



REPUBLIC OF THE PHILIPPINES  
**OFFICE OF THE CITY MAYOR**  
*City of Naga*



**EXECUTIVE ORDER NO. 2016-032**

**CREATING THE JESSE M. ROBREDO COLISEUM RE-DEVELOPMENT TASK GROUP (REDTAG), DEFINING ITS FUNCTIONS AND ALLOCATING FUNDS THEREFOR:-**

**WHEREAS**, the former Naga City Coliseum was officially named as Jesse M. Robredo Coliseum (JMR Coliseum) on 29 August 2012 thru City Ordinance No. 2012-043;

**WHEREAS**, construction of the JMR Coliseum was realized via series of loans from lending banks which until now are being repaid by the City of Naga;

**WHEREAS**, the JMR Coliseum has the potential for an economic enterprise, considering that it is the biggest single venue for sports and other related events, especially that it is located in Central Business District (CBD) 2 where businesses have thrived in the last five years, making the remaining leasable spaces marketable;

**WHEREAS**, there is a need to improve the facility, its utilization, and ultimately its productivity as an economic enterprise;

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

**Section 1. CREATION.** There is hereby created the **JESSE M. ROBREDO COLISEUM RE-DEVELOPMENT TASK GROUP (REDTAG)** with the following composition:

**Chairman** : Hon. John G. Bongat, City Mayor  
**Co-Chairpersons** :  
Hon. Ray-An Rentoy, City Councilor  
Hon. Cecilia De Asis, City Councilor  
Hon. Salvador Del Castillo, City Councilor



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**Task Group Chairpersons and Members per cluster:**

**(1) Renovation and Maintainance of Building and Grounds**

Engr. Leon Palmiano IV, City Engineer (Chairperson)  
Mr. Art Abonal, General Services Department Head  
Engr. Joel Martin, SWMO Head  
Engr. Francisco Lim, CPRFMO Head  
Engr. Jarwin Evangelista, BMO Head  
Engr. Joseph Bulaong, WSD Head

**(2) Leasing and Management**

Mr. Florencio T. Mongoso, Jr., CSEE, City Administrator (Chairperson)  
Mr. Francisco Mendoza, City Budget Officer  
Ms. Gigi Abonal, City Treasurer  
Mr. Reuel Oliver, Executive Director, Naga City Investment Board

**(3) Promotions, Marketing, and Special Events**

Mr. Allen Reondanga, CEPPIO Head (Chairperson)  
Mr. Willy Prilles, CPDO Head  
Mr. Alec Santos, ACTO Head  
Mr. Gilbert Albero, President, MNCCI  
Mr. Johann Dela Rosa, Executive Director, NCPC  
Mr. Ernani Suron, ESSO Head  
Private Events Organization

**(4) Security, Parking, and Traffic Management**

Mr. Ernesto Elcamel, OIC-Head, PSO (Chairperson)  
PSSupt. Julius S. Muñoz, Acting City Director, NCPO  
Engr. Gaudencio Asis, Assistant City Engineer  
Mr. Art Abonal, GSD Head

**Section 2. Functions** – The JMR Coliseum REDTAG shall draft and propose the JMR Coliseum Comprehensive Re-development Plan, including the following:

1. A comprehensive re-development and maintenance plan for the buildings and grounds, including cost estimates;
2. An enterprise development plan for the leasing and management of spaces within and for the entire facility during special events;
3. A marketing plan for promotions, regular and special events; and
4. A security operations plan, traffic and parking management plans.



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**Section 3. Schedule** -The JMR Coliseum Re-Development Task Group (REDTAG) is hereby instructed to convene pursuant to the following schedules:


1:00 pm, 30 August 2016, at the City Mayor's Office – Presentation of initial outputs and proposals for comment and discussion;

1:00 pm, 20 September 2016, at the City Mayor's Office- Presentation of initial budget design per cluster;


To be scheduled - Presentation of consolidated/revised proposals

To be scheduled - Presentation to the City Development Council (CDC)

Issued this 15<sup>th</sup> day of July, 2016 in the City of Naga, Philippines.

  
**JOHN G. BONGAT**  
City Mayor

Attested by:

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