

# PASAY



RISE OF THE TRAVEL CITY



# PASAY

RISE OF THE TRAVEL CITY

**ANTONINO G. CALIXTO**  
Mayor 2010-2019

**IMELDA CALIXTO-RUBIANO**  
Mayor 2019- Present

**MELANDREW T. VELASCO**  
Author and Publisher

**Pasay**

**Rise of the Travel City**

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# PASAY

RISE OF THE TRAVEL CITY



## DEDICATION

*This book serves as a gift of Mayor Antonino “Tony” G. Calixto to the people of Pasay City for their immense contributions to the transformation and evolution of this city.*

*May this book serve as a living testament to the legacy of good governance and performance of the Calixto administration for this generation and the generations yet to come.*

*To our fellow Pasayenos, may we continually strive hard to make this beloved city more than a travel city but a city that we can all be proud of.*

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# FOR E W O R D



**HON. ANTONINO “TONY” G. CALIXTO**  
PASAY CITY MAYOR



**“If you have a dream, don’t just sit there. Gather courage to believe that you can succeed and leave no stone unturned to make it a reality.”** *S.J. Scott*

Every good soldier goes where he is told by his commanding officer.

As I step down in June this year after serving the last of my three consecutive terms as mayor of Pasay City, I render a salute to the people of this beloved city for the trust and confidence, and to God, my commanding officer, for giving me this superb once-in-a-lifetime opportunity to serve my fellow Pasayaños.

Through this coffee table book, I wish to share with my fellow public servants and all Pasayaños a story of service and success.

The accounts of our journey together to turn this beloved city around - from a city lagging behind its neighbors in Metro Manila into one of the most progressive and dynamic cities - was ably chronicled by the book team of writers and researchers.

As a man of faith, I credit the Father Almighty for the city’s remarkable march to progress. I believe that God loves Pasay City and all Pasayaños.

Looking back, I once dreamt of leading Pasay City and Pasayaños out of misery and lead them into greatness. And because of that dream and commitment, with faith and confidence, I have worked hard to deliver what I have envisioned for our beloved city.

As author S. J. Scott once said: *“If you have a dream, don’t just sit there. Gather courage to believe that you can succeed and leave no stone unturned to make it a reality.”*

Not every politician has been given this rare chance to carve a name for himself in the field of local governance and public service.

It so happened that since my election as Councilor, as a neophyte politician in 1995, I took it upon myself to repay the people of Pasay for the trust and confidence they have bestowed upon me. It was also an opportunity to continue the exemplary service of what my beloved father, Mayor Eduardo “Duay” Calixto, began many years ago.

Perhaps it is in our blood and destiny to be humble servants of Pasay. Likewise, I could have continued or stayed the course, running the family business which my father left behind. But as it turned out, God had a different plan for me.

Today, I stand before Pasayaños with great pride and honor to have done my very best in turning this city around, breathing into it the air of hope, of courage, and of pride; and, institutionalized a values system that puts it at par with other highly urbanized cities in Metro Manila in terms of public service.

I must admit that I owe it to the people to repay them back with kindness, service and positive action for entrusting me their precious votes every time I seek reelection, first as Councilor, then as Vice Mayor, later as Mayor for three consecutive terms. Together as a people, we have successfully transformed and branded Pasay as the country’s Travel City where fun and adventure begins, a travel destination in itself, and the gateway of the rest of the world to the Philippines.

I am humbled again for the love and mandate which Pasayaños have bestowed in choosing me as their new Representative to the House of Representatives.

Today, we have successfully put in place a good local governance template that is compliant with various laws, particularly in the fields of taxation, public finance and budgeting process, including auditing rules and regulation.

**I render a salute to the people of this beloved city for the trust and confidence, and to God, my commanding officer, for giving me this superb once-in-a-lifetime opportunity to serve my fellow Pasayaños.**

In the last three consecutive years – 2016, 2017, 2018 – Pasay City was awarded the Seal of Good Local Governance (SGLG) by the Department of Interior and Local Government (DILG), a reward system to encourage local government officials to do better. The SGLG symbolizes integrity and good performance of local governments nationwide.

The other numerous awards and recognition of Pasay City is a testament to the city’s transformation and evolution every Pasayaño can truly be proud of.

From a city left behind by its neighbors in Metro Manila, Pasay City now boasts of numerous world-class structures that make it vibrant, progressive and sustainable.

We have institutionalized innovative programs that encourage public school students to embrace education as a way out of misery, and lead them to the path to a better way of life.

We have an effective health care program that takes care of our people notably the less privileged, who can avail of a public hospital that boasts of enhanced facilities complete with medical equipment that is at par with private hospitals.

With these humble accomplishments in serving the people of Pasay, what more can a humble public servant ask for?

Looking forward, I am comforted with the thought that together with other city officials, we have laid the foundation for the future of Pasay and have identified the development path that will lead Pasay City and all Pasayaños to sustained greatness.

As I end my 9-year stint as mayor of Pasay City, I leave the charge of running the affairs of the city to able hands, confident that my successor - Mayor Imelda Calixto Rubiano - will continue the legacy programs and projects I have started and institutionalized.

It is with great pride and honor to be your humble servant.

Marami pong Salamat at Mabuhay tayong lahat!

# P R E F A C E

MELANDREW T. VELASCO

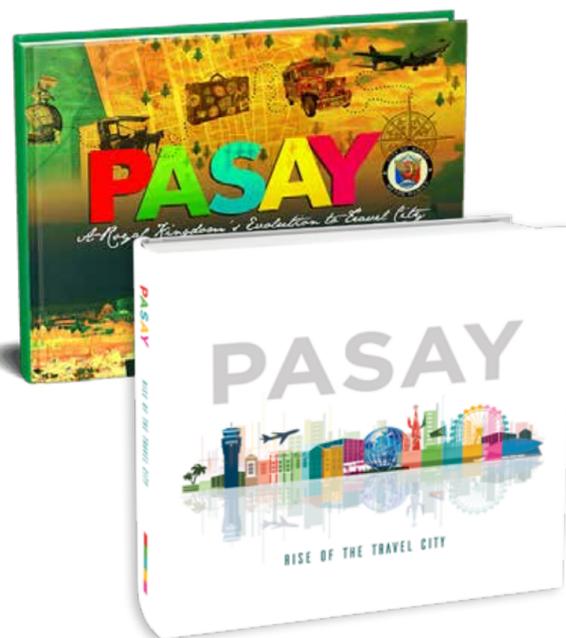
author and publisher

A lot has happened since we first published in 2013 a commemorative book on Pasay City titled, “Pasay: A Royal’s Kingdom Evolution to Travel City” celebrating 150 years of its founding from a *pueblo* to a fast growing city today.

Indeed, time flows away like the water in the river. Six years hence, we find ourselves back in Pasay City to do a more comprehensive book, documenting the nine year administration and inspired leadership of Mayor Antonino “Tony” G. Calixto.

There is no doubt that Pasay City has tremendously grown by leaps and bounds with its annual revenue brimming with more than P6.5 billion from a measly P2.9 billion when Mayor Calixto first took over in 2010. The burgeoning growth of Pasay is best seen on the new establishments and hotels, now mushrooming in the 25-hectare Newport City by Megaworld and at the bullish Bay City where the SM Mall of Asia complex and the myriad BPO building offices all add up to the grandeur and vibrancy of the city- now on its way as a global gateway to progress and 21st century smart city.

Six years hence, we find ourselves back in Pasay City to do a more comprehensive book, documenting the nine year administration and inspired leadership of Mayor Antonino “Tony” Calixto.



The new book titled *Pasay: Rise of the Travel City* captures the essence of Mayor Calixto’s fascination with history anchored on the wisdom of great Chinese philosopher Confucius who once said: “*Study the past if you would define the future.*”

In an interview with Mayor Calixto for this book, we have unravelled the secrets of his success as local chief executive who is a man of wisdom, benevolence and courage. We surmise that there are two intrinsic principles that Mayor Calixto possesses: faithfulness and sincerity to the people of Pasay.

If there is one enduring legacy of Mayor Calixto that he can be proud of, then it is on education. The monthly regular allowance given to all 58,897 public elementary and high school students and the more than three thousand full scholars of Pasay City is the game changer that will define the city’s future and its residents.

As Confucius once said:

*“If your plan is for one year, plant rice.  
If your plan is for ten years, plant trees.  
If your plan is for one hundred years, educate children.”*

To Mayor Calixto, “**education breeds confidence; confidence breeds hope; hope breeds peace and prosperity.**”

Thus, this all important legacy book will help future leaders and students to learn something about good governance and effective leadership.

It was in October 2018 when Pasay City Administrator Dennis Acorda approached MTVi to document the 9-year stewardship of Mayor Calixto through a new coffee table book.

In making this landmark book, the book team primarily focused on the important accomplishments of Mayor Calixto that were looped in the LEGACY chapter.

Given his landslide victory as new Congressman of Pasay as well as the overwhelming victory of his sister, Congresswoman Imelda Calixto-Rubiano as the new city mayor, there is no doubt about the overwhelming love and deep appreciation of Pasayenos to the Calixtos.

Our heartfelt gratitude to Mayor Calixto, Representative Imelda Calixto-Rubiano, City Administrator Dennis Acorda, mayor’s adviser Chito Ramirez and all city officials and employees who helped make the publication of this coffee table book a reality.

We are grateful for making us part of Pasay City’s colorful history and for entrusting the publication of this legacy book.

Most of all, I would like to thank Our Father Almighty to whom all blessings flow for showing His grace and giving us boundless energy and wisdom to finish and produce this book as a token of love for the people of Pasay.



As a parting shot, let me share with you these words of wisdom from a Chinese scholar that best describes the character of the well-loved Mayor Tony Calixto:

*“If there is righteousness in the heart, there will be beauty in the character.  
If there is beauty in the character, there will be harmony in the home.  
If there is harmony in the home, there will be order in the city.  
When there is order in the city, there will be peace and prosperity in the locality.”*

Here’s a toast to Mayor Tony Calixto for steering Pasay City to greater heights of glory in the last nine years.



MALACAÑAN PALACE  
MANILA

MESSAGE



My warmest greetings to the people of Pasay City on the publication of the commemorative coffee table book, Pasay: Rise of the Travel City.

For almost a decade under the leadership of Mayor Antonino Calixto, the city has developed and progressed rapidly in terms of government efficient, economic growth and resilience, among others. Its noble performance as one of the highly urbanized cities and fast emerging business hubs in the country attests to its local government's leadership and vision.

I trust that you will sustain the important strides you have made in recent years by fostering greater citizen participation and creating stronger institutions. May you always keep your communities safe and progressive as, together, we work towards attaining a better future for the nation.

I wish you a successful event.

  
RODRIGO R. DUTERTE



OFFICE OF THE VICE PRESIDENT  
REPUBLIC OF THE PHILIPPINES

MESSAGE



In the past decade, the world we are living has become highly globalized and interconnected—thanks to technological innovations that have opened up many doors of opportunity for growth and partnership. These developments have slowly begun to change how citizens relate to their governments and how these have paved the way to newer modes of governance.

In light of these changes, we are faced with a tough question: How can we foster more inclusive and sustainable cities, instead of just wealthy ones?

This is one of the questions that lies at the heart at work that we do at the Office of the Vice President, through our anti-poverty program Angat Buhay. The Pasay City government, headed by the office of Mayor Tony Calixto, was one of our partners in our Metro Laylayan initiative, where we bring basic services to underprivileged communities in key urban centers in the country, as part of our effort to promote inclusivity and sustainability.

But while we have already come a long way, there is so much that still needs to be done. Aside from being a progressive gateway city, it is my hope that Pasay will continue to be an empathic one, ensuring that progress is felt by those who need our help the most. Moving forward, let us continue to think out of the box and explore more platforms for collaboration and innovation, in order to achieve our shared goal of uplifting the lives of more of our fellow Filipinos.

I wish the people of Pasay continued success, well-being, and prosperity.

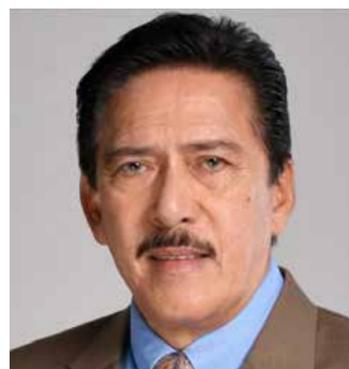
Maraming salamat at mabuhay po kayo!

  
MARIA LEONOR G. ROBREDO



## MESSAGE

SENATE OF THE PHILIPPINES



**VICENTE C. SOTTO III**  
Senate President  
Republic of the Philippines

My heartfelt congratulations to Mayor Antonino Calixto for the remarkable accomplishments of his administration through the years!

Public service has always been his calling. He is a leader with a grand vision for the City and its people – a progressive Pasay. Guided by this vision, he focused on addressing areas such as education, health services, and good governance. These areas are fundamental, yet overlooked most of the time. To Mayor Calixto, these served as pillars in achieving the positive change the City enjoys today.

May his exemplary work continue to create a ripple effect that would motivate the future leaders of Pasay City to live by his legacy. On behalf of the Philippine Senate, I wish to extend our sincerest gratitude for your selfless efforts and valuable initiatives.

Congratulations and Mabuhay kayong lahat!



## MESSAGE

HOUSE OF REPRESENTATIVES



**GLORIA MACAPAGAL-ARROYO**  
Speaker of the House  
Representative, 2nd District Pampanga

Warm greetings to the people of Pasay City, especially to Mayor Antonino G. Calixto and incoming mayor, Rep. Imelda Calito Rubiano for spearheading the publication of the book *“Pasay: Rise of the Travel City,”* which chronicles the efforts of the city’s leaders to make Pasay one of the leading cities of Metro Manila.

For the past nine years, Pasay has achieved much success in its efforts to modernize. Compared with what it looked a decade ago, Pasay’s skyline now has drastically changed with many newly-established hotels, restaurants and other high-rise buildings, and is poised to grow some more. The city has also notched a number of awards for its various programs. All these are testaments to the vision and dedication of the city’s officials, particularly of Mayor Calixto.

May this new book about Pasay City and the positive changes that the city has undergone inspire its people and future leaders to strive even harder to improve their lives. All their endeavors will result in greater glory for this city and for our whole nation.

Mabuhay ang Pasay City!



## MESSAGE

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT



**EDUARDO M. AÑO**  
Secretary

My warmest congratulations to the local officials and people of Pasay City for successfully collecting the accomplishments of the city government into this commemorative coffee table book titled “Pasay: Rise of the Travel City.”

This publication paints a picture of Pasay’s nine-year journey under the leadership of Mayor Antonino G. Calixto and serves as memento of the dedication and hard work contributed by local leaders, employees, and citizens.

Pasay City has been a consistent recipient of the Department’s Seal of Good Local Governance (SGLG) award since 2016 – and even when we raised the bar in 2018. With three consecutive years of excellent public service delivery, we are excited to witness how the city government will progress with a new leader at the helm.

We expect the LGU to continue its commitment to relay the plans of the national government to its constituents, especially now that we are pushing for a more focused and coordinated approach in carrying out our programs and projects for peace and order, safety and security, and socioeconomic development.

In light of all these expectations, the DILG will be there to guide Pasay City through the challenges awaiting us in the years ahead and hope that this coffee table book will inspire the incoming local officials to heed the call for a more responsive, inclusive, and responsible governance.

Together let us work together to uplift the quality of life of the people of Pasay.

Sa inyong adhikaing pag-ibayuhin pa ang serbisyo sa ating mga mamayan, kaisa po ninyo ang DILG bilang inyong matino, mahusay, at maasahang Kagawaran para sa mapagkalinga, mapayapa at maunlad na pamahalaang lokal.



## MESSAGE

DEPARTMENT OF TOURISM



**BERNADETTE ROMULO-PUYAT**  
Secretary

On behalf of the Department of Tourism (DOT), I join the constituents of Pasay City as you look back on Mayor Antonino Calixto’s nine years of leadership with the publication of this commemorative coffee-table book, “Pasay: Rise of the Travel City.”

Pasay has a long and colorful history; it has come a long way since its founding as a pueblo 156 years ago and since attaining cityhood status in 1947. Thanks to the dynamism and industry of its people, Pasay is now recognized as one of Metropolitan Manila’s bustling hubs of trade, finance, communications, culture and entertainment.

As home to the nation’s busiest international airport, major airline companies, myriad tourist attractions including museums, theme parks, shopping malls, cultural centers, and food parks, Pasay has rightfully earned its title as the country’s “Travel City.”

Thanks in part to the city’s prioritization of infrastructure development over the last few decades, its citizens are now reaping the benefits, and they will continue to do so as the city’s development pushes forward. The solid foundations set by its leaders, and supported by the people assure Pasay City’s ascent as one of the most progressive central business districts in Metro Manila.

It is my hope that this book will affirm your pride of place and inspire you to reinforce your solidarity as a community. Together, let us work towards peace, stability, and prosperity in Pasay City and the rest of our country.

Mabuhay!



## MESSAGE

### CITY GOVERNMENT OF PASAY



**HON. IMELDA CALIXTO-RUBIANO**  
Outgoing Representative &  
Pasay City Mayor-Elect

As we celebrate a new chapter in the history of Pasay City, let me express my sincere thanks to all Pasayaños for the trust and confidence-- entrusting me the city's representation in the House of Representatives for the last nine years and electing me as mayor of our beloved city for the next three years.

Truly, it is an honor and privilege to have contributed to Pasay City's phenomenal transformation and evolution into one of the most progressive cities in the Philippines.

I am doubly proud because the city's metamorphosis happened under the watch of my kuya, Antonino "Tony" Calixto as the city's local chief executive. I have always considered myself as Kuya Tony's partner in making things happen in Pasay City, a city which our beloved father had once served as former mayor.

How I wish our father, the former Mayor Eduardo "Duay" Calixto, was still alive. He would cheerfully be giving his approval for what Pasay City has become today. Truly, I am grateful to have him as my father. The people of Pasay loved him very much and I felt this affection every time they elected me, again and again, in the past two decades. I can proudly say that we have done our best to love the people back by serving them unconditionally.

After serving my last term as Pasay City's lone district representative, I am confident of accepting this new challenge of continuing what my Kuya Tony started as mayor. It is always inspiring to try something new, to be of better service to the people given the chance and opportunity. Now that the opportunity has been handed to me, I will work doubly hard, as I have done in the past, to bring out the best in every Pasayaño and lead the city to advance further.

My vision for Pasay City is no different from that of Mayor Tony. I dream of seeing every Pasayaño as a proud member of society, positively contributing to society, and the country's growth and development.

To do that, I believe we have invested correctly in building the foundations - a value system that positively looks for ways to learn, grow, and be able to help and bring out the best in other people; equip the youth with the knowledge and skills to boost their chances for greatness and be the proud Pasayaños they are meant to be.

From Travel City, I dare challenge Pasayaños to journey with me to the next transformation path of Pasay - a city that produces well-educated citizenry fit to lead not only the city, but the country, into greatness.

Mabuhay!



## PROLOGUE

**ATTY. DENNIS ACORDA**  
CITY ADMINISTRATOR

On the other hand, having worked under the wings of a visionary leader like Mayor Calixto is truly a morale-boosting experience for me, as I helped manage the city's affairs and putting in place a system that earned for us distinguished awards and recognitions in the name of good local governance and public service.

The legacy Mayor Calixto and his sister, Congresswoman Emi Calixto-Rubiano will leave behind is worthy of being written in the history of Pasay City, so that 50 or 100 years from now, what transpired during this period may be remembered and school the present and future generations of Pasayaños.

As Marcus Garvey, once said: *"A people without the knowledge of their past history, origin and culture is like a tree without roots."*

So let me extend my sincere thanks and congratulations to Media Touchstone Ventures, Inc. headed by its President Melandrew T. Velasco for coming up with this landmark coffee table book.

All my life, I have always been an ardent student and believer of history written down.

This coffee table book is making Pasay City's history come alive. It tells of what transpired during this period, when the city has been transformed into something better, something superior; and more importantly, into a robust and vibrant city that all Pasayaños can and will truly be proud of.

If we are to move forward, we must revisit the past and learn from it the best way we can.

In this book, I find profound fulfilment and I must say, I am deeply grateful for being part of Pasay City's colorful history.

Maraming salamat at mabuhay ang Pasay City!

Coming up with this commemorative book on Pasay City under Mayor Antonino "Tony" G. Calixto and Congresswoman and incoming Mayor Imelda "Emi" Calixto-Rubiano is an important project that celebrates a legacy of good local governance and public service.

Thus, it is of no big surprise that they have again secured overwhelming votes in the May 13, 2019 midterm elections - a testament of the trust and confidence bestowed upon them by the majority of Pasayaños.

By July this year, Pasay City will see more of Mayor Tony as the city's lone Representative to Congress and Congresswoman Emi taking charge of running the affairs at city hall as mayor.

For the past nine years, I was a witness, or should I say, also major player, in the phenomenal transformation and evolution of Pasay City. It has been my distinct honor and privilege to have been a part of Pasay City's history as it unfolded through the years.

Our collective journey in helping lead Pasay City's transformation and evolution into what it is today - the country's Travel City - being the world's gateway to the Philippines and the Philippines' gateway to the rest of the world - is truly a gratifying experience, having served as the City Administrator for nine years.

I am overwhelmed by the trust and confidence bestowed upon me by Mayor Tony Calixto, a man I consider a boss, a father and a public servant to Pasayaños rolled into one; and be of service to the people of Pasay City.

On one hand, as City Administrator, I was able to fulfill a promise to myself, that is, to serve my fellowmen and give something back to my country - as all graduates of the University of the Philippines, my beloved alma mater, would have in mind, being a scholar and product of the country's premier university.

# ACKNOWLEDGEMENTS

This coffee table book *Pasay: Rise of the Travel City* is a product of collective efforts of individuals, groups and institutions.

The timely completion of this coffee table book would not have been possible without the teamwork, unity and cooperation by everyone involved in this noble undertaking for the people of Pasay City.

For their efforts and contributions, big and small, which have greatly brought this noble project into fruition, **Media Touchstone Ventures Inc. (MTVi)** wishes to extend its sincerest gratitude to the following:

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To City Administrator Atty. Dennis Bernard Acorda for serving as Overall Project Coordinator and for his unwavering support, guidance and professionalism in the publication of this legacy book.

To all City Officials and Department Heads who shared their time and inputs regarding the achievements of Mayor Tony Calixto during the past nine years, namely: Dr. Cesar Encinares (City Health Office); Edwin Javaluyas (City Engineering); Carmelo Maranan (Pasay City Rescue); Adrian Martinez (Pasay Youth Development Office); Rosalinda Orobia (Pasay City Social Welfare & Development); Elenita Salgado (Business Permits and Licensing Office); Rosario Sampang (Public Employment Services Office); Engr. Renato Sanchez (Environment and Natural Resources); George Tiopes (Tourism and Development Office); and Ian Vendivel (Urban Development and Housing Office).

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To Pasay PIO photographers Shirley Barberan, Teddy Ofaga, Ariel Gatchalian, and William Roxas for providing us photographs of Pasay City. For additional photos, special thanks to Kirk Calangian, Jeremie Betco, and Biboy Martinez.

To Smart Shot Studio headed by international master photographer Lito Genilo and ace lensman Ed for taking the individual and group shots of city officials, department heads and employees.

Gratitude also goes to Business Mirror and award-winning journalist Jonathan Mayuga for his contributed articles to the book; and to Bayani De Leon for his sketches and illustrations included in the book.

Our wholehearted appreciation to the Pasay book team for their collective efforts and commitment to this worthwhile endeavor.

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This book is our humble gift for all the blessings we have received, and yet to receive.

To God be all the honor and glory!!

# introduction

## THE BIRTH OF A NEW CITY

Pasay City is no stranger to change. From a small village as part of the Kingdom of Namayan more than 800 years ago, the city has meteorically risen to become one of the most progressive cities in the country. Its moniker Travel City has, in fact, led thousands of local and foreign tourists to marvel at its gigantic structures and exhilarating destinations.

All of these, with gratitude to the visionary leadership of Mayor Antonino G. Calixto, who in his nine years as Pasay City's chieftain, has never really forgotten progress. What was then known as Sin City, Mayor Calixto has successfully woven ground-breaking and revolutionary projects and programs

to turn the city around and become what it is known today – a city with flourishing infrastructures, contemporary innovations and technological advancements coupled with various awards on health, education and literacy, social reforms, peace and order.

Thus, to celebrate his landmark achievements, this coffee table book titled *Pasay: Rise of the Travel City* is necessary. The book speaks not only of the many transformations that happened in Pasay in the past 155 years but more importantly on the 9-year legacy and landmark achievements of Mayor Antonino Calixto, now Pasay Congressman, who has inspired

countless of people with his inspired and sincere brand of leadership and good governance.

Unlike the first edition aptly titled *Pasay: A Royal Kingdom's Evolution to Travel City* which was published in 2013 that detailed Pasay City's 150th founding anniversary and provided a glimpse of what this city has to offer, this coffee table book delves into the many achievements of Mayor Calixto after that period, and looped into an acrostic - LEGACY.



**Pasay City is a city that dreams and cares for its people, a city that serves its constituents with the utmost regard, and a city rooted on a continuing dynamism and resilience of its people.**

Under his **LEGACY** programs, Mayor Antonino Calixto stresses the following:

- Leadership and Good Governance*
- Economic Development and Business Friendliness*
- General Welfare on Health and Peace and Order*
- Arts, Culture and Tourism*
- Community Development and Livelihood Improvement*
- Youth and Education*

Aside from his programs and projects aimed at serving the various sectors, the coffee table book also gives an overview and a short history of Pasay City that includes a timeline of historical events. The book also traces the origin of the city's name, perhaps the most famous and the most widely-accepted of the word *Pasay* came from the name of Princess Pasay who once ruled the land.

As part of its fabled history, also included are the traditions and customs of Pasay City; local heroes who have fought for the welfare of Pasay City; well-known personalities who have made a name for themselves in business, politics and entertainment; a feature on the distinguished and most renowned residents of Pasay City; and, a tribute to the past and present mayors of Pasay City.

Other highlights of this coffee table book are in-depth features of the man behind Pasay City's **LEGACY** programs and its growth today, Mayor Antonino Calixto, and the city's new

representative; and his sister Congresswoman Imelda Calixto-Rubiano, new Pasay City mayor, whose vibrant and visionary leadership will further transform the city into a more thriving one.

Of course, Pasay City would not be what it is today without its towering establishments and exhilarating activities. Some of these major landmarks and attractions have been a part of history and they will continue to attract droves of tourists into its kingdom now and in the near future because of the modern innovations that Pasay City has been instituting. Among these major spots include the Cultural Center of the Philippines (CCP), the Philippine International Convention Center (PICC), the SM Mall of Asia, the SMX Convention Center, Mall of Asia Arena, Resorts World Manila, and Newport City which is composed of high-end hotels and casinos, as well as a slew of restaurants and other establishments.

Since Pasay City is properly branded as Travel City by the Calixto administration, it is likewise known as a MICE (Meetings, Incentives, Conventions and Events) destination. Thus, the book also presents major events held in Pasay City such as the visit of Pope Francis in 2015 and the Miss Universe Pageant in 2016.

Other highlights of this coffee table book include features on City Administrator Atty. Dennis Acorda, Pasay City Vice Mayor Noel Del Rosario and its councilors.

With the development of Pasay in full swing – along with the rehabilitation and reclamation of Manila Bay – Pasay will long be remembered not by its progress but the people who have put their heart and spirit into its transformation.

As journalist Herb Caen once said, “A city is not gauged by its length and width, but by the broadness of its vision and the height of its dreams.”

Surely under the admirable leadership of Mayor Antonino Calixto for the past nine years, Pasay City is gauged by the broadness of his vision and by the height of his dreams.

Indeed, Pasay City is more than just a Travel City.

Pasay City is a city that dreams and cares for its people, a city that serves its constituents with utmost regard, and a city rooted on a continuing dynamism and resilience of its people.



## PASAY MABUHAY KA!

Composed by: Ofelia San Juan/ Raymond San Juan  
Lyrics by: Ivan Grulla

Mabuhay! Lungsod ng Pasay  
Perlas ng Kamaynilaan  
Hangad ay Kaunlaran  
Sa Lahat ng Larangan

Mabuhay! Lungsod ng Pasay  
Dungawan ng Sandaigdigang  
Ugaling Mapagtanggap  
Ng Tunay na Mamamayan

Pasay! Mahal Kong Bayan  
Sa Puso'y Nag-iisa  
Pasay, Dakilang Bayan  
Pasay, Mabuhay Ka!

Ang Lahat ay Makadiyos,  
Makabansa, Makatao,  
Masipag, at Mapagmahal  
Ang Tunay na Pasayeno

Pasay! Mahal Kong Bayan  
Sa Puso'y Nag-iisa  
Pasay, Dakilang Bayan  
Pasay, Mabuhay Ka!

Pasay! Mahal Kong Bayan  
Sa Puso'y Nag-iisa  
Pasay, Dakilang Bayan  
Pasay, Mabuhay Ka!

Pasay...Mabuhay...Ka!

# HYMN

PASAY CITY - A  
PREMIER GATEWAY  
CITY AND WORLD-CLASS  
DESTINATION

# VISION

To serve the constituents and stakeholders of Pasay with enthusiasm, efficiency, and a firm commitment to adhering to the principles of good governance; and to provide services and infrastructure essential to making Pasay city a safe, progressive, healthy and peaceful place worthy of respect and emulation.

