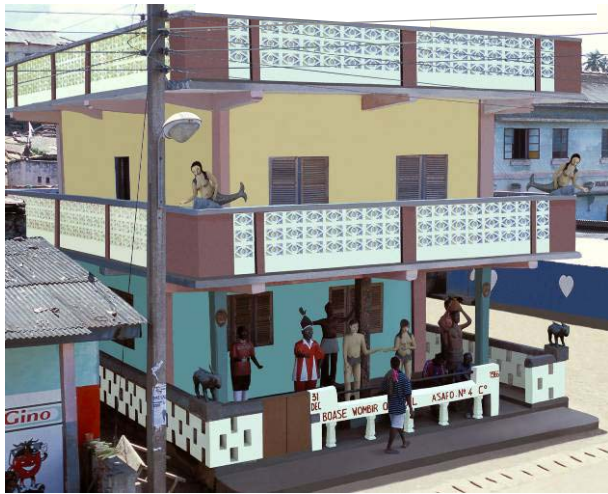
KEEA

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03. Museums



Family Museum



Asafo Museum



Catholic Museum

Opportunities

- Potential **50,000** visitors
- Assistance with exhibit construction
- Professionally mounted displays
- Profit of sales of t-shirts, flags & cards
- Reference library
- Branding, inclusion in maps/ brochures

Conditions

- Located in historic town
- Historical building close to site
- Relationship with resource owners
- Access to all relevant buildings



BUILDING ON THE PAST TO CREATE A BETTER FUTURE FOR ELMINA

Funding:

ONDER
NOSSUM
LTUUR
NEMEM
SCHAP



Ministerie van
Buitenlandse Zaken



Netherlands Culture Fund & European Commission

Implementation:



KEEA

Urban Solutions



Contact Information:

Accra

Nana Ekuia Viala

T +233 20 517618

E urban.solutions@ilgs.org

Alex Awuku

T +233 24 4384291

E alexander_awuku@yahoo.com

Elmina/Cape Coast

Dr. Anthony Annan-Prah

T +233 20 8159 333

E annanprah@yahoo.com

I www.elminaheritage.com

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Accra

Wouter Schalken

T +233 24 4727303

T +233 21 774782

E wschalken@sngghana.org

Elmina/Cape Coast

Dr. Anthony Annan-Prah

T +233 20 8159 333

E annanprah@yahoo.com

I www.visitelmina.com

PROJECT MANAGEMENT

HISTORIC HOUSES

TOURISM