

B. INTRAMUROS ADMINISTRATION

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Economic opportunities in industry and services expanded

ORGANIZATIONAL OUTCOME

1. Cultural heritage conserved
2. Tourism development promoted and visitor experience enriched

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2018 TARGETS

Cultural heritage conserved

INTRAMUROS PROPERTY CONSERVATION AND DEVELOPMENT PROGRAM

Outcome Indicator(s)

1. Percentage of existing sites / structures maintained or conserved and restored	90%	93%
2. Percentage of existing artifacts maintained	20%	25%
3. Percentage increase in visitors	519,865	3%

Output Indicator(s)

1. Number of sites / structures maintained	35	36
2. Number of artifacts maintained	1,200	1,500

INTRAMUROS COMMERCIAL PROPERTY LEASING PROGRAM

Outcome Indicator(s)		
1. Percentage of occupancy of IA commercial properties	72%	85%
2. Percentage increase in occupancy of IA event facilities	2,625	8%
3. Percentage increase in revenue	P60,106,022	3%
Output Indicator(s)		
1. Percentage of application for use of event facilities acted upon within 24 hours	98%	98%
2. Number of promotional activities i.e., sales missions, trade fairs, client calls, advertisements, brochures	N / A	20
3. Revenue generated from leasing and rental of facilities	P22,399,704	P23,071,695

Tourism development promoted and visitor experience enriched

INTRAMUROS TOURISM PROMOTIONS PROGRAM

Outcome Indicator(s)		
1. Percentage increase in visitor arrivals	1,855,488	3%
Output Indicator(s)		
1. Number of events held	N / A	28

INTRAMUROS REGULATORY PROGRAM

Outcome Indicator(s)		
1. Percentage compliance of building owners to PD No. 1616	61.25%	65%
2. Percentage compliance of permit and clearance holders	90%	90%
Output Indicator(s)		
1. Percentage of establishments and structures inspected / audited	100%	100%
2. Number of building, repair and other ancillary permits processed / issued within 3 days	1,384	1,384