

## 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

#### 2019 TARGETS

Cultural heritage conserved

#### **INTRAMUROS PROPERTY CONSERVATION AND DEVELOPMENT PROGRAM**

##### Outcome Indicator(s)

1. Percentage of existing sites / structures maintained or conserved and restored
2. Percentage of existing artifacts maintained
3. Percentage increase in visitors

90%

95%

20%

25%

519,865

4% (540,660)

##### Output Indicator(s)

1. Number of sites / structures maintained
2. Number of artifacts maintained

35

36

1,200

1,500

#### **INTRAMUROS COMMERCIAL PROPERTY LEASING PROGRAM**

##### Outcome Indicator(s)

1. Percentage of occupancy of IA commercial properties
2. Percentage increase in occupancy of IA event facilities
3. Percentage increase in revenue

72%

85%

2,625

8% (2,835)

P60,106,022

3% (P61,909,203)

##### Output Indicator(s)

1. Percentage of application for use of event facilities acted upon within 24 hours
2. Number of promotional activities i.e., sales missions, trade fairs, client calls, advertisements, brochures
3. Revenue generated from leasing and rental of facilities

98%

98%

20

20

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

4% (1,929,708)

Output Indicator(s)

1. Number of events held

28

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