



16 October 2013

HON. SILVESTRE C. AFABLE, JR.

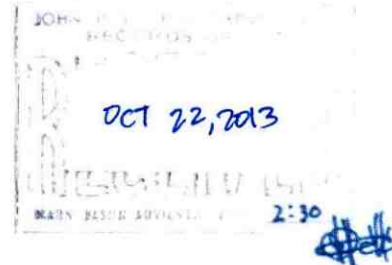
Chairman

HON. JAMIE ELOISE M. AGBAYANI, M.D.

President and CEO

JOHN HAY MANAGEMENT CORPORATION

Cottage 624, JHMC, Camp John Hay,
 Loakan Road, 2600 Baguio City



**RE : TRANSMITTAL OF PERFORMANCE AGREEMENT FOR
 2013 – 2014**

Dear Chairman Afable and President and CEO Agbayani,

This is to formally transmit the Performance Agreement for 2013-2014 between JHMC and GCG, which embodies the agreements reached during our Performance Agreement Negotiation last 07 August 2013.

To schedule a formal signing of the agreement or for any clarifications, please email Director Clarence G. Pascual of Corporate Governance Office A at cgpascual@gcg.gov.ph. Alternatively, JHMC may also simply send back to the Commission 2 copies of the agreement initialed on every page and signed at the end.

FOR YOUR APPROPRIATE ACTION.

Very truly yours,

CESAR L. VILLANUEVA
Chairman

JHMC

For reply, pls refer to reference number
 2013-1177



PERFORMANCE AGREEMENT

This Performance Agreement has been executed pursuant to the **PERFORMANCE EVALUATION SYSTEM FOR THE GOCC SECTOR (GCG MC No. 2013-02)** between the –

GOVERNANCE COMMISSION FOR GOCCs (GCG)

- and -

JOHN HAY MANAGEMENT CORPORATION

WITNESSETH: THAT –

The Parties agree to the following terms:

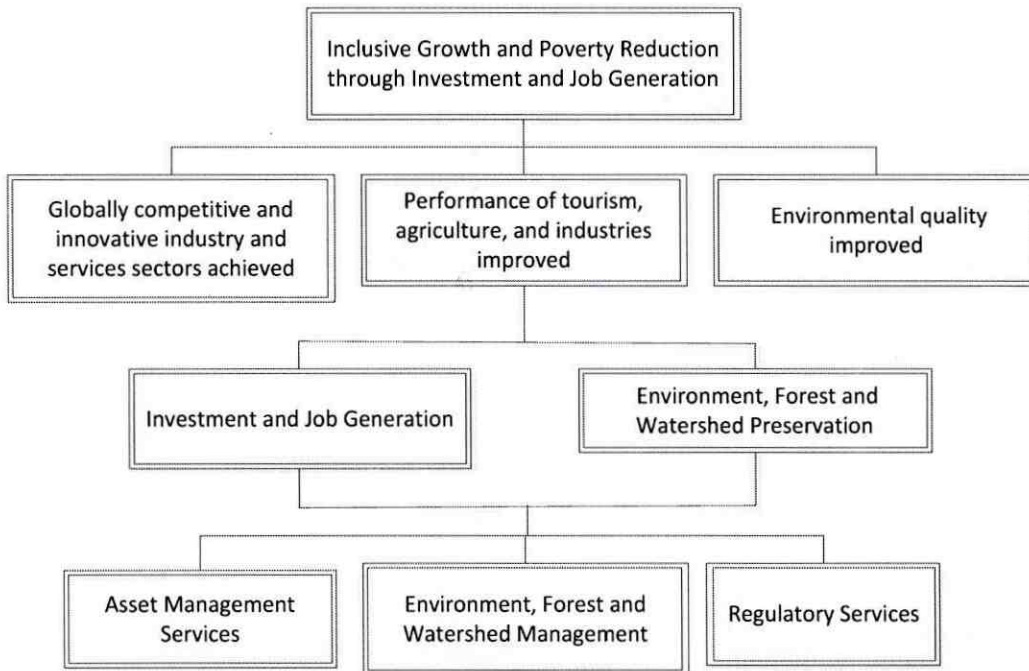
1. **Period.** – This Agreement shall be effective for a period of two (2) calendar years beginning from the execution of this Agreement and ending on 31 December 2014.
2. **Charter Statement and OPIF Logframe.** – JHMC's Charter Statement and OPIF Logframe for the Period specified in Section 1 hereof, shall be as follows:

Mission: As the steward of Camp John Hay, John Hay Management Corporation develops the estate into a premier tourist and investment destination, that contributes to economic growth and job generation; ensures sustainable multiple use of the forest watershed; and enforces efficient and effective regulation in the Special Economic Zone.

