



Republic of the Philippines
Province of Cavite
City of Imus

OFFICE OF THE CITY MAYOR

EXECUTIVE ORDER NO. 035
Series of 2024

**AN EXECUTIVE ORDER CREATING THE TOURISM PLANNING COMMITTEE
FOR THE FORMULATION OF THE CITY OF IMUS TOURISM DEVELOPMENT
PLAN (CITDP)**

WHEREAS, R.A. No. 7160, Local Government Code of 1991, mandates the local government units to advance and foster tourism in their respective jurisdictions;

WHEREAS, DILG Memorandum Circular (MC) No. 95-162, encouraged Local Chief Executives (LCEs) to organize Tourism Councils in their jurisdictions, composed of government and private sector representatives to formulate programs and recommendations to develop local tourism facilities and attractions tapping local resources and funds;

WHEREAS, R.A. No. 9593, Tourism Act of 2009, encourages local government units, to produce, execute, and oversee the local tourism development plans centered on sustainable tourism development incorporating preservation of heritage, environmental protection, physical development, land use and zoning, and tourism enterprise operating standards;

WHEREAS, the City of Imus, Cavite, possesses unique and diverse cultural and heritage resources with significant potential for tourism development;

WHEREAS, the development of a comprehensive tourism plan is essential to guide the City's efforts in maximizing this potential, ensuring sustainable growth, promoting a healthy lifestyle and inclusive economic benefits;

WHEREAS, a participatory planning process involving stakeholders from various sectors has been conducted to identify opportunities, address challenges, and formulate strategic objectives for tourism development;



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NOW, therefore, I, Hon. Alex L. Advincula, City Mayor of the City of Imus, by the powers vested in me by law, do hereby order the creation of the Tourism Planning Committee for the Formulation of the City of Imus Tourism Development Plan:

Section 1. City of Imus Tourism Planning Committee and its Functions.

1. Prepare a work plan for the preparation of the City of Imus Tourism Development Plan.
2. Formulate the City of Imus Tourism Development Plan.
3. Consult with residents and other stakeholders of tourism areas.

Section 2. City of Imus Tourism Development Plan (CITDP)- The CITDP shall serve as the City's official blueprint for tourism development, outlining its vision, objectives, strategies, programs, projects, and implementation plan for the next 6 years.

Section 3. Composition of the City of Imus Tourism Development Planning Committee (CITDPC)- A City of Imus Tourism Development Planning Committee (CITDPC) shall be established to oversee the development and implementation of the CITDP. The CITDPC shall be composed of the following members:

Chairperson:	Hon. Alex L. Advincula <i>City Mayor</i>
Vice-Chairperson:	Hon. Homer T. Saquilayan <i>Vice Mayor</i>
Secretariat:	Dr. Emanuel R. Paredes, DMD, AEM <i>Officer – In – Charge, City Tourism and Heritage Office</i>
Members:	Representatives from the following Provincial Government Offices:



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Mr. Ryan Joseph V. Geronimo

*City Local Government Operations Officer -
Imus*

Representatives from the following City
Government Offices:

Hon. Jogie Lyn L. Maliksi

*Head, Sangguniang Panlungsod Committee
on Tourism and Culture*

Hon. Reymundo DG. Ramirez

President, Liga ng mga Barangay

Hon. Glian Piolo P. Ilagan

Sangguniang Kabataan Federation

Mr. Hertito V. Monzon

City Administrator

Mr. Ervin Ace H. Navarette

City Information Officer

Engr. Guiana F. Monzon

City Planning and Development Officer

Ms. Marie Jenneth Vilbar-Lungcay

*Officer – In - Charge, Local Economic
Development and Investment Promotion
Office / Head, Gender and Development
Unit*

Engr. Christian Mervin P. Sarno

City Engineering Officer

**CG COMMO Joey Damaso D. Velarde
(Ret)**

*Officer – In - Charge, City of Imus Traffic
Management Unit*



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Ms. Dorotea L. Sagenes

*City Environment and Natural Resources
Officer*

Ms. Arlene DG Duminding

City Budget Officer

Dr. Ferdinand P. Mina

City Health Officer

Mr. Generoso F. Ramos

*Officer – In - Charge, City of Imus
Cooperative, Livelihood and Entrepreneurial
Development Office*

Mr. Patrick M. Paulme

*Officer – In - Charge, City of Imus Sports
Development Unit*

Ms. Maria Fides B. Escalada

*Officer – In - Charge, Persons with
Disability Affairs Office*

Ms. Marisel R. Cayetano

*Head, City Disaster Risk and Reduction
Management Office*

Mr. Robert R. Marges

City Agriculturist

Dr. Homer N. Mendoza

*Assistant City Schools Division
Superintendent*

*Officer – In - Charge, Office of the City
Schools Division Superintendent*



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PLTCOL Louie Dolleson Dionglay

Officer-In-Charge, Imus City Police Station

Representatives from the following sectors:

Ms. Annie R. Jarin

*Interim President, Imus City Chamber of
Commerce and Industry (ICCCI)*

Mr. Genesis T. Napeñas

*President, Samahan ng mga TODA sa
Lungsod ng Imus (STLI)*

Ms. Victoria C. Calitis

*Officer – In - Charge, City College of Imus
(CCI)*

Nedalla B. Tapado

*President, Society of Independent Cavite
Allied Travel & Tours (SICATT)*

Section 4. Roles of the City of Imus Tourism Development Planning Committee- The Chairperson shall have the principal responsibility for directing and overseeing the development of the CITDP, according to schedule. The chairperson is responsible for chairing major tourism planning sessions and shall designate a representative in sessions that he will not be present.

The Committee shall actively participate in all activities identified in the work plan. The team shall develop realistic goals, and appropriate strategies and identify programs, projects, and activities that best contribute to the attainment of the tourism goals and objectives of the City Government of Imus.

Section 5. Technical Assistance and Support- The City Government shall provide the necessary technical assistance and support to the CITDPC in the development and implementation of the CITDP. This may include, but is not limited to, the following:



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- Hiring of consultants with expertise in tourism planning and development.
- Providing funding for research, data collection, and project activities.
- Facilitating meetings and workshops for stakeholder engagement.

Section 6. Funding and Resource Mobilization- The City Government shall allocate adequate funding for the development and implementation of the CITDP. The CITDPC shall also explore opportunities for public-private partnerships and other forms of resource mobilization to support the plan's initiatives.

Section 7. Separability Clause- If any provision of this Executive Order is declared invalid or unconstitutional, the remaining provisions shall remain in full force and effect.

Section 8. Effectivity- This Executive Order shall take effect immediately upon its signing and publication.

DONE and **SIGNED** this 27th day of May 2024, City of Imus.


ALEX L. ADVINCULA
City Mayor