OFFICIAL RELEASED
SIGNATURE:
DATE: 6/21/23
TIME:

EXECUTIVE ORDER NO. 023 – 2023

AN EXECUTIVE ORDER CREATING THE SANTA MARIA TOURISM DEVELOPMENT PLAN COMMITTEE (SMTDPC) AND ITS TECHNICAL WORKING GROUP (TWG), DEFINING ITS MEMBERSHIP, DUTIES AND FUNCTIONS AND FOR SUCH OTHER PURPOSES.

WHEREAS, Section 17, Chapter 2, Book 1 of Republic Act 7160 otherwise known as the Local Government Code of 1991 mandates local government units to provide basic services and facilities for tourism, its development and promotions;

WHEREAS, Section 37 of Republic Act 9593 otherwise known as the Tourism Act of 2009 encourages local government units, in consultation with the stakeholders, to utilize their powers under Republic Act 7160 to ensure the preparation and implementation of tourism development plans;

WHEREAS, Section 120 of the Implementing Rules and Regulations of Republic Act No. 9593 specifically mandates local government units to prepare, adopt, implement, and monitor their local tourism plans;

WHEREAS, the Department of Tourism Region III is currently encouraging local government units to create multi-sectoral local tourism planning groups that it will assist in the preparation of local tourism development plans using planning tools that ensure inclusive and participatory planning and evidence-based decision-making;

NOW THEREFORE, I, MAYOR BARTOLOME R. RAMOS, by virtue of the power vested in me by law as Mayor of Santa Maria, Bulacan, do hereby declare that;

SECTION 1. NAME. The Santa Maria Tourism Development Plan Committee (SMTDPC) and its Technical Working Group (TWG) are hereby created.

SECTION 2. COMPOSITION.

The Santa Maria Tourism Development Planning Committee (SMTDPC) shall be composed of the following:

Chairperson	: **HON. BARTOLOME R. RAMOS** Municipal Mayor
Co-Chairperson	: **ENGR. ELMER B. CLEMENTE** Municipal Administrator
Executive Officer	: **MA. NERISSA C. DEL ROSARIO** OIC Municipal Tourism, Culture and the Arts Office

Members : **HON. CARL GERALD CASTILLO**
Chairman SB Committee on Tourism, Culture Affairs and Heritage

: **ENGR. RODELIO A. BERNARDO**
Municipal Planning and Development Officer

: **ENGR. CARMELITA GUEVARRA**
Municipal Engineer

: **MYRNA LOPEZ**
Business Permit and Licensing Officer

: **DR. MARILYN F. ISIP**
Academic Sector Representative

: **KENNETH DELA CRUZ**
Resorts and Hotel Sector Representative

: **VANGELINE A. DELISTE**
History and Heritage Sector Representative

: **ALEX ROXAS**
Arts and Culture Sector Representative

: **FELY GALLARDO**
Civil Society Sector Representative

The Santa Maria Tourism Development Planning Committee (SMTDPC) Technical Working Group shall be composed of the following:

Members : **ANTHONY GUEVARRA**
Tourism Related Establishment Coordinator, Municipal Tourism Office

: **MARY ANN S. LAPIG**
Planning and Promotions Coordinator, Municipal Tourism Office

: **JUAN CARLO FONTELLAR**
Graphic Artist, SOCMED

: **KARL VINCENT L. RILLES**
Photographer, SOCMED

: **JOMARI AGUSTIN**
Videographer, SOCMED

: **CHRISTOPHER GOLE CRUZ**
Culture and Arts Coordinator

: **EMERITO JOSE**
History and Heritage

: **IMELDA JOSE**
Research Coordinator

: **SHERELYN LIBAO**
Municipal Administrators Office Representative

SECTION 3. DUTIES AND FUNCTIONS. The SMTDPC and its TWG shall have the following duties and functions:

Santa Maria Tourism Development Planning Committee (SMTDPC)

The Santa Maria Tourism Development Planning Committee (SMTDPC) shall primarily be responsible for preparing the 2023-2025 Santa Maria Tourism Development Plan and perform the following specific tasks:

1. Close coordination with the DOT III and referencing with the DOT Tourism Planning Guidebook for LGU and its prescribed planning tools and templates.

2. Preparation of a work plan for local tourism.

3. Conduct of multi-stakeholder meetings, consultations, workshops, focus group discussions for SWOT analysis, visioning, goals, and objectives setting, strategizing, budgeting and prioritization of programs, projects, and activities (PPA's).

4. Review of existing tourism data and information as well as the local tourism related literature plan.

5. Participation of the 2023-2025 Santa Maria Tourism Development Plan documents.

6. Perform other tasks necessary in ensuring the smooth, efficient, and effective preparation of the local tourism plan.

SMTDPC Technical Working Group (SMTDPC-TWG)

1. Provision of technical assistance to the Santa Maria Tourism Planning Committee;
2. Gathering of primary and secondary data needed;
3. Conduct of detailed work on data collation, validation and technical writing;
4. Perform other related tasks as may be assigned by the Santa Maria Tourism Development Planning Committee from time to time.

SECTION 4. SECRETARIAT. The Santa Maria Tourism Office shall act as the Secretariat and take care of all related administrative tasks and coordination work.

SECTION 5. MEETINGS. The Santa Maria Tourism Development Planning Committee and its Technical Working Group shall meet at least once a month or more often as deemed necessary by the Municipal Mayor.

SECTION 6. EFFECTIVITY. This Executive Order shall take effect immediately and shall remain enforced until revoked, suspended or amended by lawful order in writing by the undersigned.

DONE, this 20th day of June, 2023 in Santa Maria, Bulacan.

BARTOLOME R. RAMOS
Municipal Mayor