Vision: By 2018, the JHMC shall have transformed Camp John Hay into the primary catalyst for the tourism development within the Cordillera Region and the leader of environment and forest stewardship in the Philippines.



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3. **Measurement of Performance.** – Based on the Interim Performance Scorecard 2013-2014 attached hereto as **Annex A**, the JHMC's Performance for 2013-2014 shall be based on the following Measures/ Indicators and Annual Targets, to wit:

MFO	Performance Indicator	Weight		Baseline	Annual Targets	
		2013	2014	2012	2013	2014
MFO 1 – Asset Management Services	Quantity 1: Number of Proposal/s for Barangay Segregation submitted to the BCDA Board	5%	5%	-	1 (Barangay Hillside)	1 (Barangay Upper Dagsian)
	Quantity 2: Number of Commercial Project Proposals submitted to BCDA Board	5%	5%	-	1 (for 0.8 ha.)	1 (for 3 has)
	Financial 1: Revenue generated from Ticket Sales at the Historical Core	10%	10%	1.88 Mn	2.1Mn	2.3 Mn
	Financial 2: Remittance of Revenues Earned from BCDA assets	10%	10%	24.7 Mn	25.3 Mn	26.24 Mn
Subtotal of Weights:		30%	30%			
MFO 2 – Environment, Forest and Watershed Management	Quality: Compliance of JHMC to Environment and Forestry Standards, Laws, Rules and Regulations in the John Hay Special Economic Zone (JHSEZ)	10%	10%	Zero	Zero	Zero

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MFO	Performance Indicator	Weight		Baseline	Annual Targets	
		2013	2014	2012	2013	2014
	Quantity 1: Compliance of JHMC to National Ambient Air Quality Standards on Total Suspended Particulates (TSP) within the JHSEZ	10%	10%	34µg/ Ncm (TSP)	<230µg/ Ncm (TSP)	<230µg/ Ncm (TSP)
	Quantity 2: Compliance of JHMC to National Ambient Air Quality Standards on Particulate Matter 10 (PM10) within the JHSEZ	10%	10%	less than 80µg/ Ncm (PM 10)	< 150µg/ Ncm (PM 10)	< 150µg/ Ncm (PM 10)
Subtotal of Weights:		30%	30%			
MFO 3 – Regulatory Services	Quantity 1: Number of Accredited Enterprise in the JHSEZ	5%	5%	103	106	109
	Quantity 2: Increase in the number of jobs generated in the JHSEZ	5%	5%	2,691	3,100	3,300
	Timeliness 1: Issuance of Permit to Operate (PTO) for Business Enterprises in the JHSEZ from the date of receipt of complete documents (For renewals: 30 mins. For new/start-up business: 30 calendar days)	5%	5%	100%	30mins. For renewal 30 calendar days for start up	30mins. For renewal 30 calendar days for start up
	Timeliness 2: Issuance of Certificate of Environmental Compliance (CEC) in the JHSEZ	5%	5%	100%	100%	100%
	Financial 1: Revenue generation from Regulatory Fees in the JHSEZ	10%	10%	1.5 Mn	1.6 Mn	1.7 Mn
Subtotal of Weights:		30%	30%			

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for

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MFO	Performance Indicator	Weight		Baseline	Annual Targets	
		2013	2014	2012	2013	2014
General Administrative Services (GAS)	Quality 1: Number of processes manualized	7.5%	7.5%	2	3 out of 6 (SEZ, Finance and Environment processes)	6 out of 6 (SEZ, Finance, Environment, Administrative Services, Business Development, and Unified Security Shield processes)
	Quality 2: Compliance Rate to Auditing Rules and Regulations	2.5%	2.5%	100%	100%	100%
Subtotal of Weights:		10%	10%			

It is understood that the GOCC must achieve a weighted-average of at least 90% to be eligible to grant any Performance-Based Bonus.

4. **Strategic Initiatives.** – JHMC hereby commits to undertaking the following key programs and/or projects identified as having a significant impact on its Performance Scorecard (PES Form 2) attached hereto as **Annex B**, to wit:

- (a) Strategic Initiative 1 – John Hay Special Tourism Economic Zone Expansion to an Information Technology Park (I.T. Park);
- (b) Strategic Initiative 2 – Springs Development Project;
- (c) Strategic Initiative 3 – Barangay Segregation Program (Brgy. Hillside)
- (d) Strategic Initiative 4 – Information Technology (I.T.) Park in Portions of Lot 8 and Lot 2;
- (e) Strategic Initiative 5 – Barangay Segregation Program (Brgy. Dagsian);
- (f) Strategic Initiative 6 – Continuing Compliance to National Ambient Air Quality Standards on TSP and PM10 within the John Hay Special Economic Zone; and
- (g) Strategic Initiative 7 – Events to Augment the revenue Generated from Ticket Sales at the Historical Core.