# MISSION

# CITY PROFILE



## QUICK FACTS



CITY MAP



### LOCATION

**14° 32'** LATITUDE

**121°** LONGITUDE

### BOUNDARIES

- NORTH - CITY OF MANILA
- EAST - CITY OF MAKATI & TAGUIG
- SOUTH - CITY OF PARAÑAQUE
- WEST - MANILA BAY

### TOTAL LAND AREA

**18.50** SQUARE KILOMETERS

### URBAN AREA

**5.505** SQUARE KILOMETERS

### RECLAIMED AREA

**4.00** SQUARE KILOMETERS

### CIVIL AERONAUTICS ADMINISTRATION (CAA) COMPLEX

**9.5** SQUARE KILOMETERS

### POPULATION

**416, 522** (AS OF 2015)

### ZIP CODE

**1300-1309**

### 1<sup>st</sup> CLASS HIGHLY URBANIZED CITY

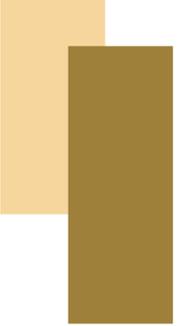
**201** BARANGAYS | **20** ZONES | **2** DISTRICTS





# CHAPTER

# ONE



## the establishment of THE CITY OF PASAY

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One of the oldest cities in the country, Pasay City is rife with stories and legends that tell not only of its origins but also accounts of bravery, gallantry and a firm resolve to give back to nature and its constituents.

Some historians believe that Pasay got its name from the *pasaw* plant, a plant that has medicinal value which was also abundant in the place while others share the story of a tragic love affair, perchance an ode to Romeo and Juliet. Paz, a beautiful and rich maiden, falls in love with the lowly Jose but the former's parents are against their relationship. In her anguish, Paz dies of misery, and Jose digs a tunnel beside the grave to stand by her. His relentless cries of "Paz-ay!" are heard all over the town. Since then, Paz's parents named their hacienda Pasay.

But perhaps one of the most popular stories is the story of Princess Pasay.

Around 1175, Pasay—together with small villages—is part of the Kingdom of Namayan. A Dayangdayang or a princess named Pasay is bequeathed with a vast tract of land that now comprises the present territories of Culiculi, Bangkal, Malibay, Pasay and Baclaran.

The story then forks into two routes: the version of Lakan Tagkan (also called Lakan Araw who once ruled the lands north of Tondo) and the story of Rajah Soliman (who ruled the kingdom of Manila). Both stories, however, are closely rooted to the same royal kingdom of Namayan.

The first version starts in the 1300s with a married couple – Prince Soledan, heir to the Madjapahit Empire and Lady Sasaban who both are from the Kingdom of Namayan. When the husband ascends to the throne to rule over a vast archipelago now known as Indonesia, his wife faithfully sits beside him.

Several years later in 1335, they receive a visitor – the son of the couple, Prince Balagtas, who arrives at the Kingdom of Namayan. With him is his wife, Princess Kalangitan of the State of Pasig. Prince Balagtas envisions and tries to fuse his kingdom and the super-barangays governed by his Pampango relatives into one empire but fails to firm up the social coalition due to the reservations of his royal kin. With Prince Balagtas at the helm, the Tagalog–Pampango dynasties are born, notably the Soliman, Gatdula, Gatabonton, Gatchalian, Gatmaitan and the Lakandula families.

In 1470, Lakan Tagkan succeeds Prince Balagtas to the throne. He has five children by his wife Buwan (also called Maynilak) and one of them is a child named Pasay, sired by a woman slave from Borneo. Soon in the mid-1500, Pasay marries the handsome warrior Maytubig and chooses an idyllic setting called Balite for their residence. The royal couple has a daughter, Dominga Custodio, who converts into the Catholic faith. During her final days, she donates her inheritance to the Spaniards.

The second account, on the other hand, tells the romantic story of Rajah Soliman and the daughter of the sultan of Sumatra. In the second half of the 16th century, a power struggle ensues between the Sultan of Sumatra and the cruel chieftain of Borneo. To end the battle, the Sultan of Sumatra announces that he would give his daughter to anyone who would be able to beat the cruel chieftain.

From that point Rajah Soliman, then the ruler of the Kingdom of Manila, volunteers and eventually wins the fight, receiving his prize in the beautiful and divine daughter of the sultan. They get married and together, brings into the world a son and daughter: Prince Suwaboy and Princess Pasay who takes after her mother.

Rajah Soliman then splits his territories between his children. Prince Suwaboy gets the Northern part while Princess Pasay receives the Southwestern part of Namayan which comprises the cities of Culiculi, Bangkal, Malibay, Pasay, and Baclaran. She soon rules the kingdom where the people are so satisfied that they immortalize her name by calling their town "Pasay."

As in the previous account, Princess Pasay marries Prince Maytubig and gives birth to Dominga Custodio, endearingly called Ingga. Like her mother, she, too, is revered by the people that they also name the river port, Pasong Ingga which is called Balite Street today. The street where her house once stands is also named after her, Dominga Street.

This birth of a new generation marks the end of the family's rule. Since the Spanish invaders learned of the richness of the Philippines, they traveled all the way to the shores of Manila.

#### THE RISE OF THE SPANIARDS

In 1565, Martin de Goiti, along with some Spanish conquerors, arrived in Manila in search of new islands to invade. At first, he and his men offered friendship to the islanders, as evidenced by the peace agreement between him and Rajah Soliman through the infamous blood compact. Soon, however, the latter discovered the true intentions of the Spaniards, and together with Lakan Dula, then chieftain of the Kingdom of Tondo, gathered reinforcements from Macabebe, Pampanga and Hagonoy, Bulacan to fight against the conquerors.



Rajah Soliman depicted on a Philippine stamp.

The battle which was known as the First Battle of Manila Bay, however, favored Goiti and the Spaniards. The kingdoms of Namayan and Tondo were officially conquered and, suddenly, the Spaniards were in control.

Peace and justice, which once reigned in Pasay, immediately became non-existent.

As the Spaniards took over the lands, they gave parcels, or more popularly known as *encomiendas*, as rewards for those who have served Spain. The invaders continued to charge unreasonable fees and tributes to landowners. And when they could not pay anymore, the natives were forced to sell their land or were ejected out of their properties.

Interestingly, the story behind the transfer of lands from the natives to the Spaniards was a cunning one. Some oral accounts say that according to the Spaniards, donating their lands to the church would reward them with rooms in heaven. Others state that when Dominga Custodio was on her deathbed, she asked the nuns of Colegio de Santa Clara to light a candle for her every day and to celebrate mass every feast day of the saint. In order to pay for these expenses, the church charged her tenants five *cuartos* (equivalent to 25 centavos today). However, as time passed, this fee grew until it reached the amount equivalent to five pesos per 1/10 of a hectare.

### In this time of peace and progress, Pasay was made into a pueblo (a Spanish equivalent of a town) on 2 December 1863 upon the recommendation of then Archbishop Gregorio Martinez of Santa Cruz. December 2 is celebrated today as the Foundation Day of Pasay City.

Gradually, the land of Pasay fell into the hands of the Spaniards, mostly to Augustinian friars. By 1700, almost all of Pasay was owned by the Augustinian order who then transformed the city into a vast agricultural land known as the Hacienda de Meysapan. The metamorphosis brought forth an advancement in sugarcane warehouses, boilers and mills, and it became popular for its oranges or *suha*. Pasay was also famous for its betel nut and when it came to this produce, "ikmong-Pasay" was always the top choice.

Because of these new developments, Pasay became a picturesque countryside, a haven of rest and relaxation for the friars. During this time, too, the land attracted famous visitors such as 1st Marquis of Villasierra Don Fernando de Valenzuela, a Spanish royal favorite and minister and a man with a musical and literary talent well-known throughout Spain.

In spite of this massive transformation, however, the natives were resentful, and decided to take matters into their own hands.

#### A REBELLIOUS AFFAIR

From being landowners, the residents of Pasay became native laborers who needed to pay large fees and rents. They became mere tenants. There was an intense discontent among the people and they knew they had to do something about it.

In 1745 together with the provinces of Laguna, Batangas, Cavite, Bulacan, Pampanga and Tondo, the inhabitants of Hacienda de Meysapan launched the agrarian rebellion.

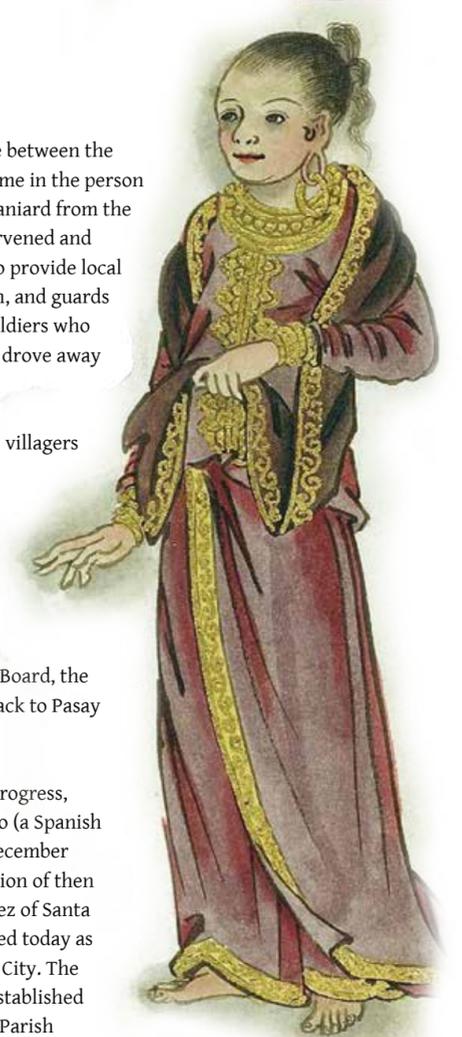
The Spaniards tried to appease the rebels by promising reforms and assuring them amnesty. However, maltreatment of the natives continued, giving rise to banditry that caused havoc in Pasay, which sowed fear among the people.

A silver lining in the battle between the Spaniards and the natives came in the person of Don Cornelio Pineda, a Spaniard from the town of Singalong, who intervened and requested the government to provide local policemen, village watchmen, and guards to protect the people. The soldiers who were put in place eventually drove away the bandits.

As gratitude to Pineda, the villagers named their town after him. On 11 June 1901, Pasay (then called Pineda) was annexed to the province of Rizal by virtue of Republic Act No. 137. On 4 August 1901, by virtue of Com. Civil Law No. 227 passed by the Municipal Board, the name Pineda was reverted back to Pasay in honor of Princess Pasay.

In this time of peace and progress, Pasay was made into a pueblo (a Spanish equivalent of a town) on 2 December 1863 upon the recommendation of then Archbishop Gregorio Martinez of Santa Cruz. December 2 is celebrated today as the Foundation Day of Pasay City. The Order of St. Augustine also established the Sta. Clara de Montefalco Parish Church on 1 September 1864 with Fr. Simeon Betino, OSA, as its first parish priest.

The rest of the Philippines, however, was looking for the same freedom from the Spanish colonizers that in 1892, Gat Andres Bonifacio, a Filipino revolutionary leader, formed the *Kataastaasang Kagalang-galangang Katipunan ng mga Anak ng Bayan*, or more popularly known as KKK or the Katipunan. A trio of Filipino warriors—Pascual Villanueva, Jacinto Ignacio, and Valentin Esguerra, residents of Pasay—then formed its Pasay chapter called *Balangay Kaliwanagan ng Kataastaasang Kagalang-galangang Katipunan ng mga Anak ng Bayan*.



THE FACE OF A PRINCESS. Illustration of a Tagalog royalty, Princess Pasay. Photo courtesy of Indiana University Archives

In 1896, the Philippine revolution began when the Spanish authorities discovered the Katipunan. Former Philippine President Fidel V. Ramos calls the Philippine Revolution of 1896 as one of the “three shining moments in Philippine history.” FVR said, “*One hundred years before, our nation’s founders gathered to declare – with one heart, one mind and one voice – our freedom from the yoke of colonial tyranny.*”

One notable hero-daughter of Pasay was Doña Marcela Marcelo Lugo – a brave soul who led *revolucionarios* in different battles but unfortunately died in 1897 during the Battle of Pasong Santol.

In *Some Minutes of the Revolution of 1896-97*, Carlos V. Ronquillo, Secretary of Gen. Emilio Aguinaldo wrote:

*“One of our platoons was led by a woman of great courage: a middle-aged married woman who had a child, a woman from Pasay (if we were not mistaken), who was always in the heat of the battle, with no weapons but a bolo. She died a heroine when the Spanish trenches were taken in Pasong Santol. This action so frightened the Spaniards that they ran and were driven by the infantry and Tagalog volunteers. Because of this, the enemy was expected to retaliate.”*

Many rebels from Pasay also joined Manilans in surrounding the Walled City of Intramuros.

#### THE AMERICAN RULE AND THE DEVELOPMENT OF PASAY

On 21 April 1898, the United States, however, declared war against Spain. There were many reasons but the most obvious ones included America’s support of Cuba’s ongoing struggle against Spanish rule and the explosion that rocked the U.S.S. Maine in Havana Harbor.

Under the command of Commodore George Dewey, the U.S. Navy defeated the Spanish fleet led by Admiral Patricio Montojo which was guarding the Philippines. Even with the Spanish fleet positioned in front of its cannons in Intramuros, it was no match to the Americans with their more advanced fire power and ammunition.

Once the Americans had broken the century-old rule of the Spaniards, they settled between the shores of Pasay and Parañaque with the first American base in Pasay named Camp Dewey.

As the Americans conquered more and more Spanish settlements in Manila, Commodore Dewey and the American troops retained their headquarters at Camp Dewey. Even when the Filipino-American war broke out in 1899 after a misfired gun incident, Americans retained their position in Camp Dewey.

By November 1899, more than 70,000 American troops had stationed in Pasay. Their military base extended up to the present location of the Philippine General Hospital.



The Americans then further developed Pasay. The area between the present Taft Avenue and Roxas Boulevard, which was once a part of the sea, was reclaimed as new land (Old Reclamation Area). New and wider roads were made and residential subdivisions were opened. The Pasay municipal building was soon established with its first president municipal Don Catalino Taylo.

When the Philippine-American War ended in 1902, Pasay was considered as one of the cleanest and healthiest towns in the country. By 1904, the American leaders passed the Friar Lands Act which ordered the Augustinians to sell their land. The American Warner Barnes and Company bought many of these lands and sold them back to the natives or for military use for as low as P2.00 per square meter.

Further progress took place during the American years in Pasay. In 1905, Manila’s most important street, Calle Real, extended to Pasay – now presently called F.B. Harrison. The tranvia, an advanced transportation model back then, also traversed from Pasay to Manila and its surrounding towns. A group of American and British expatriates living in Manila also founded The American School situated in a large property in Calle Donanda, Pasay. The school provided children of expatriates with a curriculum in accordance with international standards. This was also the time when the Malibay Barrio School was put up which was later converted into a garrison by the Japanese soldiers.

TOP TO BOTTOM: Filipino outpost on road between Manila and Camp Dewey; Pasay municipal hall; and Malibay Barrio School circa 1907



Spanish soldiers in formation at the walled city of Intramuros



Manila Polo Club members and guests watching the games, circa 1910. BELOW PHOTO. Governor General Cameron William Forbes in January 1909. He conceptualized and established the Manila Polo Club. Photo Credit: Manila Nostalgia Blog by Lou Gopal

In 1913 upon the lobbying of Quezon to the United States, Congressman Francis Burton Harrison of New York became Governor-General of the Philippine Islands. He eventually turned out to become the most benevolent of all men sent to the Philippines. Filipinos were eventually given the majority in the upper Chamber of the Philippine Congress.

In 1916, the U.S. Congress passed the Jones Act that provided the country with an autonomous government and the Philippine legislature, the Senate and House of Representatives, all composed of Filipinos. In the same year, Quezon ran in the national elections and secured a Senatorial seat – where he soon became Senate President. Meanwhile, Sergio Osmeña became Speaker of the House.



An aerial view of the Manila Polo Club. The distinctive Pagoda can also be seen. Photo Credit: John Tewell | US National Archives



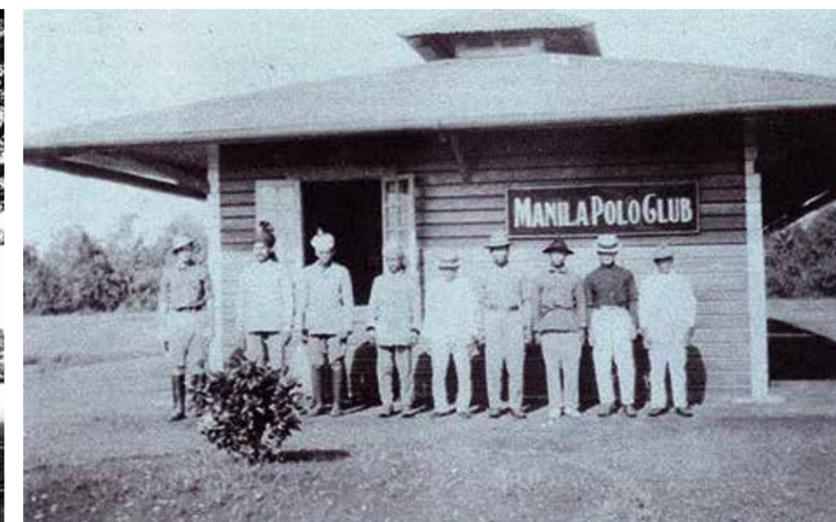
In 1909, polo aficionados came to Pasay and established the Manila Polo Club through the efforts of Governor General Cameron William Forbes, who donated the vast track of land which now included the present site of the Cuneta Astrodome. When a huge fire burned the Manila Polo Club, the a venue was transferred to its present location at Forbes Park in Makati.

It was also at this time that a man of nobility in character, Don Manuel Luis Quezon Antonio y Molina initially joined the fight against the Spaniards, and then towards the Americans where he later became friends with some of them. After finishing his education, he ventured into politics and soon became the president of the Philippine Commonwealth. He implemented impressive policies, including making Tagalog as the basis of the Philippine national language.

In 1909, Manuel L. Quezon soon became a Resident Commissioner and a member of the U.S. Congress – but without the privileges – for eight years.



Baseball games on a typical Sunday at the original polo club in Pasay in 1941, the fields were described by some as “having the greenest imaginable fields” at that time.



Manila Polo Club before it was transferred to Makati.

In 1918, Manuel L. Quezon built a home on a 3,750 square meter lot on No. 235 Robert Street in Pasay where he lived with his wife Aurora Aragon and their four children. One of the highlights during this period happened in 1922 when the Prince of Wales visited Pasay. In the afternoon of his arrival, he played polo with an American team at the Manila Polo Club. The Prince later became King Edward VIII who would be famous for abdicating the throne to marry the woman he loved.



**One of the highlights during this period happened in 1922 when the Prince of Wales visited Pasay. In the afternoon of his arrival, he played polo with an American team at the Manila Polo Club. The Prince later became King Edward VIII who would be famous for abdicating the throne to marry the woman he loved.**

In 1919, the Nichols Air Base was initially established as Air Service, United States Army – which later became the headquarters of the Philippine Air Force in 1946.

In March 1934, the Tydings-McDuffie Act was passed and made the Philippines a Commonwealth with National Independence promised by 1946.

On 17 September 1935, Quezon and Osmeña were elected President and Vice President, respectively. On November 15 that same year, Quezon was sworn in as President of the Commonwealth of the Philippines by Chief Justice Ramon Avanceña - witnessed by thousands of Filipinos, including then Pasay Mayor Moises San Juan.

Manuel L. Quezon then tapped Gen. Douglas MacArthur as his military advisor.

In an article published in 1939 in Inside Asia, John Gunther wrote:

*“He got General Douglas MacArthur to come to Manila as his military adviser and superintendent of the military establishment of the islands in five minutes of talk. He said to MacArthur, ‘I want your answer to just one question: Are the islands defensible?’ MacArthur said, ‘Yes,’ and Quezon offered him the job.”*

During the 1930s, the development of the Philippines broadened with the establishment of the Nichols Field, now known as Villamor Airbase. Unfortunately, with the fast pace of changes and modernity came the proliferation of other “worldly” ventures such as the establishment of the red-light district, especially in the areas of Ermita and Pasay.



TOP: The Prince of Wales in one of his lighter moments.  
 BOTTOM: The Prince of Wales, who later became King Edward VIII, just before the game started. Because of a polo ball cutting his forehead, he was compelled to retire from the field.

## WORLD WAR II AND THE ALLIES FOR WORLD WARS

The 20th century was a time of great wars. The Philippines, now an automatic ally of the U.S. trained 15,000 Filipino soldiers at the Nichols Field purportedly to be sent to Europe to fight during World War I. Fortunately, the war ended before their deployment.

On 8 December 1941, Japan attacked Pearl Harbor, damaging an American aircraft. Two days later, President Quezon called a Council of State Meeting at his other residence in Marikina, and then a few days later on December 12, the American Asiatic Fleet in the Philippines withdrew to Java. In December 26, Gen. Douglas MacArthur declared Manila and its surrounding districts an “Open City” to save them from further destruction. On 11 March 1942, Gen. MacArthur was then ordered to leave the Philippines, leaving his men at Corregidor.

When the Japanese soldiers raided the American territories during World War II, Pasay City was directly hit. According to some accounts, Filipinos retaliated against the Japanese invaders and heroes were then born. Residents of Pasay City formed the Straughn’s Fil-Am Pasay South Guerilla unit and a young man named Carlos Malonzo from Barrio San Roque formed a broadcasting station with 14 other companions, calling it The Voice of San Juan dela Cruz.

Aside from airing the Philippine and American National anthems, The Voice of San Juan dela Cruz also aired the developments of war and delivered encouraging messages to the fighters. At the age of 18, Carlos was captured and assassinated.



BAPTISM BY FIRE.  
 This residential district in Pasay took a beating from Japanese bombing planes — one of the first districts to be bombed.

Being the favorite location of native inhabitants and foreigners, Pasay unfortunately became the home of one of the most brutal and torturous vexation against the Filipino people. The town witnessed some of the most horrifying punishments for captive soldiers, including The Cut that ordered Filipino and American prisoners of war to hand-dig an entire hill in Nichols Field to create the longest runaway in the Pacific. Definitely, they were starved to death.

Another was when the Japanese learned of General Douglas MacArthur and Sergio Osmeña, and other American soldiers, landing on the Leyte Gulf and liberating Manila, one step at a time. Not only did they devastate properties and lives, the Japanese forces also raped, mutilated, and bayoneted Filipinos whom they met. Some of the survivors were found without breasts and nipples, and the women had bayonet wounds in their genital area. The Japanese soldiers also ransacked buildings and homes before bombing or burning the properties.

As the war came to a brutal end, Pasay City experienced one of the worst, if not, the worst, kind of devastation. This was how General MacArthur described the city in ruins:

*“For me, it was a soul-wrenching moment. [Manila] was a city ravaged beyond measure. As I passed through the streets with burned-out piles of rubble, the air still filled with the decay of the unburied dead. The tall stately trees that had been the mark of a gracious city were nothing but ugly grubs pointing broken fingers at the sky. Once famous buildings were now shells. The street signs and familiar landmarks were gone.”*



TOP TO BOTTOM.  
Entrance gate of Nichols Air Base; Boeing P-26 US Army Air Corps, 3rd Pursuit Squadron, circa 1938 (photo credit: Manila Nostalgia Blog by Lou Gopal) and; a Base Operations office in Nichols field which became the headquarters of the Philippine Department Air Force.

#### THE LIBERATION OF PASAY CITY

Pasay was still reeling from the effects of the desolation come post-Second World War. Although the days became days of healing and restoration, there was also hope for the people, especially when then-President Sergio Osmeña appointed Adolfo Santos, the pre-war vice mayor, to take care of the town.

Both the government and the people, meanwhile, worked together for renewal and restoration.



A Filipino family sheltered beneath the rubble of their destroyed home, Pasay, Metro Manila, 13 February 1945  
Photo Credit: John Tewell

To bring revival to the town and the people, then Rizal province 1st District Congressman Ignacio Diaz, pushed for the bill to develop the town of Pasay into a city – which was declared on 21 June 1947. Pasay was initially called “Rizal City”, named after the country’s national hero, Dr. Jose Rizal.

It was during this time that the Philippine Air Lines was founded by Andres Soriano, one of the country’s leading industrialists. A couple of years later, the Philippine Air Force was also established.

To bring revival to the town and the people, then Rizal province 1st District Congressman Ignacio Diaz, pushed for the bill to develop the town of Pasay into a city – which was declared on 21 June 1947. Pasay was initially called “Rizal City”, named after the country’s national hero, Dr. Jose Rizal. This was also the time when schools began sprouting in Pasay. One of the firsts was the Padre Burgos Elementary School which was the first public school building in Pasay City, and was initially named Pasay Central School. Other schools that were established included Maryknoll College in Pasay which was first opened in a private house in Pasay, Rizal, just north of Manila. It is now known as Miriam College and is now located in Quezon City. The Pasay City High School which was built in 1949 is one of the largest public schools in Pasay.

The government also established places of worship such as the Church of Our Lady of Sorrows; the Libreria de San Pablo Catholic Women’s League; Caritas, the grotto of Our Lady of Lourdes; the Parish of San Isidro Labrador; and the Parish of San Rafael.

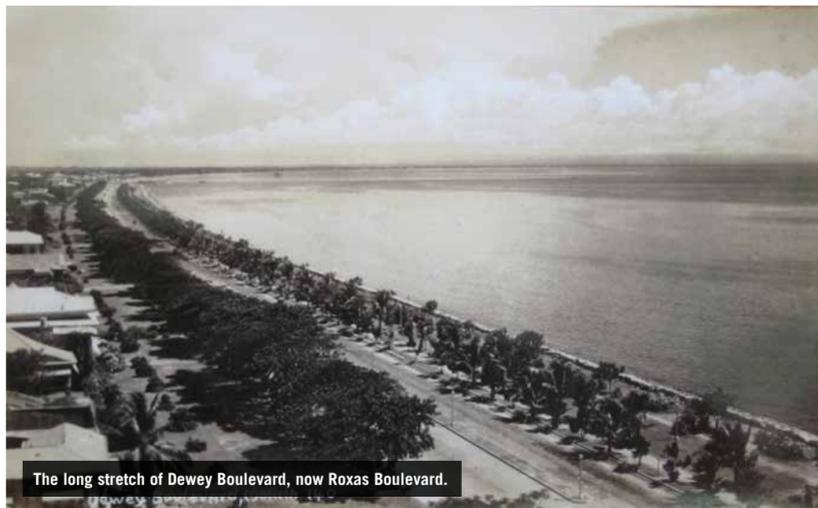
In 1950, the name “Pasay” City was given back to the city. It was also during this time that the airport area and the Reclamation Area from Roxas Boulevard to the current bay were developed. The stretch of Dewey Boulevard (now known as Roxas Boulevard) named after then Commodore George Dewey was a picturesque seaside destination with beautiful view of American residences, all located within a few hundred feet from the shoreline.



Philippine Air Lines



A fleet of PAF Douglas C-47 Goonerville Birds, also called “Wamba Wamba” transport aircraft, performing routine troop ferrying and air mobile operations in 1960s. Photo Credit: Pestana Family via Mr. Francis Karem Neri



The long stretch of Dewey Boulevard, now Roxas Boulevard.



The first public school established in Pasay City — the Padre Burgos Elementary School. Pictured here is the old Gabaldon building.



Students hang around at Maryknoll College, now known as Miriam College.

Five years later, the people of Pasay were granted the freedom to elect their leader. Then appointed as Pasay City Mayor Pablo Cuneta ran for elections and won as mayor. Although he was defeated by Jovito Claudio in 1967, it seemed he never left the mayoral seat, running and winning again until 1997, making him the longest-serving mayor in the city.

In the 1950s, Pasay City was slowly regaining back its old glory, beginning with the establishment of the Manila International Airport (now known as Ninoy Aquino International Airport or NAIA) and the Manila Motor Coach or more popularly known as Matorco, a double-decker bus that used to ply along Dewey Boulevard, which can accommodate as many as 100 passengers. This was also the time when Cartimar Market was established, hailed as the city’s most modern and best laid-out shopping center in that area.

Historian Ben Bal’Oro delightfully reminisces his memories as a young boy growing up in Pasay City – walking along the Pasay beach towards the South, taking a dip in the beach, relaxing and peeping at the games being held at the nearby Rizal Baseball Stadium, and being a suburban reporter when Mayor Pablo Cuneta moved to the new Pasay City Hall. He also mentions the presence of a racetrack in the area of Leveriza which according to him, was the reason why many of the streets of Pasay led to dead ends: the streets often led to this vast racetrack.

*“To this day, Pasay continues to enchant us as it grows by leaps and bounds under the present administration of Antonino Calixto,” he says. “But for us who know its colorful history, the tales about Pasay and its people will never end.”*

In his 30-year reign as Pasay City mayor, Pablo Cuneta has transformed Pasay City into one dazzling ensemble of structures and establishments. Among the most noteworthy edifices included the Cultural Center of the Philippines, the Tanghalang Francisco Balagtas or the Folk Arts Theatre, the Film Center, the Philippine International Convention Center, the Nayong Pilipino in Pasay which was a cultural, educational and historical landmark that showcased a miniature Philippines, and the Philippine Center for International Trade and Exhibition (Philcite) which was a venue for Christmas Trade Exhibition, an annual toys and gift fair.

