

**REPUBLIKA NG PILIPINAS  
TANGGAPAN NG SANGGUNIANG PANLUNGSOD  
LUNGSOD NG BAKOLOD**

-oOo-

**CITY ORDINANCE NO. 1043  
July 12, 2023**

**AN ORDINANCE ESTABLISHING THE BACOLOD CITY DEPARTMENT OF LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION, DEFINING ITS FUNCTION, PROVIDING FOR THE COMPOSITION OF ITS DIVISIONS AND FOR OTHER PURPOSES.**

**WHEREAS**, pursuant to Section 18, Local Government Code of 1991, a Local Government Unit shall have the power and authority to establish an organization that shall be responsible for the efficient and effective implementation of their development plans, program objectives and priorities, to create their own sources of revenue and to levy taxes, fees, and charges which shall accrue exclusively for their use and disposition and which shall be retained by them;

**WHEREAS**, it has been established that the presence of Local Economic and Investment Promotion Office is one of the indicators in the Seal of Good Local Governance (SGLG) under Business-Friendliness and Competitiveness Essential Area;

**WHEREAS**, DILG Memorandum Circular No. 2020-167 issued last December 09, 2020 provided the guidelines on promoting Local Economic Development and Investment Promotion and establishment of LEDIP office/unit in all provinces, cities and municipalities;

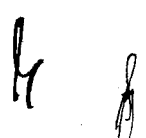
**WHEREAS**, it is the thrust of the government to build a strong and resilient economy aimed at inclusive and continued growth;

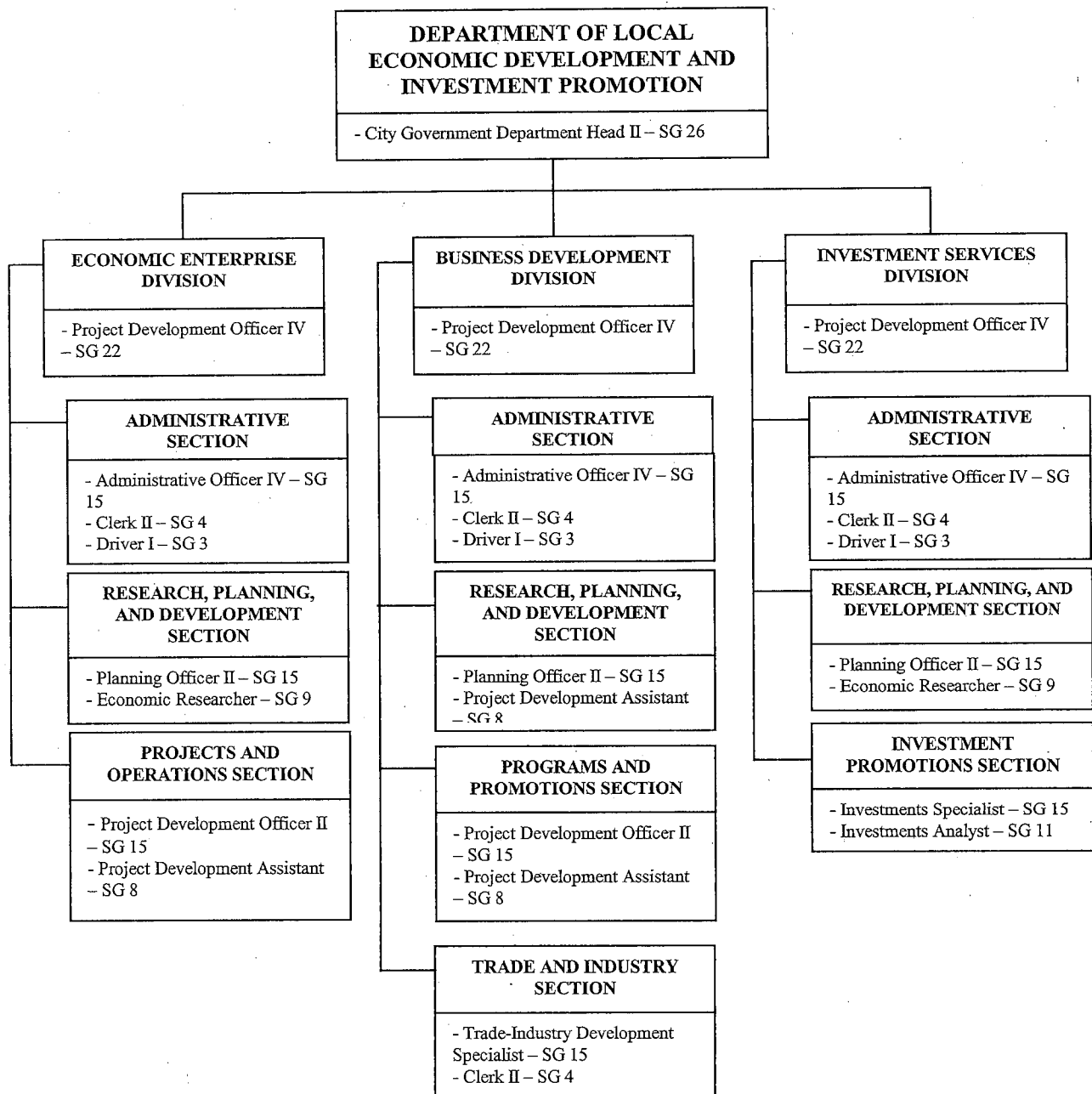
**WHEREAS**, it is imperative to create a city department that will be responsible to encourage more investments and competitiveness in the locality to sustain economic development;

