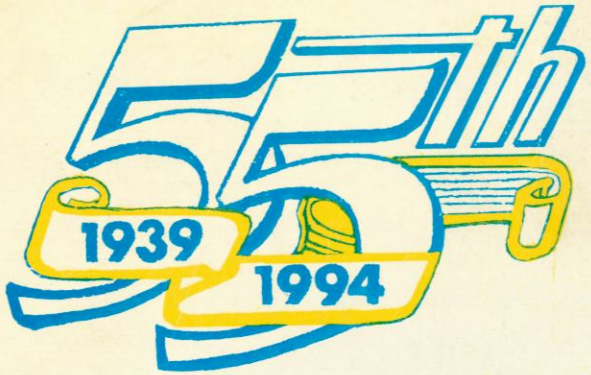


COPY 7




# QUEZON CITY FOUNDATION ANNIVERSARY

## A C T I V I T I E S

**October 10-17, 1994**

**MAMAMAYAN AT PAMAHALAAN:**
**SAMA-SAMA SA KAUNLARAN-PILIPINAS 2000**

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**REPUBLIC OF THE PHILIPPINES**
Quezon City
Office of the City Mayor

## M E S S A G E

As we celebrate our 55th Foundation Day Anniversary on October 12, 1994, we have indeed cause for celebration. During the past twenty-six months of our administration, we have done well in terms of the mandate and expectations of our people. This assessment is in accordance with the perceptions of the people whom we have asked to rate us. They gave us an overwhelming indorsement pleased with our accomplishments, telling us to go ahead and do more, and expressing the confidence that under our administration their lives will be better. That this Capital City as envisioned by its Founder, President Manuel Luis Quezon, will continue to be a premier urban community where people will enjoy improved quality of life.

As we move towards the year 2000 and looking forward to the 56th Foundation Anniversary, we are pushing to put stress on business development to accelerate economic growth and improve the income levels of the households and the City in general. This we will do as we continue to lay stress on the delivery of basic services to 2 million of our fellowmen.

Our City has a lot of problems, but unlimited opportunities as well for development. These are enormous challenges - contending with these daunting problems and exploiting these opportunities.

All these will require the committed support of our people as we indeed expect that we continue to work together to make our City one we can be proud of.

I extend the warmest greetings and salute to our people and to our City on the occasion of the 55th Foundation Anniversary.

**ISMAEL A. MATHAY, JR.**
CITY MAYOR



**REPUBLIC OF THE PHILIPPINES**
Quezon City
Office of the Vice Mayor

## M E S S A G E

I extend my warmest congratulations to our residents and City employees on the occasion of the celebration of our 55th Foundation Anniversary.

Indeed, the great progress and remarkable achievements that the City has attained in fulfillment of President Manuel L. Quezon's vision and animating spirit, have been made possible through the cooperative undertakings of all its residents and City employees in the spirit of partnership and abiding unity.

The deep appreciation and deserved sentiments of pride and elation that we feel today rightfully belong to each of you.

Mabuhay ang Lungsod ng Quezon! Mabuhay Tayong Lahat!

**CHARITO L. PLANAS**
VICE MAYOR

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# CHRONOLOGY OF HISTORICAL EVENTS IN THE EMERGENCE OF QUEZON CITY

A chronology of significant events in the birth, growth, and development of Quezon City:

**August 23, 1896.** Andres Bonifacio and his Katipuneros tore their cedula in Pugad Lawin and cried, "Mabuhay ang Republika ng Pilipinas," to mark the start of the national revolution against the Spanish colonial administration of 400 years.

**December 14, 1897.** Brokered by Pedro Paterno, the Pacts of Biak-na-Bato were to be signed today and the following day to temporarily and hostilities between the Philippine revolutionary army led by the Katipunan and the Spanish military authorities. The hostilities were ended later with the Treaty of Peace signed in Paris between Spain and the United States terminating the Spanish-American war and starting the Philippine-American war.

**October 10, 1938.** The Board of Directors of the People's Homesite corp. (Alejandro Roces Sr., chairman; and Ambrosio Magsaysay, Vicente Fragante, Jose Paez, and Eugenio Hernando, members) approved a resolution to purchase "a tract of land consisting of 15,723,191 sq. m. (about 1,600 ha. of rolling hills) in the Diliman Estate from the Tuazon family at P0.05 per sq. m.

**October 11, 1938.** The Board of Directors of National Development Co. set aside P2,000,000 "to finance the improvement of the site for the proposed model city in Diliman Estate, Rizal, near the site where the University of the Philippines will be located . . . "

**July 26, 1939.** President Quezon, strolling in the Diliman area with Eulogio Rodriguez Sr., Alejandro Roces Sr., Jose Paez, and Antonio Sison, stood on a grassy promontory not far from where Sampaloc Ave. is now, surveyed the northeastern sweep of Kamuning, the present Constitution Hills south of the Novaliches watershed and exclaimed, "This is where I would like to build a real Filipino metropolis."

**September 27, 1939.** President Quezon with Jose Yulo and some cabinet members and assemblymen visited Diliman and while having breakfast in the unfinished administration building of the state university stressed the "necessity of early approval of the charter of the proposed city in the Dilíman site."

**October 12, 1939.** The Philippines Herald headlined: "Quezon is mayor of city named after him." Other appointments: Vicente Fragante, vice-mayor and city engineer, Eusebio Aguilar, city councilor and health officer, Jose Paez, city councilor, Alejandro Roces Sr., city councilor, Tomas Morato, chief of police; Pio Pedrosa, city treasurer, Emilio Abello, city attorney; Jacob Resenthal, city councilor and city assessor; Perfecto Palacio, municipal judge; Amado Amador, judge of the Court of the First Instance; Damian Jimenez, secretary of the council; Sabino de Leon, assistant chief of police.

**October 18, 1939.** President Quezon conferred with Assemblyman Valentin Afable (Zambales), owner of the Manila Heights Hosp. at the corner of what is now Aurora Blvd. and EDSA. After the meeting, it was announced that the government had acquired the hospital site for the city hall of the newly-created city.

**October 26, 1939.** The names of the following officials of Quezon City were sent to the Commission on Appointments

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for confirmation: Tomas Morato, chief of police but who on Oct. 23, 1939, assumed the position of city mayor; Manuel Diaz, city engineer; Perfecto Palacio, justice of the peace; Jacob Resenthal, city assesor, Alejandro Roces Sr., city councilor; Jose Paez, city councilor, Eusebio Aguilar, city councilor, A.D. Williams, city secretary; Emilio Abello, city attorney; P.C. Icasiano, city health officer; Pio Pedrosa, city treasurer.

**October 28, 1939.** Commonwealth Act. No. 502 creating Quezon City specified its boundaries included in its 7,355 ha. covering the barrios of Galas, La Loma, Sta. Mesa Heights, San Jose Balintawak, and Kaingin taken from Caloocan; barrios of New Manila, Cubao, San Francisco del Monte, Kamuning and Roxas Dist. taken from San Juan del Monte; barrios of Jesus de la Pena, Lower Barranca, U.P. Site, Krus na Ligas, Balara, Varsity Hills taken from Marikina, barrios of Ugong Norte and Santolan Libis taken from Pasig; and the Wack-Wack area taken from Mandaluyong.

**September 20, 1939.** William Parsons, an American architect commissioned to make studies on the new U.P. in Diliman left Manila for America after submitting his comprehensive report to Quezon, which included the construction of the government center in Quezon City.