The Coconut Palace, meanwhile, was later erected in 1981 and was used as a venue for official affairs.

Malibay in Pasay City also became the cultural scene. The Malibay Plaza, for one, catered to cultural and sports events during fiestas and summer occasions while another event, the Malibay Fiesta, held a traditional procession of religious images and relics on the streets. The Sunduan in Malibay was a courtship ritual where dashing boys would pick up elegant ladies and they would walk together with other couples towards San Juan Nepomuceno Church where they would be blessed by the Parish priest and enjoy a grand feast prepared in the house of the host.

As a result, Pasay City became a center of culture and the arts.

Under Cuneta's leadership, Pasay City became the hub for events and games with the establishment of the World Trade Center and the Star City Amusement Park.

In spite of these developments, however, Pasay City was a witness to a revolution. Filipinos who had enough of the dictatorial rule of former President Ferdinand E. Marcos took it upon themselves to oust the former president. Pasayenos took part in the peaceful EDSA People Power Revolution in 1986. While many people walked from Pasay to the camps in Quezon City, others created propaganda materials.

## PASAY ASTRODOME

The Pasay Astrodome, popularly known as Cuneta Astrodome is an indoor sports arena with a seating capacity of 12,000. It opened in 1993 and became home of the Philippine Basketball Association for some time. Aside from the PBA, it has hosted other amateur, professional and collegiate sports competitions. It is also being used as a venue for religious gatherings and political meetings.

Aside from its court area, the Pasay Astrodome has an Administration office, an Artist room, a referees' room, a function room, a press room, a storeroom, four dugouts and 18 commercial stalls.

The astrodome is named after Enrique Cuneta, a former Pasay City official. It is being operated by the Pasay City government.

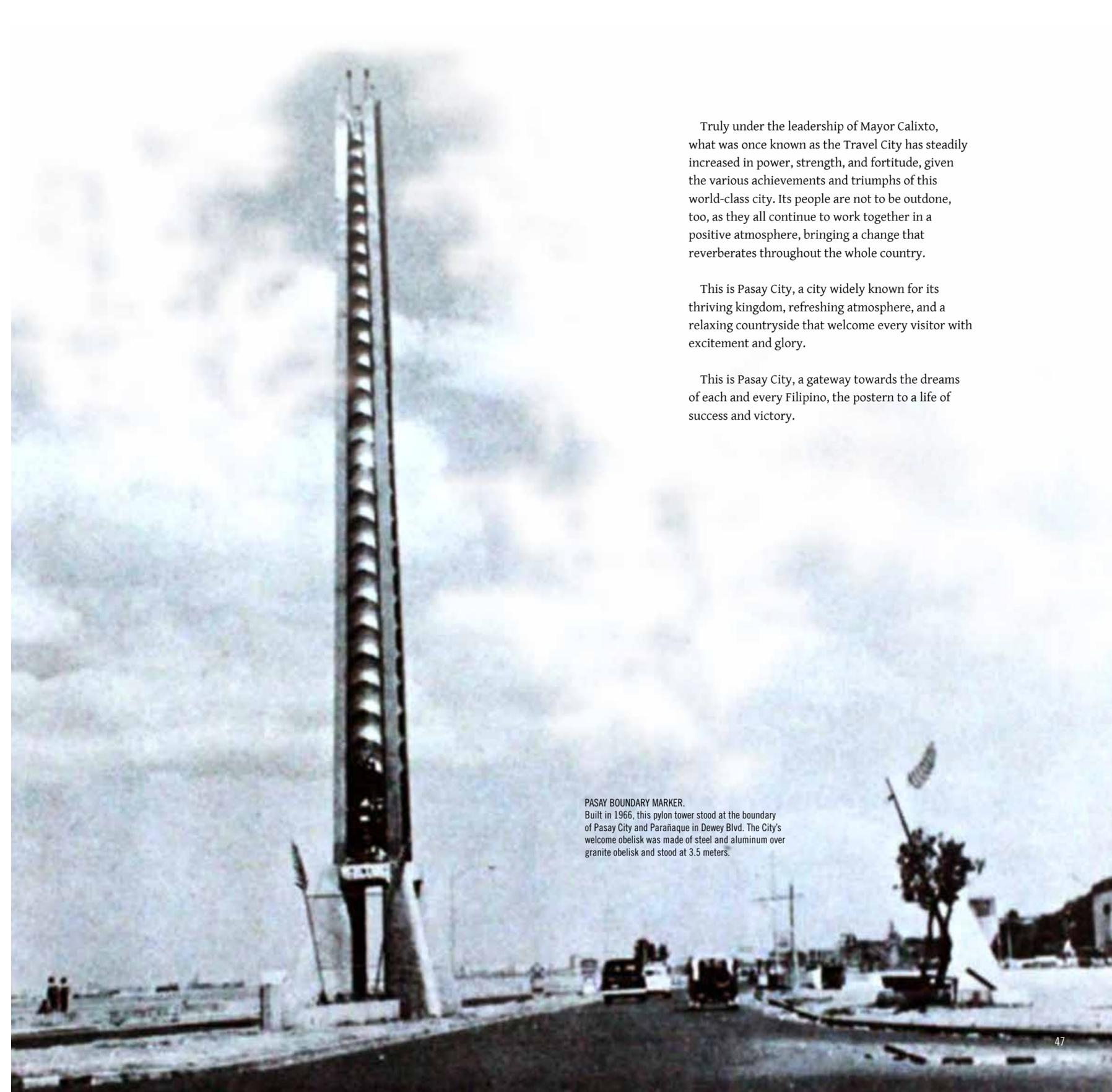


Leading the pack was Eduardo "Duay" Calixto, the father of Mayor Antonino Calixto, who, together with a group of brave souls, joined the masses in getting rid of the dictator-president. Soon, President Ferdinand E. Marcos was ousted and a lesser-known housewife by the name of Corazon C. Aquino took over the presidency.

With President Aquino at the helm of the government, Eduardo "Duay" Calixto was appointed OIC-Mayor of Pasay City. His achievements were remarkable even though he had only a short stint as mayor. Some of the highlights of his mayorship included the acquisition of the 52-hectares Reclamation Area, the cleaning up of Taft Avenue and Libertad Street, the legalization of tricycles, payment of teacher's COLA, 10 percent salary increase of city hall employees, establishment of drug abuse rehabilitation centers, improvement of city streets, the establishment of the Pasay Manpower Development Center, and the creation of the City Committee on Good Government. He was also known as an honest, God-fearing man who followed the law and fought those who went against it.

In 1998, Pasay City elected a new leader – Dr. Jovito Claudio – who by the turn of the millennium relinquished his seat to Wenceslao "Peewee" Trinidad, a lawyer.

It was in 2010 when Pasay City experienced a new dawn in the son of Mayor Duay, Antonino "Tony" Calixto who would later on steer Pasay City to greater heights with his honest and good governance, and many projects and programs for this beloved city. As he ends his third year term, Calixto will continue to serve Pasay as Representative of its lone district at the Philippine Legislature.



PASAY BOUNDARY MARKER.  
Built in 1966, this pylon tower stood at the boundary of Pasay City and Parañaque in Dewey Blvd. The City's welcome obelisk was made of steel and aluminum over granite obelisk and stood at 3.5 meters.

Truly under the leadership of Mayor Calixto, what was once known as the Travel City has steadily increased in power, strength, and fortitude, given the various achievements and triumphs of this world-class city. Its people are not to be outdone, too, as they all continue to work together in a positive atmosphere, bringing a change that reverberates throughout the whole country.

This is Pasay City, a city widely known for its thriving kingdom, refreshing atmosphere, and a relaxing countryside that welcome every visitor with excitement and glory.

This is Pasay City, a gateway towards the dreams of each and every Filipino, the postern to a life of success and victory.

# the people of PASAY

With a rich and abundant historical background, Pasay City has been known for its prominent figures who not only fought for the country but brought distinction and honor in many parts of the world. From the time of the Spaniards to the Japanese occupation to the advent of the digital world, and now, with modern innovation and technology, these people have all contributed to the success of Pasay City to what it is today. There is no doubt that in their own small way, they have advanced the nation or sacrificed their lives – whether their bodies, their minds and their spirits – in catapulting a bevy of benefits that all reap in this present generation.

From soldiers to writers to presidents and artists, they continue to write history as they seek to attract more and more people towards Pasay City. They are nation-builders, trailblazers, and most important of all, they are ordinary people who have lived and are living extraordinary lives.

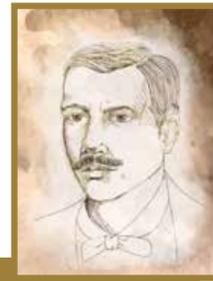
As American elder statesman, political scientist Henry Kissinger once said, *“The task of the leader is to get their people from where they are to where they have not been.”*

## Carlos Malonzo (World War II)

After witnessing a Japanese sentry smack an elderly Filipino woman for failing to bow to him, eighteen-year old Carlos Malonzo vowed to bring freedom to the Filipino people. Together with his friends, he stole P50,000 worth of goods from Japanese supply warehouses, sold the items in the black market, and used the proceeds to buy equipment to launch The Voice of Juan dela Cruz. He was not a professional broadcaster but his desire to avenge every Filipino was strong and powerful.

After two months of broadcast, the Japanese caught up with him and eight of his colleagues. They were executed but his wife, Violet Brown, and a few others continued the broadcast for another two months after his death.

# LOCAL HEROES OF PASAY



## Cornelio Pineda (1700s)

In the ensuing battle between the Spaniards and the natives, an influential Spaniard Don Cornelio Pineda who hailed from the town of Singalong (which was then a part of Pasay) came to the defense of the natives by asking the government to provide local policemen, village watchmen, and guards to protect the people. His actions allowed the soldiers who were put in place to eventually drive away the bandits.

Because of such a noble deed, the villagers named their town after him.

## Pascual Villanueva, Jacinto Ignacio, Valentin Esguerra (1896 Revolution)

Their quest for freedom from the Spaniards propelled these three eminent and local heroes – Pascual Villanueva, Jacinto Ignacio, Valentin Esguerra - to form Balangay Kaliwanagan ng Kataastaasang Kagalang-galangang Katipunan ng mga Anak ng Bayan, which was a local chapter of Andres Bonifacio's KKK.

Villanueva served as a special agent while Esguerra and Ignacio were part of the supreme council in KKK Kalookan.



## Doña Marcela Marcelo (1896 Revolution)

History is replete with many women leaders who feared nothing. One of them was Doña Marcela Marcelo who, armed with only a bolo, led a whole platoon in fighting the Spaniards. Because of a fierce and aggressive manner during the revolutionary period, she was called Selang Bagsik (Ferocious Sela), or Generala Sela (General Sela)

As stated in the account by a certain Martin Vinago in 1928, Marcelo died with a bullet to her head while ordering her platoon during the Battle of Pasong Santol in Cavite in 1897. She led this siege and the platoon was victorious in acquiring the trenches of the enemies.

## Maximo Gregorio (1896 Revolution)

Called Nol Chimo by friends and neighbors, Maximo Gregorio was born on 18 November 1856 in Pasay City, then a province of Rizal. Upon being drafted in the Spanish army at such a young age, he joined Regiment No. 72 which was sent on an expedition to Jolo to fight and pacify the Moros. He was also initiated into the Masonry and later joined Katipunan where he became busy organizing branches in Cavite, namely Marikit (Bright) in Barrio, San Antonio; and Lintik (Lightning) in Barrio, San Rafael.

Gregorio was shot in the head when the Spaniards learned of his revolutionary tactics. He was among the “Thirteen Martyrs of Cavite.”



## Manuel C. Colayco (World War II)

A journalist, a lawyer and an academician, Manuel C. Colayco after his graduation from the Ateneo de Manila University taught at University of Santo Tomas and other schools. He became editor of the English section of *La Defensa* and became the first editor of the Philippine Commonwealth. In 1939, he headed the delegation of the International Eucharist Congress in Budapest, Hungary, and then also traveled to the United States. When the war in the Pacific broke out, he joined the revolutionaries in Bataan, and was part of the Death March where the Japanese eventually released him in Tarlac.

Colayco immediately joined the guerrillas and became the leader of the 7th Manila Unit of Allied Intelligence Bureau. He also published *Freedom*, a newspaper for the guerrillas, and volunteered to lead a group of American and Filipino soldiers out of a heavily guarded University of Santo Tomas. During his escape, however, a bomb exploded, killing him.

To commemorate his heroism, a marker was put in place in Darham Plaza, Pasay City.



## Dr. Juan S. Salcedo (World War II)

Known for his advocacy in treating several diseases in the country, Dr. Juan S. Salcedo headed the national campaign in strengthening and intensifying treatment against beriberi, malaria, and tuberculosis. He gave immunity shots to children and formed groups that fought against malaria breeders such as mosquitos. As the Secretary of Health in 1950, he organized the Rural Health Unit.

Because of his advocacy on health, he was later on bestowed the National Scientist of the Philippines in July 1978.

Salcedo was also known as an academician. Not only did he become the director of the Philippine Relief and Rehabilitation Administration and was the representative of the United Nations in the said unit, he was the first director of the Institute of Nutrition which eventually was renamed to the Nutrition Foundation of the Philippines.

Born in Pasay City in 1904 and graduated from the University of the Philippines with a degree in Medicine, he became the captain of the Medical Corps, Dr. Juan S. Salcedo landed with General Douglas MacArthur and President Sergio Osmeña on the shores of Leyte on 20 October 1944.

## Francisco “Frank” Cedula (World War II)

The Battle of Piis where Filipino soldiers from the USAFFE, Philippine Scouts, and local guerrillas participated in delaying the Japanese Landing Forces from advancing to Manila during World War II was perhaps one of his most unforgettable Christmas. In his account, Frank Cedula said, *“Flashes and gunfire coming from the other side of the hill. This made me realize that the American tanks were firing in an attempt to break the roadblock from their side of the line. This action emboldened me and my comrades, still alive to rush through the gap created by a fire of American tanks. The Japanese then stood up and confronted us with bayonets and as I parried with one something struck me in the back of my head, and as I fell down, I felt bayonets stabs on my chest and shoulders.”*

Cedula became the lone survivor of the attack and in the succeeding years, he helped his fellow war veterans receive their promised benefits. In honor of those who perished in the Battle of Piis – soldiers who gave up their lives to defend the junction - a Memorial Marker was unveiled in Lucban, Quezon on 2 May 2011.



## Darwin Ramos

Darwin Ramos whose name means dear or gifted friend was a street child born in the slums of Pasay in 1994. At seven years old, he was diagnosed with Duchenne muscular dystrophy, a genetic disease characterized by muscle weakness. In 2006, he was rescued by the Tulay ng Kabataan (TNK) or Bridge of Children Foundation and then lived in the Our Lady of Guadalupe Center, a home for handicapped boys.

Because of his innate kindness and gentleness, he was well-loved by the other children in his special home. In fact, the caretakers described him as a boy with a “fighting spirit” and a “loving child” because he was constantly seen praying. His faith in God never wavered and in spite of his dilapidating condition, he faced life with certainty, love, peace, and joy. During the course of his sickness, his life was filled with hope, often influencing other children in the foundation to also possess the same qualities as well.

On 16 September 2012, his condition worsened and a few days later on 23 September 2012 a day before he wrote a Thank-You letter to all those who took care of him, stating *Maraming salamat po. Masayang masaya ako*, Ramos passed away at the tender age of 17 years old at the Philippine Children's Medical Center in Quezon City.

His benevolence and devotion to Jesus Christ led Bishop Honesto Ongtioco of Cubao to start the process of elevating him to become a saint. This is at the request of the Friends of Darwin Ramos Association.

Today, Ramos is declared a “Servant of God” by Pope Francis, giving the Diocese of Cubao the go signal to begin the Catholic process of beatification and canonization, according to the Catholic Bishops' Conference of the Philippines.

## Jose P. Maibag, Florentino V. Gonzales, Candido Castro (World War II)

Born and raised in Pasay City, the triumvirate of Jose P. Maibag, USAFFE soldier Florentino V. Gonzales, and Philippine Scout Candido Castro formed the Straughn's Fil-Am Pasay South Guerilla Unit. Maibag also headed the formation of an underground network for resistance.

# SONS AND DAUGHTERS OF PASAY

Some places become well-known because of their people. And for the city of Pasay, no other people can be as colorful as those who have brought recognition to the city – not just because of their fame and fortune but because of their hard work, efforts, dedication and commitment in upholding the integral values of the city of Pasay.

These are the people who have bannered their names in Pasay and in the country with their many contributions and achievements.



jose  
FERIA

Born in Pasay on 11 January 1917, Jose Y. Feria is the son of former Supreme Court Justice Felicisimo Feria and Vicenta Yusay. Having earned his undergraduate degree in Commerce at De La Salle College in 1936 and his Bachelor of Laws at the University of Santo Tomas in 1940, he was known for his authored textbooks on procedural law.

One of his memorable experiences was when he was invited to give a seminar at the Instituto de Derecho Processal, Colegio de Abogados in Madrid, Spain. In 1960, he was also a lecturer at the University of the Philippines Law Center.

Feria also served as an Associate Justice of the Supreme Court of the Philippines from 1986 to 1987. He was among the first appointees to the Supreme Court of President Corazon Aquino.

He suffered from stroke and died on 8 May 2008.



anita  
LINDA

Anita Linda, or Anita Lake in real life, is the oldest cultural icon to grace the screens. At 94 years old, she is still active both in television and in the movies, with her latest offering “Circa” under the direction of Adolf Alix Jr. in theatres soon.

Linda started her showbiz career when she was discovered by well-known director Lamberto Avellana while the former was performing on stage. In her younger years, she played romantic lead roles and later gained critical acclaim for her portrayals in elderly roles. Some of her critically acclaimed maternal

roles were the Lino Brocka films *Tinimbang Ka Ngunit Kulang* (1974), *Isa Dalawa Tatlo* (1974) and *Jaguar* (1979).

In 1998, she won the FAMAS Best Supporting Actress for *Ang Babae Sa Bubungang Lata*, the oldest actress to do so at the age of 74. She won several FAMAS and Gawad Urian awards after that.

Born on 23 November 1924 in Pasay City to James Lake, an American mining engineer, and Gorgonia Buenaflor of Iloilo, Linda married actor Fred Cortes with whom she has a son, actor Fred Cortes Jr.



eliseo  
SORIANO

Eliseo Soriano is best known for his moniker Brother Eli. Born on 4 April 1947, he is the main host of the radio and television program *Ang Dating Daan* which is considered as one of the longest-running religious program in the Philippines.

He is currently the Overall Servant of Members of Church of God International (MCGI) or *Ang Dating Daan*.



mina  
GABOR

Dr. Mina T. Gabor was the former Secretary of the Department of Tourism (DOT) from 1995 to 1998 and the undersecretary of the Department of Trade and Industry (DTI) and became the founder and first president of the Center for International Trade Expositions and Missions Inc. (CITEM), the export promotions arm of the DTI.

During her time as the DOT Secretary, she has successfully promoted the Philippines as a tourist destination, thus, achieving record tourist arrivals of more than two million for the first time in 1996 and surpassed the target of 2.2 million tourist arrivals in 1997.

She is a recipient of the Philippine Legion of Honor Award (the highest award bestowed by the Philippine government to an individual) for her exemplary contributions for the development of tourism in the Philippines and her outstanding performance as Tourism Secretary. Also, she was conferred as reserved officer, Lt. Colonel, of the Philippine Army.

Gabor is also a writer, designer, broadcast journalist, painter, lecturer, and product merchandiser.



jodi  
STA. MARIA

Award-winning actress Jodi Sta. Maria started her career in a slew of teen-oriented shows until her breakthrough performance in the form of the youth-oriented drama *Tabing Ilog* where she played Georgina. She soon ventured into a different mix of roles, playing a nanny-turned-rich matriarch in *Be Careful With My Heart* and the iconic Amor Powers, a vengeful desolate in *Pangako Sa Yo*. Sta. Maria stars in her latest flick, *Clarita*, about a chilling tale of an inmate who is attacked by a malevolent force.

Born on June 16, 1982, Sta. Maria was born in Pasay and attended Philippine Pasay Chung Hua Academy. She was an honor student.

Born on 25 August 1934, Eddie Ilarde was both a Filipino and television host and a politician. After making his first radio broadcast in 1953, he became a regular guest at *Tayo'y Mag-aliw* of the famous 50's radio announcer Paeng Yabut.

He then ventured into politics by running as councilor and then winning the top spot in 1963. Two years later, he ran and won as congressman in the First District of Rizal which was Pasay then, earning the moniker “Father of

the Police Reform Act”. In 1971, Ilarde ran for the Senate under the Liberal Party. He ranked no. 4 in the Senate slate and assumed office in the 7th Congress in January 1972, after surviving the Plaza Miranda Bombing during their final political rally. During his term, he served as an Assemblyman of the Interim Batasang Pambansa.

Ilarde finished a degree in Journalism at the Far Eastern University, where he was voted “Outstanding Alumni” in 1957.



eddie  
ILARDE

Freddie Webb is a distinguished basketball player, coach, and TV personality. He started his career as a member of the YCO Painters Team in the 1970s and was part of the Philippine Basketball team to the 1972 Munich Olympics.

From there, he also dived into politics, having been a councilor of Pasay from 1971 to 1978, and a former Representative of the Lone District of Parañaque. Because of his dedication to his craft, he was awarded one of the Ten Outstanding Congressmen of

the Year Award. Soon, he sponsored the provisions creating the Sangguniang Kabataan in the Local Government Code of 1991.

His notable contributions to Pasay paved way for his election as Senator in 1992. He held various chairmanships like Senate Committees/Committee on Health and Demography and the Committee on Games and Amusements. He also headed the Senate Ad Hoc Committee on AIDS and the Congressional Commission on Health.

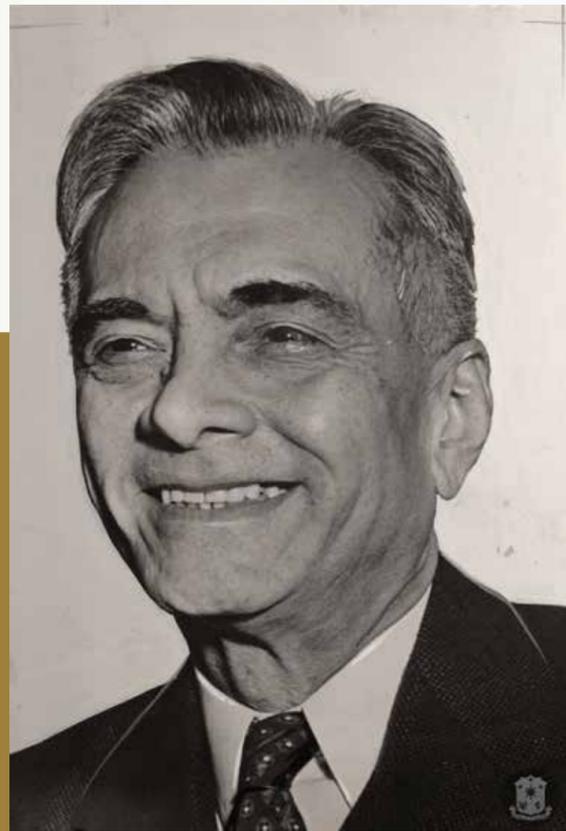


freddie  
WEBB

# distinguished RESIDENTS OF PASAY

Pasay City has been home to a number of distinguished and prominent personalities, among them Philippine presidents, realtor magnates, entrepreneurs, and industrialists. The once fashionable Roberts Street where President Manuel Quezon resided was also the home of the Loppa and Oppen families. The house of JP Helibron, the founder of the leading paper company and the Philippine Drug Company, still stands today. Other illustrious residents at Roberts Street included Andres Soriano of San Miguel Brewery, realtor and insurance magnate Vicente Arias, and Chinabank founder Dee C. Chuan.

Other businessmen who considered Pasay their home: Equitable Banking Corporation's Go Kim Pah; Meralco's James C. Rockwell; finance wizard Placido Mapa; the founder of Mapua Institute of Technology and the Philippines' first architect, Tomas Mapua; and sugar tycoons and brothers Juan and Julio Ledesma.



The President of the Philippine Commonwealth chose a beachside property in Pasay City to dwell in. During his presidency, Manuel L. Quezon faced many issues: the reorganization of the islands' military defense, approval of a recommendation for government reorganization, the promotion of settlement and development in Mindanao, dealing with the foreign stranglehold on Philippine trade and commerce, proposals for land reform, and opposing graft and corruption within the government.

He also established a government-in-exile in the U.S. with the outbreak of the war and Japanese invasion.



QUEZON'S MANSION. The family of President Manuel L. Quezon had their main home located on Roberts Street, Pasay. It was also the first house owned by President Quezon.



Sergio Osmeña Jr.'s home in Pasay City. Former De la Rama-Osmeña Mansion, Cuneta Avenue (formerly Fisher Avenue), Pasay City.

Manuel L. Quezon's Vice President, Sergio S. Osmeña first served as Governor of Cebu from 1906 to 1907, and then Member and first Speaker of the Philippine House of Representatives from 1907 to 1922, and Senator from the 10th Senatorial District for thirteen years, in which capacity he served as Senate President pro tempore. In 1935, he was nominated to be the running-mate of Senate President Manuel L. Quezon for the presidential election that year. The duo was overwhelmingly re-elected in 1941.

As President, he restored the Commonwealth government and the various executive departments, and continued the fight for Philippine independence.



The old Quirino avenue in Pasay, named after former President Elpidio Quirino.



A lawyer by profession, Elpidio Quirino entered politics when he became a representative of Ilocos Sur from 1919 to 1925. He was then elected as senator from 1925-1931. In 1934, he became a member of the Philippine independence commission that was sent to Washington, D.C., which secured the passage of Tydings-McDuffie Act in American Congress. In 1935, he was also elected to the convention that drafted the 1935 constitution for the newly established Commonwealth. In the new government, he served as secretary of the interior and finance under President Manuel L. Quezon's cabinet.

After the death of the incumbent president Manuel Roxas in 1948, he succeeded the presidency. Among the challenges he faced was fighting off the Hukbalahaps, who ransacked towns and barrios.

# PASAY CITY MAYORS



MIGUEL R. CORNEJO



MOISES SAN JUAN



RUFINO MATEO



ADOLFO SANTOS



ENRIQUE MANALOTO



CARLOS RIVILLA



PRIMITIVO LOVINA SR.



PABLO CUNETAS



EDUARDO CALIXTO



JOVITO O. CLAUDIO



WENCESLAO TRINIDAD



ANTONINO CALIXTO



## a tribute to PASAY LEADERS

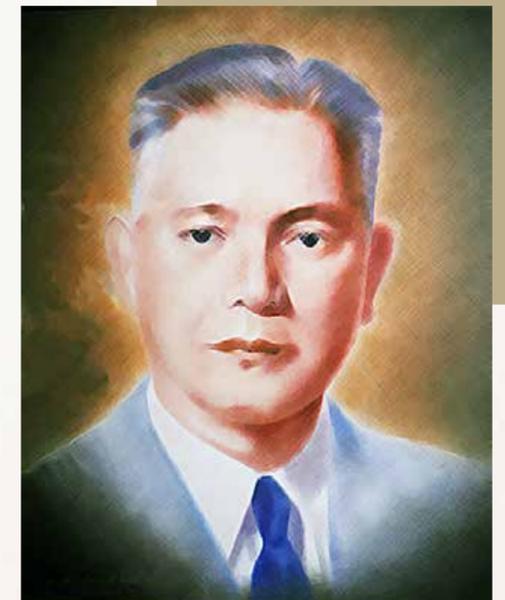
### rufino **MATEO** (1946-1950)



After General Douglas MacArthur turned over the reins of the government to President Sergio Osmeña, Rufino Mateo served as Pasay City Mayor, considered to be the first elected Municipal Mayor after the Second World War.

With the city in economic turmoil and still reeling from the effects of the war, the leadership of Mateo was off to a rocky start but eventually turned around with collective revenues from the whole province of Rizal at P472,835 as of June 1948. Another issue he had to contend with was the renaming of the city which he could not do immediately. Ignacio Santos Diaz, congressman from the first district of Pasay, pushed for the conversion of the town into a city and the city to be named after Rizal. The bill was signed into law by President Roxas on 21 June 1947.

### primitivo **LOVINA** (1950)



A close aide of President Elpidio Quirino and a native of Pasay City, Primitivo Lovina was appointed briefly as Pasay City Mayor in 1950. His appointment, however, was later recalled by Quirino and instead, he was appointed as an overseer to the Import Control Commission (ICC).

## pablo CUNETA (1950-1998)



His name rings a bell not only because he was the longest-serving mayor in Philippine history but because he is the father of one of entertainment's greatest. Pablo Cuneta or "Tatay" as he was endearingly called rose from the ranks to become one of Pasay City's most beloved mayors. In his younger years, this athlete who was both a basketball and a softball player started in the industry by cutting hair and by operating construction equipment to drive columns of wood, steel or concrete into the ground to support buildings and other structures.

