



MUNICIPAL TOURISM DEVELOPMENT PLAN 2024



## PROOF OF RECEIPT

			RECEIVED			
OFFICE/AGENCY/DIVISION	0	N:		BY:	SIGNATURE	
	Date	Time	Printed Name	Position/Designation	/	
Municipal Mayor's Office	6-5-23	8.33	MAE MENORCA	A.A.1	A	
Tourism, History and Development Division	6/09/23	(N:70	Jerred Bernadit	AA VI	Q1/	
Municipal Vice Mayor's Office and the Sangguniang Bayan	5-31-2023	4:55	Jasmin 6. Mgabi	A.A. 1	hAng M.	
Municipal Administrator's Office	6-7-3	2:37	MELODY P. MENDEJA	A-A - 111	Incloque	
Municipal Planning and Development Office	5-81-23	4:50	GERALD M. DULATRE	114	Confr	
Municipal Budget Office	6-7-23	3.7%	MANUA ANNA AGUIUM	ATAIN	An	
Municipal Accounting Office	6-8-29	11:15	MJ FUENTES	COI	Q	
Municipal Treasury Office	6-7-23	4:10	MABYLYN L-80ND	A-A-11	Font	
Municipal Engineering Office	6-13-23	10:37	Marie Leon D Magadia	Ann	ma	
Municipal Local Government Operations Office	6-9.23	9:57	CANARATA OPONR	han	Ø	
Provincial Budget Office	6-9-27	3:06	mithua thunk aguiumu	tav	X	
Commission on Audit (COA)	618/22	11:15	m tremtes	~~ CV1	A	



# 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
- > Tourism Development Plan 2024

# OFFICE OF THE MUNICIPAL MAYOR





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.

MESSAGE

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!

# OFFICE OF THE 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.

MESSAGE

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.

HON. RODOLFO M. MAGSINO MUNICIPAL VICE MAYOR Through inquiries, careful studies, researches and workshops, we will be able to sustain and meet the demands of the everchanging 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 TOURISM DEVELOPMENT PLAN 2024 which was completed and packaged by the:

#### MUNICIPAL PLANNING AND DEVELOPMENT OFFICE

#### GENERAL PUBLIC SERVICES ROMEL T. MARAYAN

JAN-NEIL H. EVANGELISTA

#### PRINCESS EUNICE L. DEL VALLE

#### SOCIAL SERVICES

**EnP VIRGILIO M. KING** 

JOHN ERIC G. MONDOÑEDO

MA. LORRAINE F. FESTIN

#### ECONOMIC SERVICES EnP. ORLEX H. MARAYAN

FREDELINO A. TORIANO, JR.

MARIANNE L. LUARCA

OTHER SERVICES EnP. ORLEX H. MARAYAN

**JAYSON M. MAUPAY** 

Development Management Officer II Sector Coordinator Senior Administrative Assistant II Sector Coordinator Project Development Officer I Sector Coordinator

Project Development Officer III Sector Coordinator Planning Assistant Sector Coordinator Project Evaluation Assistant Sector Coordinator

Development Management Officer IV / Asst. to the MPDC Sector Coordinator Planning Officer II Sector Coordinator Administrative Aide II Sector Coordinator

Development Management Officer IV / Asst. to the MPDC Sector Coordinator Administrative Assistant I Sector Coordinator

#### ADMINISTRATIVE AND TECHNICIAL SUPPORT SERVICES

RUTH D. MALING FHIL JOSEPH L. GALANG GERALD M. DULATRE MARY JOY R. SALENDREZ ROSELLE H. LABRADOR EDEN M. HERNANDEZ Administrative Officer IV Logistic In-Charge Information Technology Assistant Technical Support Staff Information Technology Assistant Administrative Support Staff Administrative Aide III Administrative Aide III Administrative Support Staff Administrative Aide II Administrative Aide II

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!!!

Municipal Planning and Development Coordinator



The Municipal Planning and Development Office Telefax: (043) 738 - 4632 E-mail Address: <u>mpdo.pin@gmail.com</u> / <u>mpdo@pinamalayan.gov.ph</u> Our Website: <u>www.pinamalayan.gov.ph</u>



# 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/Sanggunang Bayan. 21º Fir. Municipal Bldg. Madrid Blvd., Zone III, Rinamalayan, Oriental Mindoro Email Address. <u>vicemavoristice@conamalayan.gov.gn</u>.Tel. Nos. (043):736-1432. (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, HON. RIO S. MERCENE. HON. DUNHILL MARCELO M. DELMO V, HON. ANGELO MARLO D. MADRID, HON. MAURO P. HELERA, HON. ANJUNE A. ZAMORA. HON. EDWIN G. HERNANDEZ, HON. JEOFFREY PAUL A. UMBAO, HON. NAPOLEON M. MANGARING, HON. JOVEN S. VELASCO. HON. ANTONIO VICTOR R. OLYMPIA,

Municipal Vice Mayor, Presiding officer SB Member SKMF President, SB Member 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/Sanggunarg Bayan 2" Fr. Municipal Bilds. Madrid Bild. Zone III. Pinamalayan: Oriertal Mindoro

Email Address <u>(icemayor:office@ponamaayan.gov.gn</u> 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 19<sup>th</sup> 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 22<sup>nd</sup> 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. MIRAS J. J. SANTOS Secretary to the Sangguniang Bayan

Attested by:

HON. ROD FO M. MAGSINO Municipal Vice Mayor, Presiding Officer

Approved:





### 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 publicprivate partnership, different thematic plans and programs were formulated through researches, series of consultations, workshops, focus group discussions and other activities involving multisectoral 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

### **OFFICE OF THE MUNICIPAL MAYOR**

Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208 Email: <u>mayorsoffice@pinamalayan.gov.ph</u> 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





## **OFFICE OF THE MUNICIPAL MAYOR**

Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208 Email: <u>mayorsoffice@pinamalayan.gov.ph</u> Telephone No.043-284-7146

THE 37 BARANGAY CAPTAINS OF PINAMALAYAN:

HON. RAND H. MOREDO Barangay Captain, Anoling Member

ETRELITA mato HON. EDNA L. RANILLO

Barangay Captain, Bangbang Member

HON. ANDRES M. GANIBO Barangay Captain, Buli Member

HON. EUGENIO M. MANTARING Barangay Captain, Calingag Member



Barangay Capton, Guinhawa Member

HON. RICO M. PONIFACIO Barangay Capeain, Lumambayan Member

### - Real

HON. MERAFE T. ALUB Barangay Captain, Maliangcog Member

HON. ENRICO M. CAUNCERAN Barangay Captaín, Marayos Member

HON. ANTONIO S. MOGOL Barangay Captain, Nabuslot Member

#FullDevolution #LocalAutonomy #LocalEmpowerment

Barangay Captain, Bacungan Member

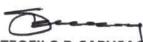
HON. JOELITO J. PERLAS Barangay Captain, Banilad Member



HON. NORVEN M. ARELLANO Barangay Captain, Cacawan Member

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

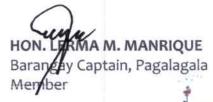
HON. JOHNY BLOLONG Barangay Captain, Inclanay Member



HON. TEOFILO P. SAPUSAÓ Barangay Captain, Malaya Member

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

HON. ROMEO M. DIMAANO Barangay Captain, Marfrancisco Member





### **OFFICE OF THE MUNICIPAL MAYOR**

Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208 Email: <u>mayorsoffice@pinamalayan.gov.ph</u> Telephone No.043-284-7146

THE 37 BARANGAY APTAINS 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. MONDONEDO JR.

Barangay Captain, Quinabigan Member

HON. HIPOLTO D. ONDOY Barangay Captain, Rosario Member

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

HON. EDNA D. LIMBO

Barangay Captain, Sto. Niño Member

## Julpt

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

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

Barangay Captain, Ranzo Member

HON. JEFFREY D. SIBOBO Barangay Captain, Sabang Member

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

HON. BENIGNO M. LAMBOLOTO

Barangay Captain, Wawa Member

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

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

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

#FullDevolution #LocalAutonomy #LocalEmpowerment



## **OFFICE OF THE MUNICIPAL MAYOR**

Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208 Email: <u>mayorsoffice@pinamalayan.gov.ph</u> 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

President, Ranzo Farmer's Association Member

Mutio

EDWIN C. ANDAL President, Kapulungan ng Sandigang Magkakarne (KASAMA) Member

**ESTELITA M. FIEDALAN** President, Samahan ng Lingap Pamilyang Pinamaleño (SLNPP) Member



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

#FullDevolution #LocalAutonomy #LocalEmpowerment

Nalg

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

BOO

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 Techers Organization Member

GERALD F. LUHA President, Sandugo Rescue and Radio Communication Group-Lima Chapter Pinamalayan

LIN

President, Kabalikat Civicom 843 Chapter Pinamalayan, Oriental Mindoro Member



OFFICE OF THE MUNICIPAL MAYOR

Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208 Email: <u>mayorsoffice@pinamalayan.gov.ph</u> Telephone No.043-284-7146

more

HON. RIO S. MERCENE SB Member Chairperson, Committee on Finance & Appropriations

HON. ALFONSO V. UMALI, JR. Congressman 2<sup>nd</sup> District, Oriental Mindoro

Attested by:

ORLEX A ARAYAN, EnP. Development Management Officer IV Secretary, NIDC Secretariat

Certified Correct:

ROSENIO A. TORIANO

MPDC - MGDH I Head, MDC Secretariat

Approved:

ARISTEO APASAN BALDOS, JR. HON. Municipal Mayor Shairperson, Municipal Development Council



#FullDevolution #LocalAutonomy #LocalEmpowerment



# **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.



# 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

RANSPARENCY, ACCOUNTABILITY AND GOOD GOVERNANCE



RGANIZATIONAL DEVELOPMENT AND EMPOWERMENT



EACE AND ORDER AND PUBLIC SAFETY



DMMUNITY INVOLVEMENT AND INTEGRATION



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



**EVENUE GENERATION AND LIVELIHOOD PROGRAMS** 



DUCATIONAL AND TECHNICAL SKILLS DEVELOPMENT



**OCIAL PROGRAMS** 



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: R ESPONSIBLE LEADERSHIP

CCOUNTABILITY AND TRANSPARENCY IN GOVERNANCE

NNOVATIVE AND EXCELLENT SERVICE

URTURERS OF FAITH AND PATRIOTIC IDEALS

UILDERS OF POSITIVITY AND TEAM SPIRIT

BJECTIVITY AND INTEGRITY OF PURPOSE

ELL-BALANCED ECOLOGY ADVOCATES





PINAMALAYAN BRIEF PROFILE - 1 of 9

# HISTORICAL BACKGROUND

Г

GEND

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.



