

**EXECUTIVE ORDER NO. 2023-025**  
**VVVVVVVVVVVVVVVVVVVVVVVVVVVVVV**

**CONSTITUTING THE EVENT COMMITTEES AND SUPPORT SERVICES  
FOR THE 2023 PEÑAFRANCIA FESTIVAL**

**WHEREAS**, Section 15, Article 14 of the 1987 Constitution declares that the State shall conserve, promote, and popularize the nation's historical and cultural heritage;

**WHEREAS**, the City of Naga had been declared as a Pilgrimage Capital of the Bicol region by virtue of Proclamation No. 33, series of 2010;

**WHEREAS**, the Peñafrancia Festival fosters a sense of unity and camaraderie among the residents of Naga City and the Bicol Region. It is a time when people come together, regardless of social status or background, to celebrate their shared faith and cultural heritage;

**WHEREAS**, the festival also serves as a platform for community engagement and participation. Various civic organizations, local businesses, schools, and government agencies collaborate to organize events, parades, and religious activities, creating a strong sense of community spirit and pride;

**WHEREAS**, as to commence with the preparations and ensure the smooth implementation of the various activities identified for this year's celebration, there is a need to constitute, organize and create event and support committees, defining their functions, roles, and responsibilities, as well as the different activities that will be implemented and monitored by the same;

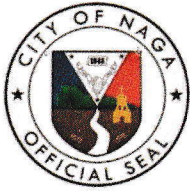
**NOW THEREFORE, I, NELSON S. LEGACION**, Mayor of Naga City, by virtue of the powers vested in me by law, do hereby order and create the following Peñafrancia Fiesta 2023 event and support committees:

**ARTICLE I. EVENT COMMITTEES**

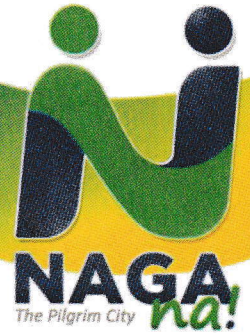
**Section 1. CREATION OF EVENT COMMITTEES.** The following committees are hereby created and shall be chaired by the following city government officials:

- 1. Miss Bicolandia Beauty Pageant Committee**  
Hon. Jose C. Rañola, M.D., City Councilor
- 2. Inter High School CAT/DRRM Marching Competition Committee**  
Hon. Salvador M. Del Castillo, City Councilor





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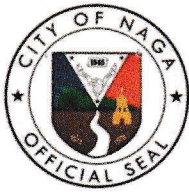


3. **Boy Scouts and Girl Scouts Parade and DXMC Committee**  
Hon. Joselito SA. del Rosario, Ph.D., City Councilor
4. **Civic and Float Parade Committee**  
Mr. Elmer S. Baldemoro, City Administrator
5. **Peñafrancia Voyadores Festival Committee**  
Hon. Jose B. Perez, City Councilor
6. **Bicol Regional Military Parade**  
Hon. Ramon Melvin G. Buenafe, City Councilor
7. **Tagboan Arts Festival**  
Mr. Allen L. Reondanga, City Events, Protocol & Public Information Office

**Section 2. POWERS AND FUNCTIONS OF THE EVENT CHAIRPERSONS.** These chairpersons shall be responsible for organizing and coordinating their respective committees and ensuring the successful execution of the festival events. Their powers and functions are as follows:

1. Formulate a committee structure and appoint competent individuals to serve as members of the respective event committee.
2. Define roles and responsibilities for each committee member, ensuring that tasks are delegated appropriately.
3. Provide guidance and support to committee members, facilitating effective communication and collaboration among team members.
4. Conduct regular committee meetings to discuss progress, address challenges, and make necessary decisions.
5. Develop a comprehensive plan for the respective Peñafrancia Festival event, including dates, schedules, and activities.
6. Coordinate with relevant stakeholders, such as government agencies, local communities, and volunteers, to ensure their participation and support.
7. Establish communication channels and maintain regular coordination meetings with committee members to ensure effective planning and execution.
8. Develop a budget for the respective event, considering all anticipated expenses and potential revenue sources.
9. Coordinate logistics arrangements, including venue selection, stage setup, seating arrangements, and necessary equipment procurement.
10. Oversee the development and implementation of safety protocols, crowd management strategies, and emergency response plans in collaboration with relevant authorities.