His dream of living a comfortable life was soon granted when he was appointed as Pasay City Mayor in 1951. Because of his intense desire in serving the people, in 1955, he soon ran for the mayoral post and became the city's first elected mayor. In the 1959 and 1963 elections, he won another term but in 1967, lost to Dr. Jovito Claudio. That incident didn't deter him and in the 1971 elections, he regained his seat as mayor.

When the 1986 EDSA People Power Revolution erupted, he stepped down as mayor and two years later, formed his own brand of People Power in Pasay, to finally regain his old seat in the elections. In the 1992 and 1995 elections, Mayor Cuneta trumped his opponents to come out on top.

In his 38 years as mayor, Cuneta transformed Pasay into a land of opportunities. His love for sports led him to establish Cuneta Astrodome named in honor of his grandfather Enrique who was Pasay City's president municipal in 1816 - which initially started out as an indoor sporting arena with the Philippine Basketball Association (PBA) calling it home, but soon paved the way for other events such as political and evangelical gatherings.

His other achievements included the construction of the new Pasay City Hall at F.B. Harrison Street; the Maricaban Settlement; the establishment of the Pasay City General Hospital, Pamantasan ng Lungsod ng Pasay, and the Hall of Justice. Mayor Cuneta was also responsible for putting in place other structures such as health centers, parks, police stations, schools, among others.

It was also during his long tenure as mayor that he saw the cultural and building renaissance in Pasay ably helped by former First Lady Imelda Marcos who was instrumental in the construction of other landmark buildings. During the Martial Law era, Mayor Cuneta also created 487 barangays in Pasay which was eventually trimmed down to 200.

In 2000, Mayor Pablo Cuneta at the ripe age of 90 years old died of cardiac arrest due to complications. He was first married to Generosa Francisco. They were blessed with ten children. He was blessed with two more children — Chet and Sharon — in his second marriage to Elaine Cuneta.

## jovito CLAUDIO (1968-1971, 1998-2000)

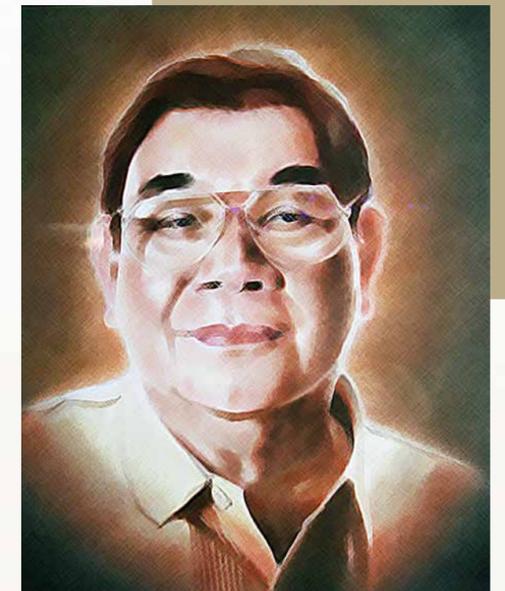
A two-termed mayor set decades apart, Pasay City Mayor Dr. Jovito Claudio had only one dream for his beloved city: transforming Pasay to truly become a dream city of the South, one that can compare to other key cities in the world.

As mayor, among his accomplishments included the beautification of Pasay districts, specifically Derham Park on Harrison and Roxas Boulevards; construction of high school buildings; cementing and asphaltting of roads; settlement of city debts amounting to P13 Million inherited from the previous administration; establishment of the first Social Welfare Administration branch in the city; establishment of a city library and health centers in each of the eight districts of Pasay; improvement of peace and order; and the promotion of cultural, social, and sports events in the city.

On 15 June 1969 on his 42nd birthday and his third year in office, Mayor Claudio delivered one of his stirring messages to the people of Pasay.

*"I give thanks to the people of Pasay City for their abiding faith, their confidence and their aspiration," he said. "Faith can move mountains, it said. Faith can move anything on this earth, I say. I take this occasion to ask you again for your understanding, wholehearted cooperation, and support, and patience, and above all, your faith in the future of this city. It is our city and no one else should be expected to keep it the kind of place we want our children to grow up in, except ourselves."*

Because of personal and political reasons, after his three-year term in 1971, Mayor Claudio toyed with the idea of not running for public office but the party to which he belonged rejected his idea and instead, encouraged him to seek re-election because of his integrity in public service. Unfortunately, he lost to comebacking Mayor Pablo Cuneta but returned more than two decades later as mayor in 1998. He only served the people of Pasay City for two years due to his ailing health. His post was taken over by then Vice-Mayor Wenceslao "Peewee" Trinidad in a recall election.



Perhaps one of his most unforgettable moments in the realm of politics was during his stint as Vice-Mayor when he got into a heated argument with Dr. Nicanor Santos, an ally of Mayor Pablo Cuneta, while in session in February 1964. The argument became so intense that Dr. Claudio was wheeled to San Juan de Dios Hospital to treat the wound that was accidentally inflicted on his forehead, needing at least eight stitches.

Born on 15 June 1927 in Pasay City, Dr. Claudio graduated with a medical degree from the University of Santo Tomas in 1954.

Entering politics a few years later, he topped the election for councilors and was eventually elected as Vice-Mayor of Pasay City with a landslide victory.



carlos **RIVILLA**  
(1950)

Much like his predecessor, Carlos Rivilla had a short stint as mayor of Pasay City where he resigned a couple of months later.

After being Pasay City Mayor, Rivilla was appointed by President Elpidio Quirino on 6 May 1952 as member of the board of governors of the Rehabilitation Finance Corporation, today's equivalent to the Development Bank of the Philippines.

The boss of the famous Pablo Cuneta who was then Vice Mayor at that time, Rivilla also owned a sugar plantation and milling company in Ormoc and Negros. He was a native of Bacolod.

wenceslao **TRINIDAD**  
(2000-2010)

Peewee to his constituents, Atty. Wenceslao Trinidad instituted many reforms during his time as Mayor. One of his landmark achievements was revitalizing the Pasay City General Hospital (PCGH) from a simple two-storey building on P. Burgos Street into a new building.

His stint in the government led him to reaping many awards and accolades. Among them included the Consumers' Union of the Philippines as City Mayor for years 2000 and 2001 and after receiving the award for five consecutive years, was proclaimed a "Hall of Famer". Mayor Trinidad was also cited by the independent group of Regional Trial Court Judges in Pasay City as Local Chief Executive Par Excellence.

Mayor Trinidad graduated from the University of the Philippines with a degree in Law in 1957. Soon after becoming a member of the Philippine Bar (now the Integrated Bar of the Philippines), he entered politics where he ran and won for the councilor post, and was elected three times. He soon became Vice Mayor and served for three terms – from 1980 to 1986, 1992 to 1995, and 1995 to 1998.

In 1997 when Mayor Pablo Cuneta stepped down because of health reasons, Mayor Trinidad took over his position. In 2000 when Dr. Jovito Claudio also suffered the same fate, Mayor Trinidad again ascended to the mayoral post.

As a local legislator, Mayor Trinidad authored noteworthy ordinances which included an ordinance creating the Pasay Housing Board; an ordinance creating the Disaster Coordinating Council of the Pasay City Government; and the Pasay City Traffic Code.

Mayor Trinidad was also an athlete as he was a basketball and soccer player, and a swimmer.



eduardo **CALIXTO**  
(1986-1987)

When President Corazon C. Aquino appointed Eduardo "Duay" Calixto as Officer-In-Charge of Pasay City right after the bloodless EDSA People Power Revolution, the older statesman immediately got to work. Being the honest and upright man that he was, he formed a committee on good government composed of Pasay professionals who conducted probes on graft and corruption. To ensure that there was transparency in government, he also issued an order to ban the hiring of his relatives at city hall, except for his daughter who served as his private secretary.

Aside from the acquisition of the 52-hectare reclaimed land owned by the Construction Development Corporation in 1987 – considered to be his single biggest achievement – he was also responsible for the cleaning of Taft Avenue and Libertad streets; the legalization of the tricycles; the payment of teacher's COLA; the 10 percent salary increase; the establishment of drug rehabilitation centers; the improvement of the Pasay Manpower Development Center, the Pasay City Catholic and public cemeteries, among others; and the creation of the City Committee on Good Government.

Calixto was also credited for working for the issuance of 50 land titles and 500 certificates of lot awards to residents living at Maricaban, Sto. Niño, F. Victor, and Tramo Street – which at that time were 400 government lots that had been acquired by the city government to distribute to indigent families, in addition to 131 private lots.

In terms of livelihood and employment, the mayor ordered the dismantling of illegal structures along Taft Avenue and Libertad Streets and transferred the stall owners to flea markets at Philtrade compound and along Roxas Boulevard. He also ordered the census of squatters to determine their problems and provide livelihood opportunities for them. The city executive also created the Pag-asa Employment Center which helped 2,000 job seekers, forming a manpower development center that offered free vocational courses.

Because of such programs, the revenues of Pasay City spiked up, especially with the paid taxes of delinquent taxpayers.

In his memoir, Calixto wrote, *"For a life that is not dedicated to a worthy goal is a worthless one. My long time in public service dictated that there is no alternative but to accept the call of duty at whatever cost by serving my beloved people of Pasay City. As we sail to the sea of the future, building a peaceful and prosperous city, let us all pray for Divine Guidance that the years ahead will be a better year for all of us."*

Duay Calixto passed away on 9 March 2011 at the ripe age of 87. He was still blessed to witness his son, Mayor Antonino Calixto, take his oath as Pasay City Mayor in June 2010.

His daughter Congresswoman Imelda Calixto-Rubiano, former Pasay City Councilor, is the city's outgoing lone district representative in the House of Representatives. She takes over the post of Mayor which will be vacated by older brother Tony.

# PASAY'S

festivals, customs, and traditions



*Pasay is home to vibrant and cultural festivities that are mostly religious and spiritual in nature. Aside from the vibrancy of colors and lines, what sets the festivals in Pasay City are the heart and the spirit of each festival. The devotion and commemoration left behind by the previous generations to honor the city indeed brings a little bit of fire and emblem to the celebration each year.*

*Here are just but a few reasons why Pasay City has transcended to being a travel city.*



## Malibay Cenaculo

Every Holy Week, Pasay City is home to a slew of colorful characters such as Mary and Joseph, the Roman soldiers, the twelve apostles headed by Peter and of course, Jesus Christ, collectively known as the Malibay Cenaculo, which is considered to be the oldest continuing play of its sort in the Philippines, a distinction recognized by the National Commission for Culture and the Arts.

## Serenata Festival (February 14)



Nothing is a more fitting affair than serenading one another during the love month. Every February 14, Pasay holds the Serenata Festival, an annual musical competition event that sees individuals and groups belt out serendipitous songs for the much-coveted prize. The event is usually done in an open-air venue, making it easy for both locals and foreigners alike to embrace the culture of Pasay city, especially being regaled by soothing and gentle music as provided by the participants.

Serenata Festival is, thus, the perfect fusion of eclectic music, great company, and memorable moments.

During the Baroque era, a serenata which occurred most frequently in Vienna and Italy was known as a eulogistic or celebratory dramatic cantata for two or more singers, or with an orchestra performed outdoors. Unlike in cantata, however, where performers play their instruments inside a venue, a serenata is held outside where guests can play loud instruments such as drums, trumpets and horns.

Held from March 30 to April 8 just in time for the commemoration of the Lord's death and resurrection, the Malibay Cenaculo is unlike other plays and stage performances done during the day because this one takes place at night starting from 9PM onwards. One exception is on Good Friday where the scene of the passion and death of Jesus Christ are staged during noontime with the procession to Golgotha - the day's highlight - going through the streets of Malibay.

Malibay Cenaculo is based on Filipino poet Gaspar Aquino de Belen's *Ang Mahal na Pasyon ni Jesu Cristong Panginoon Natin na Tola*, commonly called the Pasyon, along with other related texts. Over the years, the script has changed, as well as the costumes of the Roman soldiers, but one thing is certain: this play is part of the religious devotion of the people.

# Aliwan fiesta

Festivals from around the Philippines take center stage in the highly-anticipated Aliwan Festival, an annual celebration that brings together festivities of vibrant colors, out-of-the-box costumes and dazzling performances. Be mesmerized and reminisce history with the Panagbenga festival of Baguio City; the Kawayan festival of Bangued; the Bakood festival of Bacoor, Cavite; the Tagultol festival of Atimonan; the Dumagat festival of Rodriguez; the Manggahan festival of Guimaras, the Binirayan festival of Antique; the Iloilo Dinagyang festival; and the Inaul festival of Datu Piang, Maguindanao, among others.



The festival is divided into three categories: the Cultural Street Dance Competition, the Float Parade and the Reyna ng Aliwan beauty pageant. Apart from these, Aliwan Fiesta also holds a regional trade fair; a mini-concert and variety show that features actors, singers and bands; and a photo contest for amateur and professional photographers. In recent years, the festival also holds an inter-scholastic dance competition, Filipino street games and even a fireworks display.

Organized in 2003 by the cities of Pasay and Manila, together with the Manila Broadcasting Company (MBC) and the Cultural Center of the Philippines (CCP), the Aliwan Fiesta touted as the Mother of All Fiestas seeks to showcase the different cultures and heritage not only to the people of Metro Manila but also to the rest of the world, and promotes the talents and customs of the 17 regions of the Philippines. Derived from the Tagalog word known for "entertainment" or "amusement," Aliwan was originally held in preparation for the Christmas season but was later moved to the summer months.





### Talutot Festival (Oct 1 to Oct 2)

Established in 2007, the Talutot Festival named after the Filipino word for petal is a celebration of the feast day of St. Therese of the Child Jesus, also known as God's Little Flower. Devotees of the Saint – close to 3,000 people who attend mass and festivities yearly – believe that she sends a flower/s as a sign of granted prayer.

Among the highlights of the yearly festival include a solemn mass and a candlelight procession at the Shrine in the evening, which follows a walk along a candlelit path from the Shrine and within Newport City – all while reciting the rosary and the novena to St. Therese. This procession is based from the Marian Procession that was held in Lourdes, France.

There is, of course, the Talutot Stational Mass, followed by an annual street dancing competition which often features 10 contingents of dancers and musicians from all over Metro Manila. The participants usually wear colorful costumes and aesthetics, providing a musical entertainment for the whole family.

For photographers and picture enthusiasts, the Talutot Festival would not be complete without the Talutot Photography contest which invites amateur and professional photographers to document the festival and have their photos win awards in the process.



### Feast Day of Santa Clara (February 13)

In celebration of the Feast of Saint Clare (Santa Clara) of Montefalco, an Italian religious leader and model of religious life, Pasay City holds the Feast Day of Santa Clara which usually starts with a thanksgiving mass at the Santa Clara de Montefalco Parish on Burgos Street, Pasay City, often followed by a solemn procession.

Other highlights of this commemoration also include the Serenata which is a series of rondalla and brass band concerts and a revival of open-air musical performances held at the Sta. Clara patio, and the Tiburin Race, which is an exciting and thrilling horse-racing at Cementina and Libertad streets. Around 100 horses have been trained – and participated – solely for this event.

Also known as Saint Clare of the Cross because of her strong and powerful devotion to the Passion of Christ, Saint Clare of Montefalco formed the Monastery of the Holy Cross at her birthplace in Montefalco, Italy, where her relics are venerated. She was born in 1268 and entered the rule of the Third Order of St. Francis as a very young girl. She died in 1318 and was canonized on 8 December 1881 by Pope Leo XIII.



### Star City

Established in 1991, Star City originally was a fair, an offshoot of the yearly Toys and Gift Fair, a Christmas trade exhibition by the Philippine Center for International Trade and Exhibit (PhilCite) first organized in 1976. But under the leadership of Chairman Fred Elizalde in the 1990s, the fair soon turned into an amusement park and the PhilCite building upon which it stood was abolished to make room for the park's indoor rides. Its name Star City soon came into being.

Through its sterling array of enjoyment, children can take their pick from the following rides: the double-decked Grand Carousel that accommodates up to 72 riders; the Quack-Quack or the seven-meter revolving ride with tubs shaped like ducks; or for a more laidback turn, the intractable bump cars. Adults, meanwhile, can scream their lungs out with the following rides: Viking, Surf Dance, or the Jungle Splash, the country's first and only inverted roller coaster. Guests can also experience real snow with Snow World's 15-degrees-below-zero temperature.

Although once tagged as the Disneyland or the Universal Studios of the Philippines, nowadays the 35,000 square meter Star City is known as the "Entertainment Center of the Philippines" simply because more than its rides, the amusement park also showcases the Star Theater, an innovative ballet shows that blends marvelously with its family atmosphere.





1907



The first barrio school in Malibay is established.

NOVEMBER 27

The original Manila Polo Club established in Pasay officially opens.

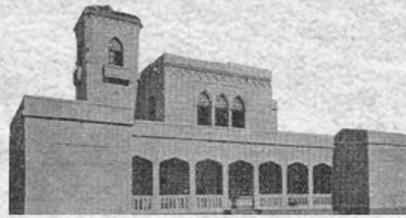
1922



The Prince of Wales who would later become King Edward VIII visits Pasay.

MARCH 12

The first barrio school reopens as Timoteo Paez Elementary School.



The name Pasay City is again adopted.

1947

Pasay becomes a city and is renamed Rizal City.

1945



JUNE 21

1949

The Cultural Center of the Philippines is inaugurated with guests of honor California Governor Ronald Reagan and his wife, Nancy.

SEPTEMBER 8

1975

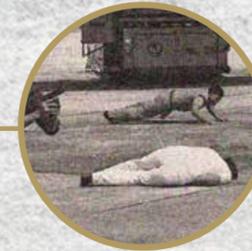
President Ferdinand E. Marcos issues Proclamation No. 824 creating Metropolitan Manila that consolidated 13 towns and four cities including Pasay City under the territorial jurisdiction of the Metropolitan Manila Commission.

NOVEMBER 7

SEPTEMBER 5

The Philippine International Convention Center formally opens to host the World Bank/International Monetary Fund Annual Meeting.

1983



Former Senator Benigno S. Aquino Jr. is assassinated in Manila International Airport in Pasay City.

AUGUST 21

The Pasay City government under Mayor Eduardo Calixto acquires the 52-hectare reclaimed land owned by the Construction Development Corporation of the Philippines.

1987

1994



City University of Pasay also known as Pamantasan ng Lungsod ng Pasay is established.

MAY 26

MAY 8

Elections is held in the Philippines. Antonino Calixto is elected Councilor of the first district of Pasay City.

1995



2013

The Pasay Health Department receives the *Garantisadong Pambata 2013* Champion award from the Department of Health.



2013

Pasay City Police Station is ranked No. 1 in "Illegal Drugs Apprehension" among seven cities in Southern Metro Manila.

2013



Pasay City is recognized as Outstanding Local Government Unit Partner for 2013

DECEMBER 17

Pasay is awarded the "Seal of Disaster Preparedness (SDP)" by the Department of the Interior and Local Government (DILG).

2012



2012

Pasay City garners 2nd place in the National Literacy Award Outstanding Local Government Unit

SEPTEMBER 24

2011

Former Mayor Eduardo Calixto passes on.

DECEMBER

DOH confers on Pasay the title of *Garantisadong Pambata NCR* Champion 2012 among all the 17 local government units of Metro Manila.

DECEMBER

Supplemental Feeding Program is launched, aimed at eradicating hunger and malnutrition.



2010

2010

Pasay City receives the National Literacy Award for Outstanding Local Government Unit - Highly Urbanized Cities category in ceremonies held in Baguio City.

SEPTEMBER 10



SEPTEMBER 5

Pasay City is named Most Outstanding Local Government Unit (Highly Urbanized Category) in the 2010 Regional Literacy Awards.

MAY 26

Antonino Calixto is elected Mayor of Pasay City.



2010

2001

Antonino Calixto is elected Vice Mayor of Pasay City.

MAY 14

1996



World Trade Center Metro Manila first phase is inaugurated by President Fidel V. Ramos.

OCTOBER 28



2013

A "tent city" is set up by the Pasay City government at the Villamor Elementary School to temporarily house evacuees from Yolanda-devastated Visayas.

NOVEMBER

Pasay City Police Station reaps "Highest in the Solution of Sensational Cases" Award in Metro Manila.

2014

2014

Pasay City Police Station is named "Best in Past and Continuing Notable Accomplishments Beyond the Rating Period for Calendar Year 2014."

SEPTEMBER 19  
Pasay City reaps the 2014 National Literacy Awards for Outstanding Local Government Unit Highly Urbanized City category during the National Literacy Conference Awards in Baguio City.

2015

The Mall of Asia Arena in Pasay City is venue of The Meeting of the Families during the Pastoral visit of Pope Francis in the country

JANUARY 16



2016

Pasay City is awarded Seal of Good Local Governance.



Pasay City is named winner in the Meralco K-Ligtas Awards LGU-City Category. K-Ligtas Awards is an advocacy program of Meralco through the Meralco Power Academy, in collaboration with the Philippines' premiere authorities in electrical systems, labor management, and public safety.

2016

NOVEMBER 24



Pasay City is named 1st place winner Outstanding Local Government Unit Highly Urbanized City in the 2016 National Literacy Awards in ceremonies held at SEAMEO INNOTECH, Diliman, Quezon City.

DECEMBER 8

Pasay is awarded Seal of Good Local Governance.

2017



Pasay City garners first place in the DILG Local Peace and Order Audit with its total percentage score of 93.14%.

The Philippines hosts Miss Universe 2016 with coronation rites held at the Mall of Asia Arena, Pasay City.



2017



Pasay City is awarded Local Government Unit Luminary for 2016 in ceremonies held at Shangri-la, The Fort, Taguig City.

MARCH 9



The National Competitiveness Council awards Pasay City as first place winner in Economic Dynamism Highly Urbanized Cities category and third place winner in the Most Improved LGU Highly Urbanized Cities category during the 5th Regional Competitiveness Summit held at the Philippine International Convention Center, Pasay City.

AUGUST 16

MAY 13  
Mid-term elections are held. Pasay City Mayor Antonino Calixto is elected Representative of the city's lone district while Representative Imelda Calixto-Rubiano wins the city's mayoral race.

2019

2019

The coffee table book *Pasay: Rise of the Travel City* is launched.

JUNE 26

Barangays 12, 41, 86, 93, 99, 133, 136, and 140 in Pasay City are awarded with Drug-Cleared Certification from DILG, PNP, PDEA, DOH and the Pasay City government.

FEBRUARY 27



FEBRUARY 27

Drug Cleared Barangay Certifications are handed to Barangays 12, 41, 86, 93, 99, 133, 136, and 140.

2018

The Pasay City Peace and Order Council bags the first place in the Local Peace and Order Council Performance Audit 2017 from the Department of the Interior and Local Government National Capital Region and the Regional Peace and Order Council-National Capital Region.

DECEMBER 5



2018

A Memorandum of Agreement is signed by Pasay City Mayor Antonino Calixto, Manila Mayor Joseph Estrada and proponents of three major reclamation projects in the cities of Pasay and Manila. The reclamation projects are Solar City Project, the Pasay Harbor City Project and SM Prime Holdings Inc.'s projects in joint venture with the Pasay City local government unit.

OCTOBER 19

DECEMBER 3  
Pasay City is presented with a plaque of recognition for its anti-drug advocacy campaign by the PDEA Regional Office NCR and Regional Inter-Agency Committee on Anti-Illegal Drugs during ceremonies held at the Crowne Plaza, Manila Galleria, Ortigas Center, Pasig City.



2018



2018

AUGUST 16  
The city government of Pasay is awarded 1st Place in Government Efficiency, 2nd Place in Economic Dynamism, 3rd Overall in Most Competitive Cities and Municipalities Index for 2018, during the Department of Trade and Industry's 6th Regional Summit held at the Philippine International Convention Center (PICC).



Pasay City's Public Employment Services Office is named Best Performing PESO for NCR in job placement.

2018



Pasay City reaps the National Anti-Drug Abuse Council Performance Award.

2018

Pasay City Police Station is ranked No. 1 in Performance Evaluation Rating in the Southern Police District.

2017 TO 2018

The Philippine International Convention Center in Pasay City is the venue of most of the meetings in the 31st ASEAN Summit and related summits.

2017



## pasay city mayor antonino “tony” calixto A LEGACY OF GOOD GOVERNANCE

**A**fter three consecutive terms – nine straight years at the helm – Pasay City Mayor Antonino G. Calixto is turning over the reins of government to newly elected city Mayor Imelda Calixto-Rubiano.

Calixto, who will assume the post of Representative in the Philippine Congress after winning in last May’s polls, has successfully carved his name in the city’s history as its most successful leader by having led his City from the dregs to prosperity – from a backward host for a red light district to the top pick venue for international events and performances and at the same time garnering various national awards and recognition in such areas like local governance and competitiveness

### PASAY CITY: BEFORE AND AFTER

Before Mayor Tony Calixto’s entry, Pasay was better known for its less savoury activities owing to its then thriving red light district.

It was known for hosting a number of bars and joints that reflected moral bankruptcy; many parts were known to be infested by illegal gambling joints and illegal drug activities. Undoubtedly, the city’s peace and order problem as manifested by the unabated street crimes was a reflection of the backward economy and the failure on the part of local officials to fix the prevailing moral bankruptcy.

Worse, the poor delivery of social services by the city government and lack of support to marginalized sectors of programs mattered most indicated the short-sightedness of past administrations.

The many faces of poverty of Pasay City, so to speak, were everywhere.

Enter Mayor Antonino “Tony” G. Calixto, a young vibrant leader with a vision and mission to bringing genuine progress to Pasay City. The mayor capitalized upon the city’s “assets” and leveraging his leadership skills in running the affairs of the city government.

A first class, highly urbanized city, Pasay City’s potential is anchored on the fact that it is strategically located. Several airlines, including the Philippine Airlines, are headquartered in Pasay City. There are also a number of National Government offices in Pasay City, including the Senate of the Philippines, Department of Foreign Affairs (DFA), Civil Aviation Authority of the Philippines, Civil Aeronautics Board, Manila International Airport Authority, the Department of Trade and Industry’s export promotions agency – the Center for International Trade Exhibitions and Missions (CITEM), Overseas Workers Welfare Administration (OWWA), Office of the Transportation Security (OTS) and the Philippine National Bank.

Slowly, Pasay City transformed into the travel city, with first class hotels and restaurants, shopping malls and grocery stores, fast food chains and various business establishments. The influx of business and capital spurred economic activity, providing jobs and creating livelihood opportunities.

Pasay City is also home to public schools operated by the Department of Education – Division of City Schools – which includes 18 elementary schools and 8 high schools, apart from the various private learning institutions.



Because of his exemplary leadership and in recognition of his accomplishments in Pasay City, he was eventually elevated to the position of vice chairman of the Association of Metro Manila Anti-Drug Abuse Council (AMMADAC).

After the end of his nine-year, three consecutive terms as vice mayor, in 2010, he accepted the challenge and ran again as an underdog, in the mayoralty race.

After winning the election by only 2,500 votes against closest rival: then the incumbent congresswoman Consolacion “Connie” Dy and also besting then incumbent mayor Peewee Trinidad, the journey of the young unassuming leader as the father of Pasay City began.

**After winning the election by only 2,500 votes against closest rival, then the incumbent congresswoman Consolacion “Connie” Dy and incumbent mayor Peewee Trinidad, the journey of the young unassuming leader began.**



#### WHO IS MAYOR CALIXTO?

Born to former Pasay City Mayor Eduardo Martin Calixto and Leonora Escribe Gallardo, the soft-spoken Antonino, or Tony to his friends, family, and his supporters, has been in public service for 24 years, and counting.

He traces his early steps in the local political scene in Pasay City in 1995 when he won a seat as a member of the City Council’s 1st District.

Only in his second term as a member of the City Council, in recognition of his exemplary performance as a local legislator, Calixto was voted by his peers as their majority floor leader.

In 2001, he ran for vice mayor as an underdog and won against more established politicians.

Because of his hard work and dedication, he was reelected as vice mayor for two more consecutive terms.

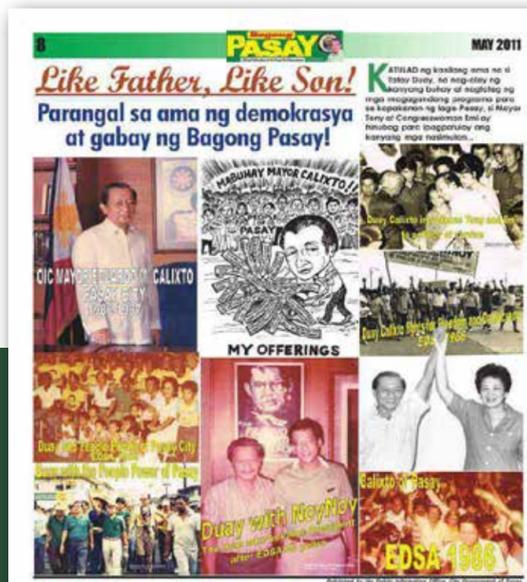
Even at his young age, the prolific public servant became known as the action man of the Pasay Anti-Drug Abuse Council (PADAC).



(Left to Right) Mark Anthony, Derek, Mayor Calixto, Edna, and Charleen



Mayor Calixto with Mark Anthony, Emi and Joey



#### FAMILY OF PUBLIC SERVANTS

Calixto has the blood of a public servant running through his veins. He confides that it was from his father that he learned to dedicate himself to the service of Pasay City.

His father’s decision to go join the political arena, he says, was not without the blessing of the entire family.