**October 19, 1939.** Bienvenido Gonzales was installed as the sixth president of the U.P. with instructions from Quezon to move the state university to Diliman as soon as possible. Early the following year, the population of Quezon City had gone up to 39,013, with these foreigners: Americans, 272; Chinese, 473; Germans, 63; Spaniards, 43; English, 33; Dutch, 12; and French 7.

**January 27, 1940.** To date, there were 33 building permits issued by Quezon City, with the construction boom costing 85,812, and the most important of the buildings was the P12,500 2-storey Home for Refugees in Cubao, for which the inter-governmental committee on refugees in Washington, D.C. reported that the Philippines had offered one of the best facilities for the oppressed population in Europe, attracting world attention and putting Quezon City, despite its short existence, in the international scene.

**June 30, 1940.** To date, the city council had appropriated an additional P50,000 for garbage collection, increasing the P100,000 fund appropriated for the same purpose earlier.

**March 11, 1940.** Assemblyman Guillermo Villanueva (Negros Oriental) introduced a bill making Quezon City the national capital and the seal of government of the country, The bill, however, did not prosper.

**May 5, 1940.** Judge Perfecto Palacios complained that the tiny city force of 48 policemen, increasing the police complement of 26 appointed in January, 1940, and proportionately there was one policeman to cover 154 ha., service 196 homes, and attend to the needs of 100 residents.

**May 9, 1940.** During the national conference of provincial governors in Manila, one of the activities was a visit to the "model city to see the principal sites (then) under construction." The model city was, of course, Quezon City.

**August 19, 1940**. City Engineer Florencio Moreno reported to President Quezon that Quezon City had 540 km. of first class roads, of which 29.21 km. were taken from Rizal; 97.5 km. of second class roads, of which 7.48 km. were taken from Rizal.

**November 15, 1940.** President Quezon celebrated the fifth anniversary of the Philippine Commonwealth with laying of the

cornerstone of the National Capital building in what is now the Quezon Memorial Circle.

**May 4, 1942.** Quezon City was fragmented into Balintawak (San Francisco del Monte, Galas, La Loma) and Diliman (Diliman proper, Cubao, U.P. site) under a Japanese military ordinance creating districts under the Greater Manila.

**February 8, 1945.** Quezon City was placed under the U.S. military control. This arrangement was to last until April 5, 1945.

**December 17, 1945.** President Osmeña issued Proclamation No. 32 providing for a nation-wide campaign to raise funds to build a national monument to honor Quezon.

**December 31, 1945.** To date, from July 1, 1945, the total income of Quezon City amounted to P171,392.41, and the deficit for the same period totalled P10,337.49, despite the subsidy of P30,014.58 from the national government.

**January 1, 1946.** President Osmeña appointed Ponciano Bernardo as city mayor in simple ceremonies held at Malacañang Palace.

**July 25, 1946.** President Roxas created a committee headed by Sen. Melecio Arranz to select "the most suitable site on which to build the capital city of the Philippines and the capitol building or buildings."

**October 27, 1946.** Despite the recommendation of the Arranz committee, a news item defamatory to the city appeared declaring that "if you have been robbed or held up in any area within Quezon City, in which case you have to go to the police precinct, then don't look for it in a building (since) an arrow will point to you that it is sheltered under a guava tree." Even so, the National Housing Commission had started clearing the ground and grading the streets in the homesite area in the Diliman Estate along Quezon Blvd. Ext. in anticipation of the construction of a model community of 80 houses to accommodate the 120 members of the War Damage Commissioner due to arrive.

**January 2, 1947.** Press Secretary Juan Orendain formally denied the selection of Quezon City as the site of the national capital, stating that "there has not been any report pertaining to the choice of a capital site.

**July 10, 1947**. The pre-war market building along EDSA was demolished to give way to a city hall to be finished in February of the following year at a cost of P156,772.48.

**January 1, 1948.** Councilor Gregorio Roxas became vice-mayor, succeeding Matias Defensor, while Ramon Vicencio of Galas took Roxas' place in the city council. The city population had now grown to P150,000.

**June 23, 1948.** President Quirino called for a caucus in Malacañan Palace to decide once and for all the site of the capital city.

**July 17, 1948.** Congress passed Republic Act. No. 333, amending Commonwealth Act. No. 502, known as the charter of Quezon City, declaring it as the "capital of the Philippines and permanent seat of the national government."

**April 23, 1949.** The cabinet approved the flotation of P3-million in bonds as part of the proposed P20-million fund for the development of the new capital city in accordance with plans submitted by the Capital City Planning Commission headed by Juan Arellano and with Mayor Bernardo, Jose Paez, Manuel Mañosa, Salvador Araneta, and Ernesto Rufino as members.

**April 28, 1949.** Mayor Bernardo died in an ambush on the way to Baler (Quezon) together with Mrs. Aurora Quezon, Baby Quezon, Philip Buencamino III, husband of Nini Quezon,

just after Bongabon (Nueva Ecija). Bernardo was barely 45 years old.

**October 22, 1949.** Quezon City was inaugurated as the national capital with the ground-breaking of the capitol building at Constitution Hills, the new site of the national government, and with the inaugural of the welcome arch at the boundary of Manila and the city.

**January 4, 1950.** President Quirino appointed Ignacio Santos Diaz, former congressman from the first district of Rizal, as city mayor.

**June 1, 1950.** President Quirino signed into law Republic Act. No. 537 extending the boundaries of the city, increasing its area tenfold, from 1,527 ha. in 1939 to 15,359 ha., of which 62 per cent would be for residential and commercial purposes, 14 per cent for thoroughfares and public utility terminals, 7 per cent for public parks and playgrounds, and 3 per cent for agriculture.

**August 31, 1953.** The Manila Observatory, run by the Jesuits, was inaugurated at the Loyola Heights.

**January 11, 1954.** Norberto Amoranto took his oath of office as city mayor before Executive Secretary Fred Ruiz Castro at Malacañang on recommendation of Senate President Eulogio Rodriguez, president of the Nacionalista Party, over the objections of some Nacionalista leaders in the city.

**February 4, 1954.** President Magsaysay formally appointed Amoranto as acting city mayor and Isidro Guevarra as acting vice-mayor.

**October 10, 1954.** The new Sto. Domingo church along Quezon Blvd. Ext. was inaugurated.

**November 20, 1955.** The Veterans Memorial Hospital rising over a 55 ha. lot in the rollings hills of Balongbato, Diliman, was inaugurated together with a 9-hole golf course.

**October 29, 1956.** The cornerstore of the National Orthopedic Hospital along Banawe Ave. was laid.

**December 20, 1957.** Mayor Amoranto announced the laying of the cornerstone of the P2-million city hall along Silangan Ave., near the Quezon Memorial Circle.

**June 19, 1959.** Congress enacted Republic Act. No. 2259 "making elective the office of mayor, vice-mayor, and councilors in chartered cities. . . "

**November 10, 1959.** The first elections in Quezon City were held. Elected were: Norberto Amoranto, mayor, over Ignacio Santos Diaz; Vicente Novales, Amoranto's running mate, vice-mayor, and Proceso Sebastian, Conrado Benitez, Vidal Tan, Pedro Tuazon, Caros Albert, Victoriano Diamonon, Citizens' League for Good Government, Jose Narcelles, Independent, and Anastacio Yabut, included in Amoranto's slate, councilors.

