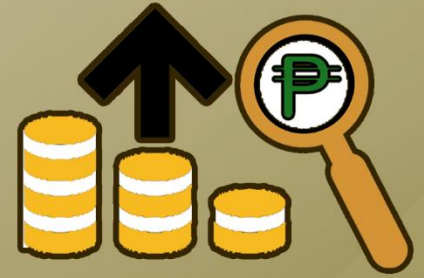


RINAMALAYAN

REVENUE GENERATION & MOBILIZATION PLAN 2024





Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF PINAMALAYAN

MUNICIPAL REVENUE GENERATION AND MOBILIZATION PLAN 2024
PROOF OF RECEIPT



OFFICE/AGENCY/DIVISION	RECEIVED				SIGNATURE
	ON:		BY:		
	Date	Time	Printed Name	Position/Designation	
Municipal Mayor's Office	6-9-23	8:33	Marc Menora	AM	
Zoning / Motorpool Division	6-13-23	8:34	Zaida Marcelino	AA III	
Slaughterhouse Operations Division	6-13-23	9:56	Lilibeth Manzo	AAIV	
Municipal Vice Mayor's Office and the Sangguniang Bayan	5-31-2023	4:55	JASMIN G. TUGADI	A-A-1	
Municipal Administrator's Office	6-7-23	2:37	MELODY P. MENDETA	A-A-III	
Municipal Planning and Development Office	5-31-23	4:50	GERALD M. DULATRE	ITA	
Municipal Budget Office	6-7-23	3:06	MARIA ANNA ABULUAN	AAIV	
Municipal Accounting Office	6/8/23	11:15	MJ FUENTES	COI	
Municipal Treasury Office	6-7-23	4:11	BABYLYN L. SENI	A-A-11	
Municipal Agriculture's Office	6-8-23	4:53	P. Joy Villarba	A-A-IV	
Municipal Assessor's Office	6-13-23	8:26	Jannica Jannillo	AA-III	
Municipal Civil Registry Office	6-13-23	8:59	ELOISA F. MOLDOGO	AA-IV	
Market Operations Department	6-13-23	10:30	GINA S. LANOT	AA Admin. Asst. II	
Business Permits and Licenses Office	6-9-23	8:32	PIZZA G. DE LA VEGA	A-A-VI	
Municipal Local Government Operations Office	6-9-23	9:57	CHRISTIAN DEBEN	AAI	
Provincial Budget Office	6-7-23	3:06	MARIA ANNA ABULUAN	AAIV	
Commission on Audit (COA)	6/8/23	11:15	MJ FUENTES	COI	



CONTENTS

- **Messages**
 - **Municipal Mayor**
 - **Municipal Vice Mayor**
- **Acknowledgement**
- **Approval / Adoption**
 - **Sangguniang Bayan (SB) Resolution No. 128-2023**
 - **Municipal Development Council (MDC) Resolution No. 02-2023**
- **Vision Statement**
- **Mission Statement**
- **Strategic Thrusts and Development Priorities**
- **Core Values**
- **Pinamalayan Brief Profile**
- **Revenue Generation and Mobilization Plan 2024**

OFFICE OF THE MUNICIPAL MAYOR



MESSAGE




The Local Government Unit of Pinamalayan under our leadership, remains focus, steady and firm to our sworn commitment to Pinamaleños. We have utilized our funds and resources in achieving our noble commitment to people. Programs, projects and activities are well aligned and attuned to the demands of the public. We have remained committed to our mission of reaching out to the most vulnerable members of society. As a result, we must level up, improve, and modify all of our initial activities in order to satisfy the unique requirements of our people while also adapting to the demands of a changing world.

My fellow Pinamaleños, it is with great pride and honor to present and dedicate this compilation of Thematic Plans and Programs 2024, a navigational plan towards the Local Government's developmental framework and program intervention for the Fiscal Year 2024.

This plan of action reflects our expectations for conquering challenges and moving forward. It contains the programs/projects/activities streamlined for the coming year from a long master list of projects generated through sectoral consultation. Furthermore, with the unwavering support and active participation of all stakeholders, we can vouch that no sector is being left behind and guarantee the inclusivity of all programs.

Also, our heartfelt gratitude goes to the dedicated men and women of these municipality who place their best efforts to come up with this plan.

Hail Pinamalayan and all its people- ang Bayan ng Bahaghari, Bayang Pinagpala. Pilipinas, Pinamalayan Naman!


HON. ARISTEO APASAN BALDOS, JR.
MUNICIPAL MAYOR

OFFICE OF THE MUNICIPAL VICE MAYOR



MESSAGE




HON. RODOLFO M. MAGSINO
MUNICIPAL VICE MAYOR

Warmest greeting!

Success is no accident. It takes a lot of hard work, perseverance, learning, studying, sacrifice, and most of all, love of what you are doing or learning to do.

The municipality of Pinamalayan aims to become a sustainable place to live for every Pinamaleños. Planning and implementation are the best tool in making success. Thematic planning is an important activity of the Local Government Unit with the objective of building a more progressive municipality.

In this activity, the Local Chief Executive together with the Vice Mayor, Sangguniang Bayan Members, Department Heads, Chief of offices, and the representatives from different sectors joined together in a group discussion and identifying different programs, projects and activities that we believe needed to be implemented and can make an impact in the society.

Through inquiries, careful studies, researches and workshops, we will be able to sustain and meet the demands of the ever-changing time. Long term solutions, programs, projects and activities to be implemented are relevant and beneficial to the people. We cannot stop the passing time, but we have the power to define it.

With our collaborative efforts we can make Pinamalayan a sustainable place to live in. Let us work together and win as one. With the help of the Almighty, hand in hand, we can achieve what we are dreaming for our beloved Pinamalayan.

“Today’s progress was yesterday’s plan” - Anonymous

ACKNOWLEDGEMENT



In the spirit of unity towards progress, deepest appreciation is hereby conveyed to the various stakeholders and institutions in our municipality such as the National Government Agencies, Barangay Government Units, Private Sector, Civil Society/Non-Governmental Organizations, the Legislative Department and the Executive Department of the Municipal Government of Pinamalayan for the unqualified support and participation in the preparation of REVENUE GENERATION AND MOBILIZATION PLAN 2024 which was completed and packaged by the:

MUNICIPAL PLANNING AND DEVELOPMENT OFFICE

GENERAL PUBLIC SERVICES

ROMEL T. MARAYAN *Development Management Officer II
Sector Coordinator*

JAN-NEIL H. EVANGELISTA *Senior Administrative Assistant II
Sector Coordinator*

PRINCESS EUNICE L. DEL VALLE *Project Development Officer I
Sector Coordinator*

SOCIAL SERVICES

EnP VIRGILIO M. KING *Project Development Officer III
Sector Coordinator*

JOHN ERIC G. MONDOÑEDO *Planning Assistant
Sector Coordinator*

MA. LORRAINE F. FESTIN *Project Evaluation Assistant
Sector Coordinator*

ECONOMIC SERVICES

EnP. ORLEX H. MARAYAN *Development Management Officer IV / Asst. to the MPDC
Sector Coordinator*

FREDELINO A. TORIANO, JR. *Planning Officer II
Sector Coordinator*

MARIANNE L. LUARCA *Administrative Aide II
Sector Coordinator*

OTHER SERVICES

EnP. ORLEX H. MARAYAN *Development Management Officer IV / Asst. to the MPDC
Sector Coordinator*

JAYSON M. MAUPAY *Administrative Assistant I
Sector Coordinator*

ADMINISTRATIVE AND TECHNICAL SUPPORT SERVICES

RUTH D. MALING *Administrative Officer IV
Logistic In-Charge*

PHIL JOSEPH L. GALANG *Information Technology Assistant
Technical Support Staff*

GERALD M. DULATRE *Information Technology Assistant
Administrative Support Staff*

MARY JOY R. SALENDREZ *Administrative Aide III
Administrative Support Staff*


ROSELLE H. LABRADOR *Administrative Aide III
Administrative Support Staff*

EDEN M. HERNANDEZ *Administrative Aide II
Administrative Support Staff*

We are truly grateful as we commend the invaluable involvement of all concerned functionaries and Elective Officials by way of sharing their time, efforts and knowledge. As such, we are very thankful to the Municipal Development Council (MDC) Officials and Members, especially to the Chairpersons and Members of the Functional/Sectoral Working Committees for exerting tireless and selfless efforts that made possible the successful completion of the formulation process.

Above all, let us praise and thank the Almighty for His guidance as we are all His stewards in bringing about excellence in local governance.

THANK YOU AND GOD BLESS!!!


ROSENIO A. TORIANO, EnP

Municipal Planning and Development Coordinator



The Municipal Planning and Development Office
Telefax: (043) 738 - 4632

E-mail Address: mpdo.pin@gmail.com / mpdo@pinamalayan.gov.ph

Our Website: www.pinamalayan.gov.ph



MUNICIPAL APPROVAL INSTRUMENTS

- **THEMATIC PLANS AND PROGRAMS (TPP) 2024**
 - **SANGGUNIANG BAYAN (SB) RESOLUTION NO. 128-2023**
 - **MUNICIPAL DEVELOPMENT COUNCIL (MDC) RESOLUTION NO. 02-2023**



OFFICE OF THE SANGGUNIANG BAYAN

Office of the Vice Mayor/Sangguniang Bayan, 2nd Flr. Municipal Bldg. Madrid Blvd. Zone III, Pinamalayan, Oriental Mindoro
Email Address: ucsbaybayan@pinamalayan.gov.ph Tel Nos: (043) 738-1432 (043) 284-3147

EXCERPT FROM THE MINUTES OF THE REGULAR SESSION OF THE 11th SANGGUNIANG BAYAN HELD ON MAY 22, 2023 AT SANGGUNIANG BAYAN SESSION HALL, PINAMALAYAN, ORIENTAL MINDORO.

PRESENT:

HON. RODOLFO M. MAGSINO,	Municipal Vice Mayor, Presiding officer
HON. RIO S. MERCENE,	SB Member
HON. DUNHILL MARCELO M. DELMO V,	SB Member
HON. ANGELO MARLO D. MADRID,	SB Member
HON. MAURO P. HELERA,	SB Member
HON. ANJUNE A. ZAMORA,	SB Member
HON. EDWIN G. HERNANDEZ,	SB Member
HON. JEOFFREY PAUL A. UMBAO,	SB Member
HON. NAPOLEON M. MANGARING,	SB Member
HON. JOVEN S. VELASCO,	SKMF President, SB Member
HON. ANTONIO VICTOR R. OLYMPIA,	ABC President, SB Member

RESOLUTION NO. 128-2023

A RESOLUTION APPROVING THE DIFFERENT THEMATIC PLANS AND PROGRAMS (TPP) 2024 OF THE MUNICIPALITY OF PINAMALAYAN, ORIENTAL MINDORO.