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11. Manage event operations on the day(s) of the festival event, ensuring a smooth flow of activities, efficient use of resources, and adherence to established timelines.
12. Conduct a thorough evaluation of the respective event, considering attendance numbers, financial reports, participant feedback, and stakeholder input.
13. Prepare a comprehensive report outlining the successes, challenges, and recommendations for future editions of the Peñafrancia Festival event.
14. Submit the report to the appropriate authorities and stakeholders within a reasonable timeframe following the event's conclusion.

## ARTICLE II. SUPPORT SERVICES

**Section 3. CREATION OF THE FESTIVAL SUPPORT SERVICES.** A Peñafrancia Festival Support Services to be headed by City Administrator **Mr. Elmer S. Baldemoro**.

**Section 4. Offices Involved.** The following offices and units through their respective department heads and chiefs-of-offices units shall render the following administrative and technical support services to all Peñafrancia Festival Events:

- 1) **Physical Arrangement and Festival Structures Services**
  - a) It shall be composed of the following:
    - i) General Services Department
    - ii) City Engineer's Office
    - iii) Building Maintenance Office
    - iv) City Parks and Recreational Facilities Management Office
  - b) It shall have the following functions:
    - i) Oversee the construction or installation of temporary structures required for the festival, such as tents, stages, exhibition booths, and rest areas.
    - ii) Ensure the maintenance and upkeep of existing infrastructure and facilities within festival venues.
    - iii) Oversee the design and setup of stages, backdrops, props, and decorations required for the festival.
    - iv) Strive to make festival venues and structures inclusive for individuals with disabilities.
    - v) Install signage and wayfinding systems to guide festival participants and attendees.
- 2) **Sponsorship, Public Information, Scheduling, Marketing and Promotions Services**



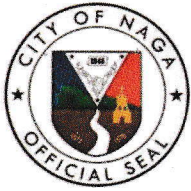


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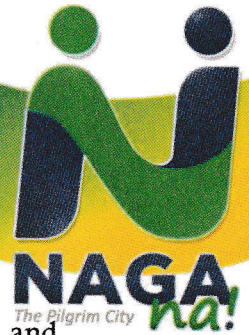


- a) The City Events, Protocol and Public Information Office shall serve as the lead office for these services.
- b) It shall have the following tasks:
- i) Sponsorship Management:*
- (1) Identify potential sponsors and partners to support the Penafrancia Festival.
  - (2) Develop sponsorship packages and proposals outlining the benefits and opportunities for sponsors.
  - (3) Reach out to sponsors, negotiate agreements, and manage sponsor relationships throughout the festival.
  - (4) Ensure that sponsor obligations are fulfilled, including brand visibility, recognition, and other agreed-upon benefits.
- ii) Public Information Management:*
- (1) Develop and implement a comprehensive public information strategy for the Penafrancia Festival.
  - (2) Serve as the primary point of contact for media inquiries, interviews, and press releases related to the festival.
  - (3) Coordinate with participating agencies, organizations, and stakeholders to disseminate accurate and timely information about festival events, activities, and updates.
  - (4) Manage the official festival website, social media accounts, and other communication channels to provide up-to-date information to the public.
- iii) Scheduling and Program Coordination:*
- (1) Develop a master schedule and timeline for the Penafrancia Festival, considering the various events, activities, and performances.
  - (2) Coordinate with event organizers, participants, and performers to ensure their availability and adherence to the schedule.
  - (3) Resolve scheduling conflicts and make necessary adjustments to maintain a coherent and well-organized festival program.
  - (4) Communicate the finalized schedule to all relevant stakeholders, including participants, attendees, and media outlets.
- iv) Marketing and Promotions:*
- (1) Develop a comprehensive marketing and promotions strategy to raise awareness and attract attendees to the Penafrancia Festival.
  - (2) Create engaging marketing materials, such as brochures, posters, banners, and digital content, to promote the festival.