**NOW THEREFORE**, BE IT ORDAINED BY THE SANGGUNIANG PANLUNGSOD OF BACOLOD, in session assembled that:

**Section 1. CREATION OF BACOLOD CITY DEPARTMENT OF LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION.** – There is hereby created the Bacolod City Department of Local Economic Development and Investment Promotion (“DLEDIP” for brevity), defining its function, providing for the composition of its divisions and for other purposes.

**Section 2. ORGANIZATIONAL STRUCTURE AND STAFFING PATTERN OF THE DEPARTMENT OF LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION.** – Twenty Seven (27) new positions are hereby created and the following shall be the new organizational structure and staffing pattern of the Department of Local Economic Development and Investment Promotion:





**Section 3. DEFINITION OF TERMS. –**

**A. Department of Local Economic Development and Investment Promotion** – It is a department in the LGU in charge of the facilitation, preparation, coordination, and execution of local economic development and investment promotion policies, programs, projects and activities

Handwritten initials or marks at the bottom right of the page.

**Section 4. BASIC FUNCTIONS.** – The Department will take charge of all activities related to LGU investment facilitation and promotion activities, local enterprise development, establishment of support mechanisms for the growth of Micro, Small and Medium Enterprises (MSMEs), provide mechanisms for business retention and expansion, and other business and economic activities to attract investments and generate employment.

Specific functions are as follows:

4.1. Serve as member of the advisory group that will guide the city for investment promotion;

4.2. Steer the creation of a business enabling environment to attract, retain or expand investments;

4.3. Advocate and promote policies and practices that will encourage local investments such as:

4.3.1 Preparation of LGU Economic Development aligned with the City Development and Physical Framework Plan (CDPFP), Comprehensive Land Use Plan (CLUP) Comprehensive Development Plan (CDP) and Local Investments and Incentive Code as may be applicable;

4.3.2 Assist on the formulation of Local Investments and Incentive Code (LIIC); and

4.3.3 Marketing and Promotions Strategies of the LGU.

4.4 In close coordination with the Local Planning and Development Coordinator, identify revenue generating and enterprise development projects of the LGU which may be implemented by the private sector through Public-Private Partnership (PPP) arrangements;

4.5. Provide support and facilitation assistance for prospective and new investors;

4.6. Establish and maintain a local economic database containing relevant facts and figures on the local economy to be able to provide information about business potentials of the LGU including its services to prospective investors to attract more investment to flow in the locality;

4.7. Conduct mission trips in relation to promotion and marketing activities of the LGU to attract investments;

4.8. Assist and support local councils whose undertakings are related to economic development;



4.9. Assist in the promotion and development of Micro, Small and Medium Enterprises (MSMEs) in the locality, as well as all other potential investors, particularly in (1) securing licenses and permits, (2) identifying business or joint venture partners, raw materials suppliers and possible business sites, (3) sourcing skilled manpower and service providers, and (4) facilitating the resolution of issues and concerns encountered by business entities;

4.10. Establish and maintain partnership with Regional Office of National Economic Development Authority (NEDA), Public-Private Partnership (PPP) Center, Department of Trade and Industry (DTI), DTI-Board of Investments (DTI-BOI), National Competitiveness Council (NCC), Department of Science and Technology (DOST), Department of Finance (DOF), and attached agencies such as Bureau of Internal Revenue (BIR), and Bureau of Local Government Finance (BLGF), along with other national government regulatory agencies and with the private sector, NGOs/CSOs, academe and other stakeholders in the implementation of programs, projects, and activities that will promote the business-friendliness and competitiveness of the LGU;

4.11. Represent the city in trade and investment meetings, conferences, and other similar activities in both domestic and foreign venues; and

4.12. Prepare and disseminate investments promotion collaterals, e.g. brochures, and a website of the LGU for the purpose of information dissemination, including issuing reminders to Registered Enterprises, and providing information relevant to investors, among other information generally relevant to doing business.

