



LAOAG CITY



Create Valuable Future

"Dumanon Kayo"


Chevylle V. Fariñas
City Mayor



Laoag City

Northern Gateway of the Philippines

CONTENTS

Relative Location, South East Asia

Vision—Mission and Brief Background

Physical Profile

Social Profile

Economic Profile

Tourism Industry Profile

Environmental Management Profile

Infrastructure and Utilities Profile

Awards Received

Southeast Asia





Laoag City

Northern Gateway of the Philippines

VISION

By year 2022, Laoag, the Sunshine City and Northern Gateway of the Philippines will be a Metropolitan Center in the North where economic growth and development abound for its people to equitably share and enjoy.

MISSION

The City Government will enforce policies leveling economic and political activities, deliver necessary social and infrastructure services and implement programs and projects designed to assist all sectors by way of the development process, encouraging public-private sector partnership and empowering people into full participation towards the achievement of the development vision and goals.

PHILIPPINES



Geographical Advantages

- Capital of Ilocos Norte
- With an international airport (Laoag International Airport)
- Only 26 kilometers from an international sea port (Currimao Port)
- Accessible to the national capital region and other provinces by land
- Identified as Ecozone by PEZA Law 7916

Strategic Location

Laoag lies on the northwestern coast of the Philippines, looking out over West Philippine Sea. It is only a little over 600 kilometers to the southeast of Hong Kong, and a little over 1,300 kilometers away from Shanghai making us China's closest Philippine neighbor. Direct flights of just beyond an hour flying time between the Laoag International Airport and Hong Kong are available six days a week.

Land Area

The city's total land area is 12,747.34 hectares, host to 80 barangays (small villages), 30 of which are urban and 50 rural. Occupied by the poblacion is a 930.84-hectare land area. The remaining 11,816.50 hectares are occupied by rural barangays.

Climatic Condition

Climate in Laoag City is characterized by two well-pronounced seasons. Dry season usually starts in November until April and wet season during the rest of the year. The city is shielded from the northeast monsoon and trade winds by the mountain ranges of Cordillera and Sierra Madre but it is exposed to the southeast monsoon and cyclone storms.

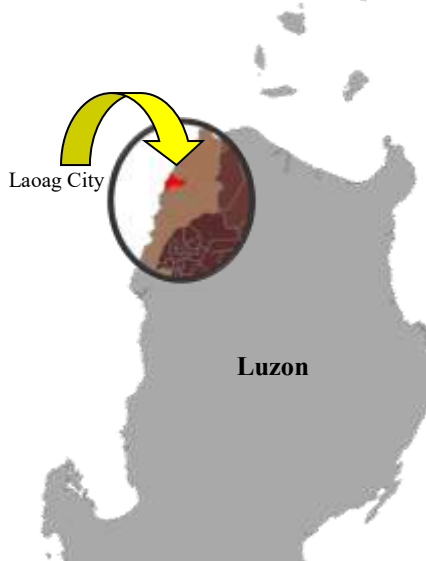
Economy

Good potential for export-oriented, agri-industrial development and tourism activities. Laoag is the center of commerce and trade activities in the province.

Language/Dialects

English, Tagalog and Iluko.

PHYSICAL PROFILE



A. Geographical Location

Laoag City, the tourism gateway to the North Luzon Tourism Hub and Growth Quadrangle, is 488 km. north of Manila. Baguio City, the country's summer capital is 6 hours away.

Accessibility

Laoag is eight hours by land travel to Manila and fifty minutes by air; fifty minutes by air to Kaohsiung; one hour ten minutes to Taipei; one hour to Guangzhou, China; forty five minutes to Macau; one hour and forty-five minutes to Japan and South Korea; one hour to Hongkong; and two hours fifteen minutes to Shanghai, China.

Coastline

12 kilometers suitable for resort and housing purposes.

B. Topography

Elevation

The highest elevation in the city is approximately 55.78 meters above sea level located in Barangay Bacsil. The northeastern part is composed of hills.

Water Surface

Laoag River (also known as the Padsan River) is one of the major basins in the province with an area of 1,343.96 square kilometers and length of 3.15 kilometers.

Slope

0-8% - land is gently sloping within the Poblacion and all adjacent barangays and some rural barangays located southward. It has a total land area of 8,699.19 hectares suitable for prime agricultural farming and settlement purposes.

8-18% - land is undulating to rolling in Barangay Pila, Dibua and part of Balatong, Balacad, Lagui Sail and Barit. It has a total land area of 3,019.35 hectares suitable for marginal agriculture and settlement purposes.

18-30% - land is rolling to hilly in Barangays Vira and Bacsil.

Soil Type

The city has different soil types with varied slopes and soil characteristics such as loam and clay.



