



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



EXECUTIVE ORDER NO. 008
Series of 2025

**CONSTITUTING THE EVENT COMMITTEES AND SUPPORT SERVICES FOR
THE 2025 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;

WHEREAS, the Peñafrancia Festival 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 where 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 and ensure the participation of all offices of the City Government of Naga, 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;

WHEREAS, the City Events, Protocol and Public Information Office shall serve as the overall secretariat to all Peñafrancia Festival events and the Sangguniang Panlungsod Secretariat for the Ms. Bicolandia Executive Committee.

NOW, THEREFORE, I, MARIA LEONOR G. ROBREDO, Mayor of Naga City, by virtue of the powers vested in me under existing laws, do hereby order and create the following Peñafrancia Festival 2025 event and support committees:



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



Article I. Event Committees

SECTION 1. CREATION OF EVENT COMMITTEES. The following event committees are hereby created:

A. Executive Committee

Chairperson: **Mr. Ray-An Cydrick G. Rentoy**
Transition Committee Member, City Mayor's Office

Co-Chairperson: **Mr. Allen L. Reondanga**
Department Head, CEPPIO

Members: **All Chairpersons of Other Committees**
Mr. Raynor Rodriguez
Transition Committee Member, City Mayor's Office
Ms. Rosa Imelda P. Velasco
Representative, City Budget Office
Engr. Elmer Albo
Acting City Engineer
Mr. Renne Gumba
Public Safety Officer
Engr. Jarwin Evangelista
Building Maintenance Officer
Mr. Ansel Maño
Human Resource Management Officer

B. Miss Bicolandia Executive Committee

Chairperson: **Hon. Gilda Gayle R. Abonal-Gomez**
City Councilor

Co-chairperson: **Hon. Wilfredo Jude A. Diokno**
City Councilor

Members: **Mr. Jose B. Perez**
Former Councilor
Ms. Rochelle Priela
Private Sector Representative



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



Ms. Ana Marie Delloro

Private Sector Representative

Ms. Abegail Sy Soriano

Private Sector Representative

Mr. Everett Olivan

Private Sector Representative

Mr. Mike Pauig

Entrepreneur

Atty. William R. Enrile II

Professional Sector Representative

Ms. Rye Rentoy

Interior Designer

Mr. Jeremy R. Lo

Civil Society Representative

Ms. Johanna Pauline S. Perez

Former Beauty Queen

C. Bicol CTP/MAPEH DRRM Parade Competition Committee

Chairperson: Mr. Ernani B. Suron

Education, Sports, and Scholarship Officer

Co-Chairperson: Mr. Vicente Avila

Founding Chairman, Bicol Federation of Active and
Reserved Commandants and Instructors League

Members: Dr. Susan S. Collano, CESO V

Department of Education, Superintendent

Ms. Annabel Vargas

City Social Welfare and Development Officer



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



Mr. Delfin Aguilar

Representative, Education, Sports, and Scholarship Office

D. Committee on Boy Scouts and Girl Scouts Parade and DXMC

Chairperson: **Hon. Ghiel G. Rosales**
City Councilor

Co-Chairperson: **Hon. Jessie R. Albeus**
City Councilor

Members: **Dr. Susan S. Collano, CESO V**
Schools Division Superintendent
Mr. Alberto Villafuerte
City Assessor

E. Civic and Float Parade Committee

Chairperson: **Hon. Elmer S. Baldemoro**
City Councilor

Co-Chairperson: **Hon. Maria Corazon M. Peñaflor**
City Councilor

Members: **Ms. Maria Laarni Nabua**
Representative, Lingkod Barangay Office
Ms. Maria Dolores Delos Reyes
Department Head, CCRO

F. Peñafrancia Voyadores Festival Committee

Chairperson: **Hon. David Casper Nathan A. Sergio**
City Councilor

Co-Chairperson: **Dr. Susan S. Collano, CESO V**
Schools Division Superintendent

Members: **Hon. Jefson Romeo Felix**
City Councilor



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



Mr. Allen L. Reondanga
Department Head, CEPPIO

G. Bicol Regional Military Parade

Chairperson: **Hon. Ramon Melvin G. Buenafe**
City Councilor
Co-Chairperson: **Hon. Allan Reiz C. Macaraig**
City Councilor
Members: **Mr. Riko Vinluan**
City Librarian
Mr. Jose B. Importante
Executive Director, NCDDDB