**Section 5. CREATION OF DIVISIONS UNDER THE DEPARTMENT OF LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION.** – The following Divisions under the Department of Local Economic Development and Investment Promotion are hereby created with its corresponding functions, to wit:

**I. ECONOMIC ENTERPRISE DIVISION**

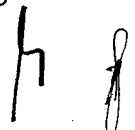
- The Economic Enterprise Division will be headed by a Project Development Officer IV (SG 22/ Step 1).

Specific Functions:

1. Responsible for the formulation of plans, development and implementation of proposal for the establishment of new economic enterprise;

2. Responsible for coordinating with partner institutions/agencies/private sector associations intended for PPP projects, and for the conduct of research on PPP projects possibilities from existing and new partners, including the development of a database of potential private sector partners;

3. Responsible for facilitating and assisting in the implementation of PPP programs and projects, including but not limited to, the following:



a. For PPP projects that are BOT Law variants and/or are following the BOT Law as the legal framework, serve as the LGU's PPP Unit, the focal unit responsible for the planning, overseeing, and monitoring of PPP projects, as contemplated in Section 14.3 of the BOT Law Implementing Rules and Regulations;

b. For PPP projects that follow the Joint Venture (JV) arrangement, provide support to the LGU's Joint Venture Selection Committee (JV-SC) and Contract Monitoring Unit (CMU), particularly in the fulfillment by the JV-SC and the CMU of their responsibilities, as contemplated in the annex of DILG-PPPC JMC No. 2019-01;

4. Responsible for coordinating with the PPP Center of the Philippines, the main coordinating and monitoring agency of the Philippine PPP Program, on the Division's relevant task, including but not limited to, the following:

a. Planning, identification, development and structuring of the LGU's infrastructure and development projects for PPP implementation;

b. Accessing relevant PPP learning or capacity building resources for the Division's and/or the LGU's requirements;

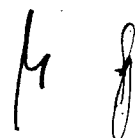
c. Accessing relevant PPP project development, advisory or implementation monitoring resources or facilities in support of the LGUs PPP projects;

d. Monitoring, tracking and documentation of the implementation of the LGU's PPP projects along with the LGU's project management office or equivalent unit;

5. Responsible for updating of the LGU's data on the LGU P4 portal developed by the DILG;

6. Responsible for the conduct of research on best LGU PPP practices, and for recommending plans, policies, and implementation guidelines related to PPP in consultation with appropriate implementing agencies and private sectors; and

7. Other functions related to PPP projects as may be determined by the local chief executive.



## II. BUSINESS DEVELOPMENT DIVISION

- The Business Development Division will be headed by a Project Development Officer IV (SG 22/ Step 1).

### Specific Functions:

1. Responsible for the supervision of Trade and Industry functions;
2. Coordinate with Small-Medium Enterprise (SME) Development Council/Committee;
3. Conduct research and coordinate with national government agencies and entrepreneurs for local product standardization;
4. Conduct or participate in trade and exhibitions or other events in coordination with the private sector and other government entities;
5. Promote local trades by conducting/participating product national and local development seminars, trade and investment mission, livelihood seminars and marketing events;
6. Conduct research and endorsement of new technology for existing products;
7. Develop, monitor and report performance measures on the effectiveness of trade and industry initiatives;
8. Facilitate product matching among MSMEs;
9. Conceptualize product paraphernalia and other marketing strategies for local products;
10. Monitor and analyze sales report of the trade fairs;
11. Responsible for the formulation of projects for product development;
12. Provide assistance in the conduct of research on funding possibilities from existing and new partners and donors;
13. Conduct research and development of new trends on investment promotion paraphernalia;
14. Monitor and recommend appropriate interventions for the sustainability for each industry.

