



## **OFFICE OF THE MUNICIPAL MAYOR**

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### **EXECUTIVE ORDER NO. 023-2017**

**AN ORDER DESIGNATING MR. RICARDO A. LIM AS LOCAL ECONOMIC INVESTMENT AND PROMOTION OFFICER AND TOURISM OPERATIONS OFFICER OF PINAMALAYAN, ORIENTAL MINDORO.**

**WHEREAS**, the Department of Interior and Local Government (DILG) Memorandum Circular No. 2010-113 encourages the designation of permanent Local Economic Investment and Promotion Officer (LEIPO)

**WHEREAS**, Section 17, Chapter 2, Title 1, Book 1 of the Republic Act 7160 otherwise known as the "Local Government Code of 1991" empower Local Government Units to prepare, adopt, implement and monitor their local tourism development plans, enforce standards for tourism enterprises and collect statistical data for tourism purposes;

**WHEREAS**, designation of Local Economic Investment and Promotion Officer is crucial in promoting Municipal Government of Pinamalayan as an attractive investment destination and enabling this LGU of becoming Business Friendly and a Competitive Municipality;

**WHEREAS**, the Municipal Government of Pinamalayan deemed it necessary to have a personnel who will fully carry out the functions of Municipal Tourism Officer and to give due regard to the conservation of natural endowments and preservation of cultural heritage while according opportunity for local communities to achieve a better quality of life.

**NOW THEREFORE, I, ARISTEO A. BALDOS, JR**, Municipal Mayor of Pinamalayan, Oriental Mindoro, by virtue of the power and authority vested in me by law, do hereby designate **MR. RICARDO A. LIM**, as the *Local Economic Investment and Promotion Officer (LEIPO)* and *Tourism Operations Officer* of Pinamalayan, Oriental Mindoro as follows:

#### **Section 1. FUNCTIONS.**

##### **A. Function as Local Economic Investment and Promotion Officer**

- a. Facilitate the preparation, coordination, and execution of local economic and investment promotion policies, projects, and activities of the this municipal government;
- b. Facilitate the establishment of an aggressive, systematic, coordinated, sustained promotion and marketing of the LGU as investment location;
- c. Provide basic information about business potentials of the LGU including LGU services to prospective investors to attract more investments to flow in the community. This includes establishing a local economic data base containing relevant facts and figures;



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**MUNICIPALITY OF PINAMALAYAN**



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- d. Coordinate with other offices in the promotion of economic activities such as the Planning and Development, Treasury and Budget Offices and the other government agencies;
- e. Coordinate with the private sector in investment promotion campaigns or negotiations concerning PPP joint ventures;
- f. Conduct information dissemination on local government policies on investment, investment wage laws, required permits;
- g. Provide assistance on preparing an LGU Business Plan, advice on product development and identification of target markets to potential investors, and assist with marketing and financial planning of micro, small, and medium business enterprises;
- h. Conduct pilot projects that involve best practices and developing knowledge products on successful local economic transformations for dissemination to LGU;

**B. Function as Tourism Operations Officer**

- a. Formulate a strategic plan or a framework plan to develop and enhance the tourism potentials and tourism industry in the municipality of Pinamalayan;
- b. Coordinate every tourism events and programs in the community;
- c. Formulate programs and recommendation to develop local tourism facilities and attraction tapping local and outside resources and funds;
- d. Assist in the regulation and supervision of tourism- oriented establishments thereby ensuring wholesome and clean tourism activities;
- e. Assist in monitoring the implementation of the Local Government Code particularly on the matter of licensing of tourism establishment in the locality in order to ensure a safe and enjoyable stay of the tourists and travelers.

**Section 2. OFFICE.** The Tourism and Information Center at the Municipal Park shall serve as their office.

**Section 3. REPEALING CLAUSE.** Executive Order No. 047-2016, Memorandum Order No. 012-2017 and other similar orders, issuances, rules and regulations or parts thereof, which are inconsistent with this Order are hereby revoked or modified accordingly.

**Section 4. EFFECTIVITY.** This Order shall take effect immediately.

Done in the Municipality of Pinamalayan, Oriental Mindoro this 31<sup>st</sup> day of July 2017.

  
**ARISTEO A. BALDOS, JR.**  
Municipal Mayor