WHEREAS, Section 114 of the Local Government Code provides that the policies, programs and projects proposed by the Local Development Council shall be submitted to the Sanggunian concerned for appropriate action;

WHEREAS, the thirty-seven (37) various Thematic Plans and Programs (TPP) 2024 of the Municipality of Pinamalayan were formulated after thorough researches, series of consultations, workshops, focus group discussions and other activities involving multi-sectoral presentation, to wit:

1. GENERAL PUBLIC SERVICES SECTOR

- Municipal Peace and Order and Public Safety Plan
- Municipal Capacity Development Agenda
- Municipal Anti-Drug Abuse Action Plan
- Municipal Indicative Annual Procurement Plan
- Municipal Human Resource/Capacity Development Plan
- Municipal Revenue Generation and Mobilization Plan
- Municipal Public Financial Management Improvement Plan
- Municipal Information and Communication Technology Plan
- Municipal Information Strategic Management Plan
- Municipal People's Plan
- Municipal Public Service Continuity Plan

2. SOCIAL DEVELOPMENT SECTOR

- DILG-Endorsed Municipal Gender and Development Plan and Budget
- Municipal Annual Cultural Development Plan
- Municipal Plan for the Protection of Children
- Municipal Senior Citizens and Persons with Disability Plan
- Municipal Nutrition Action Plan
- Municipal Acquired Immune Deficiency Syndrome Plan
- Municipal Youth Development Plan
- Municipal Housing/Shelter Plan
- Municipal Ancestral Domains Sustainable Development and Protection Plan
- Municipal Plan for Health and Family Planning



OFFICE OF THE SANGGUNIANG BAYAN

Office of the Vice Mayor/Sangguniang Bayan 2nd Flr., Municipal Bldg., Madro Blvd., Zone III, Pinamalayan, Oriental Mindoro
Email Address: vicemayoroffice@pinamalayan.gov.ph Tel Nos. (043) 738-1432 / (043) 284-3147

3. ECONOMIC DEVELOPMENT SECTOR

- Municipal Climate Change Action Plan
- Municipal Poverty Reduction Action Plan
- Municipal Solid Waste Management Plan
- Municipal Forest Land Use Plan
- Municipal Watershed Management Plan
- Municipal Sustainable Area Development Plan
- Municipal Foreshore Management Plan
- Municipal Food Sufficiency Plan
- Municipal Strategic Agriculture and Fisheries Development Zone Plan
- Municipal Coconut Development Plan
- Municipal Coastal Resources Management Plan
- Municipal Commodity Investment Plan
- Municipal Tourism Development Plan
- Municipal Entrepreneurship Development Plan
- Municipal Transportation Management Plan

4. OTHER SERVICES SECTOR

- PDRRMO-Reviewed Municipal Disaster Risk Reduction and Management Plan

WHEREAS, the aforementioned TPPs were adopted on the 19th day of May 2023 by virtue of MDC Resolution No. 02-2023 and were subsequently indorsed to the Sangguniang Bayan pursuant to the Local Government Code;


WHEREAS, this august body entirely recognizes the significance of the different TPPs for 2024 in providing operational guidance and effective solution in the attainment of a progressive, self-reliant, resilient and sustainable municipality.

NOW THEREFORE, BE IT RESOLVED by the Sangguniang Bayan of Pinamalayan, Oriental Mindoro to approve different Thematic Plans and Programs (TPP) 2024 of the Municipality of Pinamalayan, Oriental Mindoro.

UNANIMOUSLY APPROVED this 22nd day of May 2023 on motion of Hon. Rio S. Mercene seconded by all Sangguniang Bayan members present.

I hereby certify to the veracity and correctness of the foregoing quoted resolution.

Certified Correct:


ATTY. MIRASOL J. SANTOS
Secretary to the Sangguniang Bayan

Attested by:


HON. RODOLFO M. MAGSINO
Municipal Vice Mayor, Presiding Officer

Approved:


HON. ARISTEO APASAN BALDOS, JR.
Municipal Mayor

MAY 31 2023



Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF PINAMALAYAN

OFFICE OF THE MUNICIPAL MAYOR

Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208

Email: mayorsoffice@pinamalayan.gov.ph

Telephone No. 043-284-7146

MUNICIPAL DEVELOPMENT COUNCIL RESOLUTION NO.02-2023

A RESOLUTION ADOPTING THE DIFFERENT THEMATIC PLANS AND PROGRAMS (TPP) 2024 OF THE MUNICIPALITY OF PINAMALAYAN AND FAVORABLY INDORSING THE SAME TO THE SANGGUNIANG BAYAN, THIS MUNICIPALITY FOR APPROVAL.

WHEREAS, thematic planning is a prescriptive planning tool that seeks the most effective and efficient technical solution to a generic development problem;

WHEREAS, the strategic value of thematic plans is that they provide guidance on the application of techniques and in drawing on best practices and experiences which have evolved into a benchmark standard;

WHEREAS, thematic plans provide a cost-benefit analysis of the technology against conventional techniques, define the role and responsibilities of the agency in relation to other stakeholders, identifying resource requirements and seek to outline a course of action, thereby defining a framework providing a problem-based analysis of techniques that helps ensure the relevance, sustainability and impact of technical cooperation;

WHEREAS, in order to validate priority areas for cooperation and strengthening public-private partnership, different thematic plans and programs were formulated through researches, series of consultations, workshops, focus group discussions and other activities involving multi-sectoral representation;

WHEREAS, the thematic plans and programs herein referred to include the following:

1. GENERAL PUBLIC SERVICES SECTOR

- Municipal Peace and Order and Public Safety Plan
- Municipal Capacity Development Agenda
- Municipal Anti-Drug Abuse Action Plan
- Municipal Indicative Annual Procurement Plan
- Municipal Human Resource/Capacity Development Plan
- Municipal Revenue Generation and Mobilization Plan
- Municipal Public Financial Management Improvement Plan
- Municipal Information and Communication Technology Plan
- Municipal Information Strategic and Management Plan
- Municipal People's Plan
- Municipal Public Service Continuity Plan



#FullDevolution #LocalAutonomy #LocalEmpowerment





Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF PINAMALAYAN

OFFICE OF THE MUNICIPAL MAYOR

Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208

Email: mayorsoffice@pinamalayan.gov.ph

Telephone No.043-284-7146

2. SOCIAL DEVELOPMENT SECTOR

- DILG-Endorsed Municipal Gender and Development Plan and Budget
- Municipal Annual Cultural Development Plan
- Municipal Plan for the Protection of Children
- Municipal Senior Citizens and Persons with Disability Plan
- Municipal Nutrition Action Plan
- Municipal Acquired Immune Deficiency Syndrome Plan
- Municipal Youth Development Plan
- Municipal Housing/Shelter Plan
- Municipal Ancestral Domains Sustainable Development and Protection Plan
- Municipal Plan for Health and Family Planning

3. ECONOMIC DEVELOPMENT SECTOR

- Municipal Climate Change Action Plan
- Municipal Poverty Reduction Action Plan
- Municipal Solid Waste Management Plan
- Municipal Forest Land Use Plan
- Municipal Watershed Management Plan
- Municipal Sustainable Area Development Plan
- Municipal Foreshore Management Plan
- Municipal Food Sufficiency Plan
- Municipal Strategic Agriculture and Fisheries Development Zone Plan
- Municipal Coconut Development Plan
- Municipal Coastal Resources Management Plan
- Municipal Commodity Investment Plan
- Municipal Tourism Development Plan
- Municipal Entrepreneurship Development Plan
- Municipal Transportation Management Plan

4. OTHER SERVICES SECTOR

- PDRRMO-Reviewed Municipal Disaster Risk Reduction and Management Plan

WHEREAS, the Municipal Development Council in full council meeting has thoroughly reviewed and objectively considered the contents and linkages of the above-named TPPs;

NOW, THEREFORE, on motion of Punong Barangay Gilbert A. Seño of Pili and duly seconded by all members present, be it . . .

RESOLVED, AS IT IS HEREBY RESOLVED, to adopt the different THEMATIC PLANS AND PROGRAMS (TPP) 2024 of the Municipality of Pinamalayan, and favourably indorsing the same to the Sangguniang Bayan for appropriate action.

UNANIMOUSLY ADOPTED this 19th day of May 2023.

#FullDevolution #LocalAutonomy #LocalEmpowerment





Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF PINAMALAYAN


OFFICE OF THE MUNICIPAL MAYOR


Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro, 5208

Email: mayorsoffice@pinamalayan.gov.ph


Telephone No. 043-284-7146


THE 37 BARANGAY CAPTAINS OF PINAMALAYAN:



HON. RANDY H. MOREDO
Barangay Captain, Anoling
Member

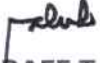

HON. EDNA L. RANILLO
Barangay Captain, Bangbang
Member


HON. ANDRES M. GANIBO
Barangay Captain, Buli
Member



HON. EUGENIO M. MANTARING
Barangay Captain, Calingag
Member

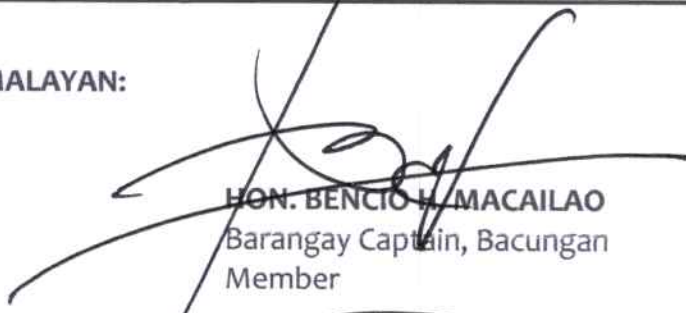

HON. JOEY L. JAMINOLA
Barangay Captain, Guinhawa
Member



HON. RICO M. BONIFACIO
Barangay Captain, Lumambayan
Member



HON. MERAPE T. ALUB
Barangay Captain, Maliangcog
Member


HON. ENRICO M. CAUNCERAN
Barangay Captain, Marayos
Member


HON. ANTONIO S. MOGOL
Barangay Captain, Nabuslot
Member


HON. BENCIO H. MACAILAO
Barangay Captain, Bacungan
Member

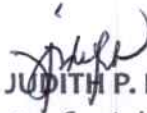

HON. JOELITO J. PERLAS
Barangay Captain, Banilad
Member


HON. NORVEN M. ARELLANO
Barangay Captain, Cacawan
Member



HON. DANTE H. MAZON
Barangay Captain, Del Razon
Member


HON. JOHNNY A. LOLONG
Barangay Captain, Inclanay
Member


HON. TEOFILO P. SAPUSAO
Barangay Captain, Malaya
Member


HON. JUDITH P. DE BELEN
Barangay Captain, Maningcol
Member

HON. ROMEO M. DIMAANO
Barangay Captain, Marfrancisco
Member


HON. LERMA M. MANRIQUE
Barangay Captain, Pagalagala
Member





Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF PINAMALAYAN

OFFICE OF THE MUNICIPAL MAYOR

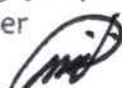
Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208

Email: mayoroffice@pinamalayan.gov.ph


Telephone No. 043-284-7146


THE 37 BARANGAY CAPTAINS OF PINAMALAYAN:


HON. NOLITO A. DELA CRUZ
Barangay Captain, Palayan
Member

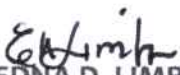

HON. AMADEO Q. MAGTIBAY
Barangay Captain, Pambisan Munti
Member

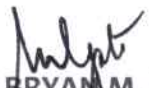

HON. RAUL M. MICIANO
Barangay Captain, Papandayan
Member


HON. CELSO V. MONDOÑEDO JR.
Barangay Captain, Quinabigan
Member



HON. HIPOLITO D. ONDOY
Barangay Captain, Rosario
Member

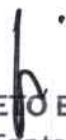

HON. MERLITA M. PANGANIBAN
Barangay Captain, Sta. Isabel
Member

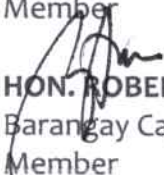

HON. EDNA D. LIMBO
Barangay Captain, Sto. Niño
Member



HON. ROY BRYAN M. MALAPOTE
Barangay Captain, Zone I
Member



HON. FERNANDO T. RODIL
Barangay Captain, Zone III
Member

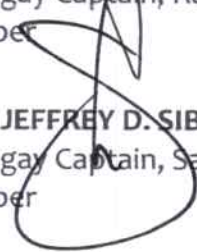

HON. ANTONIO VICTOR R. OLYMPIA
ABC President
Liga ng mga Barangay
Barangay Captain, Sta. Rita
Member


