

## 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 (00s) / PERFORMANCE INDICATORS (PIs)

|  | <u>BASELINE</u> | <u>2021 TARGETS</u>   |
|--|-----------------|-----------------------|
| Cultural heritage conserved  |                 |                       |
| <b>INTRAMUROS PROPERTY CONSERVATION AND DEVELOPMENT PROGRAM</b>  |                 |                       |
| Outcome Indicator(s)   |                 |                       |
| 1. Percentage of existing sites / structures maintained or conserved and restored                              | 90%             | 98%                   |
| 2. Percentage of existing artifacts maintained   | 20%             | 16.25%                |
| 3. Percentage increase in visitors   | 519,865         | -64.89% (182,524)     |
| Output Indicator(s)  |                 |                       |
| 1. Number of sites / structures maintained   | 35              | 38                    |
| 2. Number of artifacts maintained  | 1,200           | 975                   |
| <b>INTRAMUROS COMMERCIAL PROPERTY LEASING PROGRAM</b>  |                 |                       |
| Outcome Indicator(s)   |                 |                       |
| 1. Percentage of occupancy of IA commercial properties   | 72%             | 52%                   |
| 2. Percentage increase in occupancy of IA event facilities   | 2,625           | -61.90% (1,000)       |
| 3. Percentage increase in revenue  | P60,106,022     | -27.18% (P43,769,310) |
| Output Indicator(s)  |                 |                       |
| 1. Percentage of application for use of event facilities acted upon within 24 hours                            | 98%             | 100%                  |
| 2. Number of promotional activities i.e., sales missions, trade fairs, client calls, advertisements, brochures | 20              | 20                    |
| 3. Revenue generated from leasing and rental of facilities   | P22,399,704     | P16,282,454           |
| Tourism development promoted and visitor experience enriched   |                 |                       |

**INTRAMUROS TOURISM PROMOTIONS PROGRAM**

## Outcome Indicator(s)

1. Percentage increase in visitor arrivals

1,855,488

-85.24% (273,870)

## 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%

70%

2. Percentage compliance of permit and clearance  
holders

90%

90%

## Output Indicator(s)

1. Percentage of establishments and structures  
inspected / audited

168

40% (67)

2. Number of building, repair and other ancillary  
permits processed / issued within 3 days

1,384

1,000