**January 27, 1961.** Mayor Amoranto suffered a stroke and Vice-Mayor Novales acted as city mayor for two months while Amoranto recuperated.

**August 1, 1964.** The Philippine Science High School witn 150 scholars representing "one per cent of the cream of elementary school graduates all over the country" opened in Quezon City.

**June 30, 1966.** President Marcos inaugurated an athletic stadium constructed on a 5.8-ha. lot at a cost of P2-million and now known as the Amoranto Stadium.

**November 14, 1967.** The local elections had the following number of candidates for office: seven for mayor, five for vice-mayor, 85 for councilor. Amoranto was re-elected by a wide margin and his running mate, Ismael Mathay, Jr., was elected vice-mayor. Of the councilors, only two were elected who were not in Amoranto's ticket.

**July 30, 1967.** Through Ordinance No. 7164, series of 1967, Mayor Amoranto created the Cultural Affairs Office with Celso Carunungan, noted writer, as director.

**August 21, 1968.** The usually critical Weekly Graphic reported: "The city council is now active and much of the credit goes to the 36-year old Vice Mayor Ismael Mathay, Jr., whose administration of city affairs when Mayor Amoranto is away earned plaudits from all quarters."

**January 1, 1972.** Mayor Amoranto is sworn to office for the fifth time, with Carlos Albert as vice-mayor, together with the first 16 councilors and the formal opening of the new city hall which the Metropolitan Mail described as "the most beautiful seat of any local government in the Philippines."

**October 10, 1973.** As Quezon City prepared for its 34th foundation, City Treasurer Jesus Calleja announced that "at no other time in its history is the capital city as solvent as it is today." As of June 30, 1973, the city had a surplus of P2,289,999.59.

**February 14, 1974.** The Philippine Heart Center for Asia was inaugurated.

**February 27, 1975.** The residents of the Greater Manila Area, including Quezon City, in a referendum, approved of the restructuring of the four cities and 13 municipalities in the area into an integrated unit, paving the way for the creation of the Metropolitan Manila Commission.

**August 17, 1975.** The United Doctors Medical Center was blessed and inaugurated.

**March 30, 1976.** Mayor Amoranto's resignation as city mayor was accepted by President Marcos and the following day Adelina Rodriguez was appointed as city mayor. She actually began her work at the city hall on April 2, 1976.

**May 29, 1976.** Manila was re-established as the Capital of the Philippines and the permanent seat of the national government.

**October 31, 1976.** The national government center on Constitution Hills where the skeleton of the projected congressional buildings was for several years now was revived as the site of the parliament building.

**February 11, 1981.** Mayor Rodriguez and her running mate, Vice-Mayor Stephen Sarino, were sworn office after winning in the elections of Jan. 30, 1980, where Ismael Mathay, Jr. was persuaded notto contest the mayoralty after being appointed vice-governor of the Metro Manila Commission.

**February 19, 1981.** Pope John Paul II said mass at the Quezon Memorial Circle where seven years before Pope Paul VI also said mass for the Filipino people.

**February 22, 1986.** Quezon City was the site of the EDSA people power revolution that caused the toppling of the Marcos dictatorship and the swearing into office of Corazon Aquino as president of the country. In an earlier national election where anomalies were allegedly rampant Marcos allegedly rigged the results to assure his victory.

**February 2, 1988.** Brigido Simon, Jr. and Vicente Sotto III were sworn to office as duly elected city mayor and vice-mayor, together with the duly elected councilors. Simon had earlier been appointed as officer-in-charge of Quezon City by President Aquino.

**October 12, 1989.** The Golden Jubille of Quezon City was celebrated.

**June 30, 1992.** Mayor Ismael Mathay, Jr. and Vice-Mayor Charito Planas were sworn into office as the duly elected executives of Quezon City, together with the duly elected councilors. There were three candidates for mayor during the elections, including former Mayor Simon, former City Prosecutor Jose Erestain and former Councilor Andres V. Genito, Jr.

# HISTORY OF THE "LA NAVAL OF MANILA"

Of all the famous Marian images in the Philippines, the "La Naval" has not been shipped from some foreign soil or never guided a Spanish Galleon. A "native virgin" she did not come from some old Spanish shrine in the Iberian Peninsula to occupy an island in the Orient. She was a gift from Governor General Luis Perez Dasmariñas who wanted to give a religious imprint to his regime in 1593. The image was presented to the Manila Dominicans headed by Fr. Juan de San Pedro Maldonado and enshrined in their church by the Pasig. Our Lady of the Holy Rosary, as the Dominicans fondly invoke her patronage of their Order, has the child on her left arm, the Rosary, scepter and staff in her right. The image is four-feet and eight inches high, of hard-wood body, of ivory face and hands, including the Child and clothed as a royal lady of the palace of King Philip of Spain. But the face is truly Oriental, if not Filipina, and highly individualized, warmly motherly, especially now when three centuries and a quarter have mellowed the ivory to a delicate brown, the pretty high-set cheekboned face, of almond-shaped and slanting eyes. Her famous jewels and queenly crown of twenty four stars – the tribute of the ages and throngs of devotees – give her a brilliant and historical prominence.

When the armada of the Cross under John of Austria, brother of King Philip II, met the naval armies of the Crescent under Selim the Sot of the Gulf of Lepanto in the Ionian Sea, the name "La Naval" came to be known. The year was 1571 and the day was the first Sunday of October.

That day, the Dominican Pope and Saint Pius V ordered the public praying of the Rosary in support of the Christian navies stopping the onsláught of Islam by Selim's navies. The victory of the Christian navies was attributed to Our Lady of the Holy Rosary whose feastday was instituted in October 7. The Virgin of the Beads became popularly known the Virgin of Sea-Battles, a Virgin of Naval Victories, the "La Naval" of Lepanto.

Seventy Five years later, in the Philippines Archipelago the Rosary Queen once again showed her patronage for naval victories in the 1646 maritime battles to justify her title and wield her mighty chain of beads to gather these islands under her patronage as "La Naval de Manila".

Through the centuries, Catholic Philippines always retained the Virgin's tradition handed down to us to celebrate her feast as "La Naval de Manila". Her final glory came when she was crowned canonically by Rome's Special Apostolic Legate on the second Sunday of October, 1906.

When the war of 1941 broke out, her shrine in the old Sto. Domingo Church in Intramuros was bombed. A group of Dominicans and devotees hid her in the church's vault from where she was transferred to the UST chapel, her refuge and second home where devotees celebrated the third centennial of "La Naval" in 1946. On the First Sunday of October 1952, the cornerstone of her new temple was blessed and laid at the New Sto. Domingo Church in Quezon City.

Amidst triumphant jubilation following the end of her novena in October, 1954, she in her boat-shaped carriage, was led by Philippine hierarchy, public officials, priests, nuns and thousands of devotees in procession, traditional of "La Naval" from the UST chapel to her permanent home in Sto. Domingo Church. After thirteen years in exile, she had a shrine of her own, declared by the Philippine Bishops as the national shrine of the Queen of the Holy Rosary of the Philippines. During her feast in October 1973, she was declared the patroness of the capital city of the Philippines.