The Commitment herein includes obtaining all necessary approvals, if applicable, such as those for Major Development Projects under GCG MC No. 2013-03. JHMC shall include updates on the foregoing Strategic Initiatives in its submission of quarterly monitoring reports to the GCG.

5. **Quarterly Submission of Performance Monitoring.** – JHMC shall submit a quarterly monitoring report to the GCG within thirty (30) calendar days from the close of each quarter using the monitoring report attached hereto as **Annex C**.

6. **Good Governance Conditions.** – In addition to the covered portions of the Performance Scorecard, the GOCC must fully comply with the Good Governance Conditions enumerated under GCG MC No. 2013-02, namely:

6.1. **Conditions Common to National Government Agencies and GOCCs:**

- (a) Transparency Seal;

- (b) PhilGEPS Posting;
- (c) Cash Advance Liquidation;
- (d) Citizen's Charter or its equivalent; and
- (e) Compliance with the submission and review requirements covering Statement of Assets, Liabilities and Networth (SALN);¹

6.2. *Conditions Specific to GOCCs Covered by R.A. No. 10149:*

- (a) Satisfaction of all statutory liabilities, including the payment of all taxes due to the Government, and declaration and payment of all dividends to the State as of the end of the applicable calendar year, whenever applicable. Liabilities that are still under dispute and there has been no final and executory judgment/decision as of the date of the release of the PBB by the GOCC shall be excluded for the purpose of this provision.
- (b) Submission and execution of concrete and time bound action plans for addressing Notices of Disallowances and Audit Observation Memoranda from the Commission on Audit (COA), if any.
- (c) Adoption of a "Manual of Corporate Governance" pursuant to Section 42 of the **CODE OF CORPORATE GOVERNANCE FOR GOCCs (GCG MC No. 2012-07)** that is approved by GCG and uploaded on the GOCC's website.
- (d) Compliance with posting on the GOCC's website the information enumerated under Section 43 of GCG MC No. 2012-07.
- (e) Adoption of a **No GIFT POLICY** approved by the GCG and uploaded on the GOCC's website pursuant to Section 29 of GCG MC No. 2012-07.

7. JHMC hereby undertakes to have its Performance Scorecard rated by its customers and solicit feedback on how the same may be improved. JHMC shall determine the most effective method for accomplishing the said purpose. Such information shall be reported to GCG together with the quarterly monitoring report. The rating shall not affect the performance indicators/measures in JHMC's Performance Scorecard, and shall be used solely as a reference by GCG and JHMC during Performance Agreement Negotiations/Renegotiations.

8. Nothing herein shall be construed as limiting the authority of GCG to initiate renegotiations and/or revoke Performance Agreements in accordance with existing laws, rules and regulations.

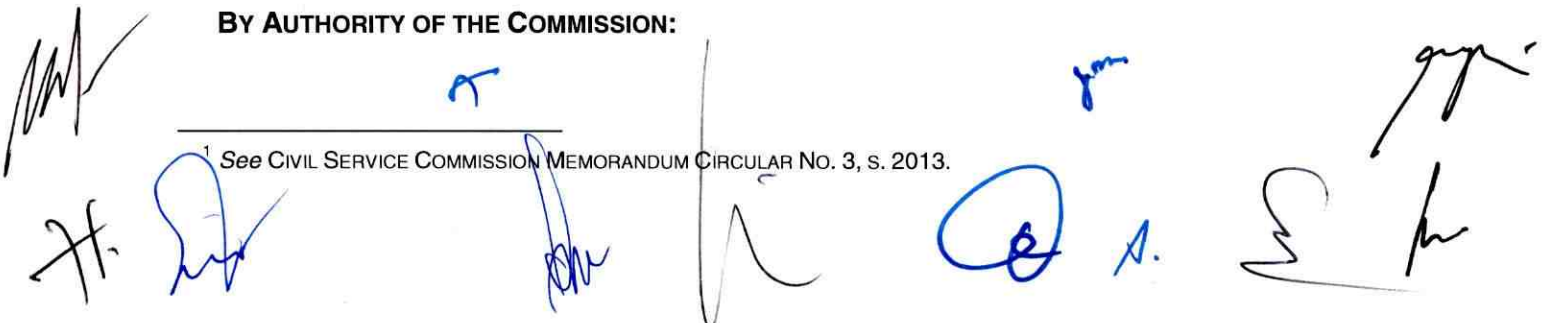
DONE, this 16th day of October 2013, in the City of Makati, Philippines.

