

## B. INTRAMUROS ADMINISTRATION

### STRATEGIC OBJECTIVES

### SECTOR OUTCOME

Economic opportunities in industry and services expanded

### ORGANIZATIONAL OUTCOMES

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

### PERFORMANCE INFORMATION

#### ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

#### BASELINE

#### 2025 TARGETS

Cultural heritage conserved

#### INTRAMUROS PROPERTY CONSERVATION AND DEVELOPMENT PROGRAM

##### Outcome Indicators

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

100%  
6,000  
519,865

100%  
51.62%  
225%

##### Output Indicators

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

51  
1,200

51  
3,097

#### INTRAMUROS COMMERCIAL PROPERTY LEASING PROGRAM

##### Outcome Indicators

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

68  
2,625  
60,106,022

94%  
14.29%  
74.69%

##### Output Indicators

1. Percentage of application for use of event facilities acted upon within 24 hours

100%

100%

2. Number of promotional activities i.e., sales missions, trade fairs, client calls, advertisements, brochures	22	36
3. Revenue generated from leasing and rental of facilities	P22,399,704	P38,000,000

Tourism development promoted and visitor experience enriched

**INTRAMUROS TOURISM PROMOTIONS PROGRAM**

Outcome Indicator

1. Percentage increase in visitor arrivals	4,294,572	7%
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Output Indicator

1. Number of events held	160	400
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**INTRAMUROS REGULATORY PROGRAM**

Outcome Indicators

1. Percentage compliance of building owners to PD No. 1616	81.06%	89.60%
2. Percentage compliance of permit and clearance holders	90%	98%

Output Indicators

1. Percentage of establishments and structures inspected/audited	90%	95%
2. Number of building, repair and other ancillary permits processed/issued within 3 days	1,270	1,280