Laoag City

Northern Gateway of the Philippines

SOCIAL PROFILE

Population

- Population (2015): 111,021
- % Share in Province: 18.72%
- Population Density: 8 persons / hectare
- Growth Rate (2000-2010): 1.13%
- Number of Households: 22,204



Central Elementary School



Northwestern University

Education

- 35 public elementary schools
- 15 private elementary schools
- 5 public 10 private high schools
- 1 university and 8 college institutions
- 5 private and 3 public colleges



Laoag City General Hospital



Health

- Laoag City General Hospital
- Provincial Hospital (Gov. Roque Ablan Sr. Memorial Hospital)
- 5 private hospitals
- 18 private clinics
- 80 Barangay Health Stations
- 3 Rural Health Units
- 3 medical laboratory/diagnostic centers

SOCIAL PROFILE



Housing

- 18,123 occupied housing units, mostly single detached housing
- No informal settlers (squatter-free)
- **Presence of Robinson's Homes with 3 subdivision sites**
- Vista Land development (Camella Laoag)



Protective Services

- Crime solution efficiency is 97%.
- CCTV surveillance cameras at strategic locations within the main thoroughfares
- Ten Police Assistance Centers (PACs)
- No insurgency problem
- Hall of Fame Awardee: Best Peace and Order Council in Region 1. 2002-Present
- Constant National Finalist, Best Peace and Order Council, Component City Category awarded by the National Police Commission..



Laoag City

Northern Gateway of the Philippines

ECONOMIC PROFILE



Farmer's Day Celebration



Rehabilitation of irrigation systems

Agriculture

- A total of 3,380 hectares of agricultural land
- Agriculture projects provide a higher income and supports the livelihood of farmers, fishermen, One-Town-One-Product (OTOP) beneficiaries, Rural Improvement Club (RIC), and 4-H Club members.
- Laoag City's OTOP: sugarcane vinegar (basi).



Savemore Laoag



Wilcon Depot Laoag

Industry and Services

- Dominant industry is trade services with 2,772 establishments, second are real estate lessors with 494 registrants, and third are tourism activities with 488 establishments.
- 13 commercial/universal banks, 5 savings banks and 2 specialized government banks.
- Chicken is considered as the highest livestock with 190,500. Swine comes second at 10, 499 while goat is the third at 7,677.

ECONOMIC PROFILE



Business and Industry Promotion

- Customer-oriented civil application system is in place. Speedy processing and release of building, occupancy and business permits through the Business Process and Licensing System (BPLS).
- The Business-One-Stop Shop (BOSS), which originally operates every January and every first week of the month will be carried out all-year round with the establishment of the BOSS office.
- The Laoag City Investment Incentive Code promotes investment potentials such as Tax Holidays.
- **The Consulate of the People's Republic of China in Laoag was established in April 2007. There are only 2 Consulate of the People's Republic of China in the Philippines: Cebu City and Laoag City.**





Laoag City

Northern Gateway of the Philippines

TOURISM INDUSTRY PROFILE



Fort Ilocandia Resort & Casino

Accommodations

- 22 tourism establishments
- 40 restaurants
- 23 hotels
- 825 hotel rooms
- 2 Tourism Information Centers

The *Sitio Remedios Heritage Village* is only a 20-minute drive from the heart of the city.



Java Hotel



Sitio Remedios

Events and Conferences

- *Pamulinawen* Festival every February (1st Runner-up as Best Festival in the Philippines in 2009).
- Philippine Travelmart: Best booth in 2004, 2005, 2007, 2008 and 2009
- Aliwan Fiesta: Champion, National Float competition in 2004, 2006, 2008 and 2009.



Philippine Travelmart at SM Megamall

TOURISM INDUSTRY PROFILE



Sinking Belltower

Tourism Sites

- St. William's Cathedral
- Sinking Belltower
- Ilocos Norte Capitol
- Tobacco Monopoly Monument
- Golden Jubilee Shrine
- La Paz Sand Dunes
- Museo Ilocos Norte
- Aurora Park
- La Paz sand dunes



Museo Ilocos Norte



Paay Church



St. William's Cathedral



Tobacco Monopoly Monument



Ilocos Norte Capitol



Laoag City

Northern Gateway of the Philippines

TOURISM INDUSTRY PROFILE



4x4 adventure

Outdoor Recreation and Adventure

- Sand-boarding
- Nature tripping and mountain treks
- Water skiing and jet skiing
- All-terrain vehicles (ATVs) and 4x4 adventures
- Shooting ranges



Biking, nature tripping



White sand beaches



Sand-boarding



Aurora Park



Bridge approach

ENVIRONMENTAL MANAGEMENT



Solid Waste Management

- Presence of Material Recovery Facility transforming residual wastes into concrete by-products and the biodegradable wastes into organic fertilizers.
- *Oplan Dalus* which attends to many concerns such as waste management, clean air and water, and pollution prevention.
- Sanitary landfill: 15 minutes away from the central business district
- Hall of Fame Awardee: *Gawad Pangulo sa KAPALIGIRAN*, Cleanest and Greenest Component City in the Philippines. 2002-2004.