**GOVERNANCE COMMISSION FOR
GOVERNMENT-OWNED OR –
CONTROLLED CORPORATIONS**

**JOHN HAY MANAGEMENT
CORPORATION**

BY AUTHORITY OF THE COMMISSION:

¹ See CIVIL SERVICE COMMISSION MEMORANDUM CIRCULAR NO. 3, s. 2013.





CESAR L. VILLANUEVA
Chairman



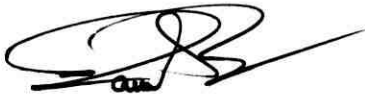
SILVESTRE C. AFABLE JR.
Chairman



MA. ANGELA E. IGNACIO
Commissioner



JAMIE ELOISE M. AGBAYANI
President and CEO



RAINIER B. BUTALID
Commissioner



REYNALDO U. AGRANZAMENDEZ
Board Member



CATHERINE MARY R. BIAZON
Board Member



ARNEL PACIANO D. CASANOVA
Board Member



EMERITO P. MANALO
Board Member



CESAR G. ORACION
Board Member



GLORIA F. PERALTA
Board Member



TEDDY ESTEBAN F. RIGOROSO
Board Member



ANTONIO H. TENGCO
Board Member

JOHN HAY MANAGEMENT CORPORATION

Performance Measures		Baseline Data <i>(if available)</i>					Targets			
Description	Formula	Weight		Rating System	Data Provider <i>if applicable</i>	2010	2011	2012	2013	2014
		2013	2014							
MFO 1 : Asset Management Services										
Quantity 1: Number of Proposal/s for Barangay Segregation submitted to the BCDA Board	number of proposal/s	5%	5%	All or nothing		-	-	-	1 (Barangay Hillside)	1 (Barangay Upper Dagsian)
Quantity 2: Number of Commercial Project Proposals submitted to BCDA Board	number of proposal/s	5%	5%	All or nothing		-	-	-	1 (for 0.8 ha.)	1 (for 3 has)
Financial 1: Revenue generated from Ticket Sales at the Historical Core	amount in PhP	10%	10%			.92 Mn	1.4 Mn	1.88 Mn	2.1Mn	2.3 Mn
Financial 2: Remittance of Revenues Earned from BCDA assets	amount in PhP	10%	10%			35 Mn	23.09 Mn	24.7 Mn	25.3 Mn	26.24 Mn
Subtotal of Weights:		30%	30%							

Description	Performance Measures				Baseline Data <i>(if available)</i>			Targets		
	Formula	Weight		Rating System	Data Provider <i>if applicable</i>	2010	2011	2012	2013	2014
		2013	2014							
MFO 2 : Environment, Forest and Watershed Management										
Quality: Compliance of JHMC to Environment and Forestry Standards, Laws, Rules and Regulations in the John Hay Special Economic Zone (JHSEZ)	Zero Notices of Violation issued to JHMC by DENR	10%	10%		DENR	Zero	Zero	Zero	Zero	Zero
Quantity 1: Compliance of JHMC to National Ambient Air Quality Standards on Total Suspended Particulates (TSP) within the JHSEZ	Non-exceedance to the standard national value set for Total Suspended Particulates (TSP)	10%	10%		DENR-EMB-CAR	20µg/ Ncm (TSP)	28µg/ Ncm (TSP)	34µg/ Ncm (TSP)	<230µg/ Ncm (TSP)	<230µg/ Ncm (TSP)
Quantity 2: Compliance of JHMC to National Ambient Air Quality Standards on Particulate Matter 10 (PM ₁₀) within the JHSEZ	Non-exceedance to the standard national value set for Particulate Matter 10 (PM ₁₀)	10%	10%		DENR-EMB-CAR	less than 80µg/ Ncm (PM 10)	less than 80µg/ Ncm (PM 10)	less than 80µg/ Ncm (PM 10)	< 150µg/ Ncm (PM 10)	< 150µg/ Ncm (PM 10)
Subtotal of Weights:		30%	30%							

