



Republic of the Philippines
CITY COUNCIL
City of Manila

REGULAR SESSION NO. 10

13TH CITY COUNCIL

Begun and held in the City Council on Tuesday,
the Twenty-Ninth Day of July, Two Thousand Twenty-Five

ORDINANCE NO. 9123

AN ORDINANCE ESTABLISHING THE MALATE ERMITA ECONOMIC
DEVELOPMENT AND INVESTMENT PROMOTIONS OFFICE (MEEDIPO) AS A LOCAL
ECONOMIC ENTERPRISE IN MANILA CITY

PRINCIPAL AUTHORS: **HON. ROBERTO "Bobby" S. ESPIRITU II**, HON. DRA.
IRMA C. ALFONSO-JUSON, HON. KUYA DOK FRANCIS MICHAEL U. ALMIRON,
HON. DON JUAN "DJ" BAGATSING, HON. RAFAEL "Che" P. BORROMEO,
HON. VOLTAIRE "Caloy" D. CASTAÑEDA, HON. EUNICE ANN DENICE G. CASTRO,
HON. JOAQUIN ANDRE "JD" D. DOMAGOSO, HON. JESUS "Taga" E. FAJARDO, JR.,
HON. ATTY. JAYBEE S. HIZON, HON. ROSALINO "Jhun" P. IBAY, JR., HON. MARK
ANTHONY "Toi Mac" A. IGNACIO, HON. FERNANDO "Doc" S. MERCADO,
HON. ERICK IAN O. NIEVA, HON. ELMER "Joel" M. PAR, HON. KUYA RYAN B.
PONCE, HON. LOUISA MARIE "Lady" J. QUINTOS-TAN, HON. DARWIN "Awi" B. SIA,
HON. JOHN CHRISTOPHER "Bolong" SY, HON. EDWARD M. TAN, HON. CHRISTIAN
PAUL L. UY, HON. LUCIANO "Lou" M. VELOSO, HON. JULIANA RAE "Yanyan" M.
IBAY, HON. RAYMUNDO "Mon" R. YUPANGCO, Majority Floor Leader,
HON. TIMOTHY OLIVER "Toi" I. ZARCAL, Acting Presiding Officer and President
Pro-Tempore and HON. ANGELA LEI "Chi" I. ATIENZA, Vice-Mayor and Presiding
Officer



EXPLANATORY NOTE

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.

Section 18 of the same Code empowers LGUs to create economic enterprises and pursue entrepreneurial activities as long as these initiatives adhere to laws and benefit the local community.


The districts of Malate and Ermita have historically been iconic cultural, commercial, and tourism centers of the City of Manila, known for their vibrant lifestyle, art, heritage, and diverse businesses but the present condition of these areas has deteriorated and is in need of sustainable, coordinated, and visionary development aligned with the goals of the city to make Manila great again.

There is a pressing need to revive and elevate the Malate and Ermita districts through strategic oversight, urban planning, business regulation, and community partnership under a unified and specialized local economic enterprise.

The establishment of the Malate Ermita Economic Development and Investment Promotions Office (MEEDIPO) as a Local Economic Enterprise (LEE) aligns with Manila City's vision of promoting sustainable development, supporting local businesses, and generating additional revenue for the city government.

The City of Manila in sincere interest of ensuring that proper classification of business investments is given priority enacted City Ordinance No. 8495 of the City Investment Incentives Code of the City of Manila.

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.



ROBERTO "Bobby" S. ESPIRITU II
Councilor, 5th District
Manila

Be it ordained by the City Council of Manila, in session assembled, *THAT*:

SECTION 1. TITLE. – This Ordinance shall be known as the "Malate Ermita Economic Development and Investment Promotion Office (MEEDIPO)".

SEC. 2. There shall be established a Malate Ermita Economic Development and Investment Promotions Council (MEEDIPC), which shall serve as a consultative body to provide recommendations and represent the interests of stakeholders and shall be composed of the following members:

- A. Chairperson - City Mayor
- B. Vice Chairperson - Head, Malate Ermita Economic Development and Investment Promotions Office (MEEDIPO)
- C. Members
 - c.1. Majority Floor Leader of the City Council
 - c.2. Head, Business Permits and Licensing Office (BPLO)
 - c.3. Head, City Planning and Development Office (CPDO)
 - c.4. Head, Department of Tourism, Culture and Arts of Manila (DTCAM)
 - c.5. Head, Ermita-Malate Business Owners Association (EMBOA)
 - c.6. Head, Manila Association of Club and Restaurant Operators Inc. (MACRO)

All members of the MEEDIPC 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 MEEDIPC. The Investment Priorities Plan (IPP) and Economic Development and Investment Plan shall be updated and approved every three (3) years by the MEEDIPC.