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- (3) Coordinate with media outlets, including TV, radio, print, and online platforms, to secure coverage and advertising opportunities for the festival.
- (4) Organize promotional events, press conferences, and media launches to generate buzz and excitement around the festival.
- (5) Implement digital marketing strategies, including social media campaigns, influencer collaborations, and online advertisements, to reach a wider audience.

**3) Trade Events and Vending Services**

a) It shall be composed of the following:

- i) Market Enterprise and Promotions Office
- ii) City Treasurer's Office
- iii) Metro PESO – Cooperative Development Office

b) Subject to existing ordinances, it shall have the following tasks:

*i) Trade Events Management:*

- (1) Identify and invite vendors, exhibitors, and businesses to participate in trade events during the Penafrancia Festival.
- (2) Coordinate with participating vendors to ensure proper registration, documentation, and compliance with relevant regulations.
- (3) Organize trade shows, fairs, or exhibitions where vendors can showcase and sell their products or services.
- (4) Develop a floor plan or layout for the trade events, ensuring optimal space allocation and flow of visitors.
- (5) Provide necessary support and assistance to vendors, including setup assistance, utilities, and logistics coordination.

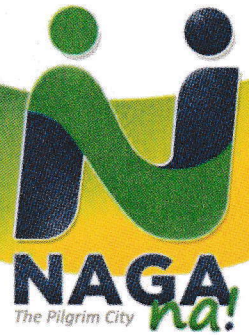
*ii) Vending Management:*

- (1) Develop guidelines and criteria for vending activities during the Penafrancia Festival.
- (2) Identify suitable vending areas or zones and determine the number of available vending spaces.
- (3) Facilitate the application and selection process for vendors interested in participating in the festival.
- (4) Allocate vending spaces to approved vendors and ensure fair and equitable distribution.
- (5) Coordinate with relevant authorities to ensure compliance with health and safety standards for food vendors.
- (6) Monitor vending activities and address any issues or concerns that may arise.





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**iii) Revenue Collection and Management:**

- (1) Establish a system for collecting fees and charges from vendors participating in trade events or vending activities.
- (2) Ensure accurate and timely collection of revenues and maintain proper financial records.
- (3) Coordinate with the finance or accounting department to reconcile and account for all financial transactions related to trade events and vending.

**4) Peace and Order Services**

a) It shall be composed of the following:

- i) Public Safety Office
- ii) Naga City Police Office
- iii) City Disaster Risk Reduction and Management Office

b) It shall have the following functions, duties and responsibilities:

**i) Security Planning and Coordination:**

- (1) Develop a comprehensive security plan for the Penafrancia Festival, considering potential risks, threats, and crowd management strategies.
- (2) Coordinate with other law enforcement agencies to ensure adequate security coverage throughout the festival venues and procession routes.
- (3) Liaise with security personnel and private security providers to deploy trained personnel at key locations to maintain order and respond to any security incidents.

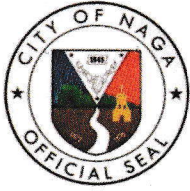
**ii) Crowd Control and Management:**

- (1) Develop strategies and protocols for crowd control to ensure the safety and security of participants and attendees.
- (2) Coordinate with event organizers and relevant stakeholders to establish designated entry and exit points, crowd flow patterns, and barrier systems.
- (3) Train and deploy personnel to manage crowds, provide guidance, and address any crowd-related issues promptly.
- (4) Establish communication channels with emergency response teams to facilitate efficient crowd management in case of emergencies.

**iii) Traffic Management:**

- (1) Develop a comprehensive traffic management plan for the Penafrancia Festival, considering the influx of visitors, procession routes, and road closures.