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.

### 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.

MUNICIPALITY

ШТГ

ШO

CREATION

# 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

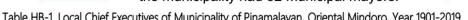
When the Japanese occupied Mindoro in 1942, Dr. Abelardo Bunag,then mayor, joined the underground movement. The Japanese then appointed Carlos Aguilucho as mayor, followed by Manuel Medina. Then, the Americans returned around January 15, 1945.

## 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.



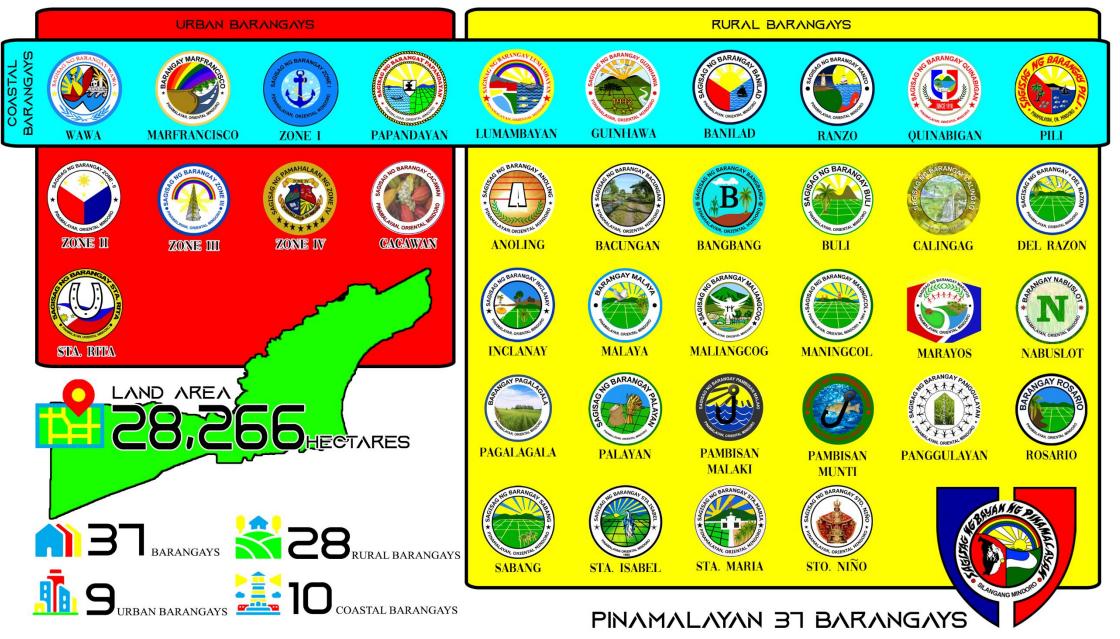
	Name of LCE	Term of Office		Name of LCE	Term of Office		
1	Cornelio Nable	1901-1902	17	Manuel Medina	1943-1945		
2	Juan Aguilucho	1902-1903	18	Tomas Villamin	1946-1947		
3	Vicente Dominguez	1903-1904	19	Dominador Madrid	1948-1951		
4	Florencio Morente	1905-1906	20	Remegio Pio Baldos	1952-1955		
5	Juan 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	1005 1000	25	Emilina Baldoz	1980-1986		
10	Francisco Luarca	1925-1928	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