# THE MATHAY ADMINISTRATION
## HIGHLIGHTS OF ACHIEVEMENTS

1. **CIVIC ORDER AND SAFETY.** Citywide lighting that has brightened even the nooks and corners; enhanced incentive to the uniformed police and provision of mobile equipment for improved response capabilities; fielding of more traffic enforcers and assistance of Junior police. Improved coordination with national agencies of traffic control and regulations, now with Mayor and MMA Chairman as Traffic Czar. Clean up and closures of illegal and improper nightlife activities in City main avenues; drive against drug addiction and trafficking. Sustained drive against illegal sidewalk vending. The City Peace and Order Council already set up with operating units down to the barangays.

2. **EFFICIENT AND ADEQUATE PUBLIC SERVICE.** Improved infrastructures, construction of new roads and repairs of existing ones, opening of inter-neighborhood roads, declogging and improved drainage facilities, deepwells for communities, depressed area electrification implemented.

   Clean and Green Program rid city of unhygienic and unsanitary garbage accumulation; smoke-belching campaign among most effective in Metro Manila.

   SMILE PROGRAM viably acting as intervention program for livelihood, basic services and environmental improvement concerns.

3. **EDUCATIONAL, SOCIAL, AND HEALTH AND MEDICAL SERVICES.**

   a. Top priority for human capital development, and primarily through education: about 40 school buildings during the last two years – of some 460 classrooms; teacher incentives; auxiliary teachers to fill up shortage; free in-service training for both elementary and high school teachers, benefitting no less 1,300 teachers; enhanced school board-financed for classroom, pupil and teacher needs, including school-based cultural and sports development. Continuing program with the University of the Philippines.

   City scholarship and youth development program benefit no less than 2700 college students; and special cultural and educational program for street children;

   Enhanced skills training benefitting close to 2,500 trainees in two years.

   Launching of the Quezon City Polytechnic for technician manpower development.

   Soon to be put up an Instructional and Learning Resource Center to benefit 90 elementary and 30 secondary schools with state of the art instructional technologies.

   Expanded sports development program with barangay based sports and athletic activities and enhancement of program for competitive sports; and total renovation of Amoranto Sports Complex.

   b. Expanded health services through the City's Department of Health, the biggest in Metro Manila LGU health department: implemented immunization programs in coordination with national government; primary health care program for control of communicable diseases; outreach programs with civic and professional organizations and through increased number of barangays health centers.

   Improvements and enhancement of Quezon City General Hospital and establishment of two more district hospitals – in Novaliches and Payatas. Referral system to be operationalized with other government and private hospitals.

   c. Expanded social services reaching out to the underprivileged youth, the elderly (with Senior Citizens program now in full operation), the handicapped, the street children and the urban poor and depressed communities. Expanded Yakap program for preschoolers and juvenile delinquents and offenders; improvement of prison conditions; enhancement of mortuary and burial assistance.

4. **IMPROVED PUBLIC ASSISTANCE SERVICES.** A mechanism is in place for quick response in times of calamities, particularly during typhoons and fires (a noticeable reduced incidence this year).

   Disaster Coordinating Council already in place with mobilization capabilities down to the barangays.

   Steamlining of public assistance services (including computerization) of constituency services - in civil registry matters, soon for business permits and licenses (in addition to simplification), real estate assessment and tax payments.

   Public Assistance Center Office created for the purpose. Industrial Relations Office mounted four Job Fairs to date and succeeded in placements of over a thousand jobseekers; Livelihood training provided by both SMILE and Negosiyete Clubs.

5. **ECONOMICS AND BUSINESS DEVELOPMENT.** Passage of Local Revenue Code with strong pro-business features; Business Development Project to show case best of Quezon City and attract investors to city; development of business center sites; land use plan formulation; tax amnesty and other incentives to business; closer coordination with trade and industry associations; enhancement of services.

6. **CULTURAL, CIVIC AND ACADEMIC ENHANCEMENT.** As site of top universities, cultural and educational cooperation arrangements entered into with the UP, and soon with other Universities; tourism sites for development identified; in the works are plans for National Museum of Arts and Museum of Natural History. Enhanced development of Quezon Memorial Circle as venue for cultural and artistic performances and demonstrations.

   The QC Bulwagan has become new venue for cultural academic and civic gatherings and presentation, but Convention facilities are planned to be put up.

7. **PROGRAM FOR THE URBAN POOR.** The City's basic services benefit significantly the large urban poor sector. On top of this, public assistance specifically for the sector have been more systematically organized with the reorganization of urban poor affairs office into a People's Bureau attending to the special needs of urban poor and squatters; more effective and viable re-location and resettlement programs now being implemented; improvement housing and shelter services better coordinated and implemented.

8. **THE YOUTH's SPECIAL PLACE IN THE CITY.** About 65 per cent of the City's population are 25 and below. In addition to educational services in the City's public schools, the expanded sports program of the City essentially benefitting the youth, significant support and assistance being given to the Sanggunian Kabataan federation (training and public assistance services), programs for the street children, preschoolers; summer jobs for the youth; involvement in the City's programs by QC Scholarship Corp., the organization of the Blue Cap, and support to the Alliance of Student Councils; the Girl and Boy Scouts Programs.

9. **IMPROVEMENT FISCAL AND FINANCIAL MANAGEMENT.** The City's revenues, increasing by more than 43 per cent, have more than doubled during the last two years; credit facilities available through the government financial institutions to support massive infrastructure and basic services programs of the City; revenue enhancement measures in place with implementation of local revenue code and enhanced collection campaign. Aggressive business development to expand long-long term revenue base.
   Institution of measures to improve administrative fiscal management. Support of private sector through Mayor's initiatives being gained.

10. **IMPROVED ADMINISTRATIVE OPERATIONS.** Essential through effective leadership and viable management style of the Mayor and the support of the City Council, above accomplishments were possible.
    Improvement in administrative systems – organizational structure and systems and procedures, make programs and projects implementation more effective and efficient. Streamlining and improved personnel productivity (helped by incentives, with the City now having among the highest personnel financial benefits), manifest better results on overall efficiency of administration.

# THE IMPERATIVES TOWARD A MODEL CITY

## TEN PILLARS OF MAYOR MATHAY'S ADMINISTRATION

**First,** WE SHALL HAVE A CITY WHERE CIVIC ORDER RULES with a traffic system that works, a police force that keeps the peace and deserves the respect of the citizenry, lawful and law abiding citizenry, where communities work in harmony with each other and with their governments, and where government itself enforces the law – justly and fairly.

**Second,** WE SHALL HAVE A CITY WHERE THEIR IS EFFICIENT AND ADEQUATE PUBLIC SERVICE where the transport system is efficient and affordable, with the environment preserved and protected and sanitary, assured by programs to keep the city clean and healthful, with adequate supply of clean water, with adequate infrastructure facilities to protect, and shelter the citizens and facilitate work and productive activities, and institutions to train and educate, and facilities to treat the sick and the infirm.

**Third,** WE SHALL HAVE A CITY THAT PROVIDES AND SUSTAINS THE DELIVERY OF SOCIAL, MEDICAL AND EDUCATION SERVICES, particularly for the deserving sectors of the City's population. Specifically, there is need to have adequate classrooms, teachers, hospitals and clinics, medical supplies, and facilities. We need to provide for the undeserved groups improved nutrition, housing and shelter, and access to employment opportunities. We need to attend to the needs of the youth, the elderly, the infirmed and the handicapped, and in general the burgeoning urban poor while evolving workable measures for managing the squatting problem.