SEC. 3. Functions of Malate Ermita Economic Development and Investment Promotions Office (MEEDIPO). – The MEEDIPO, led by the MEEDIPO Officer, will take charge of all activities related to Malate Ermita investment facilitation and promotion activities. Area 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 Malate Ermita 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 Malate Ermita 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 Manila City's Investment and Incentive Code; and

- (iii) Marketing and Promotion Strategies of the city;
- d. In close coordination with the City Planning and Development Office, 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;
- 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 Malate Ermita, 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 Malate Ermita 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 Malate Ermita, 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 Malate Ermita;
- k. Represent the Malate Ermita 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 Malate Ermita 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.

SEC. 4. Structure of the MEEDIPO. – For proper implementation of the local economic development and investment promotion policies and programs of the Malate Ermita for MLEs, the MEEDIPO shall be composed of, but not limited to, the following:

- a. MEEDIPO Head - Shall be co-terminus with the appointing authority.
- b. Four (4) Sections (Planning and Programs Section, Investment Services Section, Economic Enterprise Section and Administrative Section;
- c. Twelve (12) additional new regular plantilla positions;

Summary of Plantilla Positions to be created:

NO. OF POSITION/S	POSITION TITLES	SALARY GRADE
ECONOMIC ENTERPRISE SECTION		
1	Project Development Officer I	11
2	Administrative Aide IV	4
INVESTMENT SERVICES SECTION		
1	Development Management Officer I	11
2	Administrative Aide IV	4
PLANNING AND PROGRAMS SECTION		
1	Planning Officer I	11
2	Administrative Aide IV	4
ADMINISTRATIVE SECTION		
1	Administrative Officer I	11
2	Administrative Aide IV	4

SEC. 5. MEEDIPO Sections, Functions, Duties and Responsibilities. – The MEEDIPO shall have the following divisions with their corresponding functions, duties and responsibilities:

a. Planning and Programs Section

- (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) Develop and implement retention/ expansion strategies for existing investors;
- (9) Formulate local programs that will foster and promote innovative business hubs and business ecosystems;
- (10) Provide assistance to related divisions and/or departments in conducting research on funding opportunities from both existing and potential partners and donors;
- (11) Formulate, develop and implement proposals for the establishment of new economic enterprises;
- (12) Formulate and develop local investment incentives;
- (13) Maintain local economic database for MLEs;
- (14) Monitor and provide regular reports on the local industries, specifically for MLEs;

- (15) Formulate plans and strategies on strengthening networking relationships; and
- (16) Provide adequate recommendations to other relevant divisions and/or departments regarding the current legislation procedures for local investment.

b. Investment Services Section

- (1) Promote Malate Ermita 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;
- (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;
- (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 Malate Ermita area;
- (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 Ermita Manila;
- (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 Section

- (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;
- (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 Malate Ermita's infrastructure and development projects for PPP implementation;
 - ii. Accessing relevant PPP learning or capacity-building resources for the Division and/or Malate Ermita's requirements;
 - iii. Accessing relevant PPP project development, advisory or implementation and monitoring resources or facilities in support of the Malate Ermita's PPP projects; and
 - iv. Monitoring, tracking and documenting the implementation of the LGU's PP projects;
- (5) Update 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 Section

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

SEC. 6. Applicability. – The areas covered by this ordinance are bounded by Taft Avenue on the North; Roxas Boulevard on the South; Pablo Ocampo Street on the East; and Kalaw Street on the West.

SEC. 7. Appropriation. – The budget shall be allocated from the existing budget and will be part of the regular programs of the MEEDIPO for its continuous operation.

SEC. 8. Monitoring. – The MEEDIPO is tasked to monitor the implementation of this Ordinance and shall report from time to time to the Office of the City Mayor.

SEC. 9. 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.


SEC. 10. Repealing clause. – All ordinances or regulations inconsistent herewith are hereby repealed, revoked or modified accordingly.

SEC. 11. Implementing Rules and Regulations. – Within sixty (60) days from the approval of this Ordinance, the MEEDIPC shall convene to formulate and adopt the Implementing Rules and Regulations (IRR) necessary for the efficient and effective implementation of this Ordinance.


SEC. 12. Effectivity. – This Ordinance shall take effect immediately upon its approval and publication as provided under Section 59 of the Local Government Code. However, its implementation shall commence only upon the approval and publication of the Implementing Rules and Regulations.

This Ordinance was enacted by the City Council of Manila on August 7, 2025.

PRESIDED BY:


TIMOTHY OLIVER "Toi" I. ZARCAL
President Pro-Tempore and
Acting Presiding Officer
City Council, Manila

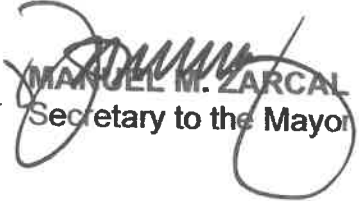
ATTESTED:


ROMEO N. FRANCIA
Acting City Government Department Head III
(Secretary to the City Council)

APPROVED BY HIS HONOR THE MAYOR, ON AUG 19 2025


FRANCISCO "ISKO MORENO" M. DOMAGOSO
Mayor
City of Manila

ATTESTED:


MANUEL M. ZARCAL
Secretary to the Mayor

CLN:acl/jok/cpf/jmt/hpr/jrp