h f

### III. INVESTMENT SERVICES DIVISION

- The Investment Services Division will be headed by a Project Development Officer-IV (SG 22/ Step 1).  
Specific Functions:
  1. Responsible for evaluation of applications for registration and application for availment of local incentives;
  2. Provide assistance to clients in identifying business or joint venture partners, sourcing out skilled manpower and service providers, and facilitating concerns;
  3. Provide assistance to clients in identifying business or joint venture partners, sourcing out skilled manpower and service providers, and facilitating concerns encountered by investors and conduct research on the possible investment areas;
  4. Monitor and evaluate project implementation of registered enterprises as well as new investments within the locality;
  5. Formulate plans and strategies on strengthening networking relationships;
  6. Prepare and disseminate investment promotion collaterals including briefing to investors;
  7. Provide adequate recommendations on the existing legislation and procedures for local investments;
  8. Provide assistance in the preparation of the annual investment priority plan of the locality;
  9. Develop marketing, public relations promotional and advertising plans;
  10. Analyze the investment incentive application;
  11. Prepare financial statements and investment briefing reports;
  12. Assist investors in investment related concerns.

**Section 6. JOB SUMMARY OF THE TWENTY SEVEN (27) NEWLY CREATED POSITIONS.** – The following are the job summary for the twenty seven (27) newly created positions, to wit:

4 f

**6.1. City Government Department Head II**

Shall be the focal person in the LGU whose function is to facilitate the preparation, coordination, and execution of local economic development and investment promotion policies, programs, and activities of the city.

**6.2. Project Development Officer IV – SG 22 - Economic Enterprise Division**

Responsible for overseeing the activities and initiatives related to the establishment of new economic enterprises and implementation of PPP programs and projects of the LGU.

**6.3. Administrative Officer IV – SG 15 - Economic Enterprise Division (Administrative Section)**

Take charge of the performance of all administrative matters and similar activities of the Economic Enterprise Division, including updating of the LGU's data on the LGU P4 portal developed by the DILG.

**6.4. Clerk II – SG 4 - Economic Enterprise Division (Administrative Section)**

Provide clerical and administrative support within the Economic Enterprise Division, including but not limited to, data entry, document management, correspondence handling, and general office support.

**6.5. Driver I – SG 3 - Economic Enterprise Division (Administrative Section)**

Provide transportation services to support the Economic Enterprise Division's operations, including but not limited to, safely operate assigned vehicles, transport personnel, goods, and materials, and ensure compliance with traffic regulations and safety guidelines.

**6.6. Planning Officer II – SG 15 - Economic Enterprise Division (Research, Planning, and Development Section)**

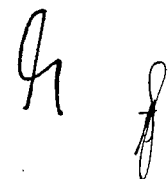
Take charge of the strategic planning, research, and development initiatives relative to economic enterprise and PPPs, including but not limited to, the conduct of research on best LGU PPP practices, and for recommending plans, policies, and implementation guidelines related to PPP in consultation with appropriate implementing agencies and private sectors.

**6.7. Economic Researcher – SG 9 - Economic Enterprise Division (Research, Planning, and Development Section)**

Conducting in-depth research, analysis, and evaluation of economic trends, industry dynamics, and investment opportunities relative to economic enterprise and PPP projects.

**6.8. Project Development Officer II – SG 15 - Economic Enterprise Division (Projects and Operations Section)**

Facilitate and assist in the establishment of new economic enterprise and implementation of PPP programs and projects.





**6.9. Project Development Assistant – SG 8 - Economic Enterprise Division (Projects and Operations Section)**

Assist the Project Development Officer in his or her functions and ensuring smooth project execution.

**6.10. Project Development Officer IV – Business Development Division**

Responsible for overseeing the activities and initiatives related to local business development initiatives.

**6.11. Administrative Officer IV - Business Development Division (Administrative Section)**

Take charge of the performance of all administrative matters and similar activities of the Business Development Division.

**6.12. Clerk II – SG 4 - Business Development Division (Administrative Section)**

Provide clerical and administrative support within the Business Development Division, including but not limited to, data entry, document management, correspondence handling, and general office support.

**6.13. Driver I – SG 3 - Business Development Division (Administrative Section)**

Provide transportation services to support the Business Development Division's operations, including but not limited to safely operate assigned vehicles, transport personnel, goods, and materials, and ensure compliance with traffic regulations and safety guidelines.

**6.14. Planning Officer II – SG 15 - Business Development Division (Research, Planning, and Development Section)**

Take charge of the strategic planning, research, and development initiatives relative to programs and projects to promote business growth, including but not limited to, conducting research and endorsement of new technology for existing products, conceptualizing product paraphernalia and other marketing strategies for local products, formulating projects for product development, and conducting research and development of new trends on investment promotion paraphernalia.