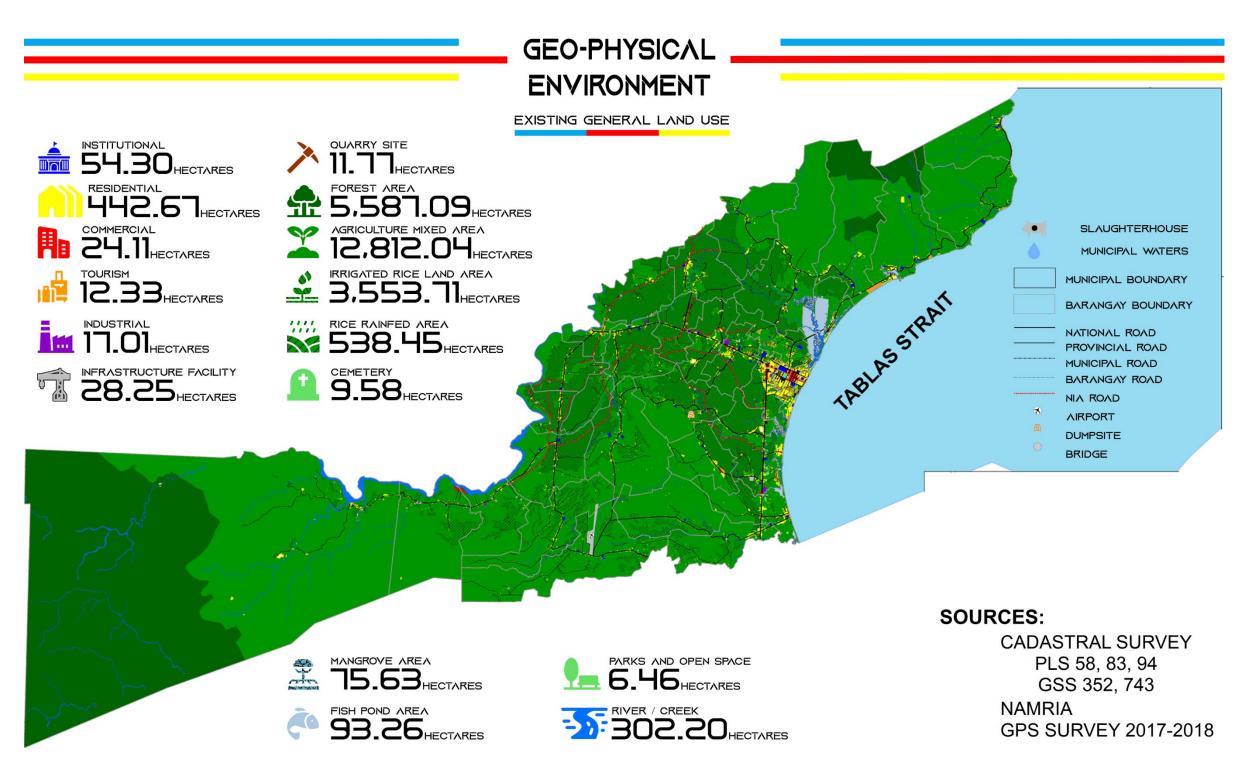


SIGNIFICANT DEVELOPMENTS IN THE MUNICIPALITY

# GEO-PHYSICAL . ENVIRONMENT

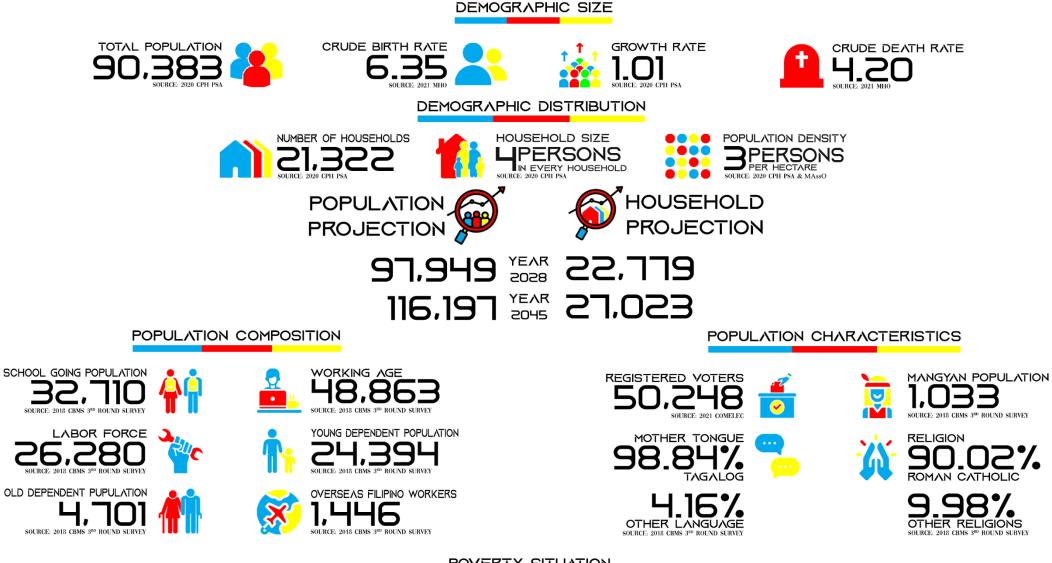


PINAMALAYAN BRIEF PROFILE - 4 of 9



PINAMALAYAN BRIEF PROFILE - 5 of 9

# DEMOGRAPHY



POVERTY SITUATION

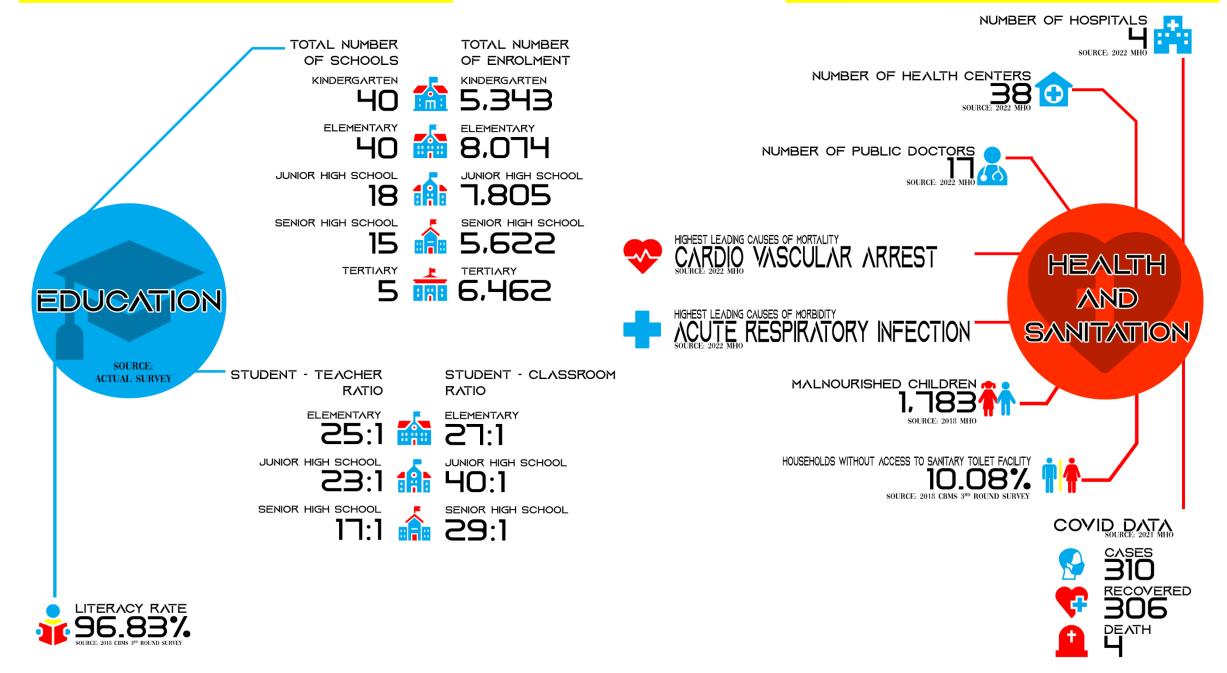




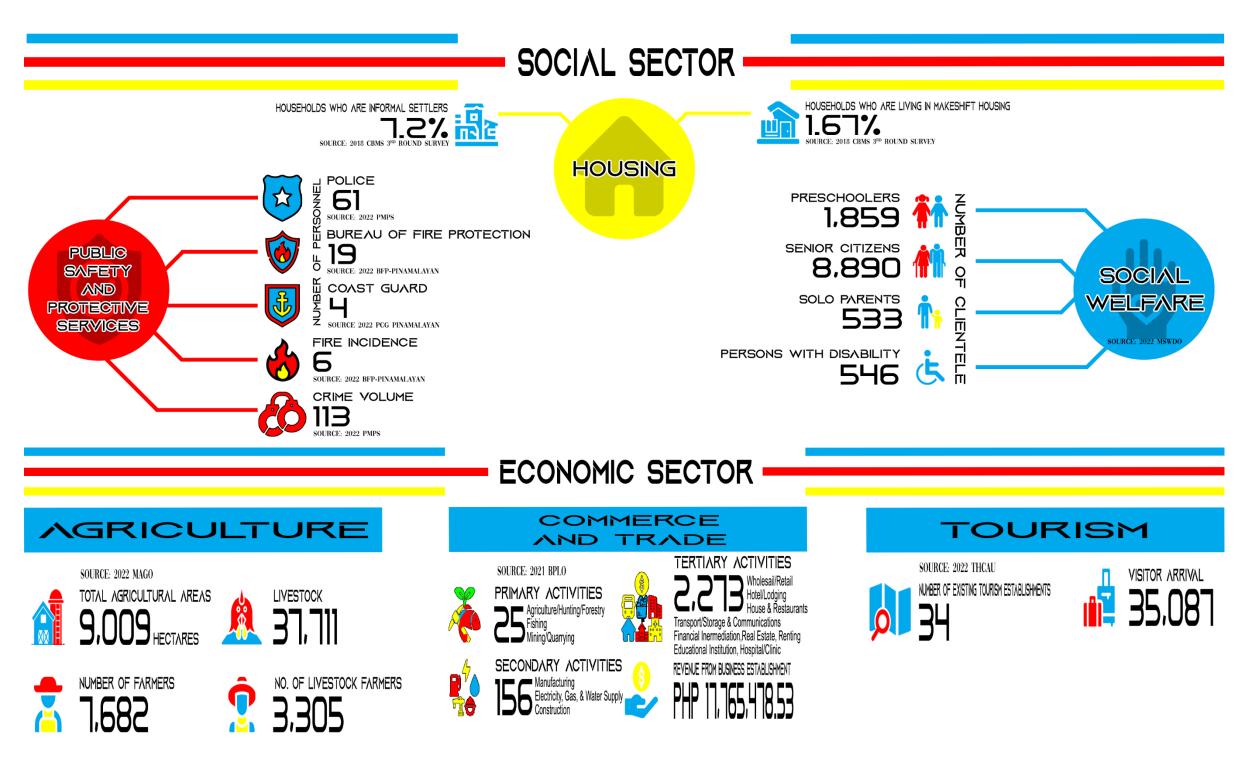


PINAMALAYAN BRIEF PROFILE - 6 of 9



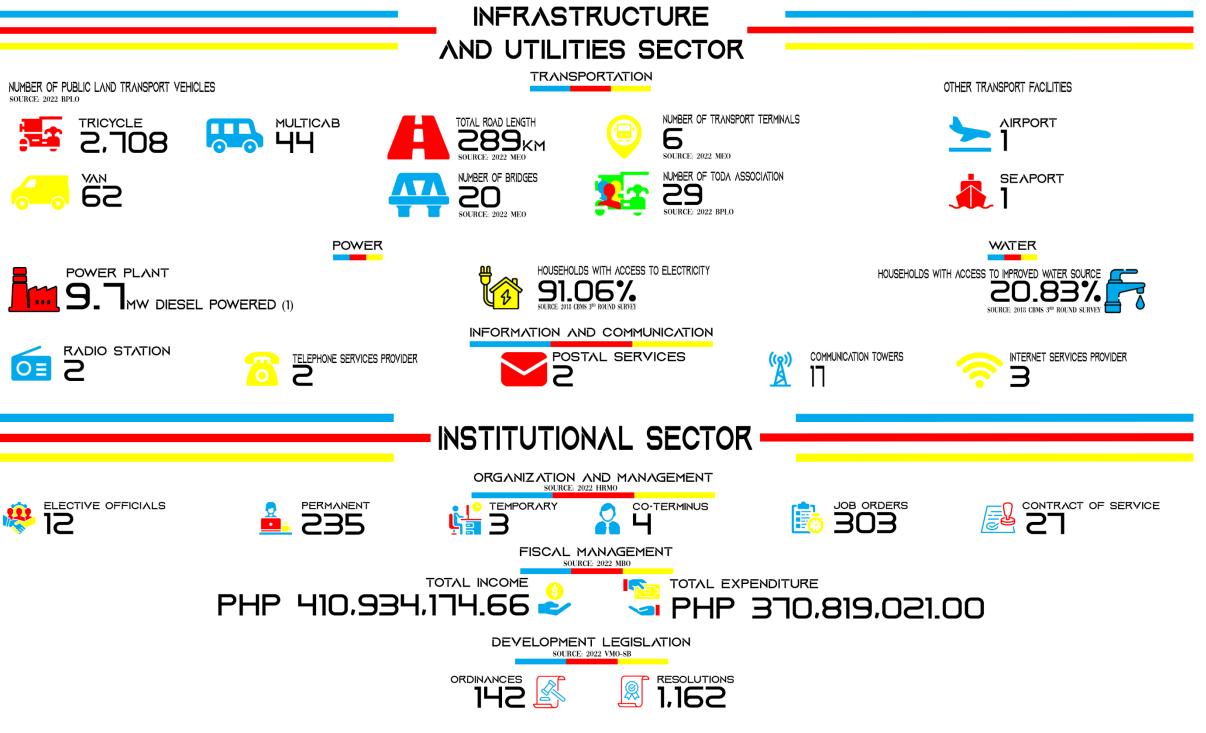


PINAMALAYAN BRIEF PROFILE - 7 of 9



PINAMALAYAN BRIEF PROFILE - 8 of 9

PINAMALAYAN BRIEF PROFILE - 9 of 9



### Profile :

### Narrative Description:

Over the past years, Pinamalayan showed itself as one of the promising