



REPUBLIC OF THE PHILIPPINES
CITY OF NAGA
"An Maogmang Naga"

Office of the City Mayor



EXECUTIVE ORDER 2013-023

CREATING THE CITY MARKETING AND PROMOTIONS OFFICE (CMPO) PRELIMINARY TO ITS ELEVATION INTO A FULL-FLEDGED DEPARTMENT THRU AN ORDINANCE, WITH THE EXISTING ARTS, CULTURE, AND TOURISM OFFICE (ACTO), THE EXISTING CITY PUBLICATIONS OFFICE (CPO), THE NEWLY CREATED CITY EVENTS, PROTOCOL AND PUBLIC INFORMATION OFFICE (CEPPIO), AND THE EXISTING CITY PROPERTIES MANAGEMENT OFFICE TO BE RENAMED HENCEFORTH AS THE CITY PARKS AND RECREATIONAL FACILITIES MANAGEMENT OFFICE (CPREMO), AS ITS DIVISIONS:-

WHEREAS, the City of Naga treasures its history and culture, being the 3rd oldest Royal City established by Spain in the country in 1575;

WHEREAS, the City of Naga was declared as the Pilgrimage Capital of the Bicol Region by virtue of Presidential Proclamation No. 33 dated September 10, 2010, where we celebrate the only Regional Feast in the country, dubbed as the biggest Marian Pilgrimage in Asia in honor of Our Lady of Peñafrancia, Patroness of Bicol, and welcome more than a million pilgrims and devotees;

WHEREAS, the City of Naga is known as the Center of Good Governance where people participation, transparency, accountability and people empowerment are prime components of public service management;

WHEREAS, because of its heritage, history, culture and strong good governance tradition, the City of Naga is identified as having a great potential in tourism supported by a strong and strategic partnership and alliance with the private and public sectors;

WHEREAS, the Local Government of Naga desires to proactively maintain and sustain the city's stature as Bicol's heritage center and as a credible good governance practices learning hub in the Philippines, and to develop the city's eco-tourism potential;

NOW THEREFORE, I, JOHN G. BONGAT, Mayor of the City of Naga, by virtue the powers vested in me by law, do hereby order the following:



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Section 1. Creation of the City Marketing and Promotions Office. This office is hereby created as an interim department of the City Government of Naga to be known as the City Marketing and Promotions Office (CMPO), prelude to its creation by virtue of an ordinance, which shall be tasked to consolidate all planning, development, implementation, and evaluation of Naga's marketing and promotions programs, projects and activities, as well as the enhancement of the overall image of the city.

Section 2. Creation of new units and divisions and defining their functions. The City Events, Protocol and Public Information Office (CEPPIO) is hereby created as a division under the City Marketing and Promotions Office. The CEPPIO shall be the primary office responsible for the planning, organizing, and implementation of official City Government events and special activities, and those as defined in the official calendar of activities and special events and projects, as approved by the City Mayor.

Section 3. Transfer and renaming of existing units and divisions. The Arts, Culture and Tourism Office (ACTO), the City Publications Office (CPO), and the City Properties Management Office, now renamed into the City Parks and Recreational Facilities Management Office (CPRFMO), presently under the Office of the City Administrator, are hereby transferred under the City Marketing and Promotions Office as its division, together with the newly created City Events, Protocol and Public Information Office (CEPPIO).

Section 4. Definition of functions of the divisions under the City Marketing and Promotions Office. To carry out its mandate, the functions of the divisions under the CMPO are hereby defined:

1. **City Events, Protocol and Public Information Office (CEPPIO)**
 - a. Establishes the calendar of activities for official, regularly-held and traditional city events, and special events hosted, co-hosted, sponsored, or co-sponsored by the City Government;
 - b. Organizes events and manages functions as directed by the City Mayor;
 - c. Takes care of the logistical and venue preparations and food and beverage services pursuant to existing procurement, accounting and auditing rules, and of the supervision of the city's sound and light system service team;
 - d. Coordinates with national and city government departments and agencies, civic groups, non-government entities, private organizations,



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and the like, in relation to the conduct of regular and special events of the City Government;

