



Republic of the Philippines
QUEZON CITY COUNCIL

Quezon City
22nd City Council

PO22CC-296

79th Regular Session

ORDINANCE NO. SP- **3301**, S-2024

AN ORDINANCE ESTABLISHING THE QUEZON CITY LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTIONS OFFICE, AMENDING ARTICLE NOS. III, IV AND V, BOOK 1 OF ORDINANCE NO. SP-2219 SERIES OF 2013

Introduced by Councilors DOROTHY A. DELARMENTE, M.D., WENCEROM BENEDICT C. LAGUMBAY and EMMANUEL BANJO A. PILAR

Co-Introduced by Councilors Bernard R. Herrera, Tany Joe "TJ" L. Calalay, Joseph P. Juico, Charm M. Ferrer, Fernando Miguel "Mikey" F. Belmonte, Candy A. Medina, Aly Medalla, Dave C. Valmocina, Tatay Rannie Z. Ludovica, Godofredo T. Liban II, Kate Galang-Coseteng, Geleen "Dok G" G. Lumbad, Atty. Anton L. Reyes, Edgar "Egay" G. Yap, Raquel S. Malañgen, Irene R. Belmonte, Nanette Castelo-Daza, Joseph Joe Visaya, Alfred Vargas, MPA, Ram V. Medalla, Shaira "Shay" L. Liban, Aiko S. Melendez, Mutya Castelo, Maria Eleanor "Doc Ellie" R. Juan, O.D., Kristine Alexia R. Matias, Eric Z. Medina, Vito Sotto Generoso, Victor "Vic" Bernardo, Jose Maria M. Rodriguez and Jhon Angelli "Sami" C. Neri

WHEREAS, Sections 5 and 16 of Republic Act No. 7160, otherwise known as the Local Government Code of 1991, provides that every local government unit shall exercise the powers expressly granted, those necessarily implied therefrom, as well as powers necessary, appropriate, or incidental for its efficient and effective governance, and those which are essential to the promotion of the general welfare to accelerate economic development and upgrading the quality of life for the people in the community;

WHEREAS, Quezon City Ordinance No. SP-2219, S-2013 entitled: "An Ordinance Adopting the Economic Development Incentives Code of Quezon City" was enacted in the pursuit for economic growth in the City by emphasizing the importance of collaboration with the private sector, providing them an environment conducive for growth, and providing businesses a more favorable investment climate attuned to the City's medium- and long-term economic development goals;

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WHEREAS, on 09 December 2020, the Department of the Interior and Local Government (DILG) issued Memorandum Circular No. 2020-167 entitled "Guidelines on Promoting Local Economic Development and Investment Promotion and Establishment of LEDIP Office/Unit in all Provinces, Cities, and Municipalities" in order to establish/create a Local Economic Development and Investment Promotions Office/Unit (LEDIP Office/Unit) and other similar structures;

WHEREAS, the Circular aims to expand the role of Local Economic Development and Investment Promotions Office (LEIPO) to serve not only as the local investments promotions officer, but also as the focal officer for local economic development and clearly define the required competencies and minimum qualification requirements of the LEIPO;

WHEREAS, there is a need to align the current DILG Memorandum Circular No. 2020-167 with Ordinance No. SP-2219, S-2013 to address the increasing demand for support from the business sector;

WHEREAS, in order to align the expansion of LEIPO, as well as the composition of Quezon City Economic Development and Investment Board (QC-EDIB), there is a need to amend Book 1, Article Nos. III, IV and V of SP-2219, S-2013 to provide the needed workforce requirement of the Department.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. TITLE. – This Ordinance shall be known as "AN ORDINANCE ESTABLISHING THE QUEZON CITY LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTIONS OFFICE, AMENDING ARTICLE NOS. III, IV AND V, BOOK 1 OF ORDINANCE NO. SP-2219 SERIES OF 2013."

SECTION 2. OBJECTIVE. – This Ordinance aims to provide an amendment to the structure and the expansion of duties of the City's current Local Economic and Investment Promotions Office (LEIPO) and the composition of the QC-EDIB.

