

EXECUTIVE ORDER NO. 2024-007

**CONSTITUTING THE EVENT COMMITTEES AND SUPPORT SERVICES
FOR THE 2024 PEÑAFRANCIA FESTIVAL AND CENTENARY
CELEBRATION OF THE CORONATION OF THE OUR LADY OF
PEÑAFRANCIA**

WHEREAS, Section 15, Article 14 of the 1987 Constitution declares that the State shall conserve, promote, and popularize the nation's historical and cultural heritage;

WHEREAS, the City of Naga had been declared as a Pilgrimage Capital of the Bicol region by virtue of Proclamation No. 33, series of 2010;

WHEREAS, the Penafrancia Festival fosters a sense of unity and camaraderie among the residents of Naga City and the Bicol Region;

WHEREAS, the Penafrancia Festival is a time when people come together, regardless of social status or background, to celebrate their shared faith and cultural heritage;

WHEREAS, the 20th of September 2024 will mark the Centenary of the Coronation of Our Lady of Peñafrancia as Patroness of the Bicol Region;

WHEREAS, the festival also serves as a platform for community engagement and participation where various civic organizations, local businesses, schools, and government agencies collaborate to organize events, parades, and religious activities, creating a strong sense of community spirit and pride;

WHEREAS, as to commence with the preparations and ensure the smooth implementation of the various activities identified for this year's celebration and ensure the participation of all offices of the City Government of Naga, there is a need to constitute, organize and create event and support committees, defining their functions, roles, and responsibilities, as well as the different activities that will be implemented and monitored by the same;

NOW THEREFORE, I, **NELSON S. LEGACION**, Mayor of Naga City, by virtue of the powers vested in me by law, do hereby order and create the following Peñafrancia Fiesta 2023 event and support committees:

Room 201, 2nd Floor, Naga City Hall, J. Miranda Avenue,
Concepcion Pequeña, City of Naga
(054) 881 0447 | (054) 205 2980 loc. 2010
www.naga.gov.ph



Republika ng Pilipinas
Kagawaran ng Edukasyon
REHIYON V

TANGGAPANG PANSANGAY NG MGA PAARALAN NG LUNGSOD NAGA

March 26, 2024

To: Chief Education Supervisors
SGOD & CID Personnel
OSDS Unit Heads & Personnel
Public Elementary and Secondary School Heads
All Others Concerned

For information and dissemination.

FERNANDO C. MACARAIG
Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent

DEF. DIVISION OF NAGA CITY
RECORDS SECTION
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ARTICLE I. EVENT COMMITTEES

Section 1. CREATION OF EVENT COMMITTEES. The following event committees are hereby created:

A. Miss Bicolandia Beauty Pageant Committee

Chairperson: **Hon. Jose C. Rañola, M.D.**
City Councilor

Co-Chairperson: **Hon. Jose B. Perez**
City Councilor

Members: **Mr. Reuel Oliver**
Investment and Tourism Promotions Officer

Mr. Gil Dela Torre
Secretary to the Sangguniang Panlungsod

Mr. Aldo Nino Ruivibar
GAD Focal Point Person

Ms. Eloisa Badong
Entrepreneur

Mr. Richard Tan Rocha
Vice President for Operations of LYRR Realty Development Corporation and Naga Queenstown Realty and Development, Inc.

Mr. Mike Pauig
Director, Metro Naga Water District

Atty. Raquel Sienna A. Vergara
Proprietor, Caramel Bakeshop

Ms. Rye Rentoy
Interior Designer

Mr. Ferdinand Sia
Entrepreneur





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B. Inter High School CAT/DRRM Marching Competition Committee

- Chairperson: **Hon. Salvador M. Del Castillo**
City Councilor
- Co-Chairperson: **Hon. Gayle Abonal Gomez**
City Councilor
- Members: **Mr. Ernesto B. Elcamel**
Head, CDRRMO
- Mr. Riko Vinluan**
City Librarian
- Ms. Annabel Vargas**
City Social Welfare and Development Officer
- Mr. Vicente Avila**
Founding Chairman, Bicol Federation of Active and Retired Commandants and Instructors League