tourism destination not only in the province of Oriental Mindoro, but with the entire MIMAROPA Region. Its natural land and sea scapes along with the vibrant culture and heritage makes it one of the top choices of tourists based on the recorded data of Tourist Arrivals. However, despite all the advantages Pinamalayan has in terms of luring visitors to visit the place, there are several improvements that needs to be addressed in order to ensure the continuous growth and development of local tourism industry, most especially the sites which shows high potential to be the next tourism destination such as the Mangrove Area of Barangay Wawa, Cawa-Cawa Falls, the Mangyan Heritage at Barangay Sabang, and Ranzo's magnificent land and seascapes that are yet to be fully discovered and explored.

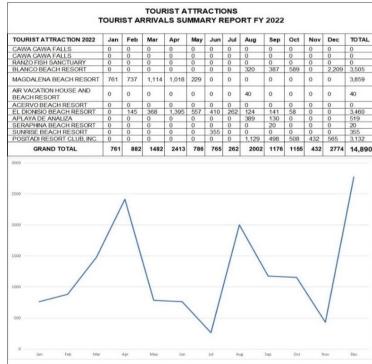
Culture and the Arts, on the other hand plays a vital role not only in defiing the local's existence but also directly impacts the tourism industry through a series of annual cultural events that serves as a major economic activity in the town most especially during the summer months.

This plan presents our proposed projects and programs foro the advancement of our local Tourism, Culture and Arts in reaching our goal to be one of the most visited destination in the MIMAROPA region.