SECTION 3. Article III, Book I of Ordinance No. SP-2219, S-2013 is hereby amended by changing paragraph "(e)" thereof and adding a new terminology after paragraph "(o)," which shall be identified as the new paragraph "(p)," to wit:

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**“ARTICLE III
DEFINITION OF TERMS**

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e) ‘Local Economic Development and Investment Promotions Office (LEDIPO)’ refers to the office in the City in charge of the facilitation, preparation, coordination and execution of local economic development and investment promotion policies, programs, projects and activities. All provisions referring to ‘LEIPO’ shall be designated as ‘LEDIPO’.”

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p) ‘Local Economic Development and Investment Promotions Office Officer (LEDIPO Officer)’ refers to the focal person or the head whose function is to facilitate the preparation, coordination and execution of local economic development and investment promotion policies, programs, projects and activities of the City. All provisions referring to ‘LEIPO’ shall be designated as ‘LEDIPO’.”

SECTION 4. Section 1, Article IV, Book I of Ordinance No. SP-2219, S-2013 is hereby amended and shall be read as follows:

“SECTION 1. QUEZON CITY ECONOMIC DEVELOPMENT AND INVESTMENT BOARD. – The Quezon City Economic Development and Investment Board (QC-EDIB) shall be composed of the following members:

- Chairperson - Mayor
- Vice-Chairperson - Vice-Mayor
- Members - Chairperson, City Council Committee on Trade, Commerce and Industry
- Chairperson, City Council on Committee on Ways and Means
- City Administrator (CA)
- Head, Local Economic Development and Investment Promotions Office (LEDIPO)

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- Head, Business Permits and Licensing Department (BPLD)
- Head, Public Employment and Service Office (PESO)
- Head, City Treasurer (CTO)
- Head, City Planning and Development Department (CPDD)
- President, Quezon City University (QCU)
- Head, Small Business Cooperatives and Development Promotions Office (SBCDPO)
- Head, Quezon City Tourism Department (QCTD)
- Head, Climate Change and Environmental Sustainability Department (CCESD)
- Head, Office of the City Assessor (OCAs)

- Secretariat - LEDIPO

All members of the QC-EDIB shall receive per diem for every meeting actually attended, subject to existing budgeting, accounting and auditing laws, rules and regulations on compensation, honoraria and allowances; provided, that when an authorized representative attends a meeting, the representative shall be entitled to receive per diem.

All fiscal and/or non-fiscal business incentives must have a favorable recommendation from the QC-EDIB. The Investment Priorities Plan (IPP) and Economic Development and Investment Plan (EDIP) shall be updated and approved every three (3) years by the QC-EDIB.”

SECTION 5. Section 1, Article V, Book I of Ordinance No. SP-2219, S-2013 is hereby amended and shall be read as follows:

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“SECTION 1. FUNCTIONS OF LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTIONS OFFICE (LEDIPO). – The LEDIPO, led by the LEDIPO Officer, will take charge of all activities related to City investment facilitation and promotion activities. Local enterprise development and the establishment of support mechanisms for the growth of Medium and Large Enterprises (MLEs) provide mechanisms for business retention and expansion and other business and economic activities to attract investments and generate employment, such as but not limited to the following:

- a. Serve as member of the advisory group that will guide the City for investment promotion;*
- b. Steer the creation of business-enabling environment to attract, retain or expand investments;*
- c. Advocate and promote policies and practices that will encourage local investment such as:
 - (i) Preparation of the City’s Economic Development aligned with Comprehensive Land Use Plan (CLUP), Comprehensive Development Plan (CDP), and Economic Development and Investment Plan (EDIP);*
 - (ii) Assist in the formulation of Quezon City’s Investment and Incentive Code; and*
 - (iii) Marketing and Promotion Strategies of the City;**
- d. In close coordination with the Quezon City Planning and Development Department, identify revenue-generating and enterprise development projects of the City which may be implemented by the private sector through Public-Private Partnership (PPP) arrangements;*
- e. Provide support and facilitation assistance for prospective and new investors;*