C. Committee on Boy Scouts and Girl Scouts Parade and DXMC and Inter-School Mass Dance Competition

- Chairperson: **Hon. Joselito SA. del Rosario**
City Councilor
- Co-Chairperson: **Hon. Ghiel Rosales**
City Councilor
- Members: **Dr. Susan Collano, CESO IV**
Schools Division Superintendent
- Atty. Paul John Barrosa**
Education, Scholarships and Sports Officer
- Mr. Ernani B. Suron**
BSTC Administrator
- Mr. Hubert Brocales**
MNDC Executive Director





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Mr. Alberto Villafuerte
City Assessor

D. Civic and Float Parade Committee

Chairperson: **Mr. Elmer S. Baldemoro**
City Administrator

Vice Chairperson **Hon. Maria Corazon M. Peñaflor**
City Councilor

Members: **Mr. Ruel Barrios**
Department Head, Lingkod Barangay Office

Mr. Johann Dela Rosa
Chief-of-Office, Community Relations Office

Ms. Maria Dolores Delos Reyes
Department Head, CCRO

Mr. Hubert Brocales
MNDC Executive Director

E. Peñafrancia Voyadores Festival Committee

Chairperson: **Hon. Jose B. Perez**
City Councilor

Vice Chairperson **Dr. Susan Collano, CESO V**
Schools Division Superintendent

Members: **Hon. Jefson Romeo Felix**
City Councilor

Dr. Magno Conag
Administrator, CCN

Mr. Reuel M. Oliver
Investment and Tourism Promotions Officer

Mr. Wilfredo B. Prilles
City Planning and Development Office





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F. Bicol Regional Military Parade

- Chairperson: **Hon. Ramon Melvin G. Buenafe**
City Councilor
- Co-Chairperson: **Hon. Antonio B. Beltran**
City Councilor
- Members: **Ms. Elizabeth Valiente**
Chief-of-Office Internal Audit Service
- Mr. Ray An Cydrick Rentoy**
City Population and Nutrition Officer
- Mr. Jose B. Importante**
Executive Director, NCDDDB

G. Tagboan Arts, Music and Gastronomy Festival

- Chairperson: **Mr. Allen L. Reondanga**
City Events, Protocol & Public Information Officer
- Co-Chairperson: **Mr. Roderick Reforsado**
Metro PESO Manager
- Members: **Mr. Francisco Mendoza**
Acting City Agriculturist
- Mr. Johann Dela Rosa**
Youth Development Officer
- Mr. John Paul Buendia**
Cooperatives Development Officer



Section 2. STAFF FOR EVENT COMMITTEES. To guarantee active involvement and equitable task allocation among City Government staff, the Secretariat and Support Teams of the Event Committees will be comprised of current personnel reporting to member Councilors and Department Heads or Chiefs-of-Offices.



Section 3. POWERS AND FUNCTIONS OF THE EVENT COMMITTEES. The Event Committees shall be responsible for organizing, coordinating, and ensuring the successful execution of the festival events. Their powers and functions are as follows:

1. Define roles and responsibilities for each committee member, ensuring that tasks are delegated appropriately.
2. Provide guidance and support to committee members, facilitating effective communication and collaboration among team members.
3. Conduct regular committee meetings to discuss progress, address challenges, and make necessary decisions.
4. Develop a comprehensive plan for the respective Peñafrancia Festival event, including dates, schedules, and activities.
5. Coordinate with relevant stakeholders, such as government agencies, local communities, and volunteers, to ensure their participation and support.
6. Establish communication channels and maintain regular coordination meetings with committee members to ensure effective planning and execution.
7. Develop a budget for the respective event, considering all anticipated expenses and potential revenue sources.
8. Coordinate logistics arrangements, including venue selection, stage setup, seating arrangements, and necessary equipment procurement.
9. Oversee the development and implementation of safety protocols, crowd management strategies, and emergency response plans in collaboration with relevant authorities.
10. Manage event operations on the day(s) of the festival event, ensuring a smooth flow of activities, efficient use of resources, and adherence to established timelines.
11. Conduct a thorough evaluation of the respective event, considering attendance numbers, financial reports, participant feedback, and stakeholder input.
12. Prepare a comprehensive report outlining the successes, challenges, and recommendations for future editions of the Peñafrancia Festival event.
13. Submit the report to the appropriate authorities and stakeholders within a reasonable timeframe following the event's conclusion.