Performance Measures						Baseline Data <i>(if available)</i>			Targets	
Description	Formula	Weight		Rating System	Data Provider <i>if applicable</i>	2010	2011	2012	2013	2014
		2013	2014							
MFO 3. Regulatory Services										
Quantity 1: Number of Accredited Enterprise in the JHSEZ	Absolute number	5%	5%			69	78	103	106	109
Quantity 2: Increase in the number of jobs generated in the JHSEZ	Absolute number	5%	5%			826	1,410	2,691	3,100	3,300
Timeliness 1: Issuance of Permit to Operate (PTO) for Business Enterprises in the JHSEZ from the date of receipt of complete documents (For renewals: 30 mins. For new/start-up business: 30 calendar days)	For renewals: 30 minutes; For new/start-up business: 30 calendar days	5%	5%			-	-	100%	30mins. For renewal 30 calendar days for start up	30mins. For renewal 30 calendar days for start up
Timeliness 2: Issuance of Certificate of Environmental Compliance (CEC) in the JHSEZ	100 percent of application for CEC issued within 30 days	5%	5%			100%	100%	100%	100%	100%

Annex B

**JOHN HAY MANAGEMENT CORPORATION
STRATEGIC INITIATIVES PROFILE**

I. STRATEGIC INITIATIVE PROFILE I

1. Name of Project:

John Hay Special Tourism Economic Zone Expansion to an Information Technology Park (I.T Park)

2. Contact Person(s):

ZALDY A. BELLO

Special Economic Zone/One-Stop Action Center Manager

Telefax: +(6374) 423-5403

Cell No. + (63) 928 5018717

Email Address: zaldy.bello@yahoo.com/
zaldy.bello@jhmc.com.ph

3. Project Description:

The project requires the application with the Philippine Economic Zone Authority (PEZA) for the expansion of the John Hay Special Tourism Economic Zone (301 hectares) into an I.T Park with a total land area of 10.297 Ha. of BCDA land in the Camp John Hay Reservation Area (CJHRA). Upon approval by PEZA, the expansion will require the issuance of a Presidential Proclamation.

4. Project Milestones:

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
Completion of requirements for the application for expansion of the economic zone (for PEZA Board approval)	Dec-13	Dec-13		2013 COB	on-going
Filing of Duly accomplished application form	Jan-14	Jan-14		2014 COB	proposed
PEZA Board Resolution as to the approval of the Economic Zone	End of JHMC's deliverables				

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
expansion and for issuance of Presidential Proclamation					
Preparation of requirements for the Presidential Proclamation					
Completion of documents for the issuance of the Presidential Proclamation					
Filing of the new ECC with the DENR for the proposed areas to be included in the expansion			1,000* *PEZA Board resolution is a prerequisite	2014 COB	
Issuance/release of Presidential Proclamation by the Office of the President					
Amendment to the existing PEZA Registration Agreement					
Total			1,000		

5. Measures Affected:

Number of Commercial Project Proposals submitted to BCDA Board

Remittance of Revenues Earned from BCDA assets

Number of accredited enterprises in the John Hay Special Economic Zone (JHSEZ)

Issuance of Permit to Operate (PTO) for Business Enterprises in the JHSEZ from the date of receipt of complete documents
(For renewals: 30 mins. For new start up business: 30 calendar days)

Issuance of Certificate of Environmental Compliance (CEC) in the JHSEZ

Revenue generation from Regulatory Fees in the JHSEZ

II. STRATEGIC INITIATIVE PROFILE 2

1. Name of Project: **Springs Development Project**

2. Contact Person/Project Team Head:

ENGR. EDITHA MALONG
Environment Officer

Cell No. +(63) 916 223 2392
Email Address: edith.malong@jhmc.com.ph

3. Project Description:

As stewards of about 52% of the forest cover of the City of Baguio, the Springs Development Project will contribute to further enhancing and preserving the forest and watershed through the sustainable development of the water resources in the John Hay Reservation Area (JHRA).

There are at least four (4) natural springs that will be developed with the establishment of new pumping stations and water distribution lines to augment the water supply of the City of Baguio, the John Hay Special Economic Zone and JHRA.

The existing pumping station (owned by BCDA) is being operated (illegally) by the Camp John Hay Development Corporation (CJHDevco), with two natural springs as sources and providing water supply to the JHSEZ, and at least five (5) barangays in the City of Baguio. The facility has an estimated annual revenue of PHP 18 Million.