*“My father was devoted to serving Pasay City. As a family man and father, he managed his time very well. When he ran, he asked permission from the family and got it; so we all worked together. He performed both his tasks as a public servant and as a father,”* he confides.

Other members of the Calixto family are into politics, as well. Mayor Calixto’s sister, Imelda Calixto-Rubiano is Pasay City’s outgoing congresswoman and Mayor-Elect. His son Mark Anthony A. Calixto is a member of the City Council, representing the 1st District, and is currently the Majority Floor Leader; Calixto’s nephew, Joey Calixto Isidro is also a member of the City Council.

With the Calixto family’s good track record, it has dominated the local political scene, with Mayor Calixto being the second longest serving elected mayor of Pasay City, while his sister breaking the records as the longest serving elected Congresswoman after completing her nine-year, three consecutive terms in 2019.

Mayor Calixto is not entirely giving up public service, as he vows to continue serving Pasay City as a member of the House of Representative, while her sister takes his place as local chief executive.

**My father was devoted to serving Pasay City. As a family man and father, he used time management. When he ran, he asked permission from the family and got it; so we all worked together. He performed his tasks as a public servant and as a father.**

## VIRTUOUS PUBLIC FINANCE

As mayor of Pasay City, the third smallest city but undoubtedly one with the greatest potential for development in the National Capital Region, Calixto confides that the biggest challenge he faced when he became mayor was fixing the flawed system at City Hall.

Calixto says he inherited from the previous administration a problem in public finance, the erroneous budget formulation process, the wanton spending of public funds for programs and projects that eventually fail – problems that he was able to address during his first three years at the helm.

*“Actually, during my first term, it was not that difficult. The foremost problem that I encountered was the system of governance. The previous administration was not able to comply with laws on financing, calamities. I was able to fix the system. We were awarded the Seal of Good Governance because of our system of governance for the past 3 successive terms, 2016, 2017, and 2018,”* he narrates.

Being employed by his father at their family business after graduation, the training the young Tony Calixto received he was able to apply on local governance.

He goes on to share that in the ensuing years, he empowered the Department heads, he gave them the overall direction and the discretion to propose projects, provided it is within the scope of the mission and vision or the strategic plans of the City.

*“Before, the city’s annual budget was being prepared by only one person – the City Administrator. Now, what will happen if the budget is merely being dictated to the Department heads? How can the government run? That’s why I told the Department heads, I will empower you. You will be the one to prepare your budget from the very beginning. Then we will put funds into it.”* he says.

## COMMUNITY BASED MONITORING SYSTEM

With its limited resources, then serving his first term, Mayor Calixto says he ordered the City Planning Officer to update the city’s Community Based Monitoring System (CBMS) database. This was to ensure that budget preparation and identification of various programs and projects will be based on the city’s baseline data – that plans and programs are data driven.

*“We spend yearly to update our database. We need to know how many of the city’s constituents are children; how many are educated, how many are not; how many belong to a certain bracket. I believed that data must be the basis for our programs. Having a database is very important, because if you plan to fund a program, vaccine for children, you will be able to know how many needs vaccine. You must know who your beneficiaries are. That’s why in time we were able to put Php3.5 billion for social services without waste,”* he says.

*“Our Community Based Monitoring System is updated every two years. Data is very important. It has been our basis ever since. It’s very effective and Pasay City became more efficient in the delivery of services because of that,”* he says.

**We spent yearly to update our database. To know how many of the city’s constituents are children; how many are educated, how many are not, how many belong to this age bracket. So that we will have a basis for our program. Having a database is very important, because if you plan to fund a program, vaccine for children, you will be able to know how many needs vaccine. That’s why we were able to put Php3.5 billion for social services without waste.**



## FINANCIAL ASSISTANCE

One of the innovations that Mayor Calixto considers to be one of his legacies is the institutionalized financial assistance to public school students.

While Pasay City has allocated around Php3.5 billion for various social services, much of these actually go to financial assistance to public elementary and high school students, special child learners, the city’s indigents, and the elderly.

*“Actually, Php330 million goes to the monthly financial assistance of public school children. Php300 million goes to infrastructure projects. Php1.6 billion is in the Special Education Fund. Monthly financial assistance for barangays, birthday gifts for senior citizens amount to more than Php1 billion,”* he says.

The monthly financial assistance of Php500 to each public high school students and Alternative Learning System (ALS) students in Pasay City was backed by City Ordinance No.5886, s. 2018 – An Ordinance Providing for the Implementing Rules And Regulations as Regards the Grant of Monthly Financial Assistance to Public Secondary School Students in Pasay City Effective School 2018 Subject to Compliance with All Applicable Laws, Rules, and Regulations on the Matter.

Pasay City’s Special Education Students - around 500 students - also receive monthly financial assistance from the Pasay City government.

The financial assistance program of Pasay City was hailed as a brilliant local governance strategy to encourage constituents to send their children to school.

The mayor confides that because of the program, student attendance in Pasay City’s public schools grew from a low of 65 percent to 70 percent to a high of 90 percent to almost perfect attendance, explaining that to qualify as a recipient of the financial assistance package, the student must meet the required 80 percent attendance.

As a young student who grew up in a Catholic school, helping the poor has always been in Mayor Calixto’s agenda.

*“Even when I was vice mayor, I was asking for the Lord’s guidance. How can I help the poor? Then suddenly, it occurred to me, just two years ago, we implemented this financial assistance for public schools. All public school students will get monthly financial assistance,”* he says.

Even before, however, Mayor Calixto says he has been giving financial assistance to students of the Pasay City Science High School, but it was only in 2018 when he decided to institutionalize the program by signing City Ordinance No. 5886, s. 2018.

The mayor says his dream is for one day when the financial assistance increases, the city government would be able to help Pasayaños through a subsidy for their monthly electricity and water bills.

## ART OF GIVING

The strategy, he proudly declares, is flawless in a sense that financial support avoids intrigues as to bias or favoritism, and more importantly, malicious imputations that may be concocted by his detractors against him.

For the senior citizens, he says, the idea of giving away cash gifts to birthday celebrants came after talking to some of the beneficiaries who used to receive “in kind”.

*“Before it was pancit canton. One time, when I came to deliver the pancit, they told me, Mayor, why pancit? The weather is so warm. Ice cream would have been better. Then there are some who prefer cake. That was also the experience of my sister. I decided it was better to give cash so the recipients get to decide what to buy. God really knows. I am spared from intrigues because if I give cake, I might be accused of getting commissions,”* he says.

He laughs off allegations against then Makati City Mayor Jejomar Binay who was accused of getting kickbacks from cakes given to the city’s senior citizens during their birthdays. *“Others may think or are doing it, but not Mayor Binay,”* he says.

*“I believe there is what you call the art of giving. Through the financial assistance for public schools, intrigues are averted, because the beneficiaries are students. If the family has no member who is a student, no financial assistance is given. If there are three students in the family, the family gets financial assistance for them,”* he said.

The financial assistance program for public schools assures aid in the amount of Php6,000 per all public school students in elementary and high school in Pasay City.

Not less than 63,000 elementary, high school and even public college students benefit from the program.



## BEST PRACTICES

He confides that some LGUs are poised to implement the same program. One is Manila’s Mayor-elect Isko Moreno who vowed to provide financial assistance for public students.

There are other LGUs with similar programs but only Pasay City institutionalized the financial assistance for public school students, which the mayor says, is getting his administration high approval ratings from the public.

*“The city government’s high approval rating stems from this,”* he says, adding that once, some teachers proposed that the financial assistance be anchored on a minimum general average of students, which he rejected.

*“The students go to school even if they do not feel well just to comply with the 80% attendance,”* he says.

## MINIMUM TAX, MAXIMUM SERVICES

Despite the efficient social services, the mayor says Pasay City’s constituents pay minimum taxes.

The mayor says for the last 13 years, Pasay City’s real estate tax remained unchanged until the last two years. The Department of Finance reminded him about the need to update the city’s real property tax.

*“If not for the DOF’s insistence for me to increase taxes,”* he says.

According to Calixto, there are other ways to generate annual revenues, through the efficient tax collection system.

He shares that before he became mayor, his predecessor declared tax incentives, giving a discount to those who pay at least one month in advance.

But he says there’s something wrong with the condition, as taxpayers would pay before the end of the year, and still get the tax incentive.

*“That is why I said payment must be done by October to qualify. If a taxpayer is allowed to pay in December and still get an incentive, that’s a few days before January of the next year.”*

*“That way, we never had financial difficulty,”* he says.

**By expanding Pasay City’s territories, he estimates that the city’s annual budget of Php8.6 billion will triple and reach Php30 billion, even bigger than the annual budgets of Makati, Manila or Quezon City.**

**Pasay City, being the so-called travel city, has huge development potentials. Its strategic location, with the Ninoy Aquino International Airport being in Pasay, is an advantage.**

## DEVELOPMENT POTENTIALS

Pasay City, being the so-called travel city, has huge development potentials. Its strategic location, with the Ninoy Aquino International Airport being in Pasay, is an advantage. Property value in Pasay, particularly along Manila Bay, he boasts, is higher than Makati or Quezon City.

The local chief executive says that is precisely the reason why he pursued the expansion of the city’s territories through land reclamation projects.

That way, he says the city government will generate more revenues without passing the burden through tax to its constituents, but by taxing businesses that rake profit from their operations in Pasay City.

By expanding Pasay City’s territories, he estimates that the city’s annual budget of Php8.6 billion will triple and reach Php30 billion, even bigger than the annual budgets of Makati, Manila or Quezon City.

*“Pasay will really become progressive, despite our area being only 18 square kilometers. If we will be able to do that and the clearance is released, Pasay’s budget will increase,”* he says.

The reclamation project, he says, will increase the city’s territory by over 658 hectares – perhaps his biggest legacy as mayor of Pasay City.

All permits except for the area clearance, which gives proponents of the land reclamation project the green light, have been secured by Pasay City, Calixto says.

The mayor says unlike other politicians, he cares only for what he will leave behind and not what he will take with him.

*“I am easily satisfied. I don’t even accept commission,”* he says.



Another legacy Mayor Tony Calixto wants to be remembered for is putting in place a template for the next generation of local officials to continue with the good local governance tradition he introduced in Pasay City. The programs and projects he has implemented – the financial assistance for public school students, the rehabilitation of schools and construction of new buildings, Pasay City’s “staging area” for relocatees and evacuation centers during natural calamities –are just a few of his gratifying accomplishments.

**A LEGACY OF GOOD GOVERNANCE**

The mayor says unlike his predecessors, he wants to retire to let younger leaders take over and continue his programs.

After three consecutive terms as mayor, he wants to be remembered for his best practices as an honest leader and a man of his word.

“That is why I won even if I was the underdog. When I ran as councilor, vice mayor, and mayor, I was the underdog,” he says.

He says during his first attempt for the position of mayor, he ran against big names – the incumbent Congresswoman and incumbent mayor.

Another legacy he wants to be remembered for is putting in place a template for the next generation of local officials to continue with the good local governance tradition he has introduced in Pasay City. The programs and projects he implemented – the financial assistance for public school students, the rehabilitation of schools and construction of new buildings, Pasay City’s “staging area” for relocatees and evacuation centers during natural calamities - are just a few of his gratifying accomplishments.

He says during his term, he has exercised the political will to implement the relocation of 5,000 informal settler families of Pasay, bringing them to a relocation site in Trece Martirez, Cavite, for their own safety.

“I have no qualms in relocating informal settler families for their safety. I was proven right. After three years, I met one of the informal settlers. They thanked me. ‘Mayor, thank you for relocating us to a safe place,’ they told me,” he says.

Calixto’s story of success, the ups, and downs, goes on and on. Even when he plans to retire, he remains hopeful that the people will always remember him as the man who led the city to greater heights.

“As I leave, my successor has no problem because I have already corrected the system. There is now a template for good governance for Pasay City,” he says.

**HON. ANTONINO “TONY” G. CALIXTO**





bagong umaga sa bagong pasay  
MAYOR CALIXTO'S ADMINISTRATION

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CHAPTER  
TWO

The programs and projects of Mayor Antonino Calixto can be summarized into six salient points, based on the acrostic LEGACY.

Under this term, this coffee table book focuses on

L – Leadership and Good Governance

E – Economic Development and Business Friendliness

G – General Welfare on Health and Peace and Order

A – Arts, Culture and Tourism

C – Community Development and Livelihood Improvement

Y – Youth and Education

**Leadership and Good Governance** details not only the leadership skills of Mayor Antonino Calixto but how he has transformed the image of Pasay City from sin city to become Travel City, one that he and his constituents are most proud of. **Economic Development and Business Friendliness**, meanwhile, speaks about the revenues generated from the many businesses in Pasay City, as well as reforms behind the easier and more efficient processing of new and old business permits, and how Pasay City benefits from these.

Of course, with the recent innovations and modern technology on health services and peace and order, this book talks about that – through its **General Welfare on Health and Peace and Order** section. What makes Pasay City the Travel City is not only its many infrastructures and tourist spots. The city's rich cultural heritage has likewise contributed to its transformation as travel city. A boom on **Arts, Culture and Tourism**, is discussed extensively.

The last two programs on **Community Development and Livelihood Improvement**, and that of **Youth and Education** go hand in hand. With the City of Pasay providing an easier access to education – through the establishment of more classrooms, provision on allowances and free education - many more projects are also in store for those looking for jobs, especially the marginalized sectors of society.

These, and so much more, constitute the legacy of Mayor Antonino Calixto. The succeeding pages define his administration which speaks highly of change, transformation, and the ability to adapt to these crucial moments. This is what Pasay City is all about – this is what his LEGACY is all about.

# LEGACY



“It is no longer enough to be responsible for carrying out one’s duties and delivering on one’s commitments; it is also necessary to do so with a deep and operative regard for the “common good” or the good of the general public, the entire community, or even the whole nation.”

Jesus Estanislao  
Former NEDA Director-General and Finance Secretary

## LEADERSHIP AND GOOD GOVERNANCE



*Leadership and good governance are essential for any organization or community to achieve its vision and goals. Both are intricately interwoven. It is difficult for a community to develop if a problem in leadership and governance persists. Leaders who are committed, leaders who can create significant change in the life of his followers or of the community, leaders who will govern with integrity—these are just some of the characteristics of a leader needed for a community to make headway.*

Leaders who are chosen freely by the people have a sense of responsibility that they owe the people good governance.

According to the National Economic and Development Authority (NEDA) “good governance sets the normative standards of development.” Good governance eliminates graft and corruption, puts in place integrity and dutiful service, fosters participation, ensures transparency and accountability as well as upholds the rule of law.

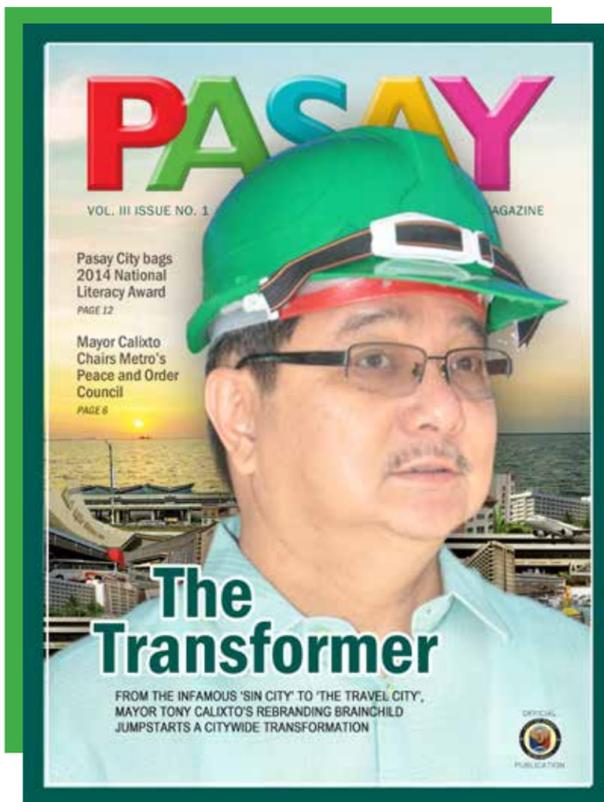
Former NEDA Director-General and Finance Secretary Jesus Estanislao in his Manila Bulletin column wrote “good governance covers a wide ground indeed, and three other constituent values have been appended to it.” He enumerated these values as fairness, transparency and accountability. He continued, “While these three terms are generally appended to “governance,” there is a fourth that everyone takes for granted as being fundamental to it, and this is “responsibility,” or better “social responsibility.”

*It is no longer enough to be responsible for carrying out one’s duties and delivering on one’s commitments; it is also necessary to do so with a deep and operative regard for the “common good” or the good of the general public, the entire community, or even the whole nation.”*

Prime Minister Narendra Modi of India conveyed a similar view when he said, “Mere good governance is not enough; it has to be pro-people and pro-active. Good governance is putting people at the center of development process.”

Serving for three terms as chief executive of Pasay City, outgoing Mayor Antonino Calixto leaves behind a city poised to become the center of gravity in the Metropolitan Manila area.

Calixto, who once served as councilor and vice-mayor of the city before becoming mayor has been a public servant for 24 years.



**Mayor Calixto worked for a participatory government where department heads are empowered, taking an active role in the preparation of their respective department's budget. It was a radical change from the long-standing practice of a single office preparing the budgets of the various departments.**

**PUTTING THE CITY IN ORDER**

When he took over the reins of the city government, Calixto inherited a bureaucracy with no efficient system of running the government. Compliance to government auditing laws was nil, if not minimal, as well as on laws governing financing and calamities.

He had to re-engineer the entire bureaucracy to make it responsive to the needs of Pasayenos. He worked for a participatory government where department heads are empowered, taking an active role in the preparation of their respective department's budget. It was a radical change from the long-standing practice of a single office preparing the budgets of the various departments.

Also intensified under the Calixto administration was his adherence to the Ease of Doing Business and Efficient Government Service Delivery Act of 2018 (RA No. 11032). It aims to streamline the current systems and procedures of government services. The Act amends the Anti-Red Tape Act of 2007 (R.A. No. 9485). ARTA seeks to promote ease of doing business in the country by cutting the red tape in government agencies that delay the delivery of efficient services. As such, transacting with government agencies should be hassle-free.

To speed up the registration of businesses and renewal of licenses, the Pasay City government has put in place the One Stop-Shop for Business. With the adoption of the No Noon Break policy, transactions are done in record time.



He also worked for the automation of government transactions in the Treasury, Business Permits and Licensing Office, and in the offices of the Assessor, Budget Monitoring and Engineering to minimize long queues.

To improve the city's tax collection drive, incentives for early payment of taxes for the incoming year will only be given when taxpayers pay in October of the current year. This program is being availed of by big businesses located in the city.

Reforms among city hall employees were also instituted. For City Administrator Atty. Dennis Acorda, they have to indoctrinate them in the value system. *"People have to realize that every single employee is a representative of the city,"* he says. *"Whatever a Pasay City government employee does reflects on everybody else,"* he adds. The employees have to be more customer-oriented and skills have to be upgraded. *"You have to reengineer that at the lowest levels. I am confident that in due time, things will improve. We have a very young generation of public officials coming in. For one, I know, when I arrived here, there are those who retired, and replacements are much younger. Some of them are younger than me. They have the optimism, the energy. Things can be better,"* he expresses.

The city government has around 3,000 employees. More than half of whom are younger, belonging to Generation X and lately the millennials.

Mayor Calixto sees to it that employees' benefits are given. BPLO Acting Chief Ms. Elenita Salgado shares that employees are given their 14<sup>th</sup> month pay aside from the bonus they receive.

The city government also allots allowances for those working in the smallest administrative division in the country, the barangays. Its 201 Barangay chairpersons receive a Php1,000 allowance monthly each as well as the 1,407 kagawads, 201 Sanggunian Kabataan chairpersons, barangay secretaries, barangay treasurers and barangay tanods. Members of the Lupon Tagapamayapa and the Sanggunian Kabataan Kagawad receive Php500.

Another notable project introduced by Mayor Calixto is the establishment of the city's Community Based Monitoring System (CBMS). For the Mayor, this is a vital component in budgeting programs that are to be implemented. The data base will provide the number of beneficiaries for a program intended for youth, senior citizens, and Persons with Disabilities.

A program pioneered by Pasay City--extending financial assistance to all public school students—is now being replicated in other cities in the National Capital Region. Mayor Calixto's monthly financial assistance started with students from the Pasay Science High School. Today the program benefits around 63,000 students. This benefit from the city government has improved school attendance from 65-70 percent to 90 percent. Financial assistance is also extended to SPED students. The program is very much appreciated by students who do not fail to troop to meetings to thank Mayor Calixto.

**Another notable project introduced by Mayor Tony Calixto is the establishment of the city's Community Based Monitoring System. For Mayor Tony, this is a vital component in budgeting for programs to be implemented. The data base will provide the number of beneficiaries for a program that are intended for youth, senior citizens, and Persons with Disabilities.**

#### A MYRIAD OF AWARDS FOR PASAY

The reforms initiated by Mayor Calixto not only earned increased revenues for the city but also numerous awards and recognitions.

Mayor Calixto is a recipient of the General Miguel Malvar Achievement Awards for Public Service and Nationalism as the “Most Outstanding and Naturalist Local Government Official of the Philippines” from the Citizens Crime Watch.

In 2012, as part of the continuous adherence to the standards set by the national government through the Department of Interior and Local Government (DILG), Pasay City received the Anti-Red Tape Act Award with 88.78 percent rating that was vested by the Civil Service Commission (CSC).

The same year, Pasay was ranked Top 2 in Tax Collection Efficiency throughout the country by the Department of Finance-Bureau of Local Government Finance.

#### SEAL OF GOOD LOCAL GOVERNANCE

Pasay City also received the coveted DILG Seal of Good Local Governance (SGLG) award for 2018 for the third time in a row since 2016.

With its higher standards and new guidelines set by Interior Secretary Eduardo Año, Pasay City met the required seven areas which were assessed and validated by the SGLG National Validation Team. These seven areas were: Financial Administration, Disaster Preparedness, Social Protection, Peace and Order, Business Friendliness and Competitiveness, Environmental Protection and, Tourism, Culture and the Arts.

*“The SGLG is a testimony to the hard work and dedication of the men and women of the City Government of Pasay to deliver the best services a Highly Urbanized City can give to its constituents,”* Mayor Calixto says.

Pasay City, as an SGLG recipient, will be conferred with the 2018 SGLG marker; the eligibility to the Performance Challenge Fund (PCF) to finance its local development initiatives; and, access to other programs and capacity development assistance from the DILG.

There were 145 Provinces, 245 cities and 1,489 municipalities all over the country that were assessed by the DILG for the Seal of Good Local Governance.



**“The SGLG is a testimony to the hard work and dedication of the men and women of the City Government of Pasay to deliver the best services a Highly Urbanized City can give to its constituents.”**  
Mayor Tony Calixto





Pasay City also placed third overall in 2018 under the highly urbanized cities category and was first place in the economic dynamism award.

**COMPETITIVENESS AWARDS**

Pasay sealed the 3rd Place in the Overall Competitiveness Index for the year 2018 during the Department of Trade and Industry’s 6th Regional Summit.

Also, Pasay ranked 7th Place for Infrastructure; 4th Place in Resiliency; 2nd Place in Economic Dynamism, and, 1st in Government Efficiency— giving Pasay City the 3rd Place in Overall Competitiveness under the Highly Urbanized City Classification.

*“We are very happy with the performance of the Travel City Pasay. This only proves that our City has developed and progressed rapidly during the last few years,”* Calixto says.

Pasay City also placed third overall in 2018 under the highly urbanized cities category and was first place in the economic dynamism award.

**“We are very happy with the performance of the Travel City Pasay. This only proves that our City has developed and progressed rapidly during the last few years.”**

Mayor Antonino Calixto  
Pasay City Mayor

**OTHER AWARDS**

Other awards won by the city included the 2017 Outstanding Local Health System Award; NCR 2017 Local Peace and Order Council Top Performing LGUs; KLightas Award-Meralco; and 2016 & 2017 Child Friendly Local Governance Award.

In his first stint as Mayor (2010-2013), the City of Pasay bagged the Department of Education’s (DepEd) National Literacy Award among the most highly urbanized cities in 2010 and 2012. Also, the Department of Health awarded Pasay as the Champion of the Garantisadong Pambata (GP) Award in 2012.

Pasay City also garnered the Meralco Luminaries Award in 2013 and in 2016 as the Most Outstanding Local Government Unit, Central Business Area. The award honors Meralco customers or luminaries such as local government units, small and medium enterprises, Corporate Business – Commercial, and Corporate Business – Industrial that have put a premium on maximizing their energy use, translating to better operational efficiencies and gains for their businesses, industries and communities.





**“The best leader is the one who has sense enough to pick good men to do what he wants done, and the self-restraint to keep from meddling with them while they do it.”**

Theodore Roosevelt,  
26th President of the U.S.

**A NEW BRAND OF LEADERSHIP**

Keeping in mind the lesson on time management he learned from his father, former Mayor Eduardo “Duay” Calixto, the outgoing Mayor and Representative-elect Antonino Calixto wants to be remembered for the best practices in local governance and for the pioneering programs he has introduced.

Theodore Roosevelt, 26<sup>th</sup> president of the U.S. once said, “The best leader is the one who has sense enough to pick good men to do what he wants done, and the self-restraint to keep from meddling with them while they do it.”



City Administrator Acorda when asked to describe the Mayor as a leader quips, “In the very beginning, he will give you general instructions. If it is something you can handle by yourself, handle it. If it is something you can manage, do it. Come to me only if you think you need my help. It is very, very liberating. He understands you will do what you need to do.”



Engr. Renato Sanchez of the City Environment and Natural Resources Office describes Mayor Calixto as a leader who manifests “a strong image of commitment. He gives his 100% trust to his department heads. He’s very clear on what he wants and how he wants it done and when he wants it completed. He possesses a vision of a great city of Pasay. There’s nothing to stop him to attain his vision for Pasay.”



For Daniel Alfano III, Executive Director of the City Anti-Drug Abuse Council, Mayor Calixto allows the team to work. “You are expected to function based on the general objective. Unless you are not capable, that’s the time he comes in. He’s really into monitoring.” According to him, Calixto does not destroy bridges but builds them and reaches out to his political opponent.



PESO head Filipinas Rosario Sampang says Mayor Calixto empowers the city government’s head of offices. “He’s hands-on but at the same time he trusts decisions made by the heads of offices as long as they give him feedback.”



Mayor Calixto has a soft heart for the marginalized. City Engineering head Engr. Edwin Javaluyas describes Mayor Calixto as a very good person. The soft-spoken mayor has the desire to help and if it is only possible, he would provide everything to the Pasayenos including food. He even envisions Pasayenos to enjoy subsidy on their electric bills in the future. “That’s how much he loves his constituents. He is like a father,” Javaluyas states.



In health services he has upgraded the Pasay General Hospital, providing it with MRI and CT scan equipment and introduced the Take Care, I Care program.



Dr. Cesar F. Encinares, who heads the City Health Office, states that Mayor Calixto “is the only person who was able to build new health centers.” These health centers are not only one or two-storey structures, some are four-storeys high. Some even have elevators. The city government also provided new laboratory equipment enabling the health centers to conduct blood chemistry, aside from urinalysis and fecalysis.



Mayor Calixto’s leadership is described by Tourism and Development head George Tiopes as exemplary. “For me he is the best boss ever,” he says.



“I am very proud because I’m part of the development [of Pasay],” enthuses PSWDD head Rosalinda A. Orobia



Urban Development and Housing Office head Ian P. Vendivel, remarks: “He is a visionary and is hands-on on management. He is a true epitome of a leader. He leads by example and that is very important.”

City Legal Head Atty. Severo C. Madrona, Jr. who has been working with Mayor Calixto since the latter’s stint as vice mayor narrates, “He is a good manager, leads his department heads well and implements his policies. He is also very generous, a considerate leader and he always takes care of the welfare of his subordinates and constituents. Mayor Calixto listens very well to his officers, especially with the opinions and suggestions of his department heads.”



The team to beat: Mayor Antonino Calixto and Rep. Imelda Calixto-Rubiano

As Representative-elect Antonino Calixto prepares to turn over the reins of the Pasay City government to incoming Mayor Imelda Calixto-Rubiano, he is assured that the work he has started will see fruition. He has given his constituents an inspiring mission, vision and a sense of identity as Pasayenos. He leaves behind a city transformed from a “Sin City” to the Travel City.

# LEGACY



## ECONOMIC DEVELOPMENT *and business friendliness*



The sound fiscal policies introduced by Mayor Antonino Calixto hand-in-hand with his management skills have resulted in the sterling economic performance of the city. Aside from being awarded the Seal of Good Local Governance for three consecutive years in 2016, 2017 and 2018, Pasay topped the list in Economic Dynamism in the Cities and Municipalities (Highly Urbanized City) Index for 2017 of the National Competitiveness Council.

In 2012, Pasay City garnered second place in the Department of Finance-Bureau of Local Government Finance Tax Collection Efficiency, besting other local government units in the country. In 2010, Pasay was ranked number three. The award is based on the comparative ranking report of the BLGF Statement of Receipts and Expenditures.

Meanwhile, the Department of Interior and Local Government conferred on Pasay City the Seal of Good Financial Housekeeping (SGFH) for 2018. The SGFH assesses how well a local government unit complies with set accounting and auditing standards, rules and regulations. It recognizes financial transparency of the LGU.