**6.15. Project Development Assistant – SG 8 - Business Development Division (Research, Planning, and Development Section)**

Assist the Planning Officer in his or her functions as well as providing general administrative support within the section, including but not limited to, performing data entry, data analysis, and preparing reports as may be required.

**6.16. Project Development Officer II – SG 15 - Business Development Division (Programs and Promotions Section)**

Responsible for assisting in the planning, development, implementation, and evaluation of programs and projects of the division, including but not limited to, conducting or participating in trade and exhibitions or other events, and promoting local trades.



**6.17. Project Development Assistant – SG 8 - Business Development Division (Programs and Promotions Section)**

Assist in project coordination, data management, documentation, and other related tasks to ensure the smooth implementation of programs and projects.

**6.18. Trade-Industry Development Specialist – SG 15 - Business Development Division (Trade and Industry Section)**

Responsible for planning, implementing, and evaluating programs and projects aimed at promoting trade and industry development as well as providing technical expertise, conducting research, coordinating activities, and collaborating with stakeholders to support trade and industry growth.

**6.19. Clerk II – SG 4 - Business Development Division (Trade and Industry Section)**

Provide clerical and administrative support within the Trade and Industry Section, including but not limited to, data entry, document management, correspondence handling, and general office support.

**6.20. Project Development Officer IV – SG 22 - Investment Services Division**

Responsible for overseeing the activities and initiatives related to investments generation, investments facilitation, and other investment related activities, as well as evaluating applications for the availment of local incentives.

**6.21. Administrative Officer IV – SG 15 - Investment Services Division (Administrative Section)**

Take charge of the performance of all administrative matters and similar activities of the Investment Services Division.

**6.22. Clerk II – SG 4 - Investment Services Division (Administrative Section)**

Provide clerical and administrative support within the Investment Services Division, including but not limited to, receiving applications, data entry, document management, correspondence handling, and general office support.

**6.23. Driver I – SG 3 - Investment Services Division (Administrative Section)**

Provide transportation services to support the Investment Services Division's operations, including but not limited to safely operate assigned vehicles, transport personnel, goods, and materials, and ensure compliance with traffic regulations and safety guidelines.

**6.24. Planning Officer II – SG 15 - Investment Services Division (Research, Planning, and Development Section)**

Take charge of the strategic planning, research, and development initiatives relative to local investments, including but not limited to, identifying investment opportunities, evaluating potential risks, devising effective strategies to attract investments, and formulating plans and strategies on strengthening networking relationships.



**6.25. Economic Researcher – SG 9 - Investment Services Division  
(Research, Planning, and Development Section)**

Conduct comprehensive economic research and analysis, and collect and analyze relevant economic data, identify market trends, and evaluate their impact on investment opportunities.

**6.26. Investments Specialist – SG 15 - Investment Services Division  
(Investment Promotions Section)**

Take charge of promoting investment opportunities and attracting potential investors, including but not limited to, developing marketing, public relations promotional and advertising plans, and assisting investors in investment related concerns.

**6.27. Investments Analyst – SG 11 - Investment Services Division  
(Investment Promotions Section)**

Responsible for evaluating investment proposals and conducting thorough analysis to assess their viability and potential risks as well as collaborating with the Investments Specialist to support the promotion of investment opportunities.

**Section 7. QUALIFICATION REQUIREMENTS FOR THE TWENTY SEVEN (27) NEWLY CREATED POSITIONS.** – The following are the recommended minimum qualification requirements for the twenty seven (27) newly created positions, subject to the Civil Service guidelines implementing rules and regulations:

**(1) City Government Department Head II – SG 26**

Education : Bachelor's Degree relevant to position  
Experience : 2 year-experience in business development, tourism, investment promotion or other related field  
Training : Minimum 40 hours of relevant training in investment promotion, marketing, business planning and economics  
Eligibility : CS Professional, or any other 2<sup>nd</sup> level eligibility

**Technical Competencies:**

- Ability to develop and analyze business plans;
- Identify and promote community economic development projects and initiatives;
- Understand local economic, cultural and political environment;
- Understand relevant laws, policies and procedures;
- Financial Management and analytical skills/effective negotiation and mediation skills;
- Computer skills;
- Good interpersonal and communication and presentation skills;
- Business related competency (e.i. Sales, Marketing);
- Ability to link local economic development to the attainment of the LGU's vision;