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- f. *Establish and maintain an economic database containing relevant facts and figures on the City's economy to be able to provide information about business potentials of the City, including its services to prospective investors to attract more investment to flow in the locality;*
- g. *Conduct mission trips in relation to promotion and marketing activities of the City to attract investments;*
- h. *Assist and support the City Council whose undertakings are related to economic development;*
- i. *Assist in the promotion and development of Medium and Large Enterprises (MLEs) in the City, as well as all other potential investors, particularly in:*
 - (1) *identifying business or joint venture partners, raw materials suppliers, and possible business sites;*
 - (2) *sourcing skilled workforce and service providers;*
and
 - (3) *facilitating the resolution of issues and concerns encountered by business entities;*
- j. *Establish and maintain partnership with the Regional Office of the 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), other government offices and attached agencies such as the Bureau of Internal Revenue (BIR), Bureau of Customs (BOC), Securities and Exchange Commission (SEC), 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 City;*

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- k. *Represent the City in trade and investments, meetings, conferences and other similar activities in both domestic and foreign venues; and*
- l. *Prepare and disseminate investment promotions collateral such as brochures and a website of the City for the purpose of information dissemination, including issuing reminders to registered enterprises and providing information relevant to investors and other information generally relevant to doing business.”*

SECTION 6. Section 2, Article V, Book I, Article V of Ordinance No. SP-2219, S-2013 is hereby amended and shall be read as follows:

“SECTION 2. STRUCTURE OF THE LEDIPO. – For proper implementation of the local economic development and investment promotion policies and programs of the City for MLEs, the LEDIPO shall be composed of, but not limited to, the following:

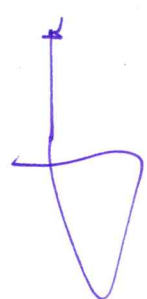
- a. *LEDIPO City Government Department Head III;*
- b. *One (1) City Government Assistant Department Head III;*
- c. *Five (5) Division Heads (Planning and Programs Division, Investment Services Division, Economic Enterprise Division, Administrative Division, and International Relations Division);*
- d. *Thirty-One (31) additional new regular plantilla positions; and*
- e. *Sixty (60) total regular plantilla positions.*

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Summary of Plantilla Positions to be created:

NO. OF POSITION/S	POSITION TITLES	SALARY GRADE
ECONOMIC ENTERPRISE DIVISION		
1	Project Development Officer IV	22
1	Project Development Officer III	18
2	Project Development Officer I	11
INVESTMENT SERVICES DIVISION		
1	Development Management Officer IV	22
1	Development Management Officer III	18
3	Development Management Officer II	15
2	Development Management Officer I	11
PLANNING AND PROGRAMS DIVISION		
1	Economist III	18
1	Planning Officer III	18
2	Planning Officer II	15
2	Planning Officer I	11
ADMINISTRATIVE DIVISION		
1	Chief Administrative Officer (Administrative Officer V)	24
1	Supervising Administrative Officer (Administrative Officer IV)	22
1	Administrative Officer V (Administrative Officer III)	18
3	Administrative Aide III (Utility Worker II)	3

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INTERNATIONAL RELATIONS DIVISION		
1	Project Development Officer V	24
1	Planning Officer IV	22
1	Planning Officer III	18
1	Project Development Officer II	15
2	Planning Officer II	15
1	Planning Officer I	11
1	Project Development Officer I	11

Existing Organizational Structure – Attached hereto as ANNEX A;

Proposed Organizational Structure – Attached hereto as ANNEX B;

Functions and Duties – Attached hereto as ANNEX C.”

SECTION 7. RECTIFICATION. – In the existing personnel plantilla positions, some plantilla positions are not in accordance with the DBM-Local Budget Circular No. 137: Index of Occupational Services, Positions, Titles and Salary Grades in Local Government (IOS-LGU), CY 2021 Edition. Hence, the following are the plantilla positions and salary grades that are rectified:

- a. Listed below are existing filled personnel plantilla positions that will be labeled as Coterminous with the Incumbent (CTI). In the event that the said positions are deemed vacant due to promotion, retirement, resignation, transfer or death, the existing filled position shall automatically be abolished and the following corresponding position titles will be created:

Item No.	Existing Position Title	Salary Grade	Position Title to be Created once Abolished	Salary Grade
3-1	Attorney V	25	Attorney IV	23
INVESTMENT SERVICES DIVISION				
11	Communications Development Officer II	15	Economist II	15
ECONOMIC ENTERPRISE DIVISION				
10	Planning Officer III	18	Project Development Officer III	18
14-1 14-2	Investment Specialist	15	Project Development Officer II	15