HON. LORETO E. FLORES
Barangay Captain, Pambisan Malaki
Member

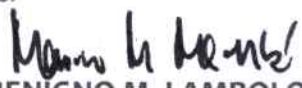

HON. ROBERTO A. MICIANO
Barangay Captain, Panggulayan
Member



HON. GILBERT A. SEÑO
Barangay Captain, Pili
Member



HON. ARNEL F. NAMBIO
Barangay Captain, Ranzo
Member


HON. JEFFREY D. SIBOBO
Barangay Captain, Sabang
Member


HON. RUFINO S. DIMAPILIS
Barangay Captain, Sta. Maria
Member


HON. BENIGNO M. LAMBOFOTO
Barangay Captain, Wawa
Member


HON. MARY FRANCIS DEOCORA M. FABIE
Barangay Captain, Zone II
Member


HON. VICTOR J. LINGON
Barangay Captain, Zone IV
Member





Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF PINAMALAYAN

OFFICE OF THE MUNICIPAL MAYOR

Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208

Email: mayorsoffice@pinamalayan.gov.ph

Telephone No. 043-284-7146

REPRESENTATIVES OF NON-GOVERNMENT ORGANIZATION (NGOs)

RICARDO B. DELA CRUZ

President, Bahaghari Pinamalayan, Oriental Mindoro
Federation of Tricycle Operators and Driver's
Association, Inc. (BPOMFEDTODA)
Representative to the Executive Committee


LEA S. FIEDALAN

President, Ranzo Farmer's Association
Member



EDWIN C. ANDAL

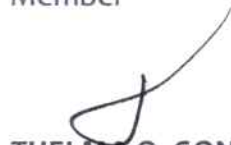
President, Kapulungan ng Sandigang Magkakarne
(KASAMA)
Member

ESTELITA M. FIEDALAN

President, Samahan ng Lingap Pamilyang
Pinamaleño (SLNPP)
Member


CECILIA L. KASILAG

President, Local Council for Women
Member



THELMA O. GONZALES

President, Kaagapay Tungo sa Maunlad na
Pamumuhay
Association of Barangay Buli
Member

GORGONIO SUMBAD

President, Samahan Kaligtangan Tadyawan
Member



LORENZA R. LOLONG

President, Young Progressive Vendors and
Vegetable Dealers and Retailers
Association of Pinamalayan Market, Inc.
(YPVVDRAPMI)
Member

BERNIE P. SEÑORIN

President, Samahang Mandaragat ng
Banilad (SAMBA)
Member



FELIX M. MAGBOO

Vice President, Pinamalayan Bahaghari
Farmer's Federation
Member

FE G. MERCENE

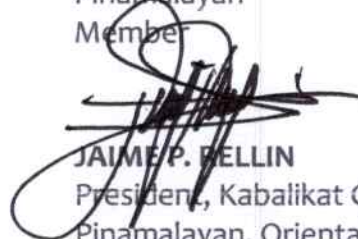
President, Federation of Senior Citizens of
Pinamalayan
Member

DIVINA D. MADRID

President, Pinamalayan Retired Teachers
Organization
Member

GERALD F. LUHA

President, Sandugo Rescue and Radio
Communication Group-Lima Chapter
Pinamalayan
Member



JAIME P. BELLIN

President, Kabalikang Civicom 843 Chapter
Pinamalayan, Oriental Mindoro
Member



#FullDevolution #LocalAutonomy #LocalEmpowerment





Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF PINAMALAYAN

OFFICE OF THE MUNICIPAL MAYOR

Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208

Email: mayorsoffice@pinamalayan.gov.ph

Telephone No.043-284-7146

HON. RIO S. MERCENE

SB Member

Chairperson, Committee on Finance & Appropriations

HON. ALFONSO V. UMALI, JR.

Congressman

2nd District, Oriental Mindoro

Attested by:

ORLEX H. MARAYAN, EnP.

Development Management Officer IV
Secretary, MDC Secretariat

Certified Correct:

ROSENIO A. TORIANO, EnP.

MPDC - MGDH I
Head, MDC Secretariat

Approved:

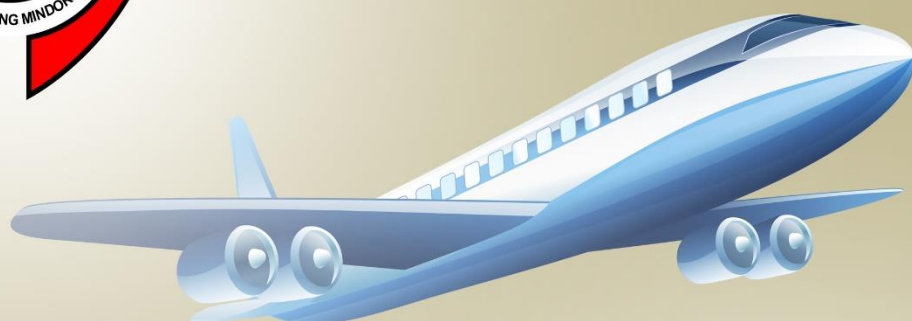
HON. ARISTEO APASAN BALDOS, JR.

Municipal Mayor
Chairperson, Municipal Development Council





VISION



PINAMALAYAN CITY,
the Central Trading Hub of Oriental Mindoro
and the rest of MIMAROPA
demonstrating a robust investor- and
tourist-centered economy
with diversified agro-industrial activities
anchored on sustainable growth
and social equity.



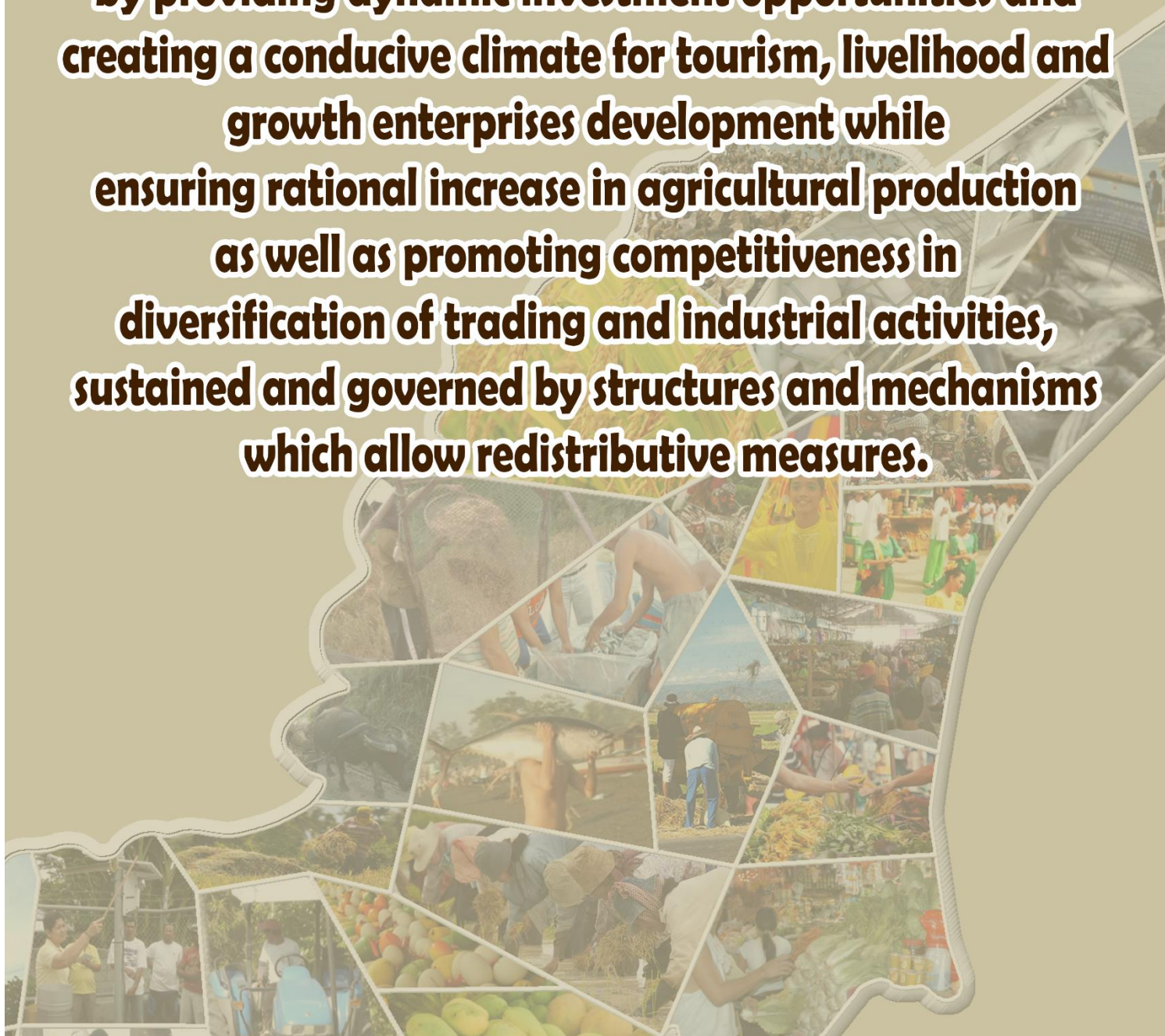


MISSION



To boost local economy

by providing dynamic investment opportunities and creating a conducive climate for tourism, livelihood and growth enterprises development while ensuring rational increase in agricultural production as well as promoting competitiveness in diversification of trading and industrial activities, sustained and governed by structures and mechanisms which allow redistributive measures.





STRATEGIC THRUSTS AND DEVELOPMENT PRIORITIES

T

TRANSPARENCY, ACCOUNTABILITY AND GOOD GOVERNANCE

O

ORGANIZATIONAL DEVELOPMENT AND EMPOWERMENT

P

PEACE AND ORDER AND PUBLIC SAFETY

C

COMMUNITY INVOLVEMENT AND INTEGRATION

A

AGRICULTURE, TOURISM, HISTORY, CULTURE & ARTS AND ENVIRONMENTAL PROTECTION

R

REVENUE GENERATION AND LIVELIHOOD PROGRAMS

E

EDUCATIONAL AND TECHNICAL SKILLS DEVELOPMENT

S

SOCIAL PROGRAMS





CORE VALUES

Recognizing the vision of becoming the **CENTRAL TRADING HUB OF ORIENTAL MINDORO AND THE REST OF MIMAROPA** demonstrating a robust investor-and-tourist-centered economy, with diversified agro-industrial activities anchored on sustainable growth and social equity,

WE, public servants, commit ourselves to attain the vision of the **MUNICIPAL GOVERNMENT OF PINAMALAYAN** by living by the tenets of the following **CORE VALUES:**

RESPONSIBLE LEADERSHIP

ACCOUNTABILITY AND TRANSPARENCY IN GOVERNANCE

INNOVATIVE AND EXCELLENT SERVICE

NURTURERS OF FAITH AND PATRIOTIC IDEALS

BUILDERS OF POSITIVITY AND TEAM SPIRIT

OBJECTIVITY AND INTEGRITY OF PURPOSE

WELL-BALANCED ECOLOGY ADVOCATES





RINAMALAYAN

BRIEF PROFILE



MUNICIPAL OFFICIAL LOGO



**NATIONAL HISTORICAL INSTITUTE
MONUMENTS and HERALDRY DIVISION**

RISING SUN

Represents the glowing/bright future of the town.