**Fourth,** WE SHALL HAVE A CITY THAT IMPLEMENTS A QUICK RESPONSE system for rendition of government and public assistance-for the injured, for the sick needing emergency help, for relief and rehabilitation during disasters and calamities, and for the victims of crime and violence. Further, we shall make it easy and convenient for ordinary citizens who will come to city hall for licenses, permits, civic and administrative assistance, and for common services to be provided by their city government.

**Fifth,** THE CITY GIVEN ITS STATE OF RELATIVE UNDERDEVELOPMENT COMPARED TO OTHERS IN METRO MANILA AND GIVEN ITS RESOURCES SHALL EXPLOIT ITS STILL UNLIMITED OPPORTUNITIES FOR ECONOMIC AND BUSINESS DEVELOPMENT. The City in the past developed into what was essentially a residential and civic institutional city. This is clearly not enough for a rapidly growing population, about 75 per cent of which are urban poor. Some business and economic development shall have to take place in the long run. The City must explore and implement entrepreneurial initiatives in commercial, industrial and service sectors. The opportunities are there given the vast and still relatively undeveloped land resources for commercial and industrial development. The north and the east triangle are examples. Such a development must be the basis of long term progress for Quezon City.

We will institute an efficient land use management system for the city and the complementary zoning systems for a much more orderly economic and business development minimizing if not totally avoiding altogether the urban blights that have befallen other urban centers of the country.

**Sixth,** OUR CITY IS ALREADY THE VENUE OF ACADEMIC, INTELLECTUAL AND CULTURAL CITADELS AND INSTITUTIONS GIVING OUR CITY THE enviable reputation. We shall keep it that way and much more as we enhance its cultural and educational development. We are capable of a quantum achievement in our cultural development-in the arts, in music, in architecture and design and even in ethnic folkarts. Concerts, art exhibits, flower gardens and show,s conventions and meetings shall be an increasing fare in our cultural and intellectual milieu. We will work for facilities for such cultural fares – a convention center no less to provide the venue for these activities.

**Seventh,** OUR CITY SHALL HAVE THE IDEAL SETTING AND ACCOMMODATION FOR A CONVIVIAL LIVING AND PRODUCTIVE LIFE AND WORK FOR ALL SOCIO-ECONOMIC SECTORS. Our City has the fastest growth rate compared to other Metro Manila cities, of urban poor and specifically and squatter population, which by the latest estimate now number about 55 percent for the city population. Perhaps, it is unwittingly the opportunities in the City that beckon such members of our population. Nevertheless, this sector of our population (the urban poor and squatters) need more focussed and specialized attention with respect to housing and shelter and certainly employment. We need some fasttrack programs to resolve this worsening situation.

**Eight,** THE YOUTH, THE HOPE OF THE FATHERLAND, SHALL HAVE A SPECIAL CONSIDERATION IN OUR CITY. The young deserves a special attention in the economic, social and cultural development of the City. Our population is a young population, about 65 per cent is below 24 years old. This is a dependent sector as unemployment is high and the potential for juvenile criminality and drug addiction is great given the high proportion of the urban poor among them. Social, economic and educational action programs need to be developed for them.

**Ninth,** FOR THE GOVERNANCE OF OUR CITY AND TO SUPPORT, THE INITIATIVES IN ALL OF THE AREAS OF CONCERN ABOVE STATED THERE SHALL BE INSTITUTED IN CITY ADMINISTRATION an efficient and effective financial and budgetary management. Essentially, this includes the adoption of measures to expand the revenue base, and to accelerate growth in revenues. At the same time, expenditures need to be rationalized to assure that priority programs to meet our objectives are adequately funded. The potential for growth in revenues is still great, given the achievement of the above mentioned objectives.

**And tenth,** LIKEWISE THE CITY SHALL HAVE AN IMPROVED ADMINISTRATIVE MANAGEMENT TO ACHIEVE OUR MISSIONS AND DELIVER THE ESSENTIAL CITY GOVERNMENT SERVICES. The City government's organizational and administrative structures shall be streamlined and its administrative operating systems made more efficient the better for government to serve its constituents. The City administration has at the present time a bloated bureaucracy-slow and inefficient. Our interest in this respect is to upgrade the quality of both our rank and file and administrative staff-both in skills, competence and in the essential values and discipline.

# "THE PEOPLE RATE US"

(Excerpt from the State of the City Address, Mayor Ismael A. Mathay, Jr., September 1, 1994)

"The Social Weather Station, an independent survey institution with established reputation for objectivity and integrity revealed the results of their survey as July 31, 1994. Let us mention the more revealing indicators from the survey:

1. Net performance rating by all of the respondents of the Quezon City Government is +55 (which means approximately, a positive rating of some +78). By objective interpretation this is close to overwhelming. (By district, we rated highest in District 4 with +66 and lowest in District II with still a very high +49).

2. We rated high in performance in: (a) lighting our streets (+51), (b) promotion of the welfare of the youth (+48), (c) in implementing educational program (+47), (d) in health services (+46), (e) in the repair of city roads (+44), (f) in garbage collection (+42), (g) in taking care of our environment (+36).

Admittedly and understandably, the people perceive we need to do more in solving housing problems, in solving drug addiction, in management of traffic, in fighting crimes and in solving squatter problem.

3. Performance ratings of local government institutions reveal high positive indicators but suggest that perhaps we can do better. The local police gained some measure of respect, rising from -6 in September 1993 to a positive of 15, or a gain of 21 per centage points. The City Council rated +23 and +31 as between September 1993 and July 1994, respectively; the Barangay Council, +32 and 41; the barangay justice system, +27 and +34; and Quezon City Court, +21 and +32. As clearly indicated, there have been a significant increase in the performance rating of the various institutions, which we hope translates to respect and credibility for these institutions.

4. We are not surprised at the people's perception about our major problems, which as they see are (as indicated by frequencies of mention): (a) traffic problem, (b) use of illegal drugs, (c) unemployment, (d) crimes, (e) squatting, (f) abusive policemen, (g) water and garbage, (h) bad roads, (i) dirty environment and (j) graft and corruption.

5. Perhaps, qualitative perception is as significant as this serves to provide guidance for our policy and the quality of our leadership. While there is still a significant number who believe that their lives are worse off, this declined as between the two years (1993 and 1994), while those who say they are much better off, has increased, just as the number of those who say their lives are about the same, also increased in proportion.

6. Still of significance, as this is revealing of the confidence of the people in our administration and our capacity to improve their lives, is the very high frequency of those who say their lives will be better (37 per cent of all households in 1993, while in 1994 it is 49). And those who perceive their quality of life will be worse off, proportionately, is just 14 per cent in 1993, and still 14 per cent in 1994. It is the group who says their quality of life remains the same that has mostly improved in their expectations about their future and impliedly of the administration.

There are some very elating favorable perception of individual officials, but that is less significant than the very overwhelming positive perception of our administration's performance."