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b. Listed below are existing vacant personnel plantilla positions that are not in accordance with the DBM-Local Budget Circular No. 137, S-2021, which shall be offered for abolition and the following corresponding position titles shall be created in order to comply with aforementioned Circular:

Item No.	Existing Position Title	Salary Grade	Position Title to be Created once Abolished	Salary Grade
3-2	Attorney V	25	Attorney IV	23
INVESTMENT SERVICES DIVISION				
7	Chief Investment Specialist	24	Development Management Officer V	24
ECONOMIC ENTERPRISE DIVISION				
13	Chief Investment Specialist	24	Project Development Officer V	24
14-3 14-4 14-5 14-6	Investment Specialist	15	Project Development Officer II	15
PLANNING AND PROGRAMS DIVISION				
15	Chief Investment Specialist	24	Planning Officer V	24
ADMINISTRATIVE DIVISION				
18-1 18-2	Administrative Aide VI (Utilities/ Customer Assistant)	6	Administrative Aide VI (Clerk III)	6

SECTION 8. ABOLITION. – The following existing vacant plantilla position will be conferred for abolition:

ADMINISTRATIVE DIVISION				
9	Information Technology Officer I	19	For abolition	

SECTION 9. Section 5, Article V, Book I of Ordinance No. SP-2219, S-2013 is hereby amended and shall be read as follows:

“Section 5. LEDIPO DIVISIONS, FUNCTIONS, DUTIES, AND RESPONSIBILITIES. – The LEDIPO shall have the following divisions with their corresponding functions, duties and responsibilities:

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a. Planning and Programs Division

- (1) Formulate plans for Medium and Large Enterprises (MLEs) development;
- (2) Prepare investment opportunity profiles, including, but not limited to, industry profiles, project profiles, and availability/feasibility studies;
- (3) Identify support for investment activities, such as, but not limited to, trade agreements with other LGUs for sourcing new materials and cooperation agreements with other government entities to facilitate investor transactions;
- (4) Monitor the performance of investments;
- (5) Coordinate and monitor policies, programs and activities relative to MLEs of all national and local government agencies;
- (6) Continuously review the local investment climate and incentives program in order to recommend improvements and conduct research on the possible investment areas;
- (7) Provide advisory and other support services to established investors to promote investment retention and/or investment expansion;
- (8) Prepare presentations and materials for QC-EDIB when meeting with MLEs;
- (9) Develop and implement retention/expansion strategies for existing investors;
- (10) Formulate local programs that will foster and promote innovative business hubs and business ecosystems;
- (11) Provide assistance to related divisions and/or departments in conducting research on funding opportunities from both existing and potential partners and donors;

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- (12) *Formulate, develop and implement proposals for the establishment of new economic enterprises;*
- (13) *Formulate and develop local investment incentives;*
- (14) *Maintain local economic database for MLEs;*
- (15) *Monitor and provide regular reports on the local industries, specifically for MLEs;*
- (16) *Formulate plans and strategies on strengthening networking relationships; and*
- (17) *Provide adequate recommendations to other relevant divisions and/or departments regarding the current legislation and procedures for local investment.*

b. Investment Services Division

- (1) *Promote and market Quezon City as an attractive investment/business destination;*
- (2) *Identify key investment opportunities from among those provided by the Economic Enterprise Division to be highlighted in promotions and marketing efforts;*
- (3) *Encourage potential investors through trade missions, trade fairs and exhibits, fora/seminars, briefings/orientations, etc.;*
- (4) *Prepare investment promotion materials (i.e. presentations of industry and project profiles, competitive analyses of LGUs' performance, competitive advantages of Quezon City, and other general business information);*
- (5) *Advise qualified investors on the preparation of their applications for incentive packages;*
- (6) *Evaluate applications for the availment of local incentives, and their impact;*

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- (7) *Provide assistance to clients in identifying business or joint venture partners, sourcing skilled workforce and service providers, and in addressing concerns encountered by investors;*
- (8) *Monitor and evaluate project implementation of registered MLEs, as well as new investment within the City;*
- (9) *Develop, monitor and report performance measures on the effectiveness of investment roadshows made to local and/or international organizations;*
- (10) *Prepare and disseminate investment promotion collaterals, including briefing to investors;*
- (11) *Provide assistance in the preparation of the investment priority plan of the City;*
- (12) *Prepare financial statements and investment briefing reports;*
- (13) *Assist investors in investment-related concerns; and*
- (14) *Conduct research and development of new and emerging trends on investment promotion paraphernalia and develop marketing, public relations promotional and advertising plans.*


c. Economic Enterprise Division

- (1) *Establish and maintain a database of potential PPP projects and investors;*
- (2) *Coordinate with partnering institutions/agencies/ private sector associations intended for PPP projects, and for the conduct of research on PPP project possibilities from existing and new partners;*