RAINBOW

Symbolizes hope and prospect for progress and its discovery.

YELLOW DOT

Describes the geographical location of the Municipality of Pinamalayan

MAP AND TAMARAW

Denote Strength

COLOR GREEN

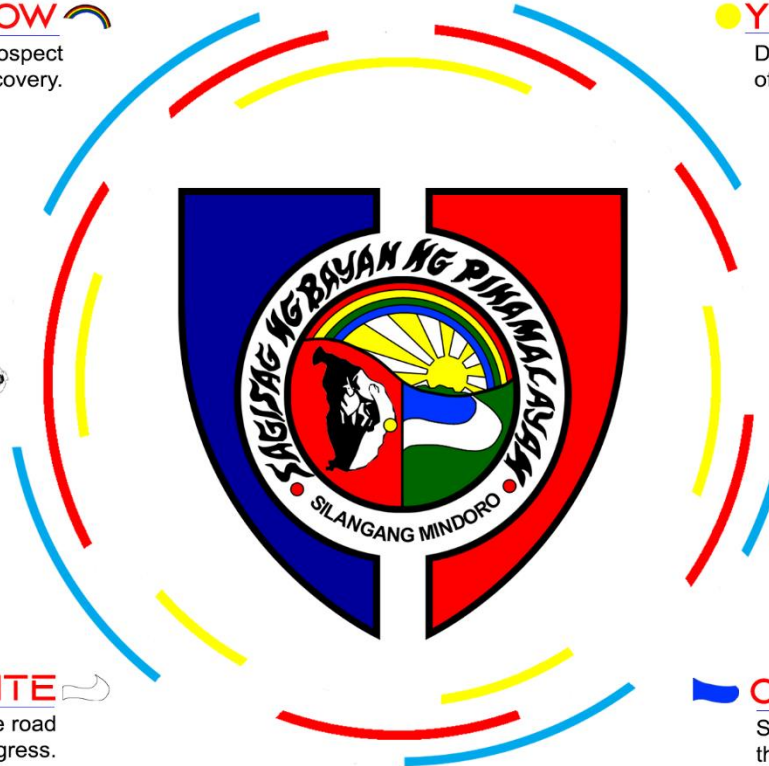
Stands for the youth; rich farmland

COLOR WHITE

Stands for justice and the road to progress.

COLOR BLUE

Stands for peace, calmness and the abundance of sea products.




SHIELD

Derived from the provincial seal of Mindoro Oriental where the town is located; stylized caring/loving hands of its local executives; it also represents that Pinamalayan is a free and peaceful municipality.

Recommending Approval:


SERAFIN D. QUIASON
Chairman

OFFICE OF THE PRESIDENT
Approved by Authority of the
President :


LUIS C. LIWANAG II
Deputy Executive Secretary

March _____, 1993 File No. _____ Date of Issuance _____

HISTORICAL BACKGROUND

The name of the town was said to be taken from the word "ipinamalay" which means to make aware or to show the way. According to an old story, early settlers of this town came from a group of adventurous transmigrants who encountered turbulent weather in the sea. They prayed to God Almighty for deliverance and guidance, whereupon, the weather cleared and a rainbow appeared on the horizon. The crew shouted "ipinamalay na" which means it was made known. They followed the direction of the rainbow believing that at its end lies a pot of gold and good fortune. They finally landed at what is now barangay Lumambayan and established the first settlement which they named Pinamalayan. They found good fortune in the new land which brought them prosperity because of the good soil and abundant resources.



LEGEND

On the other hand, some sources state that the name Pinamalayan came from the word "Pinagpalayan" which means "planted with rice", for it was once a vast area planted with rice. Rice farming is an important source of livelihood of the municipality, up to this day. Since then, the place grew and became a town. However, during the entire 18th century, Pinamalayan was one of the coastal areas frequently attacked by Moro pirates. People were decimated and many fled to the interior for safety.

1800

Pinamalayan is one of the oldest towns in the province of Oriental Mindoro. Its territory once went as far as the old settlements of Sumagui and Anilao which are now part of the municipalities of Bansud and Bongabong, respectively. The towns of Pola and Gloria, now separate municipalities, were also former parts of the old domain. This was then organized as a permanent settlement in 1800's under the leadership of a gobernadorcillo.

APRIL 29, 1904

Under the American government, the towns of Pola and Bongabong were consolidated with Pinamalayan by virtue of Act 1155.



CREATION OF THE MUNICIPALITY

1888

In the year 1888, the territory of Pinamalayan included the settlements of Pola, Sumagui, and Anilao. At that time, the gobernadorcillo was Juan Morente, Jr., who assumed position until 1898 when the uprising against the Spanish government broke out. Morente Jr. joined the revolutionary forces as a captain then Juan Medina replaced him as the town head. When the Spaniards surrendered, Morente Jr. became governor of the province of Mindoro while Cornelio Nable was appointed as the municipal president.

JANUARY 12, 1912

Pola became an independent town. A major political change brought about by the American occupation was that the Municipal Council acted on the selection of a new town site through viva-voce voting in 1914.

1916

The seat of the Municipal Government was officially transferred from barangay Lumambayan to its present site.

HISTORICAL BACKGROUND

1919

Bongabong likewise regained its township status in March 1919 under Act 2824. The American planners made sure that the town is properly laid out according to a planning system that included wide, symmetrical roads with appropriate drainage facilities. It was also during this time that a big plaza was constructed adjacent to the municipal building. These turns of events made Pinamalayan as a model in town planning to all the municipalities in Oriental Mindoro. Moreover, the repeated territorial reorganizations signify the role of Pinamalayan as a major political and economic center in the southern part of Oriental Mindoro way back in the latter years of the Spanish regime up to the American rule. Administrative orders regulating secular activities in the settlements of neighboring towns were once sent from Pinamalayan. Thus, this gives the municipality considerable advantages in terms of trade, infrastructure development, social facilities, and even political accommodations at the onset of the century.



1942

When the Japanese occupied Mindoro in 1942, Dr. Abelardo Bunag, then mayor, joined the underground movement. The Japanese then appointed Carlos Aguilucho as mayor, followed by Manuel Medina. Then, the Americans returned around January 15, 1945.



1964

In 1964, Gloria became an independent town. From 1947 to 1990 under various administrations, Pinamalayan grew steadily to become the progressive town that it is today.



Table HB-1 presents the local chief executives from year 1901 to present. Throughout history, the municipality had 32 municipal mayors.



Table HB-1. Local Chief Executives of Municipality of Pinamalayan, Oriental Mindoro, Year 1901-2019

	Name of LCE	Term of Office		Name of LCE	Term of Office
1	Cornelio Nable	1901-1902	17	Manuel Medina	1943-1945
2	Juan Aguilucho	1902-1903	18	Tomas Villamin	1946-1947
3	Vicente Dominguez	1903-1904	19	Dominador Madrid	1948-1951
4	Florencio Morente	1905-1906	20	Remegio Pio Baldos	1952-1955
5	Juan Morente, Jr.	1907-1912	21	Dominador Madrid	1956-1967
6	Jesus Dominguez	1913-1915	22	Santos Frane (OIC)	1967-1968
7	Jose Benitez	1915-1916	23	Jose Reynaldo Morente, Jr.	1968-1972
8	Elias Semilla	1916-1919	24	Crispulo La Rosa	1973-1979
9	Carlos Aguilucho and Francisco Luarca	1925-1928	25	Emilina Baldoz	1980-1986
10			26	Reynaldo Mambil	1986-1987
11	Anaceto Villamin	1928-1929	27	Lydia Olea (OIC)	1988
12	Conrado Morente	1929-1934	28	Manuel O. Morente, Sr.	1988-1995
13	Felipe Venturanza	1934-1938	29	Wilfredo L. Hernandez, Sr.	1995-2004
14	Carlos Aguilucho	1938-1940	30	Aristeo V. Baldos, Sr.	2004-2007
15	Abelardo Buñag	1941-1942	31	Wilfredo L. Hernandez, Sr.	2007-2016
16	Carlos Aguilucho	1942-1943	32	Aristeo A. Baldos, Jr.	2016-present

Source: Municipal Planning and Development Office

SIGNIFICANT DEVELOPMENTS IN THE MUNICIPALITY








































PINAMALAYAN FIRST CLASS MUNICIPALITY

BY VIRTUE OF DOF DEPARTMENT ORDER NO. 20-05
IMPLEMENTED BY BILG MEMORANDUM CIRCULAR NO. 01-M (43)-05
ISSUED ON JANUARY 31, 2006



GEO-PHYSICAL ENVIRONMENT

URBAN BARANGAYS				RURAL BARANGAYS						
COASTAL BARANGAYS	 WAWA	 MARFRANCISCO	 ZONE I	 PAPANDAYAN	 LUMAMBAYAN	 GUINHAWA	 BANILAD	 RANZO	 QUINABIGAN	 PILI
	 ZONE II	 ZONE III	 ZONE IV	 CACAWAN	 ANOLING	 BACUNGAN	 BANGBANG	 BULI	 CALINGAG	 DEL RAZON
	 STA. RITA				 INCLANAY	 MALAYA	 MALIANGCOG	 MANINGCOL	 MARAYOS	 NABUSLOT
					 PAGALAGALA	 PALAYAN	 PAMBISAN MALAKI	 PAMBISAN MUNTI	 PANGGULAYAN	 ROSARIO
				 SABANG	 STA. ISABEL	 STA. MARIA	 STO. NIÑO			