The awards and recognitions reaped by Pasay attest that the city is on its track to achieve its vision of a thriving city with business and economic opportunities to every Pasayeno as well as to its investors.

*“Everybody is looking at Pasay City. The center of gravity for NCR, I believe will shift to Pasay City. It is already shifting to Pasay City. It’s just a matter of time,”* City Administrator Arty. Dennis Acorda opines.

“Everybody is looking at Pasay City. The center of gravity for NCR, I believe will shift to Pasay City.  
It is already shifting to Pasay City. It’s just a matter of time.”

Atty. Dennis Acorda  
City Administrator



Pasay City Sky Line. Photo credit: Allan Co | Flickr

### BUSINESS COMPETITIVENESS

To be competitive with other cities, Pasay introduced its Business One-Stop Shop for business registration and renewal. The Business One-Stop Shop cuts the time and processes in business registration or renewal. In the one-stop shop are the departments of the city and other government agencies involved in licensing like DTI, PhilHealth, Pag-ibig, BFP, and the DOH-City Sanitary Inspection. In the renewal of licenses, the procedures have been cut to three steps at the start of the Calixto Administration. Thus, registrants with complete requirements can get their licenses within the day.

Pasay provides a business-friendly environment to its investors. Among its top business locators are Hongkong Airlines Limited, SM Development Corporation, Toyota Manila Bay Corporation, Metro Main Star Asia Corporation, Teletech Customer Care Management Philippines, Inc., SM Prime Holdings, Inc., HMS Development Corporation, SM Investments Corporation, Philippines AirAsia Inc. and Super Shopping Markets, Inc.

**The Business One-Stop Shop cuts the time and processes in business registration or renewal. In the one-stop shop are the departments of the city and other government agencies involved in licensing like DTI, PhilHealth, Pag-ibig, BFP, and the DOH-City Sanitary Inspection.**

According to BPLO Officer in Charge Elenita Salgado, on the average there are 20 business applications daily. Figures from the BPLO show that the number of business license renewals has been steadily increasing from 8,202 in 2010 to 9,238 in 2013; 10,258 in 2016; and 11,840 in 2018. In 2019, it increased to 12,378.

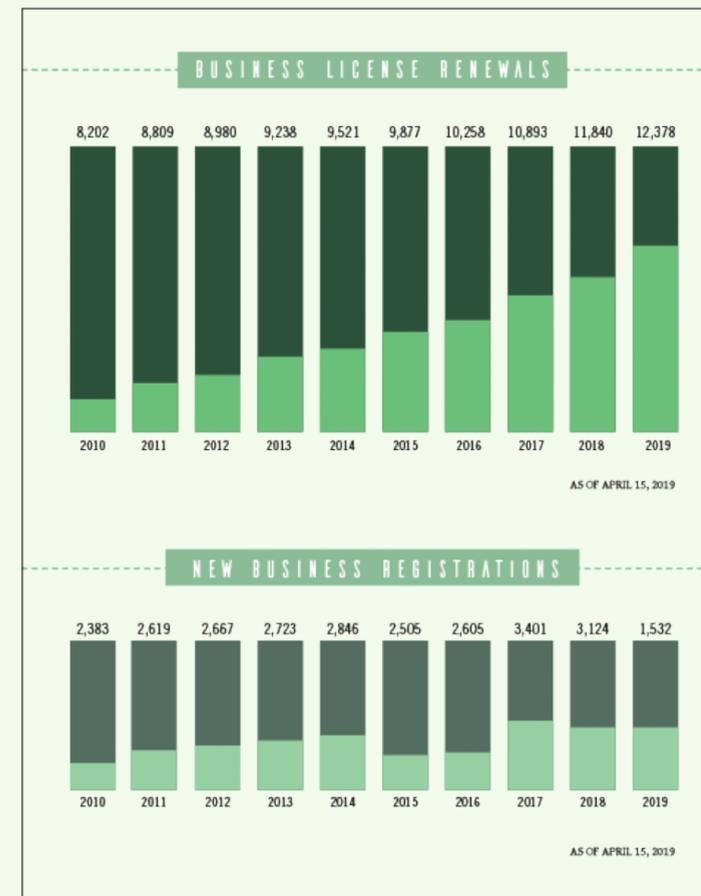
New business registrations meanwhile totalled 2,363 in 2010; 2,723 in 2013; 2605 in 2016; and 3,124 in 2018.

As to the issuance of work permits, this is not limited to Pasayños. Individuals who will be working in establishments within the jurisdiction of the city's BPLO are also required to apply for work permits.

From 21,869 work permits in 2010, the number of work permits issued increased to 23,680 in 2013; 32,163 in 2016; and 43,393 in 2018. As of 17 April 2019, the number was at 24,383.

Income generated from the services provided by the BPLO has increased from Php657,878,508.14 in 2010 to Php 1,109,769,772.23 in 2013; Php1,394,002,811.27 in 2016; and Php1,703,942,513.92 in 2018.

Among the innovations introduced by Mayor Calixto include online application, online assessment and payment which are now in the pipeline. Thus, the business registrants can do their application from the comfort of their homes.



PASAY INCOME FROM BUSINESS PERMITS  
**1,703,942,513.92**  
 2018

## PASAY CITY'S REVENUE

FROM **2.93 B** IN 2010 TO **6.49 B** IN 2018

**“When the people realized it is safer, it is very good to invest in Pasay City. We saw the influx of investors come to Pasay. The environment is much friendly. This is where everything happens. This is it, this is the place.”**

**Atty. Dennis Acorda**  
City Administrator

### MANAGEMENT OF CITY FINANCES

Aside from the local government units' share in the national revenue provided for in the Local Government Code, LGUs are vested with the power “to create sources of revenues and to levy taxes fees, and charges subject to the provisions herein, consistent with the basic policy of local autonomy. Such taxes, fees, and charges shall accrue exclusively to the local government units.”

Because of efficient tax collection and the city's healthy investment climate, revenue has more than doubled to Php6.49 billion in 2018 from Php2.93 billion in 2010.

Acorda credits the city's increasing revenue to confidence. He expresses, “When the people realized it is safer, it is very good to invest in Pasay City. We saw the influx of investors come to Pasay. Anecdotaly, I recall a number of investors from other cities like Makati, Parañaque, who flocked here because the tax is much reasonable compared to Taguig. It is easier to set up here.

*The environment is much friendly. And of course it is strategically located. If you are an international businessman or you want to set up a regional headquarter, this is where you want to be. You just set up an office and you are a cab away from the airports. This is where everything happens. The exhibits, the conferences. You don't have to venture very far to get anything done. This is it, this is the place.”*

The sound fiscal position of Pasay has also provided the city government with the needed funds to finance its infrastructure projects such as school buildings, health centers and its social services programs.

### INFRASTRUCTURE PROJECTS

The Calixto administration has built the physical groundwork of economic development faster and more thoroughly than any other administrations in the city. These infrastructure projects will redound to the benefit of Pasayaños.

The city government has repaired and rehabilitated 14 health centers, making the centers more responsive to the needs of the barangays they serve. Infrastructure projects undertaken by the government also included the renovation of the Pasay City Central Fire Station, renovation of the Pasay City Jail building, construction of slaughterhouses, repair and renovation of the Pasay City General Hospital, repair of the Pasay Sports Complex, repair of the Pasay Astrodome, repair and rehabilitation of the DepEd Division office, construction of day care centers, improvement of drainage systems and concrete pavement; as well as site development for socialized housing projects.

One of Mayor Calixto's priority infrastructure projects are the housing projects. “He wants to provide decent housing to all the constituents in Pasay,” states City Engineering head Engr. Edwin Javaluyas. The city government purchased lands within the city where the houses will be constructed. The design of the housing projects is rendered by the engineering office and per unit measures 28 square meters. The engineering office exercises close supervision on the contractors to ensure construction of the units following the specifications.

For its infrastructure development program for calendar year 2016, costs for the projects amounted to Php 115,400,000.00. This amount increased to Php181,609,000.00 for calendar year 2019.



Mayor Calixto and Rep. Calixto-Rubiano during the turn over of the renovated Cuyegkeng Health Center

Leveriza Health Center

From 2010 until 2018, the number of school infrastructure projects undertaken by the government totalled 131. This number includes new school facilities such as multi-purpose gyms, libraries, canteens, laboratories and school buildings. Among the schools that benefitted are: Corazon Aquino National High School, Don Carlos Elementary School, Epifanio delos Santos Elementary School, Jose Rizal Elementary School, Kalayaan Elementary School, Kalayaan National High School, Marcela Marcelo Elementary School, Maricaban Elementary School, P. Villanueva Elementary School, Padre Burgos Elementary School, Pasay City North High School, Pasay City West High School, Pasay City Science High School, and Villamor Airbase Elementary School, among others.

Under Mayor Calixto's leadership, the city engineering office repaired a total of 66 kilometers of city roads and provided them drainage systems to prevent or abate flooding. One hundred forty-four projects were undertaken to repair the drainage system and the concrete pavement.

A. Luna Street, A. Pablo Street, Bayanihan Street, Cabrera Street, Cuyegkeng Street, 11th Street, F. B. Harrison Street, F. Cruz Extension, Facundo Street, Jeprox Street, Layug Street, Leveriza Street, Lim-an Street, Maria Clara Street, M. de Jesus Street, M. Francisco Street and vicinity, Mary Luz Street, Recto Street, Rodriguez Street, Sampaloc Street, San Isidro Street, Sandejas Street, Tanuw Street, Tankian Street, and Tolentino Street are among the streets where the drainage systems were improved and provided with concrete pavements.

Future infrastructure projects include the construction of the City University of Pasay.



Padre Bruggos Elementary School



Epifanio de los Santos Elementary School



Pasay City North High School

It has conducted 64 job fairs since 2010 up to the first quarter of 2019. Applicants registered either through the job fairs and walk-in applicants for the same period totalled 121,801, the highest number of which was recorded in 2018 at 30,746.

#### HUMAN RESOURCES DEVELOPMENT AND EMPLOYMENT

Economic growth is the impetus for employment and a fuller employment economy would generate greater income and help in reducing poverty.

Being an attractive investment destination, Pasay has the priority of filling up available job vacancies in businesses located in the city. The law requires that 60% of a locator should source its manpower complement from the host city.

The Public Employment Service Office (PESO) of Pasay City upholds equal employment opportunities to every individual in the city. One of its mandates is to fill job vacancies through referral and placement, counseling, trainings, and seminars. It also conducts job fairs.

Aside from the job fairs, PESO has many programs for Pasayenios—Special Program for Employment of Students (SPES), skills/livelihood trainings; and Tulong Pang hanapbuhay Para sa Ating Dis-Advantaged Workers (TUPAD).

It has conducted 64 job fairs since 2010 up to the first quarter of 2019. Applicants registered either through the job fairs and walk-in applicants for the same period totalled 121,801, the highest number of which was recorded in 2018 at 30,746.

Through its collaboration and partnership with the private sector, PESO solicited a total of 677,845 job vacancies. From 30,642 job vacancies, the number grew to 71,686 in 2013. By 2016, it was recorded at 89,655, peaking at 124,481 in 2018.



Mayor Calixto is shown during a Job Fair at Cuneta Astrodome





**JOBS FAIR.** Labor Secretary Silvestre Bello III (left), Pasay City Mayor Antonino Calixto (center) and Trade and Industry Secretary Ramon Lopez (right) share a light moment during the Trabaho, Negosyo, Kabuhayan (TNK) job and business fair held at the Cuneta Astrodome in Pasay City on 26 March 2018. The fair, which offered 13,000 local and foreign employment opportunities, was held in partnership with the Pasay City local government through its Public Employment Service Office (PESO). (PNA photo by Avito Dalan)



Rep. Calixto-Rubiano holds a check to fund the TUPAD project. Also in photo is Mayor Antonino Calixto

Under PESO's training programs conducted in collaboration with TESDA, beneficiaries reached 8,645 from 2011 to January-March 2019. The trainings are in the areas of bread and pastry-making, beauty care, driving, welding, and wellness/or hilot, among others. From its livelihood training programs conducted, the number of beneficiaries was recorded at 4,777. Meanwhile, its TUPAD program helped 2,418.

The PESO identifies beneficiaries of its training programs such as senior citizens, members of the LGBT community, beneficiaries of the Pantawid Pamilyang Pilipino Program (4Ps), solo parents, and out of school youth.

While before the PESO was more on job fairs and referrals, at present it is more pro-active. *"It was not very much into skills training and Labor Market Information (LMI), and not so much into partnership with companies,"* PESO head Ms. Filipinas Rosario Sampang says. Companies that could help in the employment of the marginalized were tapped. Today, PESO is aggressively linking with industries that could sponsor projects to form part of their corporate social responsibility.

Sampang shares that PESO has given out starter kits so that those who have undergone training can use what they have learned. An example, says Sampang, is a recipient of an electric sewing machine. The Pasayeno who was identified by PESO as knowledgeable in electric sewing is now producing t-shirts. PESO also extended help to PWDs: for the visually-impaired, an equipment for their wellness/hilot; for the hearing-impaired, catering equipment. PESO monitors beneficiaries of the starter kits, including those in the rice retailing business and carinderia business.

**Under PESO's training programs conducted in collaboration with TESDA, beneficiaries reached 8,645 from 2011 to January-March 2019. From its livelihood training programs conducted, the number of beneficiaries was recorded at 4,777. Meanwhile, its TUPAD program helped 2,418.**



Senior Labor and Employment Officer Katrina Otadoy (in photo) discusses the DOLE's Career Guidance and Employment Coaching (CGEC) Program to 250 students of Pasay City North High School - Tramo Campus. Photo courtesy of Katrina Otadoy, DOLE-Makati Pasay Field Office.

With the implementation of the K-12 basic education program, PESO conducts career guidance seminar for Grades 9 and 10 to inform them of emerging jobs and job market demand. Trainings provided by PESO are geared towards making Pasayenos employable.

Pasay also has a Tripartite Industrial Peace Council (TIPC), a mechanism that involves labor, employers and the government to promote industrial peace. Through the TIPC, problems between employers and employees are threshed out in dialogue, thereby preventing rallies and demonstrations.

Sampang also stresses the need for soft skills training as more companies consider emotional intelligence and other skills rather than solely IQ in hiring new employees. Soft skills refer to the interpersonal skills of an employee. It is associated with the employee's ability to get along well with others in the workplace. Aside from emotional intelligence, it involves communication abilities, business etiquette, and problem-solving.

By providing the trainings needed to become employable or to have a means of livelihood, the city government through PESO is investing in the economic and social restructuring of Pasayenos. The employment that results from these trainings promote human dignity, making available opportunities for a better quality of life to the unskilled, semi-skilled, out-of school youth, and other sectors. This is a recognition that economic growth is not only fuelled by physical and monetary investments but economic growth is also generated by the people. Ensuring that growth is sustainable and has a broad effect is made possible by integrating many population sectors into the economy.

# LEGACY



## GENERAL SERVICES

*health, safety, and peace and order*



The welfare and well-being of the community has always been at the forefront of the administration of Mayor Antonino Calixto. Particularly health services and peace and order, he firmly believes that a growing Pasay is a city where all his constituents can have affordable healthcare and where they can roam the city without fear.

*“I want our people to be able to access immediate medical attention through our city’s prime hospitals at the time they need it,”* Mayor Calixto says. *“This also applies to our law enforcement agencies that they will always be ready to protect our people.”*

### THE INNOVATIONS IN MEDICAL SERVICES

In his first year of office in 2010, Mayor Calixto has allocated a budget of Php105,158,658 which has grown stealthily over the last years to include all improvements and modern innovations in the health care system – Php187,781,652.38 in 2013; Php217,457,070.34 in 2016 and Php440,449,587.68 in 2019. His leadership, thus, manifests that health is one of his priority programs. In particular, the call of the present dispensation for Universal Health Care (UHC) has led to a re-focusing of programmatic thrusts in line with the six instruments of the UHC. This is reflected in increased investments in the current Annual Operational Plan for program projects and activities that are related to the 1) Millennium Development Goals / Sustainable Development Goals 2) Human Resource for Health Management 3) Development of Health Information System, and 4) Enhancement of Health Facilities.

*“Our city mayor has a wide-range of operational, relational and analytical skill which makes him carry out his roles and responsibilities effectively and efficiently,”* says City Health Office Head Dr. Cesar F. Encinares. *“Health is his priority program hence, he untirely supports all health programs.”*

At present, Pasay City has 4 hospitals (Pasay City General Hospital, San Juan de Dios Hospital, Adventist Medical Center Manila, and Air Force General Hospital); 13 health centers as compared with 14 in 2013 - with several undergoing reconstruction and enhancement (San Roque, San Isidro, Doña Nena, Leveriza, Malibay, Cuyegkeng, MD Cruz); and 8 lying-in clinics and maternity clinics as compared with 10 in 2016 and 2013. There is also the establishment of Mother-Baby friendly workplace, TB treatment satellite centers, sundown clinics, and HIV / AIDS treatment hub around the city.

In particular, Pasay City General Hospital (PCGH) which is considered one of the best local public hospitals in Pasay City has complete and state-of-the-art medical equipment used by highly-trained doctors and medical personnel in the whole of Metro Manila, making the doctors more efficient and devoted to their commitment to attend to the needs of their clients in and around Pasay City.

“Our city mayor has a wide-range of operational, relational and analytical skill which makes him carry out his roles and responsibilities effectively and efficiently. Health is his priority program hence, he untirely supports all health programs.”

Dr. Cesar F. Encinares  
City Health Office Head



Mayor Calixto and Rep. Calixto-Rubiano inspect a blood pressure monitor

Just recently, Mayor Antonino Calixto and his sister, Congresswoman Imelda Calixto-Rubiano opened PCGH Dialysis Center which has 10 dialysis equipment to include two dedicated equipment for emergency and special cases. PCGH also recently inaugurated its own *Malasakit Center*, which is a one-stop service center of government services instituted for the purpose of expediting the process in availing medical services relevant to healthcare, primarily for, but not limited to, financial assistance. PCGH is the fourth hospital to establish a *Malasakit Center* in the National Capital Region and the first general hospital-LGU to do the same.

Other modern and innovative equipment that PCGH offers to its clients include the Laparoscopy Tower, used for those with pain in the abdomen; the x-ray machines (both fixed and portable); CT-Scan; Endoscopy Machine; defibrillators; incubators with phototherapy at 3D and 4D ultrasound machine. In the next coming months, the Magnetic Resonance Imaging Machine (MRI) is made available so that doctors can diagnose or monitor treatment for a variety of conditions within the chest, abdomen and pelvis area.

Because of such new innovations and developments, for the past eight years from 2010 to 2018, the PCGH was able to accommodate at least half a million patients in its emergency room and 400,000 patients at the Outpatient department. Those who were confined at the PCGH reached up to 100,000 in the same fiscal year. During those same years, the hospital has also shelled out almost Php150 Million worth of medical expenditures – with the Pasay City government paying Php127 Million of those expenses.

To extend the arm of health service further, under the Pasay City Comprehensive Hospitalization Program, Take Care I Care (TCIC) was created, which states that “*all poor residents, employees of the City Government as well as teaching and non-teaching staff are qualified to avail of up to Php25,000 in hospital bills per year.*” With this, Pasayenos are able to access immediate medical attention through the city’s prime hospitals – San Juan de Dios Hospital, Manila Adventist Medical Center, and Pasay City General Hospital (PCGH) - at the time they need it. The beneficiaries are given a TCIC Green Card as part of the annual social medical assistance in which each family is entitled to a maximum of P25,000 hospital assistance.



Mayor Calixto and Rep. Calixto-Rubiano join a medical and dental mission with former Health Secretary Janette Garin



A radio fluoroscopic x-ray machine is among the new equipment provided for the Pasay General Hospital

To date, TCIC members have now reached 51,942 families. For the years 2015 to 2018, the city government has already paid an estimate of Php130 million to these hospitals for the medical bills of the beneficiaries.

The city was also among the first local government units to implement the EMR (CHITS) which is a primary healthcare information system with the goal to build a national health information infrastructure, which can contribute to a bigger goal of improving health information management at the community level.

Presently, CHITS and its inoperability have been expanded to all health centers.

#### ENHANCEMENT OF THE HEALTH CENTERS

Health centers such as San Roque Health Center, San Isidro Health Center, Dona Neña Health Center, Leveriza, Malibay, Cuyegkeng and M. Dela Cruz Health Center possess modern equipment for the fast and innovative testing and cure of their patients. They also have their own laboratories that give out special examinations such as urinalysis, stool exam, sputum microscopy, HIV testing and Syphilis testing, blood chem machines, complete blood count analyzers and state of the science devices for the nutrition program, misting and fogging machine for vector control.

All the health centers now have areas for microscopy center that can diagnose Tuberculosis cases.





Doña Nena Health Center (left) and Doña Martha Lying-In Clinic and Health Center (right) are renovated to better serve Pasayenos.

The city also provides drugs and vaccines for anti-cervical cancer, anti-flu, anti-pneumonia, and hepatitis B, and other medical supplies for the consumption of its constituents free of charge.

Those who have problems with their teeth and gums need not worry as all health centers are also equipped with the latest in dental facilities, which includes a laser apparatus and scalar. This was made possible to ensure that the Basic Oral Health Package is accessible to all Pasay constituents.

With the phase down of foreign donations of contraceptive commodities, the city had assumed responsibility of assuring the supply of Family Planning commodities for its current and future users. The city government of Pasay adopts and promulgates this Contraceptive Self-Reliance (CSR) Strategy and Logistic Management Guidelines to assure that no disruption occurs in the delivery of Family Planning services to its constituents. Not like other cities who are asking for users' fees, the city of Pasay is continuously providing the commodity to its constituents free of charge.

The city government has also allocated budget for the purchase of anti-rabies vaccine and anti-rabies serum (RIG) to augment the supply coming from the Department of Health to be able to give free complete doses of Post-Exposure treatment to residents of Pasay City. This LGU has also allotted budget on PHILHEALTH premium for indigent families.

In terms of manpower, more nurses, dentists, midwives, utility workers, lab aides and even peer educators to augment human resource for health management are ready to serve the people of Pasay City. Since Mayor Calixto always has a heart for the city, there is an increase in allowance in each barangay health worker.

*“He continuously pushes and allows us for professional growth in development activities,” says Encinares. “He gives his health employees room to improve themselves consistently for a higher quality patient care. The city was the first to fully implement the Magna Carta for Health workers which shows his concern to his workers. He is very sensitive to the health needs of his constituents; thus, he always gives his best effort to provide everything that will improve their well-being.”*

Take note that all health services are free of charge. Plus, Pasay City has always provided its constituents with free vaccination and vitamin supplementation for the children, and pre-natal and post-natal care for those who have just given birth. The city also offers free consultation and free medications.

#### OTHER PRIORITY PROGRAMS AND PROJECTS

On 9 January 2017, President Rodrigo Duterte has signed the Executive Order (EO) No. 12 on Attaining and Sustaining “Zero Unmet Need for Family Planning” through the strict implementation of the Responsible Parenthood and Reproductive Health Act.

With the signing of the EO, the city government reinforced all mechanisms and strategies for the attainment of a full range access for modern family planning (FP) methods that have been intensified and accelerated, especially among the poor households in 2018.

In this regard, health workers are mobilized to conduct intensive community-based demand generation and referral activities and ensure the provision of quality modern FB information and services within the principle of informed choice and volunteerism (ICV).

Aside from conducting a TB caravan for the massive, intensive and focused on high-risk groups, the Pasay City AIDS / STI Prevention and Control Program (PASPCP) through the City Health Office has been implementing various activities to best address the HIV epidemic, prevent HIV disease in the city, and maintain the <1% prevalence rate. Concerted efforts to provide the correct information and to reduce stigma and discrimination are done through regular AIDS awareness and education campaign at the barangay and on key affected populations.



A Pasayeno receives anti-pneumonia vaccine.



A health worker examines a child during the Kandili ng Kalusugan activity.



Senior Citizens receive prompt attention in Pasay City Hall.



A doctor examines a patient during a Sagip Mata activity.

The city government also provides all employees, senior citizens and other constituents of Pasay City vaccines for Hepa B (adults), influenza and pneumococcal and HPV. Meanwhile the more than 34,000 senior citizens of Pasay are given free vaccinations and consultations. For persons with disabilities, the city government also gives them opportunities to work and to own their business through several livelihood projects.

Pasay City also conducts regular medical and dental missions at least four times a year and walk-ins to the city hall can avail of free medicines every month. There are also regular medical and dental outreach missions to people deprived of liberty such as prisoners and detainees.

Other initiatives include the regular conduct of community and grassroot capability building such as family development sessions; PABASA sa Nutrisyon (PSN) or Mother's Classes, a participative learning of nutrition information contained in the Nutri-Guide which mothers read and learn through discussion and interactive games and exercises; Bayanihan Toothbrushing Drill; the Sagip Mata which in a span of almost nine years from 2010 to 2018, an estimate of 45,000 residents of Pasay were given free reading glass.

**For its Implementation and Attainment of TB-Free City 2011 of the National Tuberculosis Program under the Department of Health, Pasay City was awarded the Manuel L. Quezon Achievers' Award, given to deserving LGUs that efficiently strengthen the treatment and cure against tuberculosis for patients directly under the Directly Observed Treatment, Short Course (DOTS) facilities.**

Pasay City also has the welfare and well-being of their children in its embrace. Among the programs include newborn screening, expanded program on immunization, micronutrient deficiencies prevention and control program, better oral health for the community, infant and young children nutrition, operation timbang plus, food supplementation program, integrated management of childhood illnesses, and control of tuberculosis in children.

Again, all health services are free of charge.

Because of these new and fresh innovations in the healthcare industry and the compassion that Pasay City has extended to its constituents, Pasay City has also reaped several awards. For its Implementation and Attainment of TB-Free City 2011 of the National Tuberculosis Program under the Department of Health, Pasay City was awarded the Manuel L. Quezon Achievers' Award, given to deserving LGUs that efficiently strengthen the treatment and cure against tuberculosis for patients directly under the Directly Observed Treatment, Short Course (DOTS) facilities.



A young child gets medical attention at Malibay Health Center



A mother signs up for a Breastfeeding Letting activity



Pasay Kontra Droga campaign

In the year 2010, the Department of Health also awarded the Best Health Center for Directly Observed Treatment Short Course Chemotherapy (DOTS) to Doña Martha Health Center. The next year in 2011, that same award was given to Dr. Elvira Lagrosa Health Center. Both health centers competed with more than 500 health centers in the whole of the National Capital Region that implemented the Anti-Tuberculosis Treatment.

With such noble acts and endeavor, in 2013, the Department of Health awarded the Pasay Health Department with the Garantisadong Pambata 2013 Champion award for giving medical services to the youth of the nation.

**GOAL: A DRUG-FREE PASAY CITY**

One of the reasons why Pasay City also keeps on growing and becoming more progressive is on espousing safety and peace and order, especially under this administration's war on drugs. "A drug-free Pasay has always been my goal," says Mayor Calixto. "That is why I ordered our local police that they must act decisively to maintain peace and order and that they should be extra vigilant against illegal drug activities."



Public utility vehicle drivers participate in OPLAN: "Harabas," a drug test campaign.



The campaign against drugs has resulted in the seizure of methamphetamine hydrochloride as well as pushers and users.



According to the City Anti-Drug Abuse Council (CADAC) Executive Director Daniel T. Alfano III, when Calixto was elected as mayor in 2010, there was already a proliferation of drugs. *“That was no secret so as early as 2002, we already have laws and proliferation plans about drugs,”* he says. *“Plus, there was no solid preventive education and that the previous administration was solely focused on treatment. The drug dependents were just sent to rehabilitation centers. No preventive education, no community-based programs.”*

Alfano adds that before Calixto sat down as Mayor, Pasay City was enveloped with fear. The residents were not only fearful for their lives but the police were also scared to track down these drug abusers.

In his first year as Mayor in 2010, however, Calixto has already strengthened his campaign on illegal drugs by implementing the ordinance - treatment, preventive education campaign materials, advocacy - and working with the barangays to maintain peace and order in the land. Together with its 201 barangays, the local government strengthened its implementation on the Barangay Anti-Drug Abuse Councils (BADAC) Mamamayan Ayaw sa Anomalya, Mamamayan Ayaw sa Droga (MASA MASID) and Community-Based Rehabilitation Programs.

The local government also involved its 3,000 students from elementary, high school, and college, as well as 3,000 barangay officials and 4,000 members of different sectors such as transportation, church groups, the youth and private sectors to start its campaign against illegal drugs through the Drug Abuse Resistant Education or the DARE and Kids Against Drugs Program. Under this program, the city government provides modules designed for elementary students, educators and members of the police that can be used for lectures and other educational campaign. The subject is integrated in their MAPEH classes.

For high school students, the mayor introduced the BKD or Barkadahan Kontra Droga which are lectures being done by the Dangerous Drugs Board and the CADAC personnel. The students are also encouraged to be members of the BKD to help support each other and resist peer pressure to use drugs.

*“We want to put a stop to their drug use even at the onset of the experimental stage,”* adds Alfano.

Other programs that Pasay City has implemented included the Students Against Vices And Evils of Drugs or SAVED. Under this Program, the local government gives modules for college students and the youth who are then taught how to observe honor, dignity, and respect. The youth also becomes facilitators in sharing information and knowledge against drug abuse, trained for leadership and community service.