# CALENDAR OF ACTIVITIES

# 55TH QUEZON CITY FOUNDATION DAY ACTIVITIES

**MAMAMAYAN AT PAMAHALAAN:**
**SAMA-SAMA SA KAUNLARAN-PILIPINAS 2000**

| DATE | TIME | ACTIVITY | VENUE | HOST/SPONSOR |
|---|---|---|---|---|
| | | **DAILY ACTIVITIES** | | |
| Sept. 10-Nov. 16 | | Royal London Circus | Commonwealth Avenue | |
| October | | Theatre Discounts/Dept. Sales | | |
| Oct. 8-16 | | Carnival | Gen. Luis St., Novaliches Proper | Novaliches District Center |
| Oct. 10-11 | 8:30 A.M.<br>4:00 P.M. | OPLAN Flag Down | Commonwealth Avenue | Cultural & Tourism Affairs Office<br>Task Force Clean & Green |
| Oct. 12-13 | 8:30 A.M.<br>3:00 P.M. | OPLAN Clean Litex | Bgy. Payatas | Task Force Clean & Green |
| Oct. 10<br>12 to<br>14 | 8:30 A.M.<br>4:00 P.M. | Free Smoke Emission Testing<br>Football Ground, East Avenue | Wild Life, Quezon Avenue | Task Force Clean & Green |
| Oct. 11 | 8:30 A.M.<br>4:00 P.M. | PCU and Monitoring OPLAN<br>Flagdown | Front of Petro Lab, North Avenue<br>Commonwealth Avenue | Task Force Clean & Green |
| Oct. 13 | 8:30 A.M.<br>4:00 P.M. | Apprehension: Smoke Belchers | UP/Katipunan NIA/EDSA | Task Force Clean and Green |
| Oct. 14 | 8:00 A.M.<br>4:30 P.M. | Tubos Plaka for First Offense | Task Force Clean & Green Office | Task Force Clean and Green |
| Oct. 10 | 1:30 P.M.<br>5:30 P.M. | Q.C. Networking Exchange | Q.C. Hall Bulwagan | Task Force SMILE |
| Oct. 13-14 | 8:30 A.M.<br>5:30 P.M. | QC Networking Exchange | Q.C. Hall Bulwagan | Task Force SMILE |
| Oct. 10-16 | 9:00 A.M.<br>6:00 P.M. | Q.C.'s BEST Trade Fair | 7th & 8th Flrs. Q.C. Hall Building | Task Force Clean and Green |
| Oct. 10-16 | 8:00 A.M. | Cooperatives' Food Festival | Q.C. Hall Parking Lot | Task Force SMILE |
| OCT. 14 | 7:30 A.M.<br>4:30 P.M. | Quarter Storm Operation | Bgy. Bagong Buhay | Task Force Clean and Green |
| Oct. 10-15 | | EXHIBITS entitled<br>Q.C. Yesterday, Today & Tomorrow | Q.C. Public Library (Main) | City Public Library |
| Oct. 10-16 | | Display of streamer & buntings in all elementary & high schools refelcting the theme of the 55th Foundation Day | All Schools | Division of City Schools |
| Oct. 10-16 | | School Intervisitation of School Administrators & Teachers to neighboring schools to gain learning & insights on the implementation of the clean & green program & the SMILE Center operation | By School Districts | Division of City Schools |

# 55TH QUEZON CITY FOUNDATION DAY ACTIVITIES

**MAMAMAYAN AT PAMAHALAAN:**
**SAMA-SAMA SA KAUNLARAN-PILIPINAS 2000**

| DATE | TIME | ACTIVITY | VENUE | HOST/SPONSOR |
|---|---|---|---|---|
| | | **BUSINESS DAY** | | |
| Oct. 10 (Monday) | 7:45 A.M. | Flag Ceremony | Q.C. Hall Lobby | Division of City Schools |
| | 8:30 A.M. | Awarding of NDC's Model Employee | Novaliches District Center | Novaliches District Center |
| | 9:00 A.M. | Ribbon Cutting and Launching of Q.C.'s BEST Trade Fair | Q.C. Hall Bldg. (7th & 8th floors) | Task Force SMILE<br>Task Force SMILE |
| | 1:30 to 2:30 P.M. | Blessing of Mines Elementary School | Mines St., Bgy. Vasra | Division of City Schools |
| | 2:30 to 3:30 P.M. | Blessing of E. Rondon High School | Road 3 Project 6 | Division of City Schools |
| | | **CULTURE & EDUCATION DAY** | | |
| Oct. 11 (Tuesday) | | School Contest | | |
| | 7:00 to 12:00 NN | 1. Rondalla Competition (Elem. & H.S.) 2. Folk Dance | Q.C. Hall Lobby<br>Q.C. Hall Lobby | Division of City Schools<br>Division of City Schools |
| | 10:30 A.M. | Inauguration of the Plant Nursery | Q.C. Hall Grounds | Parks Administration & Development Department |
| | 1:30 to 5:00 P.M. | Choral Singing and Drum & Bugle Corp/Lyre Competition | Q.C. Hall Grounds | Division of City Schools |
| | 1:30-2:30 P.M. | Blessing of Krus Na Ligas Elementary School | B. Francisco St. Bgy. Krus na Ligas | Division of City Schools |
| | 2:30 to 3:30 P.M. | Blessing of Pinyahan Elementary School | Masigasig/Mabilis St. Bgy. Pinyahan, Q.C. | Division of City Schools |
| | 4:00 P.M. | Gabi ng mga Bituin | Q.C. Memorial Circle Glorietta | Cultural & Performing Arts Cultural & Tourism Affairs Office / Quezon City General Hospital / Liga ng mga Barangay QC Parks Development |
| | | **QC 55th FOUNDATION DAY** | | |
| Oct. 12 (Wednesday) | 6:30 A.M. | La Naval Motorcade | Sto. Domingo to Q.C. Hall Lobby | Cultural and Tourism Affairs Office<br>Department of Public Order & Safety<br>Barangay Operations Center / Liga ng mga Barangay / Quezon City General Hospital<br>Scholarship and Youth Development Program |
| | 8:00 A.M. | Thanksgiving Mass | Q.C. Hall Lobby | Mayor's Office City / Administrator's Office<br>City Health Department |
| | 8:00 A.M.<br>12:00 NN | Awarding of Outstanding Teachers | Q.C. Sports Club | QC Jayceerettes Foundation Inc.<br>Scholarship and Youth Development Program |
| | 9:00 A.M.<br>10:00 A.M. | Junior Police Exhibition | Q.C. Memorial Circle | Division of City Schools |
| | 9:00 A.M.<br>10:00 A.M. | On the Spot Painting Contest | Q.C. Hall Covered Walk | Division of City Schools |
| | 9:00 A.M.<br>4:00 P.M. | Business Development Conference | Q.C. Hall Bulwagan | Task Force SMILE<br>Public Assistance Center |
| | 12:00 NN | Luncheon<br>Signing of Agreement with the Sister Cities | Q.C. Hall Bulwagan | Task Force SMILE<br>Cultural & Tourism Affairs Office |