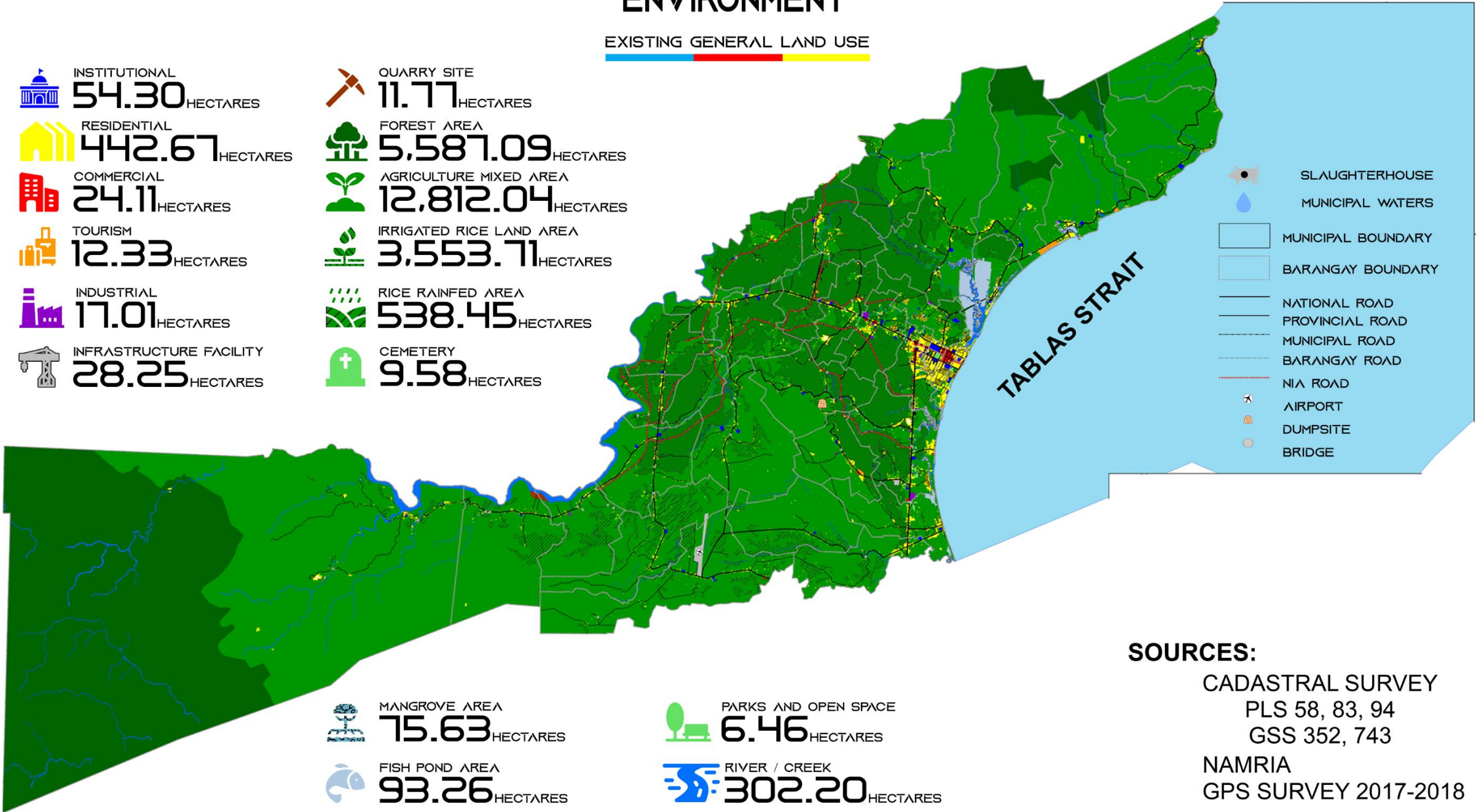
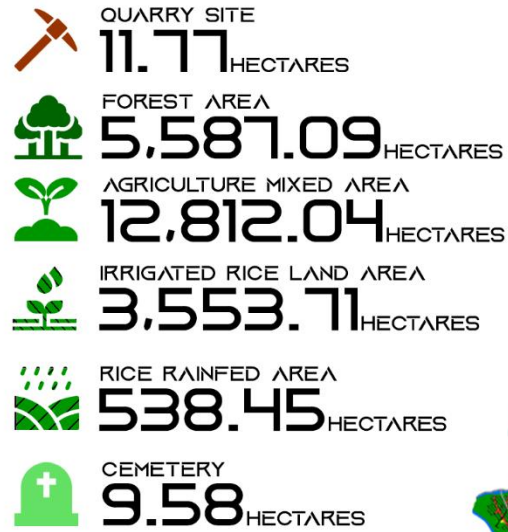
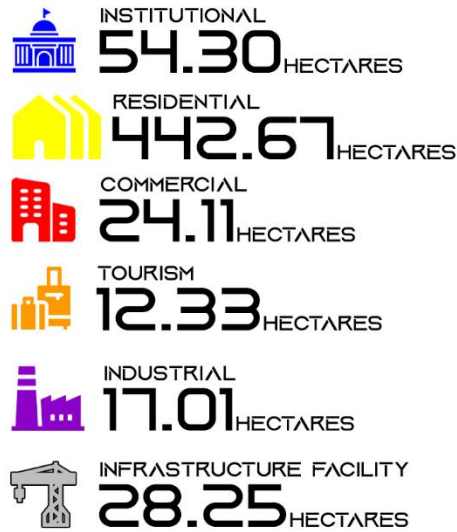


PINAMALAYAN 37 BARANGAYS



GEO-PHYSICAL ENVIRONMENT

EXISTING GENERAL LAND USE



SOURCES:
 CADASTRAL SURVEY
 PLS 58, 83, 94
 GSS 352, 743
 NAMRIA
 GPS SURVEY 2017-2018

DEMOGRAPHY

DEMOGRAPHIC SIZE

TOTAL POPULATION
90,383
SOURCE: 2020 CPH PSA



CRUDE BIRTH RATE
6.35
SOURCE: 2021 MHO



GROWTH RATE
1.01
SOURCE: 2020 CPH PSA



CRUDE DEATH RATE
4.20
SOURCE: 2021 MHO

DEMOGRAPHIC DISTRIBUTION



NUMBER OF HOUSEHOLDS
21,322
SOURCE: 2020 CPH PSA



HOUSEHOLD SIZE
4 PERSONS
IN EVERY HOUSEHOLD
SOURCE: 2020 CPH PSA



POPULATION DENSITY
3 PERSONS
PER HECTARE
SOURCE: 2020 CPH PSA & MAAssO

POPULATION
PROJECTION



97,949 YEAR
2028
116,197 YEAR
2045

HOUSEHOLD
PROJECTION



22,779
27,023

POPULATION COMPOSITION

SCHOOL GOING POPULATION
32,710
SOURCE: 2018 CBMS 3RD ROUND SURVEY



WORKING AGE
48,863
SOURCE: 2018 CBMS 3RD ROUND SURVEY

LABOR FORCE
26,280
SOURCE: 2018 CBMS 3RD ROUND SURVEY



YOUNG DEPENDENT POPULATION
24,394
SOURCE: 2018 CBMS 3RD ROUND SURVEY

OLD DEPENDENT POPULATION
4,701
SOURCE: 2018 CBMS 3RD ROUND SURVEY



OVERSEAS FILIPINO WORKERS
1,446
SOURCE: 2018 CBMS 3RD ROUND SURVEY

POPULATION CHARACTERISTICS

REGISTERED VOTERS
50,248
SOURCE: 2021 COMELEC



MANGYAN POPULATION
1,033
SOURCE: 2018 CBMS 3RD ROUND SURVEY

MOTHER TONGUE
98.84%
TAGALOG



RELIGION
90.02%
ROMAN CATHOLIC

4.16%
OTHER LANGUAGE
SOURCE: 2018 CBMS 3RD ROUND SURVEY

9.98%
OTHER RELIGIONS
SOURCE: 2018 CBMS 3RD ROUND SURVEY

POVERTY SITUATION



POVERTY THRESHOLD
42.90%
SOURCE: 2018 CBMS 3RD ROUND SURVEY

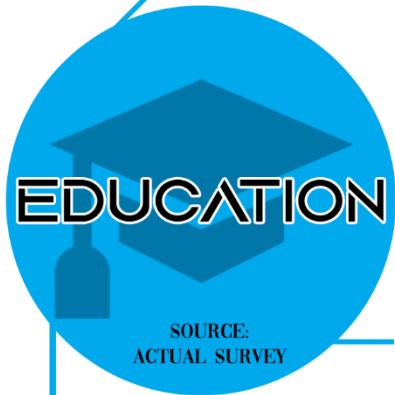


FOOD THRESHOLD
29.99%
SOURCE: 2018 CBMS 3RD ROUND SURVEY



FOOD SHORTAGE
1.61%
SOURCE: 2018 CBMS 3RD ROUND SURVEY

SOCIAL SECTOR



TOTAL NUMBER OF SCHOOLS		TOTAL NUMBER OF ENROLMENT	
KINDERGARTEN	40	KINDERGARTEN	5,343
ELEMENTARY	40	ELEMENTARY	8,074
JUNIOR HIGH SCHOOL	18	JUNIOR HIGH SCHOOL	7,805
SENIOR HIGH SCHOOL	15	SENIOR HIGH SCHOOL	5,622
TERTIARY	5	TERTIARY	6,462

STUDENT - TEACHER RATIO		STUDENT - CLASSROOM RATIO	
ELEMENTARY	25:1	ELEMENTARY	27:1
JUNIOR HIGH SCHOOL	23:1	JUNIOR HIGH SCHOOL	40:1
SENIOR HIGH SCHOOL	17:1	SENIOR HIGH SCHOOL	29:1

LITERACY RATE
96.83%
SOURCE: 2018 CBMS 3RD ROUND SURVEY

NUMBER OF HOSPITALS
4
SOURCE: 2022 MHO

NUMBER OF HEALTH CENTERS
38
SOURCE: 2022 MHO

NUMBER OF PUBLIC DOCTORS
17
SOURCE: 2022 MHO

HIGHEST LEADING CAUSES OF MORTALITY
CARDIO VASCULAR ARREST
SOURCE: 2022 MHO

HIGHEST LEADING CAUSES OF MORBIDITY
ACUTE RESPIRATORY INFECTION
SOURCE: 2022 MHO

MALNOURISHED CHILDREN
1,783
SOURCE: 2018 MHO

HOUSEHOLDS WITHOUT ACCESS TO SANITARY TOILET FACILITY
10.08%
SOURCE: 2018 CBMS 3RD ROUND SURVEY



COVID DATA
SOURCE: 2021 MHO

CASES	310
RECOVERED	306
DEATH	4

SOCIAL SECTOR

HOUSEHOLDS WHO ARE INFORMAL SETTLERS

7.2%

SOURCE: 2018 CBMS 3RD ROUND SURVEY




HOUSEHOLDS WHO ARE LIVING IN MAKESHIFT HOUSING


1.67%


SOURCE: 2018 CBMS 3RD ROUND SURVEY


HOUSING


PUBLIC SAFETY AND PROTECTIVE SERVICES

- 

NUMBER OF PERSONNEL
POLICE **61**
SOURCE: 2022 PMPS
- 

BUREAU OF FIRE PROTECTION **19**
SOURCE: 2022 BFP-PINAMALAYAN
- 


COAST GUARD **4**
SOURCE: 2022 PCG PINAMALAYAN
- 


FIRE INCIDENCE **6**
SOURCE: 2022 BFP-PINAMALAYAN
- 


CRIME VOLUME **113**
SOURCE: 2022 PMPS


SOCIAL WELFARE

NUMBER OF CLIENTELE

- 

PRESCHOOLERS **1,859**
- 

SENIOR CITIZENS **8,890**
- 

SOLO PARENTS **533**
- 

PERSONS WITH DISABILITY **546**

SOURCE: 2022 MSWDO

ECONOMIC SECTOR

AGRICULTURE

SOURCE: 2022 MAGO



TOTAL AGRICULTURAL AREAS

9,009 HECTARES



LIVESTOCK

37,711



NUMBER OF FARMERS

7,682



NO. OF LIVESTOCK FARMERS

3,305

COMMERCE AND TRADE

SOURCE: 2021 BPLD



PRIMARY ACTIVITIES

25 Agriculture/Hunting/Forestry
Fishing
Mining/Quarrying



SECONDARY ACTIVITIES

156 Manufacturing
Electricity, Gas, & Water Supply
Construction



TERTIARY ACTIVITIES

2,273 Wholesail/Retail
Hotel/Lodging
House & Restaurants
Transport/Storage & Communications
Financial Inermediation,Real Estate, Renting
Educational Institution, Hospital/Clinic