Pasay also has a functioning Special Drug Education Center designed for out-of-school-youth and street children. The center serves as a venue in promoting preventive and developmental services to arm them with the knowledge and skills to prevent drug and substance abuse.

*“Plus, the drug users are now fearful of the government - but it is a healthy kind of fear because we want to instill in them that these programs are necessary for their well-being,”* says Alfano.

#### THE RECOVERY CLINIC

A first of its kind among cities in Metro Manila, Pasay City also boasts of the Recovery Clinic which is a pilot project of various local and international agencies - Department of Health, World Health Organization, and the Delegation of the European Union (EU) in the Philippines. Known as the “Model Recovery Clinics (Voluntary Outpatient-based Medical Treatment Facilities for Drug Users)”, the Recovery Clinic seeks to treat non-severely addicted drug users, *“offering evidence-based drug abuse medical treatment in a voluntary outpatient setting that preserves human dignity via medical record privacy and confidentiality protections under Philippine law.”*

Implemented between October 2016 and October 2018 first in Tarlac and then to other parts of the country such as in Pasay, Cebu, Ifugao, Compostela Valley and Oriental Mindoro, the total cost of the project was more than Php20 million.

According to EU Operations Section Program Manager for Health Diana Van Daele, the recovery clinics are patterned after the European bloc’s efforts in the Czech Republic. *“The recovery clinics aim to reach non-severe drug users aged 16 and above who are not subject to a court order, and who voluntarily want to fight their cravings and addiction,”* she says. *“The primary drug of abuse is methamphetamine that helps them keep up with long working hours, weakening their quality of life. The majority of patients received in [the] Tarlac recovery clinic are men.”*

Adds Alfano, *“This is an outpatient rehab center where we came up with new methodologies, and new approaches. We also have various trainings and then we will see if these programs are applicable in our Philippine setting.”*

Aimed to support the DOH in the development of these six recovery clinics, the project is also geared to provide technical assistance and IT equipment that focused on the national department of health guidelines development for recovery clinics and recovery homes, medical records design development, as well as treatment methods, such as the development of treatment modules, treatment plans and patient flow charts.

For graduates of drug rehabilitation centers and The Recovery Clinic, the Pasay City Anti-Drug Abuse Council also provides livelihood programs in cooperation with the Technical Education and Skills Development Authority (TESDA). *“TESDA is a very strong supporter of Pasay,”* says Alfano. *“Every training schedule, they allot 30 slots for drug users and their immediate families - for free.”*

#### PROMISING RESULTS

Nine years after implementing the campaign against illegal drugs, Alfano is happy to note that drug abuse went down by 23%, especially among the youth. *“We credit this low percentage to the education that was instilled in them about the ill effects of drugs, and our strong program on preventive education,”* he says. *“As soon as President Duterte sat down as Chief Executive, there was no shortage of people - who are using drugs - surrendering.”*

With the strength and the impact of the programs and projects of other government agencies such as the Department of Education which has its own policies in relation to drugs, the Pasay City Drug-Abuse Council is now focused on going down the grassroots level and treating the communities - prevention, and other drug rehabilitation programs.

*“Our goal is to make sure that people won’t even try taking drugs,”* says Alfano. *“We want them to go back to their normal lives before everything is too late.”*

As of 27 February 2019, the Department of Interior Local Government (DILG), the Philippine National Police (PNP), the Philippine Drug Enforcement Agency (PDEA), the Department of Health (DOH), and the Pasay City government awarded several barangays with a Drug-Cleared Barangay Certification. These are barangays 12, 41, 86, 93, 99, 133, 136, and 140. Barangays 86 and 140, meanwhile, received their certification earlier.

*“There are presently 84 barangays which are on the process and hopefully, they will also be declared drug-free by the end of the year,”* says Alfano.

In 2018, the DILG also awarded the Pasay City Government with the prestigious Anti-Drug Abuse Council IDEAL Performance Award 2018 because of its high functionality rating based on the 2017 Anti-Drug Abuse Council Audit DAC Performance Audit. This award recognized Pasay City because of its compliance of the campaign of the National Government against illegal drugs through its Anti-Drug Abuse Council.



Mayor Calixto says that he is thankful that their anti-drug efforts have been recognized like the City Anti-Drug Abuse Council (CADAC) program to educate Pasay residents on R.A. 9165 or the Comprehensive Dangerous Drug Act. “CADAC has been active in the barangays to raise awareness by teaching them how drugs affect their body, family relationships, finances, friends, neighbors, properties and the lives of other people,” he says.

“I think what makes our drug campaign successful is that everyone is cooperating because we made sure that the programs we are implementing are necessary for them,” says Alfano. “This was unlike before when there was chaos and there was no cooperation since drug dependents didn’t want to be under the authority of our police force.”

#### THE PEACE AND ORDER IN PASAY

Alfano says that years ago, Pasay City was not safe. According to him, walking the streets late at night could attract burglars or snatchers, or worse. But now, with the local government giving the police 100 motorcycles, 9 AUVs, 6 pick-up trucks, 2 sedans to infiltrate crimes in the city, there are less incidences as crime rate went down.

“The crimes today are more of isolated cases,” he says.

The Pasay City government also has good relations and coordination with the police force to maintain peace and order, and to thwart all crimes in Pasay. In fact, in 2013 and among seven cities in Southern Metro Manila, the Pasay City Police Station was hailed as the Number 1 in its fight against illegal drugs. In 2014, the National Capital Region Police Office (NCRPO) also awarded the Pasay City Police Station with the Highest in the Solution of Sensational Cases for 2014 Award and the Best in Past and Continuing Notable Accomplishments Beyond the Rating Period for Calendar Year 2014 for the whole of Metro Manila.

In more recent years, the Pasay City Police Station was awarded the Outstanding Police Station in Police Community Relations for 2017-2018. In the year 2018, the police station also received from the Southern Police District the Top #1 in the Performance Evaluation Rating in Operations, Intelligence, Investigation and Police Community Relations.

In 2017, NCRPO-SPD also awarded PSSUPT Noel Flores with the Best Chief of Police for 2017 for his dedication in implementing the campaign of the government against illegal drugs, and his excellence in solving crimes.

Aside from these, the NCRPO also praised the Pasay City Police Station for its exceptional role in implementing safety and security during the APEC Economic Leaders Meeting in 2015 that was held at the Philippine International Convention Center (PICC) in Pasay City, as well as other international events.

To add feather to its cap, the Department of Interior and Local Government (DILG) also awarded Pasay City with the highest total percentage score of 93.14% in the 2017 Local Peace and Order. The basis for this award was the passage of the Executive Order and City Ordinance that forms the Peace and Order Council (POC) in the city, and other means where Pasay follows the regulation of the DILG. It can be noted that Mayor Antonino Calixto chaired the Regional Peace and Order Council of Metro Manila.

At present, Pasay City has 48 CCTV installed cameras in strategic locations in Pasay to monitor traffic, peace and order, disaster preparedness measures and other emergency situations. Soon to be installed are 28 additional CCTV cameras and in the next coming months, plans to upgrade the Communications Command Center in Pasay are in place.

Alfano has all praises for the leadership of Mayor Calixto. “One thing I have learned from Mayor Calixto is to let the tool work which means that when you are designated to that position, you have to function as expected based on the general vision of the city,” he says. “Our mayor is more on the monitoring side where he verifies what you report to him. Another thing that I like about him is that he doesn’t destroy bridges. Instead he builds bridges. He has good relationship with his political opponents or those who don’t agree with his views. He also has a heart for the poor, for the students, those who are sick, and for the community - which is why he provides them with what they need on a daily basis.”

As for its future plans, Alfano says that he wants Pasay to be a drug-clear city, and a safe place to live in. “We are also planning to come up with a mobile counselling clinic because there are barangays without any facility,” he says. “When we do interventions, we usually do it along the road where many people can see us. But with a mobile clinic, everything is kept in secret. Their identities are kept hidden and that there is no stigma.”



# LEGACY



“Pasay is undisputedly the country’s one and only travel city, the most exciting integrated tourist destination by the bay in the 21st century. We’re getting there, but more should be done.”

Mayor Antonino Calixto

## ARTS, CULTURE & TOURISM



Over the course of nine years, Pasay City has gorgeously transformed into a nascent avenue for locals and foreigners. Aside from the many towering establishments and delightful activities, Pasay boasts of a scenic sunrise and sunset view that has both travellers and commuters spellbound. Even the recent restoration of Manila Bay brings back memories of the old Pasay, once harmoniously called the “Boracay” of the metropolis.

At the onset of his administration in 2010, Mayor Antonino Calixto had already stressed the importance of overhauling Pasay City into an entertainment mecca. For him, Pasay City is not just a gateway to the Philippines but a tourist destination in itself.

*“Pasay is undisputedly the country’s one and only travel city, the most exciting integrated tourist destination by the bay in the 21st century,” he says. “We’re getting there, but more should be done.”*

He admits, though, that there was a lot on his plate in getting rid of the stigma that was “Sin City.” Before he took over the helm as Mayor in 2010, Pasay City was aplenty with bars and nightclubs, often disguised as disco bars. Slums were everywhere and crimes were at its peak. According to a 2010 data, there were 32,829 informal settler families (ISF) living in Pasay and a year later in 2011, an increase of 1,620 families totalled to around 34,450 families.

The squatter colonies were then located along Pasay’s creeks such as the Tripa de Galina and Maricaban, and in portions of Gotamco St., inside the Sgt. Mariano Cemetery and other areas.

*“That was a major concern of the city, and we needed to bring back the beauty of the city, rebrand Pasay, and take away its image as sin city,” says Mayor Calixto.*

Thus, in his first year of office, one of his pioneering programs instituted to bring back the magnificence of Pasay was rebranding the city as the Philippines’ Travel City from what was then known as Sin City. With a new slogan, Where the fun begins and where the fun never stops, the city promises not just to attract locals and tourists but to make them feel safe and to give them a sense of freedom.



According to Mayor Calixto, the use of the term Travel City means to take advantage of the geographical position of Pasay to boost tourism in the city and within the country.

*“Our image of Pasay City as a Sin City is now a thing of the past,”* he says. *“By successfully repackaging Pasay City, we attract more people and investors to invest in our city, therefore, bringing in more revenues and income for our people.”*

In changing the image of Pasay City, Mayor Calixto had to deal with two factors: the external and the internal. In the external variation, the city government propped up Welcome Landmarks around the city to determine the boundaries of Pasay with adjacent cities such as Parañaque and Makati. Unlike before where commuters and travellers who did not frequent Pasay City had a difficult time figuring out which is which, through the initiative of Mayor Calixto, Pasay has created its own identity and brand, trumping other progressive cities in Metro Manila.

Another initiative that the Calixto administration implemented was the publication of the EZ Map, which is an effective tool in showcasing the different and magnificent locales in Pasay City. The map which can be bought in bookstores nationwide and all other outlets also features the history of Pasay City, and the many establishments available, as well as a map of the city so that travellers won't get lost roaming around.

To further cement its image as Travel City, Mayor Antonino Calixto also launched Pasay Ko, Love Ko which is a program that aims to provide knowledge and importance of cleanliness and hygiene in all barangays. In cooperation with the Solid Waste Management, the project prompted barangay officials, the city's street sweepers, and community residents to clean up their respective barangays.

City Tourism and Cultural Office Head George Tiopes adds that many improvements were also made in changing the internal image of Pasay City. First was on the registration of tourism-related establishments which eventually resulted in revenue increase for Pasay City. Second was on changing the work attitude of the employees through trainings and working by example. Third was by creating programs to service tourists.

Other improvements were on actively promoting Pasay as a MICE (Meetings, Incentives, Conventions and Events) destination, and doing away with “fixers” and faster release of the registration.

*“Since Pasay also has the largest convention centers in the country that host world-class events, we thought it best to highlight these places and areas because that’s what we are known for anyway,”* says Tiopes.

Pasay City was also the first city in the whole country to have a cultural profile submitted to the National Commission for the Culture and the Arts, which eventually affected the receptivity of a tourist coming in or going out of Pasay City. According to Tiopes, the individual now can willingly accept information and incorporate it into his or her lifestyle. In this case, a promise to return back to Pasay City because of its many cultural differences.

*“Again, from being called the “Sin City to The Travel City, literally speaking, we did this through good governance.”*



Mayor Antonino Calixto also launched “Pasay Ko, Love Ko” which is a program that aims to provide knowledge and importance of cleanliness and hygiene in all barangays. In cooperation with the Solid Waste Management, the project prompted barangay officials, the city's street sweepers, and community residents to clean up their respective barangays.



# FOUR PILLARED PROJECT

## Tourist Retention & Repetition



### OTHER TOURISM-RELATED PROGRAMS

Nine years later and the end of Mayor Antonino Calixto's three terms, the city of Pasay has indeed blossomed into a cultural icon and a tourist destination. Among the many magnificent structures and elegant buildings prevalent in Pasay City include the more famous ones such as the Mall of Asia, the SMX Convention Center, the Cultural Center of the Philippines, the Philippine International Convention Center and Resorts World Manila. Not to be outdone are the newer ones, namely, Conrad Manila and Newport Mall, shopping and hotel complexes that have raked in investors and tourists from all over the world.

Presently, Pasay City has also incorporated other programs into its systems. Among them include a four-pillared project that boasts of a tourist retention and repetition. The first is a Tourist Security Brigade, a special task force responsible for protecting the many thousands of tourists dropping by Pasay City yearly. In the nine years under the Calixto administration, the security has been beefed up several times, especially during important and government affairs such as the Papal Visit, Miss Universe 2017, ASEAN @ 50, and the APEC Summit.

The security also ensures that locals and tourists around Pasay City feel safe, secure and free from danger.

Another is through the conduct of some cultural mapping program which was instituted for three years from 2017 to 2019. According to Tiopes, this is a crucial tool and technique in preserving the country's intangible and tangible cultural assets. Through this research, the local government of Pasay has recorded cultural elements – the tangibles such as galleries, craft industries, distinctive landmarks, local events and industries, as well as the intangibles such as memories, personal histories, attitudes and values.

Once these elements that make Pasay City unique are identified, the local government proceeded to initiate a range of community activities and projects that conserve, record and utilize these elements. These data are then represented through various formats such as geographic maps, graphs, diagrams, aerial photographs, satellite-produced images, statistical databases, and others.

*"The most fundamental goal of cultural mapping is to help communities recognize, celebrate, and support cultural diversity for economic, social and regional development," says Tiopes.*

In order to measure performance which serves as a basis for decision-making and policy-formation, the local government of Pasay City has also instituted the Tourism Statistics, a data base to help investors in discovering the best areas to invest in. According to Tiopes, the statistics is needed to apply statistical techniques to the collection, computation, analysis and distribution of the data on tourism.

*"Credibility has been one of our major concerns where in the past, our credibility has been lost because of the loose way in which estimations have been made and even in the present, using data that has not been sufficiently assessed," says Tiopes. "We are rectifying that by updating this tourism statistics."*

Lastly, since technology has also been an influential factor in the programs of the tourism industry, the city of Pasay is not to be left behind as the city digitally promotes its events and activities through social media.



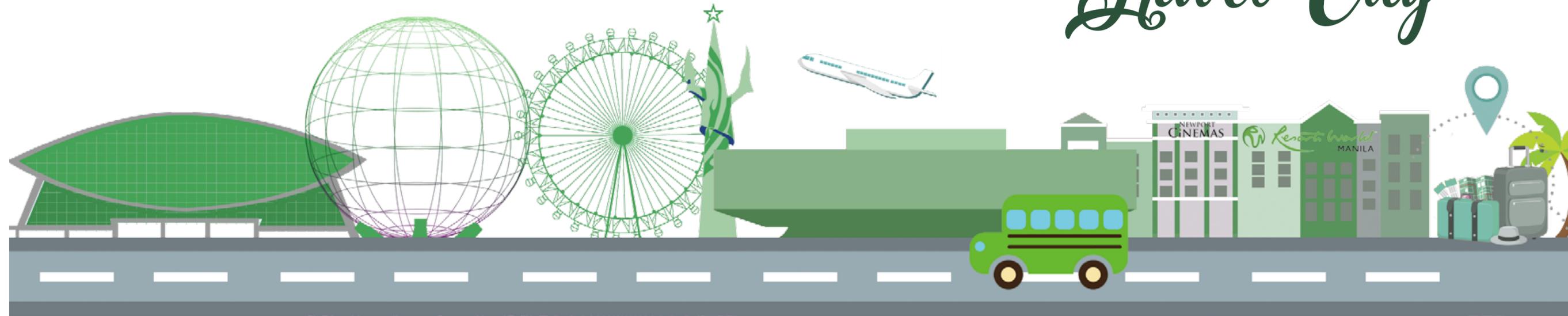
(Top) Mayor Calixto shows the emblem of Pasay City. (Bottom) Mayor Calixto and Congresswoman Emi Calixto-Rubiano receive the cultural profile of Pasay City.





## NO. OF TOURISTS

2017	4,274,175
2018	4,691,003



# Travel City

### GENERATING REVENUES THROUGH TOURISM

Because of the many programs and projects of the City Tourism and Cultural Development Office (CTCDO) of Pasay City, the main agency tasked to implement programs related to tourism in the city and which also formulates a comprehensive plan for Pasay City Tourism Development including people's cooperation and participation from the private sector and appropriating funds for the various projects, the influx of tourism has continuously spiked up from the day that Mayor Calixto assumed office.

A 2018 data revealed that there were approximately 4,691,003 tourists – as compared to 4,274,175 in 2017 - who arrived and enjoyed the city, its amenities and facilities, and its humble people. The increase in tourist arrivals, according to Tiopes, not only helped the individual establishments but augmented the income of the city needed to provide more improvements and developments.

*“This is not just because of the different and the many establishments that we have now, curbing the crimes or relocating some of our informal settlers, or even the many awards that we have received but this is because the city of Pasay have grown strategically in all of these years,”* says Mayor Calixto. *“We don't want to remain stagnant but instead, we want to show the whole world that Pasay is the city to beat.”*

For its tourism-generated income, the growth is also palpable. Tourism income was recorded at Php3,608,000 in 2010, Php2,997,450 in 2013, and finally, Php2,894,548 in 2016. For 2019 alone, the income generated is overwhelming. As of January 2019 alone, income generated from tourism-related activities is now at a whopping Php2,058,148.

Undoubtedly, the tourism industry in Pasay City, especially the sprawling establishments, contribute greatly to the healthy income of the city. These past few years, many hotels, leisure resorts, and activity centers have sprouted. Among these included Blue Bay Walk, a lifestyle hub where fusion of authenticity, relaxation, and indulgence meet, composed of a park, bars and restaurants; Conrad Manila, one of the upscale hotels that has designs inspired from the sea; S. Maison, one of the newest shopping destinations that sits below Conrad Manila and features a wide array of shops, boutiques, and high-end stores; and the Dessert Museum, a one-of-a-kind museum that displays and tells the story of all kinds of sweetness from cotton candies, ice creams to candy canes.

### PASAY CITY AS TRAVEL CITY

Since the 1960s, Pasay City under the leadership of former President Ferdinand Marcos and his first lady Imelda, has been the breeding ground and the stage for the culture and the arts. Among the architecture they have built included the Cultural Center of the Philippines (CCP) Complex, situated in an 88-hectare reclaimed property in Pasay City designed by National Artist Leandro Locsin. The complex includes the CCP main building, Folk Arts Theater, Philippine International Convention Center, Manila Film Center and Coconut Palace (also called the “Tahanang Pilipino”).

From there, Pasay blossomed to include other world-class structures such as the SMX Convention Center, the biggest convention center in the country; the Newport City, an integrated top-notch recreation hub that silently raises the bar in the hotel and entertainment industry; the SM Mall of Asia, considered to be the third largest mall in Asia; the MOA Arena which is the home to different sporting events; and of course, Pasay's very own Malibay Sports and Cultural Center that hold stunning performances such as the barangay beauty pageants, the cenaculo that transpire every Holy Week, and fund-raising activities.

**With the tourism projects and programs in Pasay City in full swing, Mayor Antonino Calixto hopes that many more tourists and visitors in the coming years can experience what this world-class city has to offer. Pasay City is truly a cut above the rest.**

Pasay City also serves as a getaway to local and international travels with the NAIA airports being renovated from time to time and the LRT and MRT trains finding stops at the City.

With the tourism projects and programs in Pasay City in full swing, Mayor Antonino Calixto hopes that many more tourists and visitors in the coming years can experience what this world-class city has to offer. Pasay City is truly a cut above the rest.

# LEGACY



## COMMUNITY DEVELOPMENT *and livelihood improvement*



At the core of the Calixto Administration program is community development that seeks to improve Pasayaños' quality of life, access to social services to alleviate poverty and empower disadvantaged individuals, families and communities to improve their quality of life.

This is in accordance with Article XII, Section 11 of the Constitution which provides that the "State shall adopt an integrated and comprehensive approach to health development which shall endeavor to make essential goods, health and other social services available to all the people at affordable cost. There shall be priority for the needs of the underprivileged, sick, elderly, disabled, women and children."

In consonance with Republic Act 6972, the Pasay City government sees to it that day care centers are available for young Pasayaños. Day care centers are important because these institutions help the young in their communication skills and language development, in managing their emotions and behaviour, and in their personal growth and development. Mayor Calixto believes in investing in the young for the future.

### SOCIAL WELFARE

Pasay Social Welfare and Development Department (PSWDD) Head Rosalinda Orobias joined the city government around the same time Mayor Calixto assumed office. When she took over as head of PSWDD, Orobias says social welfare programs were not properly implemented.

Mayor Calixto took time to discuss with her how the implementation could be improved. The PSWDD was given the needed budget to pursue these programs.

To carry out its programs, the city government allocated Php 82,290,936 to the PSWDD in 2013. The budget allocation was increased to Php97,021,405.25 in 2016. By 2019, the PSWDD had a budget allocation of Php140,671,584.10. It has more than 200 personnel who man 12 satellite unit offices, youth centers and social development centers.

The programs of the PSWDD are aimed at promoting the well-being of children, youth, women, the elderly and special groups.

During his first term as mayor in 2010, the city government under Mayor Calixto was able to provide budget for pre-school children's uniform including their P.E. uniforms. Budget was also available for the Supplemental Feeding Program, and hygiene kits.

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When Mayor Calixto assumed office, only 8,000 children were sent to Day Care Centers. At the end of his first term, this number increased to 11,872. In 2016, the number of children further increased to 15,993. In 2019, 14,000 children were sent to Day Care Centers. At the start of the Calixto administration, there were only about 70 day care centers in Pasay that time. "Now, we have 112 day care centers spread throughout the barangays," Orobia proudly shares.

"We have also a newly constructed social development center where we cater to physically and sexually abused minors, also abandoned children," she adds. The children in the social development center are younger than those in the youth center. Children rescued off the streets are brought to the social development center.

The youth center houses children in conflict with the law awaiting resolution of their cases. Aside from shelter, children confined in the youth center are enrolled in the Alternative Learning System (ALS), provided food and clothing by the local government. Orobia says the youth center has 62 residents, presently.

"As the father of the city, I would like to protect our children from abuses and dangers in the community so that they would grow up peacefully," says Mayor Calixto. "Through the help of the PSWD, we worked on these projects such as the opening of several day care centers in our different barangays. We also have programs for the Child and the Youth, Social Services, for help and counselling programs for those children who needed our assistance. For children who are abused physically, mentally and emotionally and children who are abandoned by their parents, we also opened up our Social Development Center. Our Pasay City Youth Home is also available for children and teens who once lost direction in life."

According to Orobia, the PSWDD conducts massive rescue operations twice a month, saturating every corner of the city in coordination with the PNP.

Statistics from the PSWDD show that there were 44 street children rescued in 2010; 342 street children in 2013; 265 in 2016 and 41 as of May 2019. Street adults rescued totalled 119 in 2010; 1,360 in 2013; 843 in 2016; and 187 as of May 2019. There were also senior citizens rescued: 14 in 2010; 88 in 2013; 32 in 2016 and 6 as of May 2019.

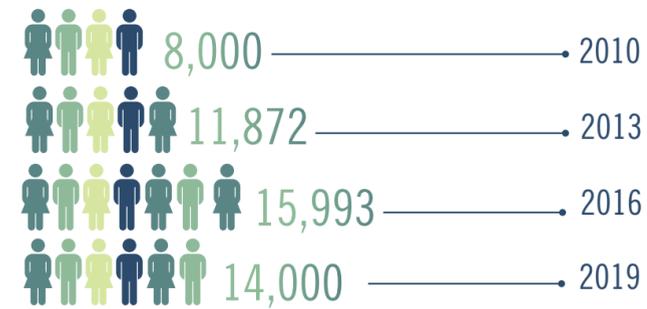
However, Orobia clarified that not all of those rescued are Pasayenos. There are those from neighboring cities or municipalities who make their way to Pasay City to scavenge for a living, knowing that there are many establishments in the city.

TOP TO BOTTOM: Mayor Calixto distributes school items to daycare students; Mayor Calixto and Congresswoman Emi Calixto-Rubiano hand over a check for the cleanliness of the barangay campaign; The chief executive distributes bags of rice.

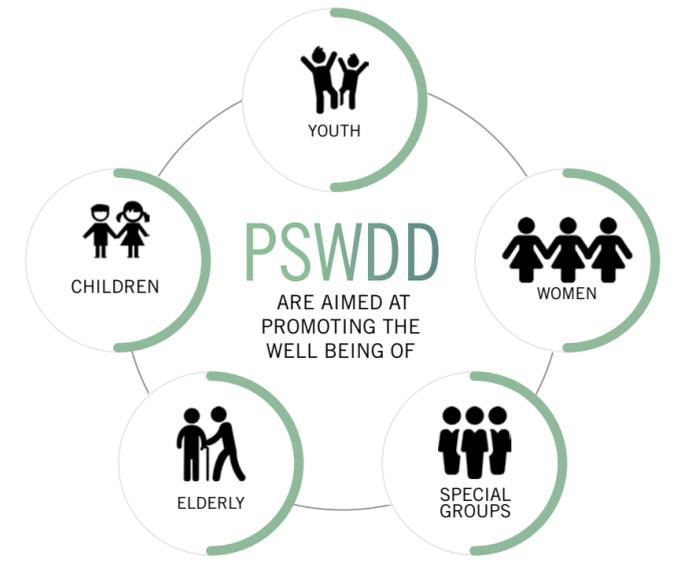
## NO. OF DAY CARE CENTERS



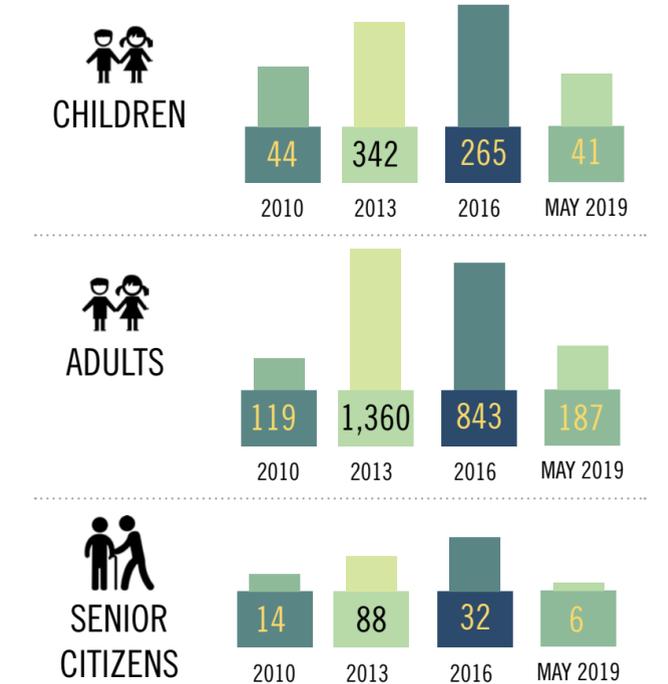
## CHILDREN IN PASAY DAY CARE CENTERS



## PASAY SOCIAL WELFARE AND DEVELOPMENT DEPARTMENT (PSWD) ANNUAL BUDGET



## RESCUED IN THE STREETS





Mayor Calixto assists in water distribution in a barangay in Pasay as Congresswoman Calixto-Rubiano looks on.

The city government also extends medical assistance to Persons with Disability (PWDs), provides them with training, livelihood assistance and links with other agencies for possible employment. Over 5,000 PWDs have already benefitted from these programs.

#### BURIAL ASSISTANCE

Another social welfare program of the city government for marginalized Pasayenos is the extension of burial assistance. From 2015 to 2018, the number of beneficiaries was recorded at 6,564 with assistance amounting to Php22,872,000.00.

#### SPREADING HOLIDAY CHEER

To make the Christmas season unforgettable for the less privileged Pasayenos, the city government instituted the Pamaskong Handog. Identified beneficiaries receive Christmas package containing ham, new clothes, and gifts for the parents, among others. The PSWDD targets 1,000-3,000 families.

The city, through the PSWDD, also holds “Christmas Kids’ Treat,” an annual gift-giving program for the children. Aside from gift-giving, food is also made available for the children to savor. A mini-carnival is set-up at the Cuneta Astrodome with games for the children to enjoy. From 2010 until 2018, around 27,000 have benefitted from the program.