# 55TH QUEZON CITY FOUNDATION DAY ACTIVITIES

## MAMAMAYAN AT PAMAHALAAN:
## SAMA-SAMA SA KAUNLARAN-PILIPINAS 2000

| DATE | TIME | ACTIVITY | VENUE | HOST/SPONSOR |
|---|---|---|---|---|
| | | QC 55th FOUNDATION DAY | | |
| Oct. 12 (Wednesday) | 1:30-2:30 P.M. | Blessing of Payatas B High School | Bicol St., Group III Bgy. Payatas Q.C. | Division of City Schools |
| | 2:30 to 3:30 P.M. | Blessing of Lagro High School | GSIS La Mesa Homesites Bgy. Pasong Putik Novaliches, Q.C. | Division of City Schools |
| | 2:00 P.M. | Amateur Singing Contest | QC Covered Walk | Division of City Schools |
| | 4:00 P.M. | Departure of the Our Lady of La Naval | QC Hall to Sto. Domingo | Cutlural and Tourism Affairs Office<br>Department of Public Order & Safety<br>Barangay Operations Center / Liga ng mga Barangay<br>Quezon City General Hospital / Scholarship and Youth Development Program / City Health Department |
| | 7:00 P.M. | Stage Play "SIKHAY Sa Kabila Ng Paalam" | UP Theatre Diliman, QC | Nat'l. Communication on Arts |
| | | YOUTH DAY | | |
| Oct. 13 (Thursday) | 8:00-11:00 A.M. | On the Spot Spelling Contest | Q.C. Hall Lobby | Office of Coun. Wency Lagumbay |
| | 8:30 to 12:00 P.M. | Search for the Talented Grade VI Pupils in Math, English & Science | Quirino Elementary School Anonas St. Proj. 3, Q.C. | Division of City Schools |
| | | Search for the Talented 4th yr. High School Student in Math, English & Science | QC Science High School | Division of City Schools |
| | 8:00-5:00 P.M. | CAT/Boy Scouts Drill Competition<br>Girl Scouts Skills Competition | Q.C. Memomerial Circle | Division of City Schools<br>Quezon City General Hospital |
| | 9:00 A.M. | Blessing of M.H. Del Pilar Elementary School | K 3rd St. Kamuning | Division of City Schools |
| | 10:00 to 11:00 A.M. | Blessing of C.P. Garcia High School | Ermin E. Garcia St. Cubao | Division of City Schools |
| | 1:30 to 5:00 P.M. | Entertainment for the streetchildren and BATA BATUTA | Q.C. Hall Sunken Garden | Social Welfare & Development Department<br>Task Force SMILE |
| | | BARANGAY & COMMUNITY OUTREACH DAY | | |
| Oct. 14 (Friday) | 7:30 A.M.-4:30 P.M. | Quarter Storm Operation | Bgy. Bagong Buhay | Task Force Clean & Green |
| | 8:00 A.M.-5:00 P.M. | Community Service Project Girl Scouts/Boy Scouts | Respective Schools | Division of City Schools |
| | 9:00 A.M. | Inauguration of Deep-well BWASS Oat-Taking | Bgy. Holy Spirit | Community Relations Office |
| | 10:00 A.M. | Launching of the Search for the Cleanest & Greenest Barangay | QC Hall Lobby | Brgy. Operations Center<br>City General Services Office<br>Liga ng mga Barangay / Parks Development Department<br>Task Force Clean & Green |

# 55TH QUEZON CITY FOUNDATION DAY ACTIVITIES

**MAMAMAYAN AT PAMAHALAAN:**
**SAMA-SAMA SA KAUNLARAN-PILIPINAS 2000**

| DATE | TIME | ACTIVITY | VENUE | HOST/SPONSOR |
|---|---|---|---|---|
| | | **BARANGAY & COMMUNITY OUTREACH DAY** | | |
| Oct. 14 (Friday) | 11:00 A.M. | Model Family Award | Albert Hall | Soroptimists International of Quezon City (NGO) |
| | 9:00 A.M.- 12:00 NN | Free Book Distribution<br>Storytelling<br>Practical Arts through Bookmobile | Don Pepe St., Bgy. Sto. Domingo | Liga ng mga Barangay<br>City Public Library |
| | 12:00 NN- 1:30 P.M. | 5+5=55th / Sari-Sari Atbp. | QC Hall Lobby | Manpower Placement Unit<br>City Budget Office |
| | 1:00 P.M.- 2:00 P.M. | Blessing of Culiat Elementary School | Tandang Sora Avenue Bgy. Culiat | Novaliches District Center<br>Division of City Schools |
| | 2:00 P.M.- 3:00 P.M. | Blessing of Sauyo Elementary School | Del Nacia Ville IV Bgy. Sauyo Novaliches, Q.C. | Division of City Schools |
| | 2:00 P.M. | Visitation of the Shenyang Delegates to the ff:<br>QC General Hospital<br>QC Polytechnic and Payatas Development Project | QC General Hospital<br>QC Polytechnic<br>Bgy. Payatas | Scholarship and Youth Development Program<br>QC Polytechnic<br>Cultural & Tourism Affairs Office<br>QC General Hospital |
| | 3:00 P.M. | Awarding of 72 housing units | Barangay Bahay Toro | JC Resources Dev't. Inc.<br>Engr. Aber P. Canlas |
| | 4:00 P.M. | Awarding of Certificates to Retirees | QC Hall Lobby | City Personnel Office |
| Oct. 15 (Saturday) | 9:00 A.M.<br>7:00 P.M. | Open Kuntaw Tournament | Ever Gotesco Commonwealth | Vice Mayor's Office |
| | 8:00 P.M.- 10:00 P.M. | Testimonial Dinner and Awarding of Best Business | QC Hall Bulwagan | Task Force SMILE<br>Public Assistance Center |
| Oct. 15-16 (Sat. & Sun.) | 9:00 A.M.<br>5:00 P.M. | KARATEDO Open Tournament | Veterans Village<br>Covered Court, Project 7 Q.C. | QC Sports<br>Development Office |
| | 1:00 P.M. | Nova Bingo Social | NDC Covered Court | Novaliches District Center |
| Oct. 16 (Sunday) | 8:00 A.M.- 12:00 NN | Tree Planting | Visayas & Congressional Avenues | City Assessor's Off. |
| | 11:30 A.M.<br>2:30 P.M. | Awit at Saya and Launching of Barangay Singing Contest | Araneta Coliseum | Office of the Mayor<br>Barangay Operations Center<br>Liga ng mga Barangay |
| Oct. 17 (Monday) | 8:00 A.M.- 5:00 P.M. | Job Fair | Q.C. Hall Covered Walk | Industrial Relations Office |
| Oct. 21 (Friday) | 10:00 A.M. | Awarding of Outstanding Citizen (Mayor's Award)<br>Gantimpalang Quezon sa Panitikan | Q.C. Hall Bulwagan | City Mayor's Office<br>Office of the City Administrator<br>Taliba ng Inang Wika |

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# TRADE FAIR, BUSINESS CONFERENCE MARK QUEZON CITY'S 55TH ANNIVERSARY, OCT. 10-16

To mark the 55th Founding Anniversary of the country's capital city, the Quezon City government under Mayor Ismael A. Mathay, Jr. is sponsoring a series of events to promote the theme "Quezon City's Best Towards Philippines 2000."

The First Quezon City's Best Trade Fair, to be held from Oct. 10-16 at the 7th and 8th floors of the Q.C. Hall complex, presents the best products and services that Quezon City-based business have to offer.

A special section will be the institutional displays of Quezon City's sister cities: Shenyang of the People's Republic of China, General Santos and Cotabato cities in Cotabato, and Iloilo City, Iloilo. A photo exhibit, "Quezon City: Then, Now and the Future," provides a glimpse of the city's development through the years.

In conjunction with the Trade Fair, a top-level Business Conference will be held on Oct. 12 at the Q.C. Hall Complex Bulwagan with President Fidel V. Ramos and Mayor Ismael A. Mathay, Jr. giving the framework for collaborative efforts between government and the business community. Other guest speakers will also discuss the various commercial development plans for areas around Quezon City like the North Triangle, Uptown, Payatas and the Cubao-Araneta Center.

During the week, a series of networking seminars and product clinics will also be held at the Q.C. Hall Complex. The Networking Exchange serves as a forum for entrepreneurs and investors wishing to take advantage of Quezon City's supportive business milieu. The exchange forum includes an entrepreneurship seminar on Oct. 10, a franchising and subcontracting meet on Oct. 11 and 13, and business/product clinics on Oct. 14.

