

**TERMS OF REFERENCE**  
**CONCEPTUALIZATION, WRITING, EDITING, DESIGN, LAYOUT AND**  
**PRINTING OF QUEZON CITY ECONOMIC DEVELOPMENT AND INVESTMENT**  
**PLAN**

**I. RATIONALE**

In accordance with Ordinance No. SP-2219, S-2013 otherwise known as "An Ordinance Adopting the Economic Development Incentives Code of Quezon City", the Local Economic Development and Investment Promotions Office (LEDIPO) shall be the implementing arm of the Quezon City Economic Development Incentives Code and shall function as the Technical Secretariat of the Quezon City Economic Development Investment Board (QC-EDIB).

One of LEDIPO's key responsibilities is to enhance Quezon City's appeal as a prime destination for investment and business. To achieve this, the office prepares various promotional materials designed to showcase the city's advantages and opportunities for potential investors.

**II. PROJECT DESCRIPTION**

This project plays a crucial role in advancing various initiatives and economic data aimed at encouraging both domestic and international investors to choose Quezon City as their preferred investment location.

To ensure that potential and current investors are informed about the efforts being undertaken by the Quezon City Local Government to position the city as the premier destination for investment and business, we will distribute copies of the Economic Development and Investment Plan (EDIP) during different LEDIPO conferences and meetings with top corporate executives, foreign dignitaries, and other important stakeholders.

**III. SCOPE OF WORK**

1. Collaborate closely with the Local Economic Development and Investment Promotions Office of the Quezon City Government to conceptualize, plan, and write and edit the Economic Development Plan.
2. Create a skilled project management team consisting of professionals and experts who will oversee the planning, management, and execution of the components aligned with the objectives of the Investment Promotions Program.
3. Manage and supervise the entire project workflow from initial concept through production. This includes responsibilities for writing, editing, proofreading, final printing, and the delivery of both digital and printed books.

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4. Develop and conceptualize the content, narrative and the visual theme of the Economic Development and Investment Plan. This includes the design, graphics and layout of all pages, including the provision of photography direction and execution to be included in the project; and
5. Write and edit a comprehensive narrative for the Economic Development and Investment Plan, including data analysis of provided data from the Local Economic Development Investment Promotions Office. Ensure cohesiveness of the narrative and may provide supplementary research as deemed needed.
6. Implement a series of detailed reviews with the Local Economic Development and Investment Promotions Office and revisions throughout the entire process, from the initial draft up to the final print output. This includes extensive proofreading and line editing to ensure the highest quality at every stage; and
7. All digital (soft) copies, original (raw) files, and physical copies of the materials will be submitted to the Local Economic Development and Investment Promotions Office. Upon submission, these materials will become the official property of the city.

#### IV. APPROVED BUDGET FOR THE CONTRACT AND COST DERIVATION

The sum of the Approved Budget for the Contract for the above-mentioned project amounts to Two Million Four Hundred Thousand Pesos Only (2,400,000.00).

Source of Fund: Local Economic Development and Investment Promotions Office

It shall cover the following expenditures:

##### A. OTHERS (TECHNICAL WRITING AND CREATIVE SERVICES FOR BOOK) Php 2,388,000.00

<b><u>TECHNICAL WRITING AND CREATIVE SERVICES FOR BOOK</u></b>	1	Lot	2,388,000.00	2,388,000.00
Concept and Production Supervision of the Book. <ul style="list-style-type: none"> <li>• <b>Concept Development &amp; Management Supervision</b> 1 Head Supervisor 1 Writing Consultant</li> <li>• <b>Editorial</b> 1 Head Writer</li> </ul>				

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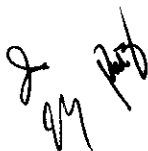

2 Technical Writer 2 Creative Writer  • <b>Review</b> 2 Copyeditor 1 Proofreader  • <b>Design and Layout</b> 2 Graphic Designer 2 Layout Artist  • <b>Photography and Visuals</b> 1 Head Photographer 2 Assistant Photographer  • <b>Logistics</b> Production Meals Rental of Equipment				
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**B. PRINTING OF BOOKS**  
**Php 12,000.00**

<b>Printing of Books</b> A4 Back-to-back, full color At least 100 pages, maximum of 200 pages GSM: at least 100 Cover Page Front and Back: Gloss Coated Paperback Type of Paper (Per Page): Matte Binding Type: Softbound, perfect binding	5	Piece	2,400.00	12,000.00
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**SUMMARY:**

SUMMARY	AMOUNT
A. OTHERS (WRITING AND CREATIVE SERVICES FOR BOOK)	Php 2,388,000.00
B. PRINTING OF BOOKS	Php 12,000.00
<b>TOTAL</b>	<b>Php2,400,000.00</b>

## V. AREA OF COVERAGE

The deliverables shall be delivered and undertaken at the Local Economic Development and Investment Promotions Office with proper coordination with City General Services Department.