Disaster Risk Reduction and Management

- *Operation Plan: Salaknib*, **the city's contingency plan formulated by the City Disaster Risk Reduction and Management Council (CDRRMC)**
- The city was chosen as a pilot area for the conduct of the Disaster Response Exchange Exercise (DREE) by the 13th Air Force, USA (Asia-Pacific Region). The city also coordinated with the Armed Forces of the Philippines for the conduct of a humanitarian mission for the victims of typhoons; the program is dubbed as Operation Pacific Angel 10-1.



Laoag City

Northern Gateway of the Philippines

INFRASTRUCTURE AND UTILITIES



Gilbert Bridge



Central Terminal

Roads and Transportation

- Efficient circulation system and adequate transportation facilities.
- Laoag Central Terminal located about 1 km. from the central business district.
- Modes of transportation by land going to and from the city are buses, jeepneys, tricycles and privately owned vehicles.
- The Laoag City-Ilocos Norte Centennial Arena is a venue for sports competitions, cultural shows and other related activities.



Bangui windmills



Ilocos Norte Electric Cooperative

Power and Water

- Power service supplied by the National Grid Corporation through the facilities of the Ilocos Norte Electric Cooperative (INEC).
- Major sources of electricity are Ambuklao Dam and Binga Dam in Benguet and hydro-electric plant in Bangui, Ilocos Norte.
- All barangays in the city are already energized and 100% of households are served by the cooperative.
- Ilocos Norte Water District (INWD) is the water supply agency with facilities: two reservoirs with a total capacity of 295 cubic meters per hour.

INFRASTRUCTURE AND UTILITIES

Laoag International Airport

Air travel is provided to service international and domestic tourists. The Laoag International Airport (LIA) is equipped with a terminal building, turn-around pads, apron and taxiways. **The country's official carrier, the Philippine Airlines (PAL)** has everyday flights with a route Manila–Laoag and vice versa and connecting flights to Hong Kong, Southern China, and Kaoshiung in Taiwan. On the other hand, Cebu Pacific and Air Philippines has everyday flights with a route Manila-Laoag and vice versa.



Laoag International Airport



Laoag City

Northern Gateway of the Philippines

INTERNATIONAL & NATIONAL AWARDS



L-R: 1. 2015 Seal of Child Friendly LGU; 2. Hall of Fame Awardee, National Corn Quality Award 2014; 3. Champion, Regional Search for the Cleanest, Safest and Greenest City; 4. 2014 National Corn Quality Award; 5. 2014 European Awards for Best Practices; 6. 2014 ESQR Best Quality Leadership Award;



L-R: 1. Champion, Most Business Friendly LGU Award, 2013; 2. 2013 National Corn Quality Award; 3. 2013 National Agri-Pinoy Rice Achievers Award; 4. 2013 Bannuar ti Amianan (Heroes of the North); 5 & 6. 2013 Best City and Manager Award, European Business Assembly;



L-R: 1. ISO 9001:2008 Certificate of Registration; 2. 2012 Likas Yaman Award; 3. Champion, 2012 Search for the Best Performing City in Region I; 4. Champion, 2012 Most Business Friendly LGU; 5. Champion, Presidential Award for Most Child Friendly Component City, 2012;

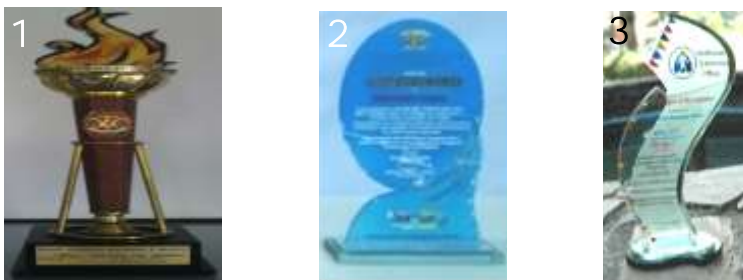
INTERNATIONAL & NATIONAL AWARDS



L-R: 1. 2011 Seal of Good Housekeeping; 2. Hon. Michael V. Fariñas, 2010 Asian Star Achiever Awardee for Public Service; 3. Gawad Kalinga Awardee conferred by Massachusetts, Answering the Cry of the Poor (ANCOP) & the FilAm Community, 2009