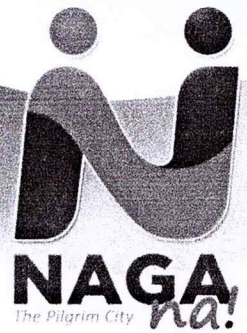
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 RECORDS SECTION
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ARTICLE II. SUPPORT SERVICES

Section 4. CREATION OF THE FESTIVAL SUPPORT SERVICES.
 The following shall serve as Festival Support Services Committees:



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1) Physical Arrangement and Festival Structures Services Committee

Chairperson: **Hon. Jesse R. Albeus**
City Councilor

Vice Chairperson: **Hon. Vidal Castillo**
City Councilor

Members: **Engr. Alexander Caning**
City Engineer

Mr. Arthur Abonal
General Services Department

Engr. Jarwin P. Evangelista
Building Maintenance Office

Engr. Francisco Lim
City Parks and Recreational Facilities
Management Office



- a) It shall have the following functions:
- i) Oversee the construction or installation of temporary structures required for the festival, such as tents, stages, exhibition booths, and rest areas.
 - ii) Ensure the maintenance and upkeep of existing infrastructure and facilities within festival venues.
 - iii) Oversee the design and setup of stages, backdrops, props, and decorations required for the festival.
 - iv) Strive to make festival venues and structures inclusive for individuals with disabilities.
 - v) Install signage and wayfinding systems to guide festival participants and attendees.

2) Sponsorship, Public Information, Scheduling, Marketing and Promotions Services

Chairperson: **Mr. Allen Reondanga**
City Events, Protocol and Public Information Officer

Co-Chairperson: **Mr. Roderick Reforsado**
Metro PESO Manager



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Members:

Atty. Mc. GcGyver Gerard Orbina
City Legal Officer

Mr. Hubert Brocales
Executive Director, MNDC

Ms. Ruby Singson
City Accountant

a) It shall have the following tasks:

i) Sponsorship Management:

- (1) Identify potential sponsors and partners to support the Penafrancia Festival.
- (2) Develop sponsorship packages and proposals outlining the benefits and opportunities for sponsors.
- (3) Reach out to sponsors, negotiate agreements, and manage sponsor relationships throughout the festival.
- (4) Ensure that sponsor obligations are fulfilled, including brand visibility, recognition, and other agreed-upon benefits.

ii) Public Information Management:

- (1) Develop and implement a comprehensive public information strategy for the Penafrancia Festival.
- (2) Serve as the primary point of contact for media inquiries, interviews, and press releases related to the festival.
- (3) Coordinate with participating agencies, organizations, and stakeholders to disseminate accurate and timely information about festival events, activities, and updates.
- (4) Manage the official festival website, social media accounts, and other communication channels to provide up-to-date information to the public.

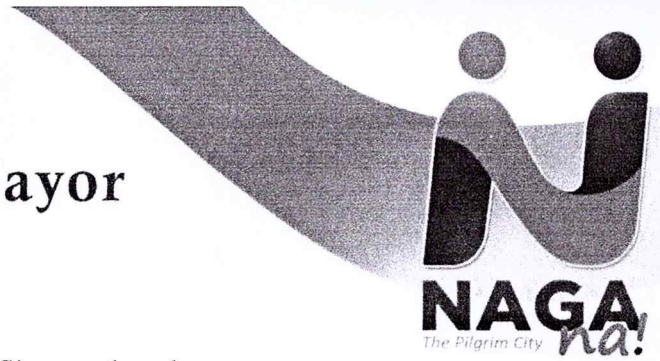
iii) Scheduling and Program Coordination:

- (1) Develop a master schedule and timeline for the Penafrancia Festival, considering the various events, activities, and performances.
- (2) Coordinate with event organizers, participants, and performers to ensure their availability and adherence to the schedule.