- e. Takes care of the management and supervision of the existing Naga City Hall Chorale and Naga City Dance Troupe;
- f. Handles all protocol services for and in behalf of the city government which include, but are not limited to, planning and holding of city hospitality functions and major visits by Heads of State, Heads of Government and guests of Government, and providing advice to the City Mayor, members of the City Council and government departments on protocol-related matters such as ceremonies, indigenous ceremonies, forms of address, and flag procedures, heraldry matters, official use of the City Seal and emblems, and how to ensure that Nagueños receive recognition within the Naga City honors system;
- g. Maintains active collaboration to mainstream media, pursues an effective liaison to all city hall departments, local government units, government agencies, non-government organizations and various sectors, consults their leaders from time to time to ensure that the office is responsive and attentive to their concerns, being the city's information ally and messenger in the delivery of basic social services and vital advocacy campaigns of the city government;
- h. Manages the approved budget during the preparation stage and actual implementation of regular and special events of the City Government.

2. Arts, Culture and Tourism Office (ACTO)

- a. Formulates plans, activity and project designs for arts, culture, and tourism programs, projects and activities;
- b. Engages and coordinates with organizations representing members of the tourism industry, initiates plans and policy formulation relating to tourism development and promotions;
- c. Gathers, assesses, and interprets related data and figures from primary and secondary tourism enterprises and submit regular reports to appropriate local and national government agencies;
- d. Implements the approved tourism marketing and promotions plan, inclusive of projects and activities or events;
- e. Attends national travel fairs and exhibits of significant value to promote the city and tourism;
- f. Organizes, coordinates, and facilitates tours of special guests for the promotion of tourism in Naga;



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- g. Pursues revenue generating activities through networking with event organizers and MICE advertisers for leads on the use of such facilities as Civic Center, JMR Coliseum, and the Metro Naga Sports Complex;
- h. Implements a feedback program to evaluate existing condition of tourism-related policies, plans, projects, activities, partnerships, as well as those of primary and secondary tourism enterprises;
- i. Prepares and installs markers duly approved by the City Mayor, in all important and significant public monuments, halls, structures, buildings, giving due credit to deserving people or institutions, as the case may be;
- j. Manages the approved budget on tourism development in the City.

3. City Publications Office (CPO)

- a. Documents and covers official City Government projects, programs and activities;
- b. Documents and covers non-government, private sector, and/or civic group projects, programs and activities of significant importance and relevance to the City Government of Naga;
- c. Produces adequate copies of regular issues of City Government publications on a regular basis;
- d. Provides technical assistance to departments, units, divisions, and offices of the City Government in relation to the promotion of their programs, projects and activities;
- e. Manages the approved budget in the preparation and reproduction of City Government publications.

4. City Parks and Recreational Facilities Management Office (CPRFMO)

- a. Maintains the cleanliness, appearance, and functionality of public areas, spaces, and recreational facilities such as, but not limited to: parks, plazas, center islands, Civic Center, JMR Coliseum, and the Metro Naga Sports Complex;
- b. Manages the operations and upkeep, and ensure the sustainability, of identified city-owned public areas, spaces and recreational facilities within the city's approved budget;
- c. Ensures acceptable aesthetic qualities of identified city-owned public areas, spaces and recreational facilities;
- d. Ensures the safety of citizens and guests using identified city-owned public areas, spaces and recreational facilities thru proper preventive maintenance and operations.



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Section 5. The City Administrator shall prepare the list of existing personnel who will be assigned to the office and its divisions and in the interim shall head and organize the staffing therefor. The said list and organizational structure shall form an integral part of this Executive Order, by way of an addendum upon finalization, duly approved by the City Mayor.

Section 6. The budget of the Office and the divisions herein shall be sourced from the remaining budget of the Office of the City Administrator and the Office of the City Mayor, as may be appropriate, for the current year, subject to existing and applicable laws, rules and regulations. The succeeding years' appropriations for the said offices shall be prepared in accordance with regular government budgeting procedures.

Section 7. All issuances and orders inconsistent with this Executive Order are hereby repealed, amended, and/or modified accordingly.

Section 8. This Executive Order shall take effect immediately upon its approval.

Issued this 26th day of September Two Thousand and Thirteen in the City of Naga.


JOHN G. BONGAT
City Mayor

Attested by:


FLORENCIO T. MONGOSO, JR. CSEE
Department Head II and Acting City Administrator