REVENUE FROM BUSINESS ESTABLISHMENT

PHP 17,765,478.53

TOURISM

SOURCE: 2022 THCAU



NUMBER OF EXISTING TOURISM ESTABLISHMENTS

34



VISITOR ARRIVAL

35,087

INFRASTRUCTURE AND UTILITIES SECTOR

TRANSPORTATION

NUMBER OF PUBLIC LAND TRANSPORT VEHICLES
SOURCE: 2022 BPLD

TRICYCLE
2,708

MULTICAB
44

VAN
62

TOTAL ROAD LENGTH
289 KM
SOURCE: 2022 MEO

NUMBER OF BRIDGES
20
SOURCE: 2022 MEO

NUMBER OF TRANSPORT TERMINALS
6
SOURCE: 2022 MEO

NUMBER OF TODA ASSOCIATION
29
SOURCE: 2022 BPLD

OTHER TRANSPORT FACILITIES

AIRPORT
1

SEAPORT
1

POWER

POWER PLANT
9.7 MW DIESEL POWERED (1)

HOUSEHOLDS WITH ACCESS TO ELECTRICITY
91.06%
SOURCE: 2018 CBMS 3RD ROUND SURVEY

WATER

HOUSEHOLDS WITH ACCESS TO IMPROVED WATER SOURCE
20.83%
SOURCE: 2018 CBMS 3RD ROUND SURVEY

INFORMATION AND COMMUNICATION

RADIO STATION
2

TELEPHONE SERVICES PROVIDER
2

POSTAL SERVICES
2

COMMUNICATION TOWERS
17

INTERNET SERVICES PROVIDER
3

INSTITUTIONAL SECTOR

ORGANIZATION AND MANAGEMENT

ELECTIVE OFFICIALS
12

PERMANENT
235

TEMPORARY
3

CO-TERMINUS
4

JOB ORDERS
303

CONTRACT OF SERVICE
27

FISCAL MANAGEMENT

TOTAL INCOME
PHP 410,934,174.66

TOTAL EXPENDITURE
PHP 370,819,021.00

DEVELOPMENT LEGISLATION

ORDINANCES
142

RESOLUTIONS
1,162

NARRATIVE DESCRIPTION:

The mandate of the Office of the Municipal Treasurer is to collect taxes and other revenues due to the municipality and disbursements of public funds in accordance with authorized appropriation. In the performance of this function, it exercises the power vested upon it by existing laws and ordinances. The Office of the Municipal Treasurer in order to improve the social and economic development of the municipality and in line with the thrust of upgrading the social economic status of the constituents as embodied in its major objectives, it maintains and upgrades a tax information system to increase tax collection. This office strictly enforce revenue program within the municipality particularly in every barangay thru an intensive tax campaign via Tax On Wheels, with coordinated and integrated effort of its staff. It also conducted a massive inspection and registry verification of weighing scales in the public market and different barangays. As one of our major thrust of improving tax assessment and collection system and as one of our Revenue Generation Program, this office adopted an Integrated Taxation Management System Project (iTAX) assisted by the Provincial Government. Included herein also the DICT's eBPLS and the Landbank of the Philippines' LinkBiz.Portal to streamline the collection process of taxes fees and charges which will automatized the process, consolidates the payments processing thus allowing a fast, effective and efficient transaction in revenue collection.

REVENUE GENERATION FOR CY 2022

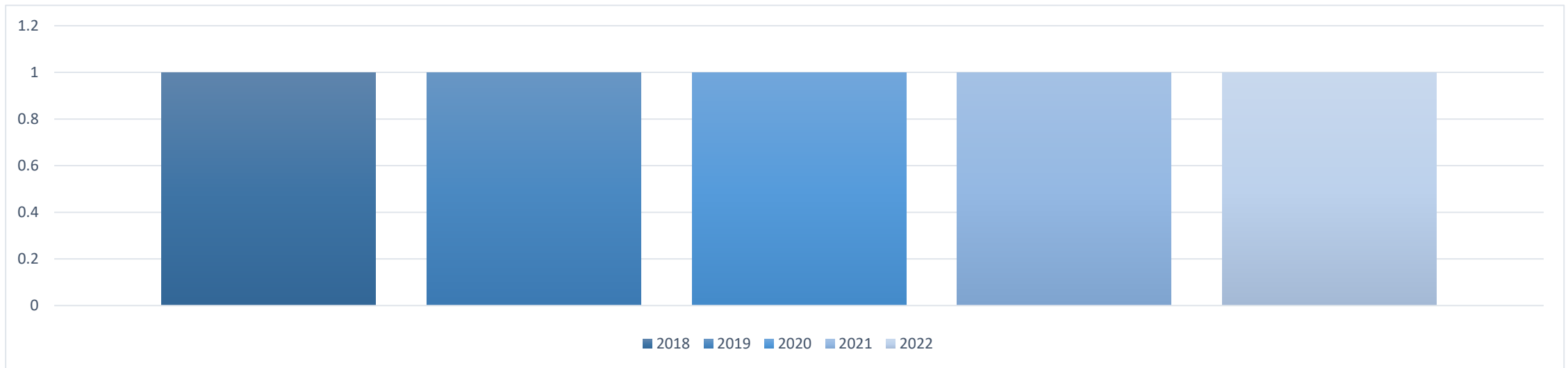
The Municipal Treasury Office was able to collect and generate Local Revenue for CY 2022 registering a total collection of **FIFTY MILLION FOUR HUNDRED SEVENTY-FOUR THOUSAND SIX HUNDRED SEVENTY-ONE & 66/100 (50,474,671.66)** comprising to wit:

Particulars	Amounts
Real Property Tax	5,117,539.74
Tax on Business	18,832,127.08
Other Taxes	2,310,951.23
Regulatory Fees	9,473,667.66
Service/User Charges	2,301,362.04
Market Operation	7,012,133.01
Slaughter Operation	3,480,001.92
Other Receipts	1,946,888.98
TOTAL	50,474,671.66

Local Revenue Collection for the Last Five Years

This table shows that, the collection of local sources during 2021 decreased by 4.3M it is because of the effect of the pandemic. However, local collections are now beginning to cope up with the changes in the environment, introducing new approached on how to collect taxes. And with these innovations our collections increased by 3.2M in 2022 compared with 2021.

Income	2018	2019	2020	2021	2022
Real Property Taxes	5,266,285.57	4,986,855.32	5,731,333.60	5,322,223.23	5,117,539.74
Business/ Local Taxes	22,309,047.65	23,489,881.71	24,161,175.64	19,813,188.87	21,143,078.31
Revenue from Economic Enterprises	11,686,222.24	11,948,527.36	10,675,495.39	9,948,016.97	10,492,134.93
Fees/ Charges	9,301,342.34	10,292,848.76	9,934,918.57	10,302,194.88	11,775,029.70
Other Income	1,152,926.97	1,851,653.65	1,075,576.70	1,822,005.91	1,946,888.98
Total Income	49,715,824.77	52,569,766.80	51,578,499.90	47,207,629.86	50,474,671.66



Despite the above, the imposition of local taxes, fees and charge are still guided by the 2013 Local Revenue Code of Pinamalayan which is already outdated. This outdated code presents a number of challenges and limitations to the collection process, hindering the municipality's ability to efficiently and effectively collect revenue.

Total Revenue Collection for the Last Fiver Years

In the previous period, the comparative performance of regular sources of local revenues shows that the total income increase from Three Hundred Twelve Million Nine Hundred Thirteen Thousand Four Hundred Seventy-Two Pesos & 86/100 (2021) to Four Hundred Ten Million Nine Hundred Thirty-Four Thousand One Hundred Seventy-Four & 66/100 (2022).

Income	2018	2019	2020	2021	2022
Real Property Taxes	5,266,285.57	4,986,855.32	5,731,333.60	5,322,223.23	5,117,539.74
Business/ Local Taxes	22,309,047.65	23,489,881.71	24,161,175.64	19,813,188.87	21,143,078.31
Revenue from Economic Enterprises	11,686,222.24	11,948,527.36	10,675,495.39	9,948,016.97	10,492,134.93
Fees/ Charges	9,301,342.34	10,292,848.76	9,934,918.57	10,302,194.88	11,775,029.70
National Tax Allotment	200,030,636.00	220,304,813.00	247,913,680.00	265,705,843.00	360,459,503.00
Other Income	1,152,926.97	1,851,653.65	1,075,576.70	1,822,005.91	1,946,888.98
Subsidy from Other funds	9,248,496.14		20,572,372.27		
Total Income	258,994,956.91	272,874,579.80	320,064,552.17	312,913,472.86	410,934,174.66

When compared with the 2021, the income in 2022 increase by Ninety-Eight Million Twenty Thousand Seven Hundred One & 80/100 (98,020,701.80) because of the increase of the LGU's share in the National Tax Allotment as the effect of implementation of Supreme Court Ruling on the Mandanas-Garcia Case.

Currently the Municipal Treasury Office was maintaining various data base systems including LGU Enhanced Integrated Taxation System (Enhanced iTAX System), Electronic Statement of Receipts and Expenditure (e-SRE) System, DICT's eBPLS and Landbank of the Philippines' LinkBiz.Portal which are beneficial for the office to collect and generate and to manage public funds, efficiently and effectively.

ANALYSIS MATRIX:

This office as Custodian of Public Funds continuously manage collection in the various revenue sources expressly provided under existing laws and ordinances, disbursement of various funds was properly accounted for. As front liner in revenue generation, this office conducted various revenue collection strategies to increase collection to finance time bounded projects.

The Municipality of Pinamalayan, like other local governments are continually challenged to obtain the resources necessary to achieve its vision for its communities. Trends show that national government funding will never be enough to support the development requirements of the LGUs. Unless LGUs develop strategies to become self-reliant, they will increasingly be confronted with the problem of “fiscal gap”. There is therefore a need for the municipality to make full use of its revenue generation and resource mobilization powers to be able to raise the resources needed.