H. Tagboan Arts, Music and Gastronomy Festival

Chairperson: **Mr. Allen L. Reondanga**
Department Head, CEPPIO
Co-Chairperson: **Mr. Dennis Gonzaga**
Acting President, Naga City Arts and Culture Coalition
Members: **Ms. Mariza Belmonte**
Private Sector Representative
Mr. Billy Francesco B. Genterola
Private Sector Representative
Chef Leandro "Doy" Sto. Domingo
Private Sector Representative

→ **SECTION 2. STAFF FOR EVENT COMMITTEES.** To guarantee active involvement and equitable task allocation among City Government staff, the Secretariat and Support Teams of the Event Committees will consist of current personnel reporting to member Councilors and Department Heads of Chief-of-Offices.

SECTION 3. POWERS AND FUNCTIONS OF THE EVENT COMMITTEES. The Event Committees shall be responsible for organizing, coordinating, and ensuring



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



the successful execution of the festival events. Their powers and functions are as follows:

- A. Define roles and responsibilities for each committee member, ensuring that tasks are delegated appropriately.
- B. Provide guidance and support to committee members, facilitating effective communication and collaboration among team members.
- C. Conduct regular committee meetings to discuss progress, address challenges, and make necessary decisions.
- D. Develop a comprehensive plan for the respective Peñafrancia Festival event, including dates, schedules and activities.
- E. Coordinate with relevant stakeholders, such as government agencies, local communities, and volunteers, to ensure their participation and support.
- F. Establish communication channels and maintain regular coordination meetings with committee members to ensure effective planning and execution.
- G. Develop a budget for the respective event, considering all anticipated expenses, and potential revenue sources.
- H. Coordinate logistics arrangements, including venue selection, stage setup, seating arrangements, and necessary equipment procurement.
- I. Oversee the development and implementation of safety protocols, crowd management strategies, and emergency response plans in collaboration with relevant authorities.
- J. 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.
- K. Conduct a thorough evaluation of the respective event, considering attendance numbers, financial reports, participant feedback, and stakeholder input.
- L. Prepare a comprehensive report outlining the successes, challenges, and recommendations for future editions of the Peñafrancia Festival event.
- M. Submit the report to the appropriate authorities and stakeholders within a reasonable timeframe following the events conclusion.



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



Article II. Support Services

SECTION 4. CREATION OF THE FESTIVAL SUPPORT SERVICES. The following shall serve as Festival Support Committees:

A. Physical Arrangement and Festival Structures Services Committee

Chairperson: **Hon. Francisco M. Mendoza**
City Councilor

Co-Chairperson: **Engr. Elmer T. Albo**
Acting City Engineer

Members: **Engr. Joel Martin**
Department Head, SWMO

Mr. Arthur Abonal
Department Head, General Services Office

Engr. Jarwin Evangelista
Department Head, Building Maintenance Office

Engr. Francisco Lim
Head, City Parks and Recreational Facilities Management Office

The committee shall have the following functions:

- A. Oversee the construction or installation of temporary structures required for the festival, such as tents, stages, exhibition booths, and the rest areas.
- B. Ensure the maintenance and upkeep of existing infrastructure and facilities within festival venues.
- C. Oversee the design and setup of stages, backdrops, props, and decorations required for the festival.
- D. Strive to make festival venues and structures inclusive for individuals with disabilities.
- E. Install signage and wayfinding systems to guide festival participants and attendees.



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



B. Sponsorship, Public Information, Scheduling, Marketing, and Promotions Services

- Chairperson:** **Mr. Raphael Martin Magno**
Transition Committee Member, City Mayor's Office
- Members:** **Mr. Hubert Brocales**
Supervising Administrative Officer, City Mayor's Office
- Mr. Angel Ojastro III**
City Legal Officer
- Atty. Domnina Rances**
Transition Committee Member, City Mayor's Office
- Ms. Ruby Singson**
City Accountant
- Ms. Maria Socorro R. Gayanilo**
City Treasurer

The committee shall have the following functions:

1. Sponsorship Management

- a. Identify potential sponsors and partners to support the Peñafrancia Festival.
- b. Develop sponsorship packages and proposals outlining the benefits and opportunities for sponsors.
- c. Reach out to sponsors, negotiate agreements, and manage sponsor relationships throughout the festival.
- d. Ensure that sponsor obligations are fulfilled, including brand visibility, recognition, and other agreed-upon benefits.