**(3) Project Development Officer IV – SG 22**

Education : Bachelor's degree relevant to the job  
Eligibility : Career Service Professional / Second level eligibility  
Training : 16 hours of relevant training  
Experience : 3 years of relevant experience



**(3) Administrative Officer IV – SG 15**

Education : Bachelor's Degree relevant to the job  
Eligibility : Career Service Professional / Second level eligibility  
Training : 4 hours of relevant training  
Experience : At least 1 year of relevant experience

**(4) Clerk II – SG-4**

Education : Completion of two (2) years studies in college  
Eligibility : Career Service (Sub-Professional) / First Level Eligibility  
Training : None  
Experience : None

**(3) Driver I – SG-3**

Education: Elementary School Graduate  
Eligibility: Valid Professional Driver's License  
Training: None required  
Experience: None required

**(3) Planning Officer II – SG 15**

Education : Bachelor's degree relevant to the job  
Eligibility : Career Service Professional/ Second Level Eligibility  
Training : 4 hours of relevant training  
Experience : 1 year of relevant experience

**(2) Economic Researcher – SG 9**

Education : Bachelor's degree relevant to the job  
Eligibility : Career Service Professional/ Second Level Eligibility  
Training : None required  
Experience : None required

**(2) Project Development Officer II – SG 15**

Education : Bachelor's degree relevant to the job  
Eligibility : Career Service Professional/Second Level Eligibility.  
Training : 4 hours of relevant training  
Experience : 1 year of relevant experience

**(3) Project Development Assistant – SG 8**

Education : Completion of two (2) years studies in college  
Eligibility : Career Service (Sub-Professional) / First Level Eligibility  
Training : 4 hours of relevant training  
Experience : 1 year of relevant experience

**(1) Trade-Industry Development Specialist – SG 15**

Education : Bachelor's degree relevant to the Job  
Eligibility : Career Service Professional/ Second Level Eligibility  
Training : 4 hours of relevant training  
Experience : 1 year of relevant experience



**(1) Investments Specialist – SG 15**

Education : Bachelor's degree relevant to the Job  
Eligibility : Career Service Professional/ Second Level Eligibility  
Training : 4 hours of relevant training  
Experience : 1 year of relevant experience

**(1) Investments Analyst – SG 11**

Education : Bachelor's degree relevant to the Job  
Eligibility : Career Service Professional/ Second Level Eligibility  
Training : None  
Experience : None

**Section 8. SOURCE OF FUND.** – The source of fund shall be taken from the General Fund of the City and shall be included in the annual budget.

**Section 9. REPEALING CLAUSE.** – All other Ordinances or parts thereof which are inconsistent with the provision of this Ordinance are hereby repealed, amended and or modified accordingly.

**Section 10. SEPARABILITY CLAUSE.** – Should any provision of this Ordinance be subsequently declared unconstitutional or invalid, the other provisions not affected by such declaration shall remain in full force and effect.

**Section 11. EFFECTIVITY.** – This Ordinance shall take effect immediately after signing by the Local Chief Executive.

**CARRIED BY THE VOTE OF:**

Affirmative:

Acting Vice Mayor Jude Thaddeus A. Sayson  
Councilors : Cindy T. Rojas, Em L. Ang, Al Victor A. Espino, Vladimir S. Gonzalez,  
Jason Isidro S. Villarosa, Simplicia Z. Distrito, Celia Matea R. Flor,  
Psyche Marie E. Sy, Lady Gles Gonzales-Pallen.

Negative : None.

Absent : None.

Official Leave : Councilors Councilor Renecito S. Novero and Ayesha Joy Y. Villaflor.

Official Travel : Vice Mayor El Cid M. Familiaran

Main Author : Acting Vice Mayor Jude Thaddeus A. Sayson.

Co-Author : Floor Leader Al Victor A. Espino.

Passed : July 12, 2023 (54<sup>th</sup> Regular Session of the 11<sup>th</sup> Council).



Comments : Passed.  
Councilor Claudio Jesus Raymundo A. Puentevella was not around  
when this Ordinance was passed.

  
**ISRAEL B. SALANGA**  
Acting Presiding Officer

ATTESTED:

  
**ATTY. VICENTE C. PETIERRE III**  
Secretary to the Sanggunian

APPROVED:

JUL 21 2023

  
**ALFREDO ABELARDO B. BENITEZ**  
City Mayor

VCP/CGT/llt

**LEGISLATIVE  
SERVICES SECTION**  
DATE: 7/21/2023 TIME: 4:45 PM  