4. Project Milestones:

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
Inventory of existing water sources	June -13	July -13			on-going
Preparation and approval of the Terms of Reference for Consultancy Services	Aug -13	Dec -13			on-going
Bidding and Awarding for the Procurement of Consultancy Services	Aug -13	Aug -13			proposed
Approval and signing of consultancy agreement by the JHMC Board and Issuance of NTP to the Highest Rated Bidder	Oct -13	Nov -13			
Application for water right	Nov -13	Feb -14			

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
Implementation of the TOR specifically on the (technical and social acceptability)	Nov -13	Feb -13			
Preparation of Business Plan based on the technical studies	Mar -14	May -13			
Approval of Business Plan by the JHMC BOD	May -14	June -14			
Submission of Business Plan to the BCDA for approval	June -14	July -14			
END OF JHMC DELIVERABLE			500		
Asset Disposition Bidding	Note: The timeline for the implementation of the project is dependent on the time required for the approval of the business plan by BCDA Board.				
Issuance of NTA					
Contract Preparation					
Contract Review by JHMC, BCDA and OGCC					
Contract-signing/ Notice to Proceed					

5. Measures Affected:

Number of Commercial Project Proposals submitted to BCDA Board

Remittance of Revenues Earned from BCDA assets

Number of accredited business enterprises in the JHSEZ

Issuance of Permit to Operate (PTO) for Business Enterprises in the JHSEZ from the date of receipt of complete documents

(For renewals: 30 mins. For new start up business: 30 calendar days)

Issuance of Certificate of Environmental Compliance (CEC) in the JHSEZ

Revenue generation from Regulatory Fees in the JHSEZ

III. STRATEGIC INITIATIVE PROFILE 3

1. Name of Project: **Barangay Segregation Program (Barangay Hillside)**

2. Contact Person/Project Team Head:

ENGR. VICTOR JOY D. LAGRIA
Land and Assets Development Officer
Cell No. +63 908 886 1685
Email Address: victorjoy.lagria@jhmc.com.ph

3. Project Description:

The project forms part of the Asset Development Program of JHMC in the John Hay Reservation Area wherein BCDA-titled land occupied by legitimate residents, as validated by the 1991 DENR census and 2001 National Housing Authority census, will be duly awarded at a cost that shall not be lower than the appraised market value.

4. Project Milestones:

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
TOR preparation for the: A.1) Hiring of consultancy services in the conduct of Subdivision survey of Lot 1-A (Hillside Area) into seven (7) parcels/clusters A.2) Submission and approval of subdivision plan and survey returns to DENR	Aug -13	Aug -13			
A.3) Submission of approved subdivision plan to Registry of Deeds for issuance of derivative titles B) Hiring of consultancy in the Conduct of Appraisal					
Approval of TOR by the JHMC Board	Aug-13	Aug -13			
Bidding and Awarding for the Procurement of	Sept -13	Oct -13			

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
Consultants					
Approval and signing of consultancy agreement by the JHMC Board and Issuance of NTP to the Highest Rated Bidder	Nov -13	Nov -13			
Implementation of the Consultancy Contracts	Nov -13	Nov -13			
Preparation of Segregation Plan and Guidelines	Oct -13	Nov -13			
Approval of Segregation Plan and guidelines by the JHMC BOD	Nov -13	Nov -13			
Submission of Segregation Plan and Guidelines to the BCDA for approval	Dec -13	Dec -13			
END OF JHMC DELIVERABLE				2013 COB	

Issuance of Executive Order for the Segregation of Barangay Hillside	<p>Note: The timeline for the implementation of the project is dependent on the time required for the approval of the BCDA Board and Issuance of an Executive Order by the President of the Philippines.</p>
TOR preparation for the hiring of consultancy services in the conduct of:	
A.1) Subdivision survey of residential clusters	
A.2) Submission and approval of subdivision plan and survey returns to DENR	
A.3) Submission of approved subdivision plan to Registry of Deeds for issuance of derivative titles	
Issuance of individual Notice of Award	
Issuance of individual Contract to Sell	

Issuance of individual Deed of Sale	
Issuance of individual Titles	

5. Measures Affected:

Number of Proposal/s for Barangay Segregation submitted to the BCDA Board

Remittance of Revenues Earned from BCDA assets

IV. STRATEGIC INITIATIVE PROFILE 4

1. Name of Project: **Information Technology (I.T.) Park in Portions of Lot 8 and Lot 2**

2. Contact Person/Project Team Head:

JAMIE ELOISE M. AGBAYANI, M.D.
President and Chief Executive Officer
Telefax: +(6374) 444-5823
Cell No. + 63908 894 7475
Email Address: jmagbayani@jhmc.com.ph

ZALDY A. BELLO
Special Economic Zone/One-Stop Action Center Manager
Telefax: +(6374) 423-5403
Cell No. + (63) 928 5018717
Email Address: zaldy.bello@yahoo.com/
zaldy.bello@jhmc.com.ph

ENGR. BOBBY V. AKIA
OIC, Environment and Project Services Department
Land and Assets Development Manager

Cell No. +63 928 501 8719
Email Address: bobby.akia@jhmc.com.ph

3. Project Description:

The BCDA land for asset disposition is within the John Hay Reservation Area (JHRA) and included in the proposed expansion of the JHSEZ covering an area of about 30,000 square meters (portions of Lot 1-A and Lot 2).