In general, resource mobilization can be obtained through any or a combination of the following:

- Maximizing internally-generated revenues (e.g., taxes, user fees and charges, etc.) over which the municipality has full control
- More effective allocation of resources by pursuing programs/projects that directly contribute to strategic goals and objectives
- Improve operational efficiency in the delivery of social services and in the overall local government operations
- Attracting outside resources. The Local Government Code vested LGUs with new corporate powers that enable them to explore non-traditional revenue options such as credit financing, private sector partnership through the BOT or joint-venture arrangement or directly tapping Official Development Assistance (DA)

PROBLEMS/ISSUES/CONCERNS	IMPLICATIONS/EFFECTS	POLICY OPTIONS/PROPOSED INTERVENTIONS
Lack of Personnel for revenue generation and field work management	Reduced revenue generation, decreased efficiency and effectiveness of operations, potential for financial instability	Recruit and hire additional staff, invest in staff training and development, optimize work schedules and workloads, implement performance management systems
Lack of Permanent IT Personnel	Inefficient IT operations, increased security risks, potential for technology obsolescence	Create permanent plantilla position, Recruit and hire competent IT personnel, invest in IT infrastructure and software, provide training and development for existing staff, establish partnerships with IT service providers
Lack of Staff Training	Decreased efficiency and effectiveness of operations, reduced ability to adapt to changing environments and demands, potential for knowledge and skills obsolescence	Provide regular staff training and development programs, establish a performance management system that includes performance evaluation and feedback, provide access to knowledge and skills resources
Lack of durable Service Vehicle	Decreased ability to perform fieldwork, potential for increased operational costs and risks, reduced efficiency and effectiveness of operations	Purchase a durable service vehicle to support fieldwork operations and ensure effective revenue collection and service delivery.
No decent office	Decreased employee morale, potential for reduced productivity and efficiency, negative impact on organizational image and reputation	Improve office infrastructure to create a pleasant work environment that enhances staff morale and productivity.
Absence of Stock Room	Decreased efficiency and effectiveness of operations, potential for increased inventory costs and stockouts, increased risk of theft and mismanagement of inventory	Establish a stockroom or inventory management system, invest in inventory management software, provide staff training and development on inventory management
Absence of MTO sub-office at the Public Market	Decreased efficiency and effectiveness of operations, potential for decreased revenue generation, increased difficulty in monitoring and enforcing compliance	Establish an MTO sub-office at the public market to improve revenue collection efficiency and maximize revenue generation.
Limited Fund for Revenue Generation	Insufficient funds for revenue generation activities can limit the municipality's ability to invest in essential projects and initiatives, leading to a reduced capacity for public service delivery.	Explore alternative sources of funding to supplement the limited fund for revenue generation, such as partnerships and grants, to invest in essential projects and initiatives that enhance public service delivery
Outdated Revenue Code	Inefficient revenue collection, potential for lost revenue and decreased revenue generation, difficulty in complying with regulations and laws related to revenue collection	Update the revenue code to align with current laws and regulations, conduct a comprehensive review of the revenue code to identify areas for improvement, consult with relevant stakeholders in updating the revenue code, and invest in staff training and development on revenue collection and compliance.

LOCAL FINANCE COMMITTEE REVENUE FORECAST FY 2024

LOCAL REVENUE ITEM	2020	2021	2022	2023	PAST 3 YEARS HISTORICAL GROWTH RATES			WITH NEGATIVE VALUES	3 YEAR AVERAGE	TENTATIVE FORECAST PERCENTAGE	TENTATIVE FORECAST FY 2024	ADJUSTED FORECAST PERCENTAGE	ADJUSTED FORECAST FY 2024
					2021	2022	2023						
REAL PROPERTY TAX	5,932,593.88	5,322,223.23	4,679,763.28	5,500,000.00	-10.29%	-12.07%	17.53%		-1.61%	5.00%	5,775,000.00	5%	5,775,000.00
TAX ON BUSINESS	21,411,421.07	17,477,434.96	18,832,127.08	18,500,000.00	-18.37%	7.75%	-1.76%		-4.13%	5.00%	19,425,000.00	5%	19,425,000.00
OTHER TAXES													
Community Tax	2,548,494.26	2,335,753.91	2,310,951.23	2,625,000.00	-8.35%	-1.06%	13.59%		1.39%	5.00%	2,756,250.00	5%	2,756,250.00
REGULATORY FEES													
Permit and Licenses													
Fees on Weights and Measures	93,955.00	154,910.00	81,315.00	81,375.00	64.88%	-47.51%	0.07%		5.81%	5.00%	85,443.75	5%	85,500.00
Business Permit Fees	1,267,704.50	1,257,975.34	1,407,009.20	1,260,000.00	-0.77%	11.85%	-10.45%		0.21%	5.00%	1,323,000.00	11%	1,400,000.00
Building Fees	2,257,017.36	3,132,445.68	2,649,238.20	4,000,000.00	38.79%	-15.43%	50.99%		24.78%	5.00%	4,200,000.00	5%	4,200,000.00
Zonal/Location Permit Fees	707,041.73	707,184.97	916,073.76	500,000.00	0.02%	29.54%	-45.42%		-5.29%	5.00%	525,000.00	100%	1,000,000.00
Tricycle Operators Permit Fees	1,840,844.05	1,513,964.92	1,598,423.50	1,500,000.00	-17.76%	5.58%	-6.16%		-6.11%	5.00%	1,575,000.00	5%	1,575,000.00
Occupational Fees	493,368.15	73,564.08	423,360.40	463,050.00	-85.09%	475.50%	9.37%		133.26%	5.00%	486,202.50	8%	500,000.00
Other Permit & Licenses	444,110.00	1,069,159.99	985,660.60	115,762.50	140.74%	-7.81%	-88.26%		14.89%	5.00%	121,550.63	116%	250,000.00
Registration Fees													
Cattle/Animal Registration Fees	145,780.00	124,805.00	208,750.00	220,500.00	-14.39%	67.26%	5.63%		19.50%	5.00%	231,525.00	5%	231,525.00
Civil Registration Fees	414,351.00	637,336.00	1,027,097.00	600,000.00	53.82%	61.15%	-41.58%		24.46%	5.00%	630,000.00	83%	1,100,000.00
Registration Plate, Tags & Sticker	129,465.00	156,620.00	175,740.00	136,500.00	20.97%	12.21%	-22.33%		3.62%	5.00%	143,325.00	5%	143,325.00
SERVICE/USER CHARGES													
Clearance and Certification Fees													
Police Clearance	89,250.00	117,950.00			32.16%	-100.00%			-22.61%		-		
Secretary's Fees	534,462.27	453,848.89	446,529.07	320,000.00	-15.08%	-1.61%	-28.34%		-15.01%		320,000.00	0%	320,000.00
Health Certificate	349,010.00	717,440.00	515,150.00	500,000.00	105.56%	-28.20%	-2.94%		24.81%		500,000.00	0%	500,000.00
Other Clearance and Certification	164,254.00	184,990.00	216,500.45	320,000.00	12.62%	17.03%	47.81%		25.82%		320,000.00	0%	320,000.00
Other Fees													
Garbage Fees	1,004,271.91	818,049.94	816,462.51	800,000.00	-18.54%	-0.19%	-2.02%		-6.92%		800,000.00	25%	1,000,000.00
Other Service Income	221,190.00	79,900.00	306,720.01	221,190.00	-63.88%	283.88%	-27.89%		64.04%		221,190.00	0%	221,200.00
Parking and Terminal Fees													
OTHER INCOME/RECEIPTS													
Interest Income	321,696.74	190,125.76	213,355.11	150,000.00	-40.90%	12.22%			-9.56%	5.00%	157,500.00	0%	150,000.00
Other General Income (Miscellaneous)	532,689.96	733,930.21	787,623.76	1,000,000.00	37.78%	7.32%	26.96%		24.02%		1,000,000.00	0%	1,000,000.00
INCOME FROM ECONOMIC ENTERPRISES													
Market Operations	6,590,956.36	6,861,799.82	7,012,133.01	6,500,000.00	4.11%	2.19%	-7.30%		-0.33%		6,500,000.00	8%	7,000,000.00
Slaughterhouse Operations	4,084,539.04	3,086,217.15	3,480,001.90	4,000,000.00	-24.44%	12.76%	14.94%		1.09%		4,000,000.00	5%	4,200,000.00
SUB-TOTAL	51,578,466.28	47,207,629.85	49,089,985.06	49,313,377.50	-8.47%	3.99%	0.46%		-1.34%	3.61%	51,095,986.88	8%	53,152,800.00
INTERNAL REVENUE ALLOTMENT	247,913,680.00	265,705,848.00	360,459,503.00	308,301,369.00	7.18%	35.66%	-14.47%		9.46%		308,301,369.00	0%	308,301,369.00
TOTAL	299,492,146.28	312,913,477.85	409,549,488.06	357,614,746.50	4.48%	30.88%	-12.68%		7.56%		359,397,355.88	1%	361,454,169.00

REVENUE GENERATION AND MOBILIZATION PLAN 2024

Areas	Objectives	Strategies	Target Indicator	Accountable Person and Support Office/s	Resource Requirement	Fund Source	Local Revenue Target (A) / Other Financing Targets (B) 2024	
A. LOCAL REVENUE GENERATION								
1. Revision of Revenue Code	1.1	To strengthen and update Revenue Tax Base and Tax Rate	1.1.1	To conduct a consultation with various stakeholders to address their issues and concerns on revenue generation.	Revised Revenue Code approved and implemented	Municipal Treasury Office (MTO) / Municipal Assessor' Office (MAssO) / Market Operations Department (MOD) / Slaughterhouse Operations Division (SOD) / Business Permits and Licensing Division (BPLD) /Mayor's Office (MO) / Office of the Vice Mayor (OVM)	500,000.00	GF / Other Sources
			1.1.2	Attendance to "Local Fees and Charges (LFC) Toolkit on the Review, Setting, and/or Adoption of Reasonable Local Fees and Charges" by BLGF	Training Attended		300,000.00	GF
2. Real Property Tax Revenues	2.1	Identify practical approaches/strategies to supplement the LGU collection efforts and tax information drive.	2.1.1	Participatory involvement of Various Offices, School, PTA and Other Stakeholders in the Information and Education Campaign	10 Revenue Enhancement Programs for Various Offices, School PTA and other Stakeholders conducted.	MTO / MAssO / Provincial Treasury Office (PTO)		5,775,000.00
			2.1.2	Year Round Tax on Wheel Program		Tax on Wheel Conducted in 37 Barangays	MTO / Barangay	
				Services Offered:				
				2.1.2.1	On-site-Payment - Real Property Tax			
				2.1.2.2	On-site-Billing - Real Property Tax			
				2.1.2.3	Distribution of Notices of Delinquency			
				2.1.2.4	Issuance of Community Tax Certificate (Cedula)			
				2.1.2.5	Registration and Calibration of Weights & Measures			
			2.1.2.6	Registration and Branding of Large Cattle				
			2.1.3	Participation on SERBISYO CARAVAN Program		SERBISYO CARAVAN Program participated in 37 barangays	MTO	
Services Offered:								
2.1.3.1	On-site-Payment - Real Property Tax							
2.1.3.2	On-site-Billing - Real Property Tax							
2.1.3.3	Distribution of Notices of Delinquency							
2.1.3.4	Issuance of Community Tax Certificate (Cedula)							
2.1.3.5	Registration and Calibration of Weights & Measures							
2.1.3.6	Registration and Branding of Large Cattle							
2. Real Property Tax	2.2	Identify issues and	2.2.1	Data Cleansing of Tax Records				