### Vital Facts and Figures:

JRIS	TAP	RRIV	ALS	SUM	MAR	YRE	POR	TFY	202	2		
Jan	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
0	0	0	0	0	0	0	0	0	0	0	0	(
182	225	357	310	340	387	309	297	299	285	287	227	3,505
119	224	388	471	344	343	286	257	194	300	367	287	3,580
88	129	233	347	260	297	204	224	155	185	0	0	2,122
45	75	47	47	0	0	0	0	0	0	0	0	214
0	0	0	0	0	94	19	188	28	0	0	0	329
476	288	386	511	251	283	299	304	126	94	12	0	3,030
29	34	28	22	37	19	28	26	28	27	35	28	34
19	25	2	137	34	154	62	31	55	23	0	97	639
0	175	324	283	278	353	345	291	331	321	313	321	3,335
0	0	0	0	0	0	378	78	0	0	0	0	450
0	0	0	0	0	0	0	752	461	297	432	454	2,396
958	1175	1765	2128	1544	1930	1930	2448	1677	1532	1446	1414	19,947
							$\wedge$					
/	~		/	_	_	/						
		1	/					-	_			
	Jan 0 182 119 88 45 0 476 29 19 0 0 0 0 0 0	Jan     Feb       0     0       182     225       119     224       88     129       45     75       0     0       476     288       29     34       19     25       0     175       0     0       0     0	Jan     Feb     Mar       0     0     0     10       182     255     357       119     224     388       68     129     233       45     75     47       0     0     0       476     288     386       19     25     2       0     175     324       0     205     2       0     175     324       0     0     0       0     0     0	Jan     Feb     Mar     Apr       0     0     0     0       182     225     357     310       119     224     388     471       109     224     388     471       45     75     447     47       0     0     0     0     0       476     288     386     511     22       19     24     28     326     211       19     25     2137     215     2137       0     175     324     283     0       0     175     324     203     0       0     0     0     0     0	Jan     Feb     Mar     Apr     May       0     0     0     0     0     0       182     225     357     310     340       192     224     388     471     344       180     129     233     347     260       45     75     47     447     00       0     0     0     0     0     0       470     288     386     511     251       29     34     28     22     37     34       19     25     2     37     34     34       0     175     324     283     278     34       0     16     30     0     0     0     0	Jan     Feb     Mar     Apr     May     Jun       0     0     0     0     0     0     0       182     225     557     310     340     387       182     225     357     310     340     343       181     224     388     471     344     343       180     129     233     347     260     297       45     75     47     47     0     0     0       0     00     00     00     50     60     94       476     288     386     511     251     283       19     34     28     292     37     191       19     25     2     137     34     154       10     175     324     283     276     353       10     5     324     283     326     363       10     175     324     283     364     363 <td>Jan     Feb     Mar     Apr     May     Jun     Jul       0     0     0     0     0     0     0     0     0     10<td>Image     Mare     Apr     May     Jun     Jun     Aug       0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     10</td><td>Image     Mare     Apr     Mare     Jun     Jun     Auge     Series       0<td>Image     Image     <th< td=""><td>0     0</td><td>Image     Image     <th< td=""></th<></td></th<></td></td></td>	Jan     Feb     Mar     Apr     May     Jun     Jul       0     0     0     0     0     0     0     0     0     10 <td>Image     Mare     Apr     May     Jun     Jun     Aug       0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     10</td> <td>Image     Mare     Apr     Mare     Jun     Jun     Auge     Series       0<td>Image     Image     <th< td=""><td>0     0</td><td>Image     Image     <th< td=""></th<></td></th<></td></td>	Image     Mare     Apr     May     Jun     Jun     Aug       0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     0     10	Image     Mare     Apr     Mare     Jun     Jun     Auge     Series       0 <td>Image     Image     <th< td=""><td>0     0</td><td>Image     Image     <th< td=""></th<></td></th<></td>	Image     Image <th< td=""><td>0     0</td><td>Image     Image     <th< td=""></th<></td></th<>	0     0	Image     Image <th< td=""></th<>

### Table 1. Tourist Arrival Report, FY 2022 (Overnight Guests)

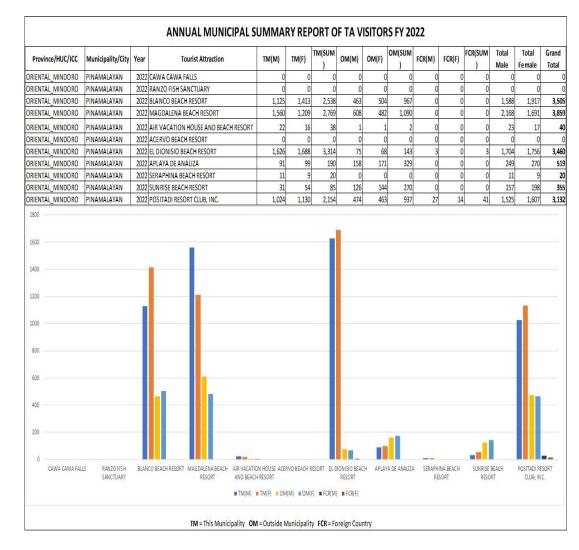


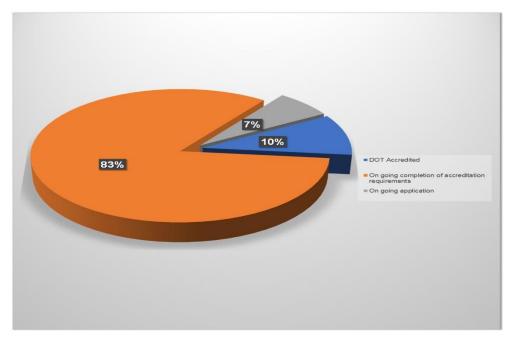
## Table 2. Tourist Arrival Report, FY 2022 (Daytour Guests)

### Table 3. Summary of Tourist Arrivals (Overnight Guests), FY 2022

### Table 4. Summary of Tourist Arrivals (Daytour Guests), FY 2022

Province/HUC/I	CC Municipality/City	Year	Accommodation Establishment	Type-Class	Local Tourist	Foreign Tourist	Total (L+F)	Total Male	Total Female	Total (M+F
			AIR VACATION HOUSE AND BEACH							
	RO PINAMALAYAN		RESORT	RESORT	0	0		0		
RIENTAL_MINDO			BLOOMING RAINBOW INN	TOURIST INN	3,504	1		,		3,5
RIENTAL_MINDO			BLOOMING RAINBOW INN ANNEX	HOTEL	3,543	37	3,580	2,709		3,5
RIENTAL_MINDO			SEACLIFF SUITES HOTEL AND RESORT	HOTEL	2,126	59				2,1
RIENTAL_MINDO			MARVELOUS M HOTEL AND RESTOBAR	HOTEL	196	18				2
RIENTAL_MINDO		_	SUNRISE BEACH RESORT	RESORT	329	0				3
RIENTAL_MINDO			EL DIONISIO BEACH RESORT	RESORT	3,008	22				3,0
RIENTAL_MINDO			ORO BEACH HOTEL	HOTEL	341	0		315		3
RIENTAL_MINDO			BLANCO BEACH RESORT	RESORT	639	0				6
RIENTAL_MINDO			JAMILLA'S PENSION HOUSE	HOTEL	3,334	1		,	,	3,3
RIENTAL_MINDO			APLAYA DE ANALIZA	RESORT	456	0				4
RIENTAL_MINDO		_	POSITADI RESORT CLUB, INC.	RESORT	2,376	20				2,3
RIENTAL_MINDO			MAGDALENA BEACH RESORT RHG HOTEL	OTHERS	79	0				
000										
000										
2500										
2500										
1500					1					
500							1.			