The property is being proposed as the site development of the Special Economic Zone Administration Office (One-Stop Action Center), Customs Clearance Area and Warehouse Complex and I.T Park through leasehold rights with variables.

4. Project Milestones:

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
Approval of TOR and Business Plan by the JHMC BOD	Nov -13	Nov -13			
Submission of Business Plan to the BCDA for approval	Dec -13	Dec -13			
END OF JHMC DELIVERABLE				2013 COB	
Asset Disposition Bidding	Note: The timeline for the implementation of the project is dependent on the time required for the approval of the BCDA Board.				
Issuance of NTA					
Contract Preparation					
Contract Review by JHMC, BCDA and OGCC					
Contract-signing/ Notice to Proceed					

5. Measures Affected:

Number of Commercial Project Proposals submitted to BCDA Board

Remittance of Revenues Earned from BCDA assets

Compliance of JHMC to Environment and Forestry Standards, Laws, Rules and Regulations in the John Hay Special Economic Zone (JHSEZ)

Issuance of Permit to Operate (PTO) for Business Enterprises in the JHSEZ from the date of receipt of complete documents

Issuance of Certificate of Environmental Compliance (CEC) in the JHSEZ

Revenue generation from Regulatory Fees in the JHSEZ

V. STRATEGIC INITIATIVE PROFILE 5

1. Name of Project: **Barangay Segregation Program (Barangay Upper Dagsian)**

2. Contact Person/Project Team Head:

ENGR. VICTOR JOY D. LAGRIA
Land and Assets Development Officer
Cell No. +63 908 886 1685
Email Address: victorjoy.lagria@jhmc.com.ph

3. Project Description:

The project forms part of the Asset Disposition Program of JHMC in the John Hay Reservation Area wherein BCDA-titled land occupied by legitimate residents, as validated by the 1991 DENR census and 2001 National Housing Authority census, will be duly awarded at a cost that shall not be lower than the appraised market value.

4. Project Milestones:

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
TOR preparation for the: A.1) Hiring of consultancy in the Conduct of Subdivision survey of Lot 13, Psd-131102-002639 (Upper Dagsian Area) into five (5) parcels/clusters A.2) Submission and approval of subdivision plan and survey returns to DENR	Mar -14	Mar -14		2014 COB	
A.3) Submission of approved subdivision plan to Registry of Deeds for issuance of derivative titles B) Hiring of consultancy in the Conduct of Appraisal					
Approval of TOR by the JHMC Board	Mar -14	Mar -14			
Bidding and Awarding for the Procurement of Consultants	Mar -14	Mar -14			
Approval and signing of consultancy agreement by the JHMC Board and Issuance of NTP to the Highest Rated Bidder	Apr -14	Apr-14			
Implementation of the Consultancy Contracts	Apr -14	May-14			

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
Preparation of Segregation Plan and Guidelines	May-14	May-14			
Approval of Segregation Plan and guidelines by the JHMC BOD	Jun-14	Jun-14			
Submission of Segregation Plan and Guidelines to the BCDA for approval	Jun-14	Jun-14			
END OF JHMC DELIVERABLE				2014 COB	
Issuance of Executive Order for the Segregation of Barangay Upper Dagsian	<p>Note: The timeline for the implementation of the project is dependent on the time required for the approval of the BCDA Board and Issuance of an Executive Order by the President of the Philippines.</p>				
TOR preparation for the: Hiring of consultancy in the Conduct of: A.1) Subdivision survey of residential clusters A.2) Submission and approval of subdivision plan and survey returns to DENR A.3) Submission of approved subdivision plan to Registry of Deeds for issuance of derivative titles					
Issuance of individual Notice of Award					
Issuance of individual Contract to Sell					
Issuance of individual Deed of Sale					
Issuance of individual Titles					

5. Measures Affected:

Number of Proposal/s for Barangay Segregation submitted to the BCDA Board

Remittance of Revenues Earned from BCDA assets

VI. STRATEGIC INITIATIVE PROFILE 6

1. Name of Project:

Continuing Compliance to National Ambient Air Quality Standards on TSP and PM10 within the John Hay Special Economic Zone.