L-R: 1. Hon. Michael V. Fariñas, CSC Pag-Asa Awardee, 2009; 2. Outstanding City Mayor of 2006, conferred by LGLA; 3. Most Outstanding Accounting Office. LGU Category, 2008. National Level



L-R: 1. 1st LEAD PNP Award, P/Supt Sterling Raymund P. Blanco, Regional and National CY 2009; 2. 1st Runner-up. Best Festival in the Philippines, 2009. A month-long festival from Feb. 1-28; 3. 2nd Place, Outstanding Civil Registry Office, National, 2007, 1st Place, 2009



Laoag City

Northern Gateway of the Philippines

INTERNATIONAL & NATIONAL AWARDS



L-R: 1. 2010 2nd Placer, Top Performing LGU in the Philippines, based on Local Governance Performance Monitoring System; 2. 4th Most Livable City in the State of Competitiveness Survey of the Asian Institute of Management, 2008; 3. Plaque of Recognition, Apolinario Mabini Award Philippine Foundation for the Rehabilitation of the Disabled, Inc., 2005



L-R: 1. Gawad Kampeon ng Kabataang Pilipino 2009, National Youth Commission; 2. National Winner for Barangay with Best Sanitation Practices, Barangay 27, Laoag City, DOH, 2008; 3. Outstanding Performance Award conferred to MVF. BSPOs in Natural Family Planning. Commission on Population, 2007;



L-R: 1. Grand Winner. Best Booth Competition, Travelmart. 2004, 2005, 2007, 2008, 2009; 2. Christmasterpiece Bayanihang Pasko. Silver Award for 2005; Bronze Award for 2006; 3. Champion, Grand National Float Competition. Aliwan Festival, 2004, 2005, 2006, 2008 and 2009

REGIONAL AWARDS



L-R: 1. Hall of Famer, Best Peace and Order Council in Region 1, Component City Category, 2002-2008; 2. Most Outstanding City Police Station of the Year, 2005, 2007 and 2008, 2009 & 2010; 3. Model Urban Police Station, 2004



L-R: 1. 2nd “Best Brigada Ahensya Implementer” in Region I, 2008; 2. Best Local Chief Executive Implementer of DOLE Programs and Services, 2008; 3. Outstanding OTOP SME Award. Department of Trade and Industry, 2009



L-R: 1. Consistent Finalist, Regional Best Nutrition Council, 2000-2007. Champion, 2008; 2. Regional Achiever’s Award for Public Private Mix DOTS Facility: Laoag City Coalition Against Tuberculosis, 2009; 3. Most Outstanding LGU Coastal Resource Management Implementer CY 2009 City Category, Region I

Endless Possibilities for Business Opportunities

- ☑ Educational, commercial, information and communication center of the Province of Ilocos Norte and most part of Northern Luzon
- ☑ A newly upgraded **Laoag City General Hospital**
- ☑ No informal settlers (squatter-free)
- ☑ Crime Solution Efficiency Rate of 97%
- ☑ Proven track record in the Discipline/Peace and Order campaign
- ☑ Favorable investment climate for public-private sector partnership in agro-related activities
- ☑ Its private sector, as trend indicates, is a key player in the industrialization process
- ☑ Presence of commercial areas that provide local employment
- ☑ 24-hour food stores and protective services
- ☑ Highly skilled and trained labor force
- ☑ Identified as **Ecozone** by PEZA Law (RA7916)
- ☑ Influx of subdivisions: **Robinsons Land, Camella Homes, Tropical Villas**
- ☑ Influx of malls: **SM Savemore, SM Hypermarket, Robinson's Department Store, Pure Gold Supermarket, and Wilcon Depot**
- ☑ Plentiful heritage areas and structures
- ☑ Convention and meeting facilities are present through the presence of the **Plaza del Norte and Convention Center**
- ☑ Presence of well-kept urban parks
- ☑ Presence of a Sanitary Landfill with a **Material Recovery Facility**
- ☑ Excellent road network in good condition with interconnecting farm-to-market roads
- ☑ Accessible through the **Laoag International Airport**
- ☑ Accessible through the **International Seaport of Currimao**
- ☑ Interconnecting roads from the airport terminal
- ☑ 100% energized, surplus of power supply
- ☑ Abundance of water resources
- ☑ Long coastline and fishing ground
- ☑ Efficient agricultural support infrastructure
- ☑ **Central terminal** and parking for all types of public utility vehicles
- ☑ Construction of a by-pass road and alternate bridge from the south of the province to the urban core and northern areas



Laoag City, Ilocos Norte, Philippines

Telephone: (6377) 773-1788 / (6377) 772-0001 local 231 ● Fax: (6377) 771-3168

www.laoagcity.gov.ph