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- (2) Coordinate with other local government traffic enforcement units to implement traffic control measures, including rerouting, signal timing adjustments, and temporary road closures.
- (3) Deploy traffic personnel to key intersections, procession routes, and congested areas to facilitate smooth traffic flow and manage vehicular movement.
- (4) Communicate traffic advisories and alternate routes to the public through various channels, including social media, local radio stations, and signage.

iv) ***Emergency Preparedness and Response:***

- (1) Develop and implement an emergency response plan, including protocols for medical emergencies, fire incidents, and natural disasters.
- (2) Coordinate with emergency response teams, such as medical units, fire departments, and disaster management agencies, to ensure a swift and coordinated response to any emergencies.
- (3) Conduct drills and training sessions to prepare personnel for emergency situations and familiarize them with their roles and responsibilities.

v) ***Public Safety Awareness and Education:***

- (1) Develop and implement public safety campaigns to raise awareness among festival attendees about safety precautions, emergency procedures, and responsible behavior.
- (2) Disseminate safety information through various channels, such as posters, brochures, announcements, and social media platforms.
- (3) Collaborate with local schools, community organizations, and stakeholders to conduct safety seminars and workshops to educate the public about safety measures during the festival.

vi) ***Liaison with Relevant Agencies and Organizations:***

- (1) Serve as the point of contact and coordination with local government units, law enforcement agencies, emergency response teams, and other relevant organizations involved in peace, order, and traffic management.
- (2) Coordinate joint operations and information sharing to ensure seamless collaboration and response during the festival.

**5) Health and Emergency Services**

- a) It shall be composed of the following:
  - i) City Health Office
  - ii) City Health Office II





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- iii) Naga City Hospital
- iv) Our Lady of Lourdes Infirmary

b) It shall have the following functions, duties and responsibilities:

**i) Health Service Planning:**

- (1) Develop a comprehensive health service plan for the Penafrancia Festival, considering the expected number of attendees, potential health risks, and the availability of medical facilities.
- (2) Identify and coordinate with medical providers, including hospitals, clinics, and medical teams, to ensure their availability and readiness to respond to any medical emergencies.

**ii) Medical Facilities and Resources:**

- (1) Coordinate the setup and operation of medical facilities, first aid stations, and mobile medical units at strategic locations within festival venues and procession routes.
- (2) Ensure that medical facilities are properly equipped with essential medical supplies, equipment, and medications to handle common health issues and emergencies.

**iii) Emergency Medical Response:**

- (1) Develop protocols and procedures for emergency medical response, including triage, stabilization, and transportation of patients.
- (2) Coordinate with local emergency medical services (EMS) and ambulance providers to ensure timely response and transportation of patients to appropriate healthcare facilities.

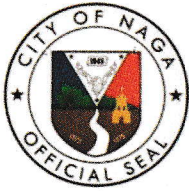
**iv) Public Health Promotion:**

- (1) Implement public health campaigns to promote health and hygiene practices among festival attendees.
- (2) Disseminate information on preventive measures, such as hand hygiene, food safety, and sun protection, through various communication channels, including posters, brochures, and announcements.
- (3) Collaborate with private local health agencies and organizations to provide health education sessions, health screenings, and vaccinations to the public during the festival.

**v) Coordination with Local Healthcare Providers:**

- (1) Establish communication and coordination channels with local healthcare providers, hospitals, and clinics to facilitate the





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seamless referral and transfer of patients requiring specialized care.

- (2) Collaborate with healthcare professionals to provide medical support and guidance to festival attendees, including advice on managing pre-existing health conditions and addressing minor health concerns.

**vi) Epidemiological Surveillance:**

- (1) Monitor and track any potential outbreaks or infectious diseases during the festival.
- (2) Implement disease surveillance systems and promptly report any unusual patterns or clusters of illness.
- (3) Implement measures to prevent the spread of communicable diseases, such as providing hand sanitization stations and promoting respiratory etiquette.