2. Public Information Management

- a. Develop and implement a comprehensive public information strategy for the Peñafrancia Festival.
- b. Serve as the primary point of contact for media inquiries, interviews, and press releases related to the festival.



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



- c. Coordinate with participating agencies, organizations, and stakeholders to disseminate accurate and timely information about festival events, activities, and updates.
- d. Manage the official festival website, social media accounts, and other communication channels to provide up-to-date information to the public.

3. *Scheduling and Program Coordination*

- a. Develop a master schedule and timeline for the Peñafrancia Festival, considering the various events, activities, and performances.
- b. Coordinate with event organizers, participants, and performers to ensure their availability and adherence to the schedule.
- c. Resolve scheduling conflicts and make necessary adjustments to maintain a coherent and well-organized festival program.
- d. Communicate the finalized schedule to all relevant stakeholders, including participants, attendees, and media outlets.

4. *Marketing and Promotions*

- a. Develop a comprehensive marketing and promotions strategy to raise awareness and attract attendees to the Peñafrancia Festival.
- b. Create engaging marketing materials, such as brochures, posters, banners, and digital content, to promote the festival.
- c. Coordinate with media outlets, including TV, radio, print, and online platforms, to secure coverage and advertising opportunities, for the festival.
- d. Organize promotional events, press conferences, and media launches to generate buzz and excitement around the festival.
- e. Implement digital marketing strategies, including social media campaigns, influencer collaborations, and online advertisements, to reach a wider audience.



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



C. Trade Events and Vending Services

- Chairperson:** **Ms. Maria Elizabeth Lavadia**
Transition Committee Member, City Mayor's Office
- Co-Chairperson:** **Mr. Ramon J. Florendo**
Department Head, MEPO
- Members:** **Mr. Raynor Rodriguez**
Transition Committee Member, City Mayor's Office
- Mr. Elmer T. Sto Domingo**
Chairperson, NCPC
- Ms. Ruby Singson**
City Accountant
- Ms. Maria Socorro R. Gayanilo**
City Treasurer

The committee shall have the following functions:

1. Trade Events Management

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

2. Vending Management

- a. Develop guidelines and criteria for vending activities during the Peñafrancia Festival.



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



- b. Identify suitable vending areas or zones and determine the number of available vending spaces.
- c. Facilitate the application and selection process for vendors interested in participating in the festival.
- d. Allocate vending spaces to approved vendors and ensure fair and equitable distribution.
- e. Coordinate with relevant authorities to ensure compliance with health and safety standards for food vendors.
- f. Monitor vending activities and address any issues or concerns that may arise.

3. Revenue Collection and Management

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

SECTION 5. STAFF FOR SUPPORT COMMITTEES. To guarantee active involvement and equitable task allocation among City Government staff, the Secretariat and Support Teams of the Support Committees will consist of current personnel reporting to member Councilors and Department Heads or Chief-of-Offices.

Article III. General Provisions

SECTION 6. OTHER TASKS. The aspects of Peace of Order and Public Safety, Cleanliness and Sanitation, Health, and Emergency shall be under the Multi-Agency Coordination, and Incident Command System which shall be subject of a separate Executive Order.

SECTION 7. AUGMENTATION OF PERSONNEL. In the exigency of the service, the City Mayor temporarily reassigns personnel from other offices and department to offices and departments herein tasked to render support services.



Republic of the Philippines
OFFICE OF THE CITY MAYOR
City of Naga, 4400



SECTION 8. 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 the measures put in place to the spending and monitoring guidelines instituted under EO No. 005 s. 2025.

SECTION 9. AMENDMENTS AND INTERPRETATION. This Order may be amended or supplemented as may be deemed necessary, and shall be interpreted to give full force and effect to the attainment of the declared policy and the operationalization of the principles of good governance.

SECTION 10. REPEALING CLAUSE. All issuances and orders inconsistent with this Order are hereby repealed, amended, or modified accordingly.

SECTION 11. SEPARABILITY CLAUSE. If any provision of this Order is declared unconstitutional or invalid, the other provisions not affected thereby shall remain in full force and effect.

SECTION 12. EFFECTIVITY. This Order shall take effect immediately and shall remain in effect unless otherwise revoked or amended, or until superseded by an ordinance.

DONE in the City of Naga, this 4 th day of JULY, 2025.


MARIA LEONOR G. ROBREDO
City Mayor

Attested by: _____


RHYNOR ROBREDO