

Mandate, Vision/Mission, Major Final Output, Performance Indicators and Targets FY 2025  
Naga City

Department/Office  
Mandate/Legal Basis

City Events, Protocol and Public Information Office  
Responsible for the comprehensive planning, coordination, and execution of events management services, including governance-related activities, festivals, and official ceremonies. Tasked with the preservation and promotion of the city's cultural heritage through the organization of cultural activities. The Office shall also extend its support to the arts community through the provision of grants, exhibitions, and festivals. In addition, the Office also manages public information to enhance public outreach, ensure the dissemination of accurate and timely information through various media channels.

Vision

Mission

The City Events, Protocol, and Public Information Office is dedicated to fostering a well-informed, culturally enriched, and united community by delivering comprehensive services in events management, protocol adherence, cultural and arts promotion, and public communication. We strive to celebrate and preserve our heritage, support the arts, and provide accurate and timely information to the public, while ensuring that all city functions and ceremonies are conducted with the utmost respect and professionalism.

Organizational Outcome

City events and ceremonies effectively managed  
Awareness, appreciation and access of historical and cultural heritage increased  
Public access, engagement and understanding of city policies and government programs achieved

AIP Reference Code	Program/Project/ Activity Description	Major Final Output	Performance Indicator	Target for the Budget Year	Proposed Budget for the Year			
					PS	MOOE	CO	Total
	MFO 1. MANPOWER SERVICES							
1000-2-02-18-001-001-000	General Administration and Support (GAS)	Administrative and Support Services	Percentage of benefits and entitlements of employees duly received	100% completion	9,683,611.00	2,735,963.00	12,419,574.00	
	MFO 2. ADMINISTRATIVE AND SECRETARIAL SERVICES							
1000-2-02-18-002-001-000	2.1 Records Management	CEPPIO services	Percentage/number of programs, projects, activities (PPAs) fully implemented within budget and schedule	100%		985,777.40	155,594.00	1,141,371.40
	2.2 Supplies Mgt and Inventory			100%				
	2.3 Procurement of Office Supplies			80%				
	2.4 Procurement of Event Documentation ect/supplies			80%				
	2.5 Repair and Maintenance of Eqp			80%				
	2.6 Personnel Capacity Devt			6				
	MFO 3. EVENTS MANAGEMENT SERVICES							
1000-2-02-18-003-001-000	3.1 Production of Calendar of Events	CEPPIO services	Percentage/number of programs, projects, activities (PPAs) fully implemented within budget and schedule	4		725,625.00		725,625.00
	3.2 Governance Related Events			100%				
	3.3 Commemorative Events			11				
	3.4 Festivals and Events			70%				
	3.5 Events Assistance			90%				
	MFO 4. PROTOCOL SERVICES							
1000-2-02-18-004-001-000	4.1 Display of Philippine Flag	CEPPIO services	Percentage/number of programs, projects, activities (PPAs) fully implemented within budget and schedule	90%		257,250.00		257,250.00
	4.2 Display of Naga City Flag			100%				
	4.3 Flag Retirement Ceremony			100%				
	4.4 City Recognition Rites			100%				
	4.5 Civic Funeral Rites			0%				
	4.6 Reception Services for Dignitaries and official visitors			0%				
	4.7 Flag Ceremony every Monday			100%				
	MFO 5. CULTURAL AFFAIRS SERVICES							
1000-2-02-18-005-001-000	5.1 Construction of Naga City Cultural Center	CEPPIO services	Percentage/number of programs, projects, activities (PPAs) fully implemented within budget and schedule	0%		1,029,000.00		1,029,000.00
	5.2 Cultural Properties Inventory			30				
	5.3 Construction of Arejola Monument			0%				
	5.4 Construction of Juan Q. Miranda Monument			0%				
	5.5 City Hall Chorale			100%				
	5.6 Management of Arts and Culture Social Media Page			100%				
	5.7 Naga City Heritage Walk			1				
	5.8 Local Historical Markers Project			3				
	5.9 Heritage Lectures			2				
	5.10 Plaza Complex Weekend Night Market			0				
	5.11 Naga City Arts and Culture Council Meetings			4				

MFO 6. ARTS MANAGEMENT SERVICES								
1000-2-02-18-006-001-000	6.1 Grants and Aids	CEPPIO services	Number of grants processed and	3		1,028,788.60		1,028,788.60
	6.2 Art Exhibition		Number of supported and organized Art Exhibitions	4				
	6.3 Naga City Art Gallery Management		Naga City Gallery operationalized	0%				
	6.4 Art Festivals - Karaw Festival - Arts Lectures and Workshops		Percentage of approved art festivals staged	50%				
MFO 7. DIGITAL COMMUNICATIONS SERVICES								
1000-2-02-18-007-001-000	7.1 Social Media Management (including boosting)	CEPPIO services	Number of social media posts rendered annually	800		118,958.00		118,958.00
	7.2 Content Creation		Number of ideas/concepts produced	4				
	7.3 Event Coverage		Percentage of approve events covered	90%				
	7.4 Website News Section Updating		Number of articles posted annually	40.00				
	7.5 Vloggers and Influencers Networking and Linkage		Number of networking activities made	1				
MFO 8. NEWS AND PUBLICATIONS SERVICES								
1000-2-02-18-008-001-000	8.1 Media Briefings	CEPPIO services	No of media briefings conducted	12		1,353,007.00	195,000.00	1,548,007.00
	8.2 Media Linkage and Networking		No of Media Linkage and Networking activities	1				
	8.3 Production and Distribution of An Naga Ngonian Newsletter		No. of ANN Newsletter circulated	4000				
	8.4 Production and Airing ANN Express Radio Program/Satong Aramon Radio Program		No. of ANN Express Radio Program/Satong Aramon	200				
	8.5 Production and Printing of Information Billboards		Percentage of approved information billboards produced and installed	90%				
	8.6 Livestreaming Services - SP Sessions - City Events		Percentage of regular sessions and official city events streamed live on official social media accounts	90%				
	8.7 Advocacy/Infomercial Production and Airing		No. of infomercials produced	0%				
GRAND TOTALS					9,683,611.00	8,234,369.00	350,594.00	18,268,574.00

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