**6) Cleanliness and Solid Waste Management Services**

a) It shall be composed of the following:

- i) Solid Waste Management Office
- ii) City Environment and Natural Resources Office

b) It shall have the following functions, duties and responsibilities:

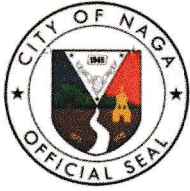
**i) Waste Management Planning:**

- (1) Develop a comprehensive waste management plan for the Penafrancia Festival, considering the expected waste generation, waste segregation, and disposal methods.
- (2) Identify waste collection points and establish a system for waste segregation, including recyclables, non-recyclables, and organic waste.

**ii) Waste Collection and Disposal:**

- (1) Coordinate with waste management service providers to ensure the timely collection and disposal of waste generated during the festival.
- (2) Deploy an adequate number of waste collection bins and containers at strategic locations within festival venues and procession routes.
- (3) Ensure the proper segregation and disposal of waste, adhering to environmental regulations and sustainable waste management practices.





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**iii) Public Awareness and Education:**

- (1) Implement public awareness campaigns to educate festival attendees about the importance of waste segregation, recycling, and responsible waste disposal.
- (2) Disseminate information on proper waste management practices through various communication channels, including posters, brochures, and announcements.
- (3) Organize workshops, seminars, or interactive activities to engage the public and promote a culture of cleanliness and waste reduction.

**iv) Cleanup and Sanitation:**

- (1) Organize and coordinate cleanup activities before, during, and after the festival to maintain cleanliness and sanitation.
- (2) Mobilize volunteers and personnel to conduct regular sweeping, litter picking, and garbage collection to keep the festival venues and procession routes clean.
- (3) Monitor and address any immediate cleanliness issues, such as overflowing trash bins, littering, or improper waste disposal.

**v) Recycling and Composting:**

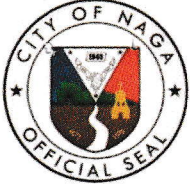
- (1) Promote recycling initiatives by providing designated recycling stations and encouraging festival attendees to separate recyclable materials from general waste.
- (2) Collaborate with local recycling facilities or organizations to collect and properly process recyclable materials.
- (3) Establish composting stations to manage organic waste generated during the festival, promoting composting as a sustainable waste management practice.

**vi) Waste Reduction Strategies:**

- (1) Implement waste reduction strategies, such as minimizing the use of single-use plastics and promoting reusable alternatives.
- (2) Collaborate with food vendors and stalls to encourage the use of eco-friendly packaging and utensils.
- (3) Explore partnerships with local organizations to implement waste reduction initiatives, such as promoting upcycling or zero-waste practices.

**ARTICLE III. GENERAL PROVISIONS**





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**Section 4. AUGMENTATION OF PERSONNEL.** In the exigency of the service, the City Administrator is hereby authorized to temporarily reassign personnel from other offices and department to offices and departments herein tasked to render event support services.

**Section 5. FUNDING/OPERATING COSTS.** All costs pertaining to the operation of Committees and Civic Events staging, including incidental and other expenses as well as appropriate personnel expenditures, as may hereinafter be identified shall be taken from the available funds of the City Government of Naga, subject to the usual accounting and auditing rules and regulations and taking into consideration Austerity Measures put in place in anticipation of the continued rise in the prices of fuel and other essential commodities.

**Section 6. SEPARABILITY CLAUSE.** If any provision of this Executive Order is declared invalid or unconstitutional, the other provisions not affected thereby shall remain valid and subsisting.


**Section 7. REPEALING CLAUSE.** All orders or parts thereof which are inconsistent with the provisions of this Executive Order are hereby repealed or modified accordingly.

**Section 8. EFFECTIVITY.** This Executive Order shall take effect immediately.

Issued this 14<sup>th</sup> day of June 2023 in the City of Naga, Philippines.

**NELSON S. LEGACION**  
City Mayor

Attested by:

  
**ELMER S. BALDEMORO**  
City Administrator