Mayor Calixto distributes cash gifts to senior citizens

Under its Tubig ay Buhay Project, meanwhile, the city government has distributed 1,512,400 gallons of purified water to residents in the city’s 201 barangays in the last nine years from 2010-2018. Through the project, safe drinking water is made available to Pasayenos, especially the children. Distribution of water is done three times weekly.

#### CARING FOR THE ELDERLY

In compliance with Republic Act No. 9994 or the Expanded Senior Citizens Act of 2010, the city government of Pasay ensures that its elderly are well-cared for. More than 34,000 Pasay senior citizens are recipients of Php1,000 each cash birthday gift, pension of Php500 each given every June, plus another Php500 each which they receive in time for Christmas. Its Office for Senior Citizens Affairs (OSCA) does not merely process senior citizens cards for the elderly to avail of discounts on purchases made. The OSCA also lines up activities for them such as recreational activities, livelihood programs, medical missions, activities for spiritual upliftment, Dalaw Kalinga, Elderly Week celebration, and Christmas Party, among others. The city government also dispenses free vaccination, medical consultation, and medicines to the elderly annually.

#### DISASTER PREPAREDNESS AND RESPONSE

“By failing to prepare you are preparing to fail,” Benjamin Franklin, one of the founding fathers of the United States once said.

Indeed for a country like the Philippines which is prone to natural disasters like floods, mudslides, volcanic eruptions, earthquakes and typhoons, initiatives for disaster preparedness and risk reduction are essential.

Pasay City, like other areas in the National Capital Region, is prone to flooding especially when the rainy season sets in and typhoons make a landfall in the neighboring provinces. But the city is prepared for such times.

“We all know that floods can pose a great risk to life and property. In Pasay City, we have a disaster preparedness plan in place to keep our people safe and protected when disaster strikes,” Pasay City Mayor Antonino Calixto says.

#### SEAL OF DISASTER PREPAREDNESS

On 17 December 2012 Pasay was awarded the “Seal of Disaster Preparedness (SDP)” by the Department of the Interior and Local Government (DILG).

Pasay City was given the SDP (Level 1) award after it “exhibited exemplary performance in local governance” for demonstrating an acceptable level of disaster preparedness and disaster preparedness response before and during floods.

The city’s disaster preparedness plan has ensured zero casualty in the city despite the onslaught of calamities. The city, through the Pasay Disaster Risk Reduction Management Office, has a rescue team available 24 hours to immediately respond to emergencies. The PDRRMO continuously conducts seminars and trainings on disaster preparedness and response. The city has established the C3—Command, Control, Communication & Information Center— using state-of-the-art mapping, communication and monitoring equipment, for faster response in times of calamities and disasters. The C3 ensures proper coordination among agencies and offices involved in disaster response.



#### IMMEDIATE EMERGENCY ASSISTANCE

Emergency assistance is readily available in case of natural or man-made calamities. The PSWDD is prepared to immediately dispatch food items needed in case of emergency because the city government has adopted stockpiling. Essential inventory items are identified, procured and stocked beforehand to immediately assist the victims.

Pasayenos who lost their dwellings because of fire are given Php5,000 assistance outright for them to be able to rent a place to stay so their families will not stay long in the evacuation center.

Where before public school buildings and basketball courts were utilized as evacuation centers, now, Pasay City has two air-conditioned evacuation centers located in Sta. Martha and Malibay. Each center can accommodate 500 families.

#### A TENT CITY FOR YOLANDA VICTIMS

The Pasay City government is not only concerned with the welfare of Pasayenios when it comes to responding to victims of calamities.

In the wake of the devastation caused by super typhoon Yolanda (Haiyan) in 2013, Pasay City welcomed evacuees from the Visayas who were flown in by C-130 military planes into Villamor Air Base to seek temporary shelter with relatives and friends. The city government put up a Tent City at the Villamor Air Base Elementary School. The Tent City had 48 tents with 144 beds and benefitted 378. The Tent City served as halfway house for the evacuees who joined their relatives living in Metro Manila.

*“This tent city will serve as temporary shelter for typhoon victims who have yet to contact their relatives in Metro Manila, or are undergoing processing by housing agencies, or have otherwise nowhere else to go at this time,”* Mayor Calixto says.

The city government and other donors provided the evacuees with meals, water, clothes, and other basic necessities. A “Yolanda Ward” to treat patients in need of medical attention was also opened at the Pasay City General Hospital.

*“In so far as we are concerned, so long as we are needed, our operations continue and we will do our best to help our kababayans who are now virtual refugees in their own country,”* Mayor Calixto says.

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#### ENVIRONMENTAL MANAGEMENT

Interrelated with disaster preparedness is environmental management.

Environmental degradation along with human activities contribute to numerous calamities including flooding. According to the United Nations Environment Programme, *“there is a need to highlight the role that comprehensive environmental management can play in reducing the risk of disasters.”*

The Pasay City government has instituted several programs on environmental management and protection through its Environment and Natural Resources Office. One of these is the establishment of a Materials Recovery Facility (MRF) in its 201 barangays. The establishment of MRFs is in compliance with Republic Act No. 9003, the Ecological Solid Waste Management Act of 2000. The MRFs are designed to receive mixed waste for final sorting, segregation, composting, and recycling. The residual wastes are then transferred either to a long-term storage, disposal facility or sanitary landfill. Pasay attained 56% Waste Diversion Target of 2018, thereby lessening the amount of garbage that goes to the sanitary landfill.

Another notable program of the city government is its urban gardening or Family based-Ecological Diversion and Recycling of Waste (FEDROW) program. The program was instituted by virtue of Executive Order 26, series of 2012 signed by Mayor Calixto.

The program addresses biodegradables at the home level and consists of Kitchen Waste Recycling, Urban Hydroponics where vegetables grow from soil-less medium; 8-day Wheatgrass Growing; Vermi (worm) farming and composting to produce organic fertilizer; and Home-made Organic Pesticides and Herbicides, among others.

Aside from being a disaster risk management mechanism, it is also a food security program.

The Environment and Natural Resources Office has jurisdiction over the cleanliness and beautification of Pasay. Street sweepers have been hired to clean Pasay’s thoroughfares and areas in the barangays. Mayor’s Calixto’s instruction, according to CENRO, is to improve not only the land but also the water bodies—the esteros, and coastal bay water. This is also in compliance with the Supreme Court Writ of Continuing Mandamus on the clean-up, restoration and preservation of Manila Bay.



Pasayenios work together to clean Manila Bay

#### MANILA BAY REHABILITATION

Meanwhile the Urban Development and Housing Office (UDHO) is now on the last stretch of its compliance to the Supreme Court Writ of Mandamus.

Pasay City’s Maricaban Creek and Estero Tripa de Gallina have been identified by the Supreme Court Writ of Mandamus as two of the eight priority waterways that need clearing and cleaning of Informal Settler Families (ISFs) living within its three meter easement. Rivers and streams in Sto. Niño Creek, Cutcut Creek and Parañaque River have also been included.

According to the UDHO report, a total of 6,168 ISFs were identified as affected families living along the three-meter easements for clearing. Of these, 4,595 ISFs were relocated to the different NHA relocation sites, 138 ISFs are with People’s Plan who still continue to occupy the area and are still waiting for the provision of their rental subsidy from the national government. There are 178 ISFs who are disqualified and 771 ISFs are beyond the three meter easement, yet affected by the project of the DPWH while the remaining 486 ISFs are waiting for their voluntary relocation.



Top (left to right): A woman receives her 5-day ration; volunteers converge at the rainhouse  
Bottom (left to right): Barangay officials hold cleaning operations; some informal settlers move in to their new house

Mayor Calixto approves the Cavite relocation

## HOUSING AND URBAN DEVELOPMENT

The proliferation of informal settlements in the country is a phenomenon associated with big cities. Population growth and rural to urban migration have contributed to the dense population in the urban centers where many marginalized families live in shanties constructed on other people’s land, along riverbanks or other places that expose them to health risks.

The task of implementing, in coordination with the NHA, the relocation and resettlement of informal settlers in Pasay rests with the UDHO.

According to former City Councilor Ian P. Vendivel who now heads the UDHO, before Mayor Calixto took over as chief executive, the shanties of ISFs in Pasay were spreading like mushrooms.

The Calixto administration has been able to abate the proliferation of ISF settlements through peaceful relocation.

Statistics from the UDHO show that 4,588 informal settler families (ISFs) have been relocated for the period 2013-2019. From 694 ISFs in 2013, the number of relocatees surged to 2,441 ISFs in 2014. This figure went down the following year to 1,061 ISFs. The following years recorded fewer relocatees: 255 ISFs in 2016; 107 ISFs in 2017; and 26 ISFs in 2018. As of this writing, only four ISFs were relocated—this time in Tanay, Rizal.

The off-city relocation sites in Trece Martirez City are in Barangays Aguado, Cabuco, Hugo Perez, and Lalliana while those in Naic are in Barangay Halang.

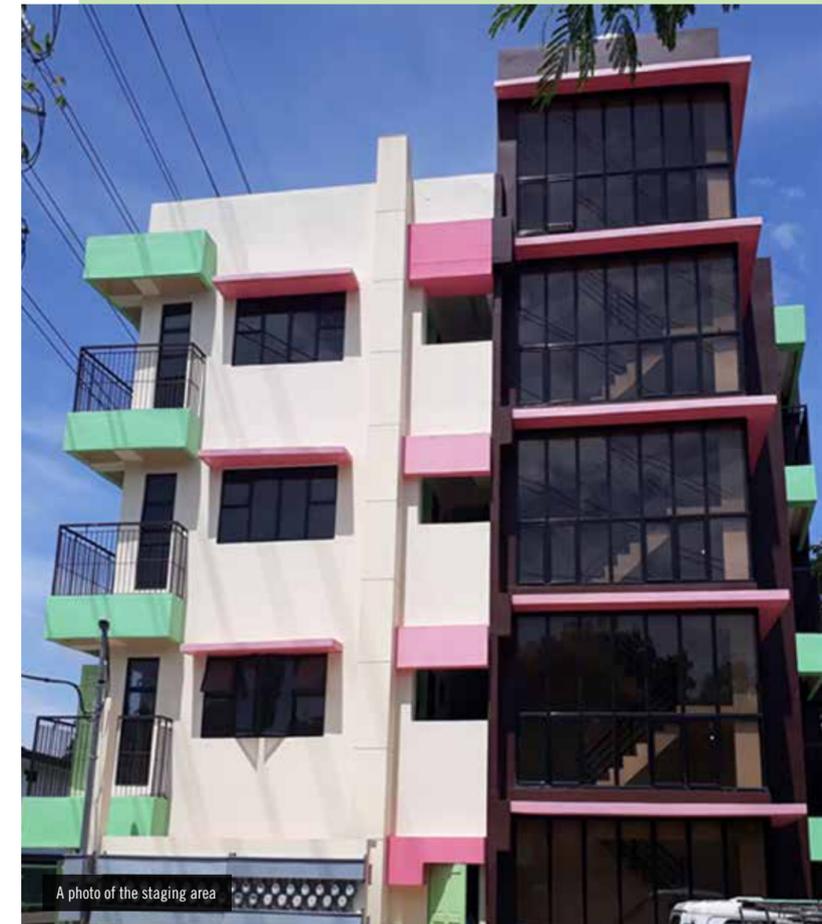
The Tanay relocation site has been in existence for the past 17 years. “Although the structures are well-kept, no one wanted to transfer there. The houses were destroyed in time.” Vendivel shares. According to him, when he took over as UDHO head and with no more available relocation space in Cavite for more ISFs, Vendivel brought them to the Tanay relocation site where many liked the spot. Using his background in marketing, he was able to convince them to move to this area. “As of this time, 387 have already reserved,” he adds. The city government is working to rehabilitate the units in the site before ISFs are allowed to occupy these. It is coordinating with the local government of Tanay to insure that these units will not be occupied by other interested parties while undergoing repairs.

Mayor Calixto envisions an “in-city housing” for the ISFs of Pasay so that they will not be relocated outside the city.

### STAGING AREA FOR RELOCATEES

In the history of urban housing, Pasay holds the distinction of being the first local government to construct a temporary housing for relocatees. The 91-unit Phase 1 Staging Area in Barangay 183, Villamor Pasay accommodates informal settler families who are scheduled to be relocated to the in-city housing project of the government. The staging area provides them with a decent, clean and secure shelter while awaiting the completion of their permanent relocation houses.

**The 91-unit Phase 1 Staging Area in Barangay 183, Villamor Pasay accommodates informal settler families who are scheduled to be relocated to the in-city housing project of the government. The staging area provides them with a decent, clean and secure shelter while awaiting the completion of their permanent relocation houses.**



A photo of the staging area



Inauguration of the staging area with Mayor Tony Calixto, Rep. Emi Calixto-Rubiano, and Urban Development and Housing Head Ian Vendivel.

# LEGACY



## YOUTH AND EDUCATION



“Education is the key to poverty [alleviation] and for the betterment of our families. That’s why it’s highly important that we should always look after the needs of our students – not only financially but physically, socially, morally, emotionally, and even spiritually. The more we invest in education, the more the city becomes prosperous through its citizens.”

Mayor Antonino Calixto

The city government of Pasay has launched intensive programs not only for the youth and education but for the young sector to positively contribute to the growth of Pasay City. As early as the onset of daycare schooling, efforts have been geared towards providing accessible and quality education and molding the children into becoming future leaders.

With education at the helm of his government, Mayor Antonino Calixto stresses that illiteracy and non-education would surely soon become a thing of the past – all because children are being taught and trained to lead early on. Since he assumed office in 2010, the youth and education have been one of his most passionate advocacies.

*“Education is the key to poverty [alleviation] and for the betterment of our families,” he says. “That’s why it’s highly important that we should always look after the needs of our students – not only financially but physically, socially, morally, emotionally, and even spiritually. The more we invest in education, the more the city becomes prosperous through its citizens.”*

Because of the gradual progress of the city, the budget allocated for the youth and education also kept on growing to further expand the programs and projects.

*“The local government started with the construction and clean-up of our schools and in the giving of financial assistance to our students so that the quality of education may improve in our country,” says Mayor Calixto.*

To better serve the youth and to give them various programs on education, Mayor Calixto first formed the Pasay Youth Development Office (PYDO), the lead agency of the City Government of Pasay for youth affairs, in his first term of office. According to PYDO Head Adrian Martinez, this was one of the distinct achievements of Mayor Calixto in his nine years as mayor. *“Since time immemorial, there was actually no office for the affairs of the youth,” he says. “When the Sanggunian Kabataan ceased to be, our mayor and I talked and decided to form the Pasay Youth Development Council. The formation of this council was actually lauded by Senator Bam Aquino, and our other senators.”*

Martinez adds that because of the formation of the PYDO, the National Government – the framers of the new SK reform – suggested that the same organization be implemented in all cities across the Philippines. Thus, under the administration of former President Noynoy Aquino, Republic Act No. 10742, an act establishing reforms in the Sangguniang Kabataan creating enabling mechanisms for meaningful youth participation in nation-building, and for other purposes, was signed into law.



Mayor Calixto pledges financial assistance to college students



Mayor Calixto releases financial assistance to travel scholars.



ALS classes being conducted



An ALS student learns how to make a dishwashing liquid

**“We are the pioneer in youth reform. This states that all municipalities and all cities, all provinces in the Philippines should put up their own youth development office. And that is because of us in Pasay City who have started such reforms.”**

**Adrian Martinez**  
Pasay Youth Development Office, Head

*“We are the pioneer in youth reform,” says Martinez. “This states that all municipalities and all cities, all provinces in the Philippines should put up their own youth development office. And that is because of us in Pasay City who have started such reforms.”*

*Of course, this is not to say that there are no challenges involved in the formation of this council. “This is about institutionalizing the core of our organization, and it was really difficult since we had to start from scratch – without anything on our plate,” says Martinez*

*He also adds that apathy was also one of the challenges in youth formation and education. “Youth nowadays simply don’t care anymore,” he says. “They don’t care about pressing issues in the government or in social circles. They don’t care about taking care of the environment or in contributing to society. For them as long as they are logged in to their social media accounts, they are already fine and dandy. In terms of engagement in the projects and programs of the city government, they are weak.”*

*In combatting such an attitude, Martinez admits that he and his team went down to the barangay level to look for some youth organizations that can help form this youth council.*

*“The good thing about that is that they developed interests because they were able to see the programs and the projects of our mayor,” he says. “They saw that we have scholarship programs, sports programs, livelihood programs, and various kinds of developmental programs for the youth.”*

#### INVESTING IN THE YOUTH AND EDUCATION

Guided by his motto that “every Pasayeno can learn, succeed, and lead,” Mayor Calixto envisions every person of Pasay City to win in the social and moral transformation of the city through education and constant learning. Pasay City is, after all, composed of a young population – according to Martinez, around 15%.

One of his foremost projects is the Alternative Learning System (ALS) conducted in partnership with the Department of Education (DepEd) where out-of-school youth (OSY) can finish their education and further their skills to either go back to school or to join the workforce. The local government also conducts the ALS program to the detainees at the Bureau of Jail Management and Penology so that they can find work – and live a full life – when they get out of prison.

Another program devoted to OSYs is the Abot Alam Program which was launched in Pasay City but is nationwide in scope, a convergence program undertaken by a consortium of various national government agencies, and non-government organizations (NGOs) and institutions under the leadership of the Department of Education and the National Youth Commission (NYC). A national strategy to locate the out-of-school youth (OSY) nationwide who are 15 to 30 years old and who have not completed basic/higher education or who are unemployed, and to mobilize and harmonize programs that address these OSY’s needs and aspirations, this program tries to eradicate illiteracy by means of putting everyone back to school and by giving them a fresh start.

*“The mayor is very much focused on eradicating illiteracy in the city,” says Martinez. “Actually, it’s working since we have a high literacy rate and our youth doesn’t just learn to read, they also learn to understand.”*

Pasay tries to put back the students in the school and for those who want trainings, skills development and workshops, they can do so at TESDA. For OSY open to livelihood opportunities, Pasay City gives them a capital to start their own business.

Since the start of the project, there has been a steady decline of OSY in Pasay City. But to Mayor Calixto, this is not enough since his goal is to put all school-aged middle children to learning institutions.



Mayor Calixto poses with the awardees and delegates during the 2014 National Literacy Awards



At the awarding ceremony of the 2012 National Literacy Awards

And indeed, his goal is coming to fruition. With the help of the DepEd, the city of Pasay was able to graduate almost 7,000 students – a total of 6,800 students - from the ALS program from 2010 to 2018. When Calixto took over as mayor in 2010, there were 779 graduates; in 2013, 874 graduates; in 2016, 799 graduates.

Another project that he is most proud of is the Reading Remedial Program, touted to be the “First City-Subsidized Reading Program in NCR.” Through this program and through the help of local officials who also serve as regular teachers, the city government of Pasay hopes to enhance and improve the reading skills of all learners in the grade school level.

To support this program, the local government allocates Php2.5 million each year to the procurement of reading materials and for allowances of reading teachers.

Since the inception of this program, there has been a steady increase in the reading ability of learners, and a number of independent readers.

The E-Learning Program is also one of the pioneering programs of Mayor Calixto. The program which targets to boost the development of information technology and skills-enhancement includes the E-Learning Library in six public secondary schools and 19 public elementary schools.

These many programs of the local government indeed brought about a surge of students who have graduated not only with passing marks but with honors in their chosen field. A total of 11,491 students have graduated from the locally-funded City University of Pasay from 2010 to 2018. The Pasay government specifically credits students from the College of Education and the College of Nursing for this achievement, simply for the former, because of its consistency in passing the National Licensure Examination for Teachers from 2013 to 2015, as well as the 100% passing rate during the Nursing Board Exam of the CUP College of Nursing in 2015.

**For the years 2010 to 2018, a total of 131 projects for the construction, renovation and rehabilitation of school buildings and facilities were implemented.**

**CONSTRUCTION OF SCHOOLS AND MONTHLY ALLOWANCES**

For the years 2010 to 2018, a total of 131 projects for the construction, renovation and rehabilitation of school buildings and facilities were implemented. Among those that benefitted from these endeavors included Don Carlos Elementary School, Epifanio Delos Santos Elementary School, Kalayaan Elementary School, Juan Sumulong Elementary School, Jose Rizal Elementary School, Pasay City West High School, Padre Burgos Elementary School, Corazon Aquino High School, Maricaban Elementary School and Pasay City South High School.

Aside from putting up school buildings and other facilities, the city government of Pasay also gives out a Php500 monthly allowance for elementary, high school and college students. For the school year 2018 to 2019, the leadership has handed financial assistance to 58,897 public elementary and high school students, aside from the Php1,000 per month allowance given to all students of Pasay City Science High School.



Top to Bottom: Mayor Calixto signs a certificate to dedicate to God the Pasinaya Maricaban Elementary School; inauguration of the Timoteo Paez Elementary School; Mayor Calixto cuts the ribbon during the inauguration of the Pasay City East High School

**KABATAANG MAG-AARAL**  
ng Pasay

**ELEMENTARY & HIGH SCHOOL (PUBLIC HIGH SCHOOL)**

School Year	No. of Students	Amount
2014-2015	440	440,000
2015-2016	64	64,000
2016-2017	404	404,000
2017-2018	98	98,000
	530	530,000
	424	424,000

**CITY UNIVERSITY OF PASAY**

2014-2015	RENEWAL	239	2nd to 4th Year
2015-2016	NEW	224	1st to 3rd Year
2016-2017	RENEWAL	636	2nd to 4th Year
	NEW	111	1st to 3rd Year
	RENEWAL	263	2nd to 4th Year





Children participate in the 2018 Paligsining ng Kabataan



Mayor Calixto distributes items to PSWD Daycare Center students



Cheerdancers make moves during the kick-off ceremony of the Anti-Drugs Abuse Campaign

Mayor Antonino Calixto also gives an allowance of Php4,000 per school year to all private high school students, as well as a Php4,000 allowance per semester to all college students. Those studying at the City University of Pasay (CUP) also receive a monthly allowance of Php500.

For school year 2018 to 2019, his scholars totalled 3,910 students.

Day care learners are not to be left behind, of course. From 2010 to 2018, more than 80,000 toddler-students have received PE Uniforms (2 sets), school uniforms (2 sets), hygiene kits, umbrellas, raincoats, school supplies including school bags, books and other school materials that they needed at the moment.

Because of this free education for all, as well as creating programs and policies that are “conducive to learning”, the Department of Education (DepED) through the National Literacy Coordinating Council has granted Pasay City the prestigious National Literacy Award under the Outstanding LGU – Highly Urbanized Category in the years 2014 and 2016, an award that recognizes LGUs nationwide that have developed and implemented policies, programs, and projects conducive to literacy development. These same programs have certainly made positive impacts on the barangay level as well as on the quality of lives of their people.

Pasay also has, in fact, been winning 1st Place consecutively in the NCR (2010, 2012 and 2014), besting the 16 other local government units of Metro Manila in the regional search.

*“This award is but just the beginning of implementing programs that truly address the needs of the Pasayenos,”* Mayor Calixto says.

#### THE YOUTH AGAINST ILLEGAL DRUGS

Even before the onset of the administration of President Rodrigo Duterte in 2016, the local government of Pasay City has already been relentlessly getting rid of drugs, and reforming those who are hooked on marijuana or shabu, youth included.

One of the programs of the Calixto administration to curb illegal drugs is the Kabataang Kontra Droga, which was institutionalized in 2014. At that time, the campaign against illegal drugs was already on the upswing because Mayor Calixto was then appointed as Regional Peace and Order Chairperson.

*“One of the problems that they saw in the region was, of course, drugs,”* says Adrian Martinez. *“So they put up this program which also included sports development, livelihood trainings and moral recovery program for the youth.”*

As Chairperson, Mayor Calixto spearheaded the Pasay Kontra Droga campaign which was launched under the Department of Interior and Local Government’s “Kayang-Kaya kung Sama-Sama” Anti-Drug Abuse Campaign for the documentation and replication by the 16 other cities in Metro Manila.

With youth leaders from different schools and universities involved in the campaign, the program was also joined by the private sector which expressed their full support - Air Asia, Meralco, SM Malls, Smart Communications, the Resorts World, San Miguel Corporation, the Midas Hotel and the Manila Broadcasting Corporation.

The PYDO also coordinates with the City Anti-Drug Abuse Council (CADAC), the Sanggunian Kabataan and the Pasay PNP for programs to eradicate illegal drugs, especially with the youth.

*“We hand out information and educational materials about drugs to barangays, to schools and to universities,”* says Martinez. *“We also conduct seminars and workshops in barangays, and we do activities so that the focus of our youth will now be on these fruitful endeavors rather than on illegal drugs. At the same time, they can also invite their friends who will invite their friends to join these activities spearheaded by the barangays.”*

He continues, *“Mayor Calixto has always been an innovator and he has done a lot of good things in Pasay City, not only with the issue on drugs but with literacy, reading, education and even livelihood opportunities as well. He is also a visionary in some way because he has many thoughts that he wants to materialize. At the same time, he is action-oriented because we see his programs in the people, an inclusive growth. There is empathy. These are the leadership qualities that I see in him.”*



Rep. Emi Calixto-Rubiano of the Lone District of Pasay addresses the Drug Abuse Prevention and Control Week Kick-off Ceremony at the Cuneta Astrodome, Pasay City.

#### FUTURE PLANS AND PROGRAMS FOR THE YOUTH

With the youth close to the heart of Mayor Tony Calixto, he has also prepared them for their future. Every year, the local government of Pasay City works on the Local Youth Development Plan which focuses on discovering other programs that can be done for the youth.

*“This is anchored on the nine areas of good governance – social accountability, governance, health, education, global mobility, among others, so there are areas there that we are looking into and align to the needs and the welfare of the youth,”* says Martinez.



Mayor Calixto is briefed about the peace and order of Pasay City

**“Mayor Calixto has always been an innovator and he has done a lot of good things in Pasay City, not only with the issue on drugs but with literacy, reading, education and even livelihood opportunities as well. He is also a visionary in some way because he has many thoughts that he wants to materialize. At the same time, he is action-oriented because we see his programs in the people, an inclusive growth. There is empathy. These are the leadership qualities that I see in him.”**

Adrian Martinez  
Pasay Youth Development Office Head

As for his hopes for the youth of Pasay City, Mayor Calixto desires them to be empowered. *“They should be motivated to do what they should do. Of course, they should also be properly guided and now that we are approaching another legacy, we plan to continue all of these new and fresh programs and projects headed by our new mayor, Mayor Imelda Calixto-Rubiano,”* he says. *“We see a bright future for Pasay City, especially the youth. We are in good hands, and both of us have a keen vision for the city and we both know where we want to steer the city.”*

Mayor Calixto leaves some inspiring remarks for those who are involved in raising the youth to what they would become – in and outside the home.

*“I would like to thank all parents, all teachers, day care centers and all those who comprise the PSWD, including all those officials and department heads in our government for their unrelenting and undying love and sacrifice for the youth.”*

**“We see a bright future for Pasay City, especially the youth. We are in good hands, and we have a keen vision for the city and we know where we want to steer the city.”**

Mayor Antonino Calixto  
Pasay City Mayor



# A Boss, A Father, A Public Servant

MAYOR ANTONINO "TONY" CALIXTO IN THE EYES OF ADMINISTRATOR ATTY. DENNIS ACORDA

To me, I worked with Mayor Tony. I see him. I call him boss. He is a boss to many people. He is very much like a father. His leadership qualities emanate from that. He is a successful politician, obviously. He has unbroken record of public service that dates back to the 90s.

- ATTY. DENNIS ACORDA

"He's Pasay City's most successful politician," City Administrator Dennis Acorda says, the man who, perhaps, knows more about Mayor Antonino Calixto professionally than the Mayor himself.

But more than a successful politician, Mayor Calixto, or simply Tony to family and friends, is a boss, father and leader – all rolled into one – making him the city's most respected and beloved mayor of Pasay City, says Acorda.

Having been "little mayor" of Pasay City for nine years, Acorda says he came to know more about Mayor Tony, a career politician, a son of a former mayor, a family man, but most of all, a public servant, by observing how he manages his affairs as a public servant and even as a family man.

Acorda gamely shares his experience working under the soft-spoken local chief executive, who assumes the seat as congressman in the House of Representatives as he ends his term as Mayor.

## VALUE SYSTEM

"As a leader, he is full of wisdom. I have to touch on a very personal note. Although I call him boss, he is very much like a father to me. His leadership qualities emanate from that. Obviously, he is a very successful politician – he has an unbroken record of public service that dates back to the 90s," he says. "Mayor is much more than that. He is a father not only to his family but to Pasay City, especially to its rebirth."

Over time, however, Acorda realizes that the mayor's skills emanate from his core values.

"He is a leader but he firstly and more importantly a father. The city is his family. Although he is a politician, his value system is at its core like a father and it is as a father that he cares for the City and its residents" he says.

For Acorda, who worked as City Administrator of Malabon before joining Calixto's journey in local governance in 2010, he believes the different awards received by Mayor Tony underscore the successes of his political career.

"Seal of Good Local Governance for three consecutive years, different awards from the Cities and Municipalities Competitiveness Index (Best in Governance, Economic Dynamism), among others. There are also other awards like Seal of Child Friendly Local Governance. All these are a testament to his leadership. He brought Pasay City from the dregs to one of the leading cities in NCR, if not the Philippines," he says.

Acorda describes the situation in Pasay City then and now – before and after Mayor Tony happened.

"