2. Contact Person(s):

ENGR. EDITHA MALONG
Environment Officer

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3. Project Description:

JHMC in its pledge to uphold sound Forest, Environment and Watershed Management is committed to the **“Continuing Compliance to National Ambient Air Quality Standards on TSP and PM10 within the JHSEZ”**. This is based on the Implementing Rules and Regulations for RA 8749 otherwise known as the Philippine Clean air Act of 1999. Specifically, the metric would be **“Non- exceedance in the standard national value set for Total Suspended Particulates (TSP) and Particulate Matter 10 (PM₁₀).“**

Air quality can be measured by air monitoring devices that the DENR - Environmental Management Bureau – CAR can set up within strategic locations in the Camp. However, since the equipment is being used for various other areas (air monitoring stations) for the Cordillera Administrative Region, it is better to either have an EMB-accredited laboratory to measure the ambient air quality or have our own Ambient Air Monitoring and Sampling Device. Parameters that are to be measured are Total Suspended Particulates (TSP) and Particulate Matter 10 (PM₁₀) Specifically, this equipment will be installed in areas identified with infrastructure and those with motor and foot traffic.

It will be a constant challenge to maintain this **“GOOD”** air quality index through proper **Environment, Forest and Watershed Management Practices** in comparison to other “airsheds” comparable to Camp John Hay in terms of being an ecozone as well as those areas with similar sources of air pollution which affect the interchange and diffusion of pollution in the surrounding atmosphere.

4. Project Milestones:

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
Quarterly Ambient Air Monitoring. (Total Suspended Particulates, PM 10)	Jan -2014	Continuing Activity	12	2014 COB	Proposed for the purchase of
Filing of Self Monitoring Report and	Jan	Continuing		2014	

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
Ambient air monitoring results to DENR - EMB-CAR	-2014	Activity		COB	Ambient Air Sampler and Monitoring Device for TSP and PM10 for the JHSEZ.

5. Measures Affected:

Compliance of JHMC to National Ambient Air Quality Standards on Total Suspended Particulates (TSP) within the JHSEZ.

Compliance of JHMC to National Ambient Air Quality Standards on Total Suspended Particulates Particulate Matter 10 (PM10) within the JHSEZ.

VII. STRATEGIC INITIATIVE PROFILE 7

1. Name of Project: **Events to augment the revenue generated from Ticket Sales at the Historical Core.**

2. Contact Person(s):

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Business and Marketing Officer

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3. Project Description

The Historical Core is being promoted as a Philippine-American Heritage Destination and is now being included at every Baguio Tour Itineraries pre-arranged by local, national and international travel operators.

The income-generating activities range from JHMC-led activities such as: promotions of the Bell Amphitheater and Bell House as a wedding destination, venue for corporate function, youth encampments, hosting of the annual Panagbenga Celebration, Holy Week, Christmas-themed events and seasonal trade-fairs, promotion of heritage tours, and seminars with activities advocating environment conservation and preservation through programs such as eco-walk, eco-talk and eco-work to attract the student market; to events proposed

by local and national event organizers. All of which make a significant impact to the revenue generation of the property.

4. Project Milestones:

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
Major Activities: <ul style="list-style-type: none"> • Panagbenga Festival Celebration, • Holy Week, • Earth Day • Christmas events 	Feb 23	Feb 26	130	2014 COB	Annual Activity
	Apr 17	Apr 20	25		
	Apr 22	Apr 22	25		
	Nov 23	Jan 2, 2014	70		
Fil-Am Heritage Tours	Jan 2014	December 2014			Year round activity.
Eco-Talk, Eco-Walk, Eco-Work Seminars					
Large-scale encampments					
Promotions of the Bell Amphitheater as a wedding destination and the Bell House as the preferred venue for corporate functions					
Frontline relations <ul style="list-style-type: none"> • Tour Guide Accreditation Program • Presentation to Travel and tour operators, wedding planners, and other front line agencies 	Every end of each quarter	Every end of each quarter	15	2014 COB	
	3rd Qtr	3 rd Qtr	15		
Minor Activities: (at least eight (8) per year) Events partnered with the John Hay Business Club, and	Activity dependent on client booking				As approved

Activities	Timeline		Budget (in '000)	Funding Source	Status
	Start	End			
external event organizers					

5. Measures Affected:

Revenue generated from Ticket Sales at the Historical Core