## VI. PROJECT STANDARDS AND REQUIREMENTS

- The Bidder or Service Provider should have an established Organizational Structure that clearly identifies the line of authority and responsibility as well as the specific divisions/sections dedicated to the needed service to show its capability to undertake the Project. An Organizational Chart must be submitted as part of the Technical Requirements.
- Sufficient qualified personnel must be provided to ensure proper and efficient implementation of the program. The following are the minimum personnel required:

Personnel	Required No. of Personnel	Personnel Minimum Qualification	Scope of Work
Head Supervisor	1	With Bachelor's Degree With at least three (3)years work experience	<ul style="list-style-type: none"><li>• Provide strategic guidance on content development and messaging.</li><li>• Create a detailed editorial calendar.</li><li>• Ensure consistency and quality of all written content.</li></ul>
Writing Consultant	1	With Bachelor's Degree With at least two (2)year work experience	<ul style="list-style-type: none"><li>• Review and provide feedback on all written content.</li><li>• Incorporate any feedback of the end-user.</li></ul>
Head Writer	1	With Bachelor's Degree With at least three (3) years work experience	<ul style="list-style-type: none"><li>• Lead the development of the overall narrative and content strategy.</li><li>• Oversee the work of the writing team.</li><li>• Address any feedback or revisions of the end-user.</li></ul>
Technical Writer	2	With Bachelor's Degree With at least two (2) year work experience	<ul style="list-style-type: none"><li>• Develop and edit written content for the publication.</li><li>• Translate complex information into clear and accessible language.</li><li>• Provide data visualization</li></ul>

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			suggestions.
Creative Writer	2	With Bachelor's Degree With at least two (2) year work experience	<ul style="list-style-type: none"> <li>Develop engaging and compelling narratives that capture the City's vision.</li> <li>Create catchy titles and taglines.</li> </ul>
Copyeditor	2	With Bachelor's Degree With at least two (2) years work experience	<ul style="list-style-type: none"> <li>Ensure accuracy, clarity, and consistency of grammar, spelling, and punctuation.</li> <li>Maintain a consistent style and tone.</li> </ul>
Proofreader	1	With Bachelor's Degree With at least two (2) year work experience	<ul style="list-style-type: none"> <li>Conduct final review of all content to identify and correct any errors.</li> </ul>
Graphic Designer	2	With Bachelor's Degree With at least two (2) years work experience	<ul style="list-style-type: none"> <li>Develop visually appealing and professional designs that align with the City's brand.</li> <li>Source and select appropriate visual elements, including charts, graphs, and infographics.</li> <li>Ensure a consistent design theme throughout the publications.</li> </ul>
Layout Artist	2	With Bachelor's Degree With at least two (2) years work experience	<ul style="list-style-type: none"> <li>Arrange text and images into a well organized and easy to read format.</li> <li>Create engaging layouts that enhance readability and comprehension.</li> </ul>
Head Photographer	1	With Bachelor's Degree With at least two (2) years work experience	<ul style="list-style-type: none"> <li>Plan and execute professional photo shoots.</li> <li>Capture and provide high-quality photographs to complement the content.</li> </ul>
Assistant Photographer	2	With Bachelor's Degree With at least one (1) year work experience	<ul style="list-style-type: none"> <li>Assist the head photographer with equipment and logistics.</li> </ul>

- The Contractor shall submit the complete list of personnel with their corresponding qualifications accompanied with the following documentary requirements as part of the Technical Requirements: Curriculum Vitae (CV) highlighting relevant work experience.

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VII. PROJECT DURATION

The project shall be valid upon issuance of the Notice to Proceed until December 31, 2025.

VIII. BASIS OF PAYMENT

No.	Particular	Weight
1	Submission of initial draft report of book as approved and reviewed by the Local Economic Development and Investment Promotions Office	15%
2	Submission of approved design and layout for the book, by the Local Economic Development and Investment Promotions Office	35%
3	Delivered the digital copies of the book, as well as the printed versions of the book, as approved by the Local Economic Development and Investment Promotions Office.	50%
	TOTAL	100 %

IX. DELIVERY SCHEDULE\*

Description / Output	Projected Implementation Schedule*
Submission of initial draft report of book, as approved and reviewed by the Local Economic Development and Investment Promotions Office	August 2025
Approved design and layout for the book, by the Local Economic Development and Investment Promotions Office	October 2025
Delivered the digital copies of the book, as well as the printed versions of the book, as approved by the Local Economic Development and Investment Promotions Office.	December 2025

\*Still subject to changes

X. CONFIDENTIALITY

The Service Provider shall abide by and governed by the Data Privacy Act and other relevant laws to govern the protection of confidential information shared during the course of the book project between involved parties. It is understood that the undersigned parties shall adhere to the terms outlined herein to maintain the confidentiality of sensitive and proprietary information.

XI. PENALTIES FOR BREACH OF CONTRACT

Failure to deliver the services set by the City shall subject the Contractor to penalties and/or liquidated damages pursuant to the to RA No. 12009 and its

Implementing Rules and Regulations, otherwise known as the New Government Procurement Reform Act. AN ACT PROVIDING THE NECESSARY RULES AND REGULATIONS FOR THE PROCUREMENT ACTIVITIES OF THE GOVERNMENT OF THE PHILIPPINES IN ACCORDANCE WITH THE STATE POLICIES AND PRINCIPLES DECLARED UNDER THE ACT.

**XII. CANCELLATION OR TERMINATION OF CONTRACT**

In the event of a dispute, controversy, or disagreement arising from this TOR, the parties agree to make every effort to resolve the matter amicably. If such efforts fail to achieve a mutually satisfactory resolution, the dispute may be referred to arbitration in accordance with applicable laws. This does not preclude the aggrieved party from seeking remedy through a court with appropriate jurisdiction.

The guidelines contained in RA 12009 shall be followed in termination of any service contract. In the event the City terminated the contract due to default insolvency, or for cause, it may enter into negotiated procurement pursuant to Section 35 (d) of RA 12009 and its Implementing Rules and Regulations.

Prepared by:



**REUEL C. RUIZ JR.**

Special Operations Officer III

Local Economic Development and Investment Promotions Office

Approved by:



**RONNEL D. EDRADA**

Administrative Officer IV

Local Economic Development and Investment Promotions Office

Noted by:



**JUAN MANUEL J. GATMAITAN**

Department Head III

Local Economic Development and Investment Promotions Office