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CITY OF NAGA
SERVICES SECTION



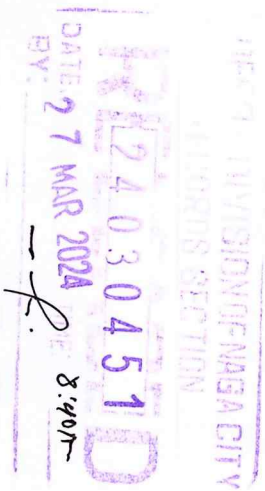
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- (3) Resolve scheduling conflicts and make necessary adjustments to maintain a coherent and well-organized festival program.
- (4) Communicate the finalized schedule to all relevant stakeholders, including participants, attendees, and media outlets.

iv) Marketing and Promotions:

- (1) Develop a comprehensive marketing and promotions strategy to raise awareness and attract attendees to the Penafrancia Festival.
- (2) Create engaging marketing materials, such as brochures, posters, banners, and digital content, to promote the festival.
- (3) Coordinate with media outlets, including TV, radio, print, and online platforms, to secure coverage and advertising opportunities for the festival.
- (4) Organize promotional events, press conferences, and media launches to generate buzz and excitement around the festival.
- (5) Implement digital marketing strategies, including social media campaigns, influencer collaborations, and online advertisements, to reach a wider audience.



3) Trade Events and Vending Services

Chairperson: **Mr. Ramon Florendo**
Market Enterprise and Promotions Officer

Co-Chairperson: **Mr. Raynor Rodriguez**
Deputy Secretary to the Mayor

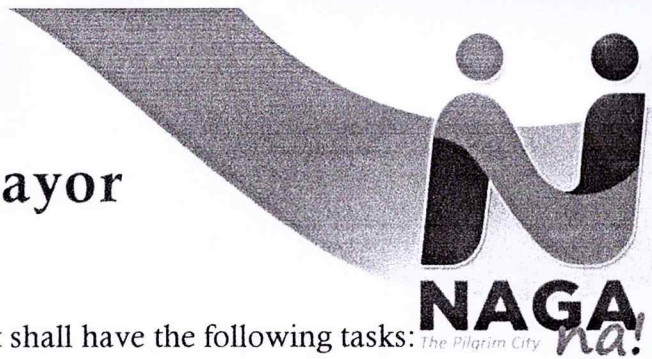
Members: **Ms. Maria Socorro Gayanilo**
City Treasurer

Engr. Joseph Ronald O. Bulaong
Chief-of-Office, Water Services Division

Mr. Nolasco Jesalva
City Human Resource Management Office



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a) Subject to existing ordinances, it shall have the following tasks:

i) Trade Events Management

- (1) Identify and invite vendors, exhibitors, and businesses to participate in trade events during the Penafrancia Festival.
- (2) Coordinate with participating vendors to ensure proper registration, documentation, and compliance with relevant regulations.
- (3) Organize trade shows, fairs, or exhibitions where vendors can showcase and sell their products or services.
- (4) Develop a floor plan or layout for the trade events, ensuring optimal space allocation and flow of visitors.
- (5) Provide necessary support and assistance to vendors, including setup assistance, utilities, and logistics coordination.

ii) Vending Management:

- (1) Develop guidelines and criteria for vending activities during the Penafrancia Festival.
- (2) Identify suitable vending areas or zones and determine the number of available vending spaces.
- (3) Facilitate the application and selection process for vendors interested in participating in the festival.
- (4) Allocate vending spaces to approved vendors and ensure fair and equitable distribution.
- (5) Coordinate with relevant authorities to ensure compliance with health and safety standards for food vendors.
- (6) Monitor vending activities and address any issues or concerns that may arise.

iii) Revenue Collection and Management:

- (1) Establish a system for collecting fees and charges from vendors participating in trade events or vending activities.
- (2) Ensure accurate and timely collection of revenues and maintain proper financial records.
- (3) Coordinate with the finance or accounting department to reconcile and account for all financial transactions related to trade events and vending.

Section 5. STAFF FOR SUPPORT COMMITTEES. To guarantee active involvement and equitable task allocation among City Government staff, the Secretariat and Support Teams of the Support Committees will be comprised of