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- (3) Facilitate and assist in the implementation of PPP programs and projects;
- (4) Coordinate 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:
 - i. Planning, identifying, developing and structuring the City's infrastructure and development projects for PPP implementation;
 - ii. Accessing relevant PPP learning or capacity-building resources for the Division and/or City's requirements;
 - iii. Accessing relevant PPP project development, advisory or implementation and monitoring resources or facilities in support of the City's PPP projects; and
 - iv. Monitoring, tracking and documenting the implementation of the LGU's PPP projects;
- (5) Update of the LGU's PPP projects;
- (6) Conduct research on best LGU PPP practices and recommend 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.

d. Administrative Division

- (1) Provide support for the preparation, monitoring and reporting of the Office's budget and finances, supplies, equipment, and other legal concerns;

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- (2) *Ensure that the Office is compliant with relevant civil service rules and regulations and other national and local laws and directives;*
- (3) *Keep employee data, such as personnel files and attendance records, up to date and secure. Oversee employee relations and ensure a positive work environment;*
- (4) *Identify, recruit and recommend qualified candidates for open positions. This includes posting job openings, screening resumes and conducting interviews;*
- (5) *Provide employees with training and development opportunities. This includes both formal training programs and informal on-the-job training;*
- (6) *Provide administrative support to Investment Services, Planning and Programs, and Economic Enterprise Division; and*
- (7) *Provide necessary support and coordination with various government agencies and the private sector.*

e. International Relations Division

- (1) *Foster strategic partnerships, attract development assistance and grants, and establish alliances that will support the City's development goals;*
- (2) *Efficiently manage the resources obtained by the City, actively searching for development assistance and grant opportunities, in order to ensure their optimal utilization for impactful projects;*
- (3) *Promote collaborations among sister cities to encourage economic exchange, trade partnerships and mutual support for developmental endeavors;*

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- (4) *Promote cooperation among various levels of government, work together to coordinate policies, exchange knowledge and collectively tackle local, national and international issues;*
- (5) *Negotiate agreements and oversee their implementation, defining terms for development assistance, grants and partnerships, ensuring compliance and efficient execution;*
- (6) *Rigorously monitor and evaluate development assistance and grant-funded projects and ensure transparency, accountability, and effectiveness in achieving the City's development targets;*
- (7) *Represent the City in global forums, advocating for its interests, promoting its image, and seeking support for strategic initiatives;*
- (8) *Facilitate knowledge sharing and capacity building, promote learning opportunities, and facilitate the transfer of expertise between the City and its partner entities; and*
- (9) *Contribute to the shaping of City's strategic vision, providing insights for policy formulation and aligning goals with international standards and best practices."*

SECTION 10. APPROPRIATION. – The budget shall be allocated from the existing budget and will be part of the regular programs of the LEDIPO for its continuous operation.

SECTION 11. MONITORING. – The LEDIPO is tasked to monitor the implementation of this Ordinance and shall report from time to time to the Office of the City Mayor.

SECTION 12. SEPARABILITY CLAUSE. – If any portion or provision of this Ordinance is declared void or unconstitutional, for any reason whatsoever, such declaration shall not in any way affect other parts or sections of this Ordinance.

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SECTION 13. REPEALING CLAUSE. – All Ordinances or regulations inconsistent herewith are hereby repealed, revoked or modified accordingly.

SECTION 14. EFFECTIVITY CLAUSE. – This Ordinance shall take effect immediately upon its approval and publication.

ENACTED: August 27, 2024.


GIAN G. SOTTO
City Vice Mayor
Presiding Officer

ATTESTED:


ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(City Council Secretary)

APPROVED: OCT 07 2024


MA. JOSEFINA G. BELMONTE
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on August 27, 2024 and was PASSED on Third/Final Reading on September 4, 2024.


ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(City Council Secretary)