### Table 5. Accreditation Status of Tourism Establisments in

#### Analysis

As reported, the local Tourism Receipt of Pinamalayan in 2022 peaked at 6.42% of the total permits and licenses revenue with a total of 153 tourism-related establishments granted with license to operate. A figure that is comparatively higher than of the previous years with 4.68% in 2021, 4.47% in 2020 and 4.96% in 2019.

Aside from the eco-tourism potential, one of the strength of Pinamalayan in terms of luring visitors is its rich and vibrant history, culture and the arts.

However, the challenge brought about by the lack of funding in order to improve tourism and culture-related programs and services limits the capability of the town as one of the promising tourism, culture and arts destination in the province.

#### Assessment:

Given all the advantages Pinamalayan has in terms of utilizing its natural and man-made resources for tourism purposes, we cannot deny the fact that a lot of improvements are still needed in order to ensure a high quality of hospitality service to visiting guests in the future, this includes establishment and strengthening of more Community-Based Rural Tourism Organizations, rehabilitation of roads leading to tourism sites, strong partnership with the private stakeholders, redevelopment of existing tourism and cultural landmarks, allocation of funds to proposed tourism projects and cultural development activities and providing regular manpower to its Tourism Division in order to sustain and enhance its capability in performing its mandated tasks to encourage, promote, and develop tourism as a major socio-economic activity in the town generation additional income and local employment among its locals and to spread the benefits of tourism to a wider segment of the population.

GOAL	SPECIFIC OBJECTIVES/	NAME/DESCRIPTION OF PROGRAMS/PROJECTS/	EXPECTED OUTPUTS	TIME F	RAME	RESPONSIBLE OFFICE/	FUND SOURCE	COST
	STRATEGIES	ACTIVITIES		Start	End	AGENCY		
Tourism	Creation of plantilla positions to	Creation of plantilla positions to administer tasks that	Senior Tourism Operations Officer, SG18	Jan	Dec			2,179,356.00
Administrative			Tourism Operations Officer, SG11	Jan	Dec	1		
Services	administrative and operational tasks of the division	arts	Bookbinder II (Administrative Aide IV), SG4	Jan	Dec	1		
			Admiistrative Asst. II (Audio-Visual Aids Tech. II, SG8	Jan	Dec		Others	
			Administrative Asst. I (Photographer II), SG7	Jan	Dec	– MO, MBO, – HRMO, THDD		
			Admnistrative Officer II, SG11	Jan	Dec			
			Administrative Assistant I (Computer Operator I), SG7	Jan	Dec			
			Administrative Aide III (Driver), SG3	Jan	Dec	1		
			Administrative Aide II (Bookbinder I, SG2	Jan	Dec	1		
Tourism Development	Buhangin in Barangay Banilad as	Banilad through installation of solar lights along beachfront,	80 units of solar powered street lights installed at Sitio Mahabang Buhangin beachfront	Jan	Dec	THDD/MEO	NGAs-TIEZA	3,000,000.00
Services	Tourism Destination	and placements of site markers	Fabrication of Barangay Banilad Site Marker at Mahabang Buhangin	Jan	Dec			
	Development of light tourism activities at Barangay Ranzo	Installation of solar lights along the beachfront area, installation of floating modular docks, fabrication of floating	80 units of solar powered street lights installed at Ranzo beachfront	Jan	Dec	THDD/MEO	NGA-TIEZA	10,000,000.00
			Floating modular docks installed	Jan	Dec	1		
		cottages and rehabilitation of the "Stairway to Heaven"	Concrete stairway to Groto rehabilitated	Jan	Dec	1		
	Development of Mangrove Forest in Barangay Wawa/ Lumambayan for Tourism activities	Construction of Mangrove Board Walk with solar lights	Boardwalk with solar lights constructed at the Mangrove Area	Jan	Dec	THDD/MEO	NGA-TIEZA	8,000,000.00
		Construction of new foot bridge leading to waterfalls and steps with hand raills	New foot bridge and concrete steps leading to waterfalls constructed	Jan	Dec	THDD/MEO	NGA-TIEZA	5,000,000.00
	Pasalubong Center/Concierge	as Pasalubong Center to display souvenir items and food products and tourism-related information materials	87 square meters of Ground floor of TIC renovated/converted as Pasalubong Center/Concierge with outdoor lounge for tourists	Jan	Dec	THDD/MEO	Others	1,000,000.00
	Construction of Pinamalayan MICE Facility	Construction of 5,000-seater facility for Meetings, Incentives, Conference and Exhibits	5000-seater facility to be used for MICE constructed	Jan	Dec	THDD/MEO	NGA-TIEZA	50,000,000.00

Prepared by

RANDY S. RODIL

Municipal Tourism Operations Officer I

Reviewed by:

ROSENIO A. TORIANO, ENP. Municipal Planning and Developemnt Coordinator

ZAIPA D. MICIANO Mutuipipal Budget Officer Attested by

HON. ARISTEO APASAN BALDOS, JR. Municipal Mayor