Areas	Objectives	Strategies	Target Indicator	Accountable Person and Support Office/s	Resource Requirement	Fund Source	Local Revenue Target (A) / Other Financing Targets (B) 2024	
Revenues	concerns that affects Revenue Generation Program of the LGU.	2.2.1.1	Profiling and inventory of all Real Property Units as to Collectibles, Collections and Delinquencies of all Barangays.	IEC good practices adopted and implemented.	MTO / MAssO			
		2.2.1.2	Field Validation of all Real Property Tax Delinquencies to monitor/determine the actual status of ownership.					
		2.2.1.2.1	Field identification of updated land use, to develop competitive tax base and have a more progressive source of income					
		2.2.1.2.2	Update appraisal for newly discovered Real Property Tax closer to its Market Value					
		2.2.1.2.3	Update Tax Maps upon validation					
		2.2.1.3	Reconciliation of RPT Records between Municipal Treasury Office and Municipal Assessor's Office.					
		2.2.1.4	Verify Transactions affecting collections such as Property subject to Multiple Claims, boundary disputes,					
	2.3	Formulate an Action Plan that will operationalize the strategies.	2.3.1	Assist the Provincial Treasurer in the issue of the following:	All Notices Assisted and Delivered to 37 Barangays.	MTO / MAssO / PTO / Barangays		
			2.3.1.1	Notices of Delinquencies				
			2.3.1.2	Warrant of Levy				
			2.3.1.3	Notice of Auction Sale				
			2.3.2	Submit to the Provincial Treasurer certified list of delinquencies for appropriate Civil Action and Extrajudicial remedies	All certified lists of Delinquencies prepared and submitted.	MTO / PTO		
			2.3.3	Barangay Participatory Real Property Tax Administration and Collection	Barangay Participatory Real Property Tax Administration training conducted	PTO / Provincial Assessor's Office (PAssO) MTO / MAssO		
			2.3.4	Tax Mapping based on RS4LGUs requirement		Conversion from technical description to coordinates	MAssO / Zoning Division (ZD) / Municipal Engineering Office (MEO) /	100,000.00
					Acquisition of 1 motorcycle	Municipal Health Office (MHO) / BPLD / MTO	100,000.00	GF
	Acquisition of 5 units of desktop computer				250,000.00	GF		
	Purchase of office supplies				300,000.00	GF		
2.3.5	Validation of existing use of land/properties		MTO / MAssO					
2. Real Property Tax Revenues	Personnel that will assist in prompt mobilization of field work management	2.4.1	Creation of plantilla position Administrative Aide III (Driver I), SG 3	Administrative Aide III (Driver I), SG 3 created and filled up	MTO/ MO, HRMO, OVM/SB	251,643.00	GF	
		2.4.2	Acquisition of Motor Vehicle	2 Motor Vehicle purchased	MTO/ SB / MO	1,000,000.00	GF	

Areas	Objectives	Strategies	Target Indicator	Accountable Person and Support Office/s	Resource Requirement	Fund Source	Local Revenue Target (A) / Other Financing Targets (B) 2024	
	2.5 Database security and integrity (i-TAX, e-SRE, e-BPLS, ePayment via linkBiz.Portal)	2.5.1 Creation of plantilla position 2 Administrative Assistant I(Computer Operator)	Creation of plantilla position 2 Administrative Assistant I(Computer Operator) created and filled up	MTO/ MO, HRMO, OVM/SB	619,664.00	GF		
		2.5.2 Rehabilitation and Improvement of Office Space and Stockroom	Municipal Treasurer's Office rehabilitated and Improved	MTO/ SB / MO/ MEO	2,000,000.00	GF		
		2.5.3 Acquisition of High-end Information Communication Technology	2 Laptop, 3 Desktop Computer, 2 Printer	MTO/ SB / MO	600,000.00	GF		
	2.6 Capacitated Functionaries and Staff	2.6.1 Attendance to various learning and development interventions, trainings and seminars, and benchmarking	Functionaries and Staff Capacitated	MAsso / Zoning Division (ZD) / Municipal Engineering Office (MEO) / Municipal Health Office (MHO) / BPLD / MTO	500,000.00	GF		
3. Business Tax Revenues	3.1 Identify problems and issues that the LGU must give special attention.	3.1.1 Establishment of Revenue Data Bank	Increase in revenue from local source by 5%	MTO			22,181,250.00	
		3.1.1.1 Source and Additional Potential Revenue						
		3.1.2 Comparison between Gross Sales Data Supplied by other Government Offices against Tax Payer Declaration	Gross sales declaration of top 10 tax payers compared and monitored	MTO				
		3.1.3 Surveillance						
		3.1.3.1 Examination of Book of Accounts	Book of accounts of top 10 tax payers examined	MTO				
		3.1.3.2 Monitoring of issuance of Official Receipts by business establishments	50 IEC on barangay assemblies and public fora conducted	Local Revenue Information Officer				
		3.1.4 Inventory of Business Establishments	Records of business establishments updated	MTO / BPLD	100,000.00	GF		
		3.1.4.1 Comprehensive tax mapping and inspection of business establishments						
		3.1.4.2 Identification of updated line of business						
		3.1.4.3 Determination of actual status of business condition						
3.1.5 Determination of Presumptive Income Level by Business Sector	Updated gross sales declaration of all business establishments	MTO / BPLD						

Areas	Objectives	Strategies	Target Indicator	Accountable Person and Support Office/s	Resource Requirement	Fund Source	Local Revenue Target (A) / Other Financing Targets (B) 2024
3. Business Tax Revenues	3.2 Personnel responsible for developing and implementing policies and procedures to improve revenue collection and streamlining processes to ensure accuracy and timeliness	3.2.1 Creation of plantilla position Local Revenue Collection Officer II, SG 15	Local Revenue Collection Officer II, SG 15 created and filled up	MTO/ MO, HRMO, OVM/SB	575,495.00	GF	
4. Revenues from Local Fees and Charges	4.1 Foster awareness of the Taxpayer on the importance of paying taxes on time.	4.1.1 Implementation of strategies/ Administrative and Civil Remedies/ Procedures relative to Collection of Local Revenues, Taxes, Fees and Charges	Updated record of tax delinquent Reduced tax delinquent by 35%	MTO / Municipal Mayor's Office (MO) / Sangguniang Bayan (SB)			13,996,550.00
		4.1.1.1 Court Litigation					
5. Revenue from Economic Enterprises							
a. Market Operations	5.1 Increase collection to finance various developmental projects.	5.1.1 Regular Inspection as to issuance of Cash Tickets	Timely issuance, inspection and remittance of collection	MTO / MOD			7,000,000.00
		5.1.2 Evaluate Collection regularly by section in the Public Market	Collection by section regularly evaluated	MTO / MOD			
		5.1.3 Rotation of Market Collectors Once in every quarter	Regular rotation of 15 market collectors	MTO / MOD			
		5.1.4 Update Records of Stall Holders	Records of stall holders updated	MTO / MOD			
		5.1.5 Deployment of Market collector on a flexitime hour shifting hour	Market collectors deployed on a flexitime hour shifting hour	MTO / MOD			
		5.1.5.1 On-site-Payment					
		5.1.5.2 On-site-Billing					
		5.1.5.3 Distribution of Notices of Delinquency					
		5.1.5.4 Registration and Calibration of Weights & Measures					
		5.1.6 Deployment of market billing and payment facility using iTAX system	Billing and payment facility using iTAX system installed	MTO / MOD			
		5.1.7 Acquisition of High-end Information Communication Technology	2 Desktop Computer, 2 Printer	MTO / MOD	200,000.00	GF	
		5.1.8 Request for conversion of CAFTC building ground floor to MTO extension office	CAFTC building ground floor converted to MTO extension office	MTO / MOD/ MO/ SB	500,000.00	GF	

Areas	Objectives	Strategies	Target Indicator	Accountable Person and Support Office/s	Resource Requirement	Fund Source	Local Revenue Target (A) / Other Financing Targets (B) 2024	
b. Slaughterhouse Operations	5.2 To intensify the implementation of ordinance on the imposition of fees in the use of the municipal slaughterhouse facilities and services	5.2.1	Implementing Administrative measures by increasing collection efficiency improvement in assessment and collection procedures.	All consumer provided with disease-free and quality meat and its by products	MTO / SOD		4,200,000.00	
		5.2.2	Accreditation to AA Category					
		5.2.3	Deployment of Slaughterhouse Collector on a flexitime hour shifting	Slaughterhouse Collectors on a flexitime hour shifting deployed	MTO / SOD			
			5.2.3.1					On-site-Payment
			5.2.3.2					On-site-Billing
		5.2.3.3	Registration and Branding of Large Cattle					
		5.2.4	Acquisition of High-end Information Communication Technology	1 Desktop Computer, 2 Printer	MTO/ SB / MO	150,000.00		GF
5.2.5	Request for space for MTO extension office in slaughterhouse	MTO extension office in slaughterhouse operationalized	MTO/SOD/ SB / MO	300,000.00	GF			
SUB-TOTAL - LOCAL SOURCES					8,346,802.00	-	53,152,800.00	
B. OTHER FINANCING SOURCES								
1. Other Locally-Generated Revenues	1.1 To collect additional potential source of revenue	1.1.1	Establishment of a New Public Memorial Park	Pinamalayan Memorial Park developed (Roads/Walkway, perimeter fence, drainage canal, power supply, water system, administration building, chapel, parking area constructed)	Municipal Environment and Natural Resources Office (MENRO)	8,000,000.00	Other Sources	1,529,339.07
		1.1.2	Redevelopment of Old Public Cemetery	Old Public Cemetery redeveloped	MEO / MENRO	4,000,000.00	Other Sources	
		1.1.3	Establishment of Pinamalayan Grand Terminal	Pinamalayan Grand Terminal constructed	MEO / MDRRMO	100,000,000.00	Other Sources	
		1.1.4	Construction of Local Exchange Trading Terminal	2,306.45 sqm. Local Exchange Trading Terminal Constructed	MEO / MOD	15,000,000.00	Other Sources	1,027,110.00
		1.1.5	Construction of New Public Market/Commercial Complex	With a total area of 33,600 sqm (built and design) which includes water treatment, function hall, government offices and Food Laboratory	MOD / MEO	600,000,000.00	Other Sources	

Areas	Objectives	Strategies	Target Indicator	Accountable Person and Support Office/s	Resource Requirement	Fund Source	Local Revenue Target (A) / Other Financing Targets (B) 2024
1. Other Locally-Generated Revenues	1.1 To collect additional potential source of revenue	1.1.6 Development of Government lot located at Mabini Street corner Juan Luna Street and to be open for Lease to business enterprises and other business opportunities.	Government lot located at Mabini Street corner Juan Luna Street developed for Lease to business enterprises and other business opportunities.	MEO / MAssO / MTO	100,000,000.00	Other Sources	
		1.1.7 Development and Construction of Zero Waste Facility	Zero Waste Complex Facility developed and constructed	MEO/MENRO	100,000.00	Other Sources	
		1.1.8 Development of Municipal Feeder Port (Recodo) in to economic enterprise.	1607.56 sqm of Recodo port developed includes waiting area, admin bldg., ticketing area, loading dock and perimeter fence	MEO	100,000,000.00	Other Sources	
		1.1.9 Development of Government owned properties located at: Marfrancisco (Bliss Project) (2 Hectares estimated) and Zone IV (Del Pilar St.) (8000 sqm.)	Government owned properties located at: Marfrancisco (Bliss Project) (2 Hectares estimated) and Zone IV (Del Pilar St.) (8000 sqm.) developed	MASSO / MTO / SB / MO	100,000,000.00	Other Sources	
		1.1.10 Development of Eco-Tourism Park - Boundary of Barangay Marfrancisco and Papandayan	7.5 hectares of land developed into a Eco-Tourism Park	MASSO / MEO	2,000,000.00	Other Sources	
SUB-TOTAL - OTHER POSSIBLE FINANCING SOURCES					1,029,100,000.00	-	2,556,449.07
ANNUAL TOTAL					1,037,446,802.00	-	55,709,249.07

Prepared by:

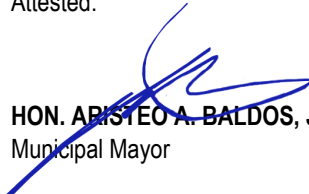

PLARIDEL S. CUPADO
 Municipal Treasurer

Reviewed by:


ROSENIO A. TORIANO, EFP
 Municipal Planning & Development Coordinator


ZAIDA D. MICIANO
 Municipal Budget Officer

Attested:


HON. ARISTEO A. BALDOS, JR.
 Municipal Mayor