All these activities are being coordinated by the Office of the Mayor through Task Force SMILE as part of the Quezon City Business Development Project.

Cooperating national agencies are the Department of Trade and Industry (National Capital Region), the University of the Philippines Institute of Small Scale Industries, the Product Development and Design Center, and the Board of Investments. Also co-sponsoring the events are the Quezon City Chamber of Commerce and Industry, Quezon City Filipino-Chinese Businessmen's Association, Pub and Restaurant Association of Quezon City and the Rotary Clubs of Quezon City.

Major sponsors of the Trade Fair are: San Miguel Beer, Coca Cola Bottlers Corp., Magnolia-Nestle Corporation, J.G. Summit, The Manila Galleria Suites, The Manila Times, Asia Brewery, Inc. makers of: Summit natural spring water, Carlsberg. Beer na Beer and Stag, PLDT, Petron, Manila Paper Mills, Jacinto Steel, Inc., ABS-CBN Broadcasting Corp. and Wendy's.

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# NOTES ON THE SELECTED ACTIVITIES IN THE CALENDAR

1. The 55th Foundation Week celebration covers the period from October 10 to 17, 1994. There are, however, still activities intended in honor of Foundation Day but can be accommodated only later than the above. Among these is the Awarding of the Mayor's Awards for Quezon City Outstanding Citizen, scheduled October 21, 1994.

2. In the Calendar are weeklong activities and are so indicated and the daily schedule for these are not any more indicated during the days of the week. Among such are the following:

   a. Quezon City Networking Exchange which is a series of Workshop sessions on how to set up a new business, subcontracting, franchising, product designs, financing and managing enterprises.

   b. Quezon City's Best Trade Fair. This is a Trade Fair with international participants, from Shenyang City, People's Republic of China, QC Sister City, and from other sister Cities of Quezon City. The main group of participant businesses are those from Quezon City, mostly those among the best business establishments in the City.

      The Trade Fair will showcase the best of Quezon City.

2. October 12 is also the Feast Day of the Patroness of Quezon City. The Lady of La Naval. In Homage to the Lady of La Naval, the image will be brought to City Hall on October 12th in the morning during which a Thanksgiving Mass will be celebrated.

3. Awards and recognition for Quezon City's Outstanding Teachers. This is an annual award sponsored by the Jaycerettes and by Quezon City Scholarship and Youth Development Committee. The recognition is further manifestation of the Mayor's commitment to improvement of basic education in the City.

4. Business Development Conference is a one key feature of the Business Development Project that includes the Best of Quezon City Trade Fair and the Business Directory. It will bring together the business sector participants of Quezon City not only to hear presentations on the development programs of the City but also to discuss important concerns and issues affecting the business sector. The whole thrust is to impress upon businessmen, entrepreneurs and investors the competitive climate for business development and growth in Quezon City.

   During a luncheon program of the Conference, three Sisterhood agreements between Quezon City and Iloilo City, General Santos City, and the City of Daly City (California) will be signed.

5. Inauguration of School Buildings - 4 high schools and 6 Elementary Schools (about 80 schoolrooms) will be presided by Mayor Ismael A. Mathay himself under whose schoolbuilding program funded from PNB Loan the structures were built. The activity will take place during the first four days of the Foundation Week.

6. Awards of Quezon City's Best

   a. The Ten Best Business Establishment Awards, a culminating event of the Weeks Business Development Program will be on October 15, Quezon City, Bulwagan.

   b. Quezon City's Outstanding Citizens, Mayor's Awards, and Awarding for Winners of Gantimpalang Quezon sa Panitikan, on October 21, 1994, Quezon City, Bulwagan.

   c. Model Family, October 14,1994
   d. Outstanding Teachers, October 12, 1994.

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# 55TH QUEZON CITY FOUNDATION ANNIVERSARY COORDINATION COMMITTEE

## STEERING COMMITTEE 55TH QUEZON CITY FOUNDATION DAY

**DR. MANUEL S. ALBA**
Chairman / City Administrator

**MEMBERS**

**MR. TEODORO C. REY, JR.**
Assistant City Administrator &
Executive Director, Task Force SMILE

**MRS. MELISSA V. MACAPANPAN**
Assistant City Administrator
Chairman, Scholarship & Youth
Development Program (SYDP)

**ATTY. LOURDES SANTOS**
Secretary to the Mayor and
Head, Barangay Operations Center

**GEN. ARNULFO BANEZ**
Head, Department of Public Order and
Safety

**DR. BIENVENIDO ICASIANO**
Superintendent, Division of City
Schools

**MR. DOMINADOR OCRISMA**
Head, Cultural and Tourism Affairs
Office

**HON. BONIFACIO RILLON**
City Councilor and
President, Association of Barangay
Captains

**MR. ANTONIO LAUDICO**
Chief, City General Services Office

**MR. JUAN UMALI**
Representative of the Vice Mayor

## LIST OF COMMITTEES

**COMMITTEE ON SOCIAL/SPECIAL EVENTS/PUBLICITY COMMITTEE**

**Chairman:** Ms. Melissa V. Macapanpan
Asst. City Administrator

**Members:**

Mrs. Lourdes S. Rances – Head, Scholarship & Youth Development Program
Mr. Nito Valera – Head, Public Assistance Center
Mr. Benjamin Payumo – Performing Arts Studio
Ms. May Dumlao – Consultant (NGO)
Mr. Patricio Dumlao – Chief, Business Permits and License Office
Dr. Ricardo Costes – Asst. Director for Administration Quezon City Gen. Hospital
Dra. Marina Bringas – Director, Quezon City Gen. Hospital
Dr. Bienvenido Icasiano – City Superintendent of Schools
Dr. Lorenzo Rufin – Asst. Schools Division Superintendent
Ms. Divina Japa – Chief, Public Affairs & Information Office
Mr. Nonong Co – Cultural & Tourism Affairs Office
Mr. Alberto Seno – City Government, Office Head III, Barangay Operation Center
Mr. Rolly Macatangay – Office of the Mayor

**COMMITTEE ON WAYS AND MEANS:**

**Chairman:** Ms. Estrella P. Gerardo - City Budget Officer
Co-Chairman: Mr. Alfredo D. Mercado - City Treasurer

Member: Mr. Dominador B. Ocrisma - Head, Cultural & Tourism Affairs Office

**COMMITTEE ON PHYSICAL ARRANGEMENT:**
**Chairman:** Mr. Antonio Laudico – Officer-In-Charge, City General Services Office

Members: Mr. Cesar Sianghio - City Parks Administration & Development Officer
Engr. Alfredo Macapugay - City Engineer

**COMMITTEE ON SECURITY AND TRAFFIC:**
**Chairman:** Gen. Arnulfo Bañez - Chief, Department of Public Order & Safety

Members: Mr. Butch Isleta - Asst. Chief, Department of Public Order and Safety
Maj. Enrique Robles – Chief, District Traffic Management Unit
Col. Celestino Leaño – Asst. Chief, Traffic Operation Division, Department of Public Order and Safety
Lt. Robert Atienza – Detachment Commander, QC Hall

**COMMITTEE ON PROGRAM:**

**Chairman:** Mr. Teodoro Rey - Executive Director, Task Force SMILE

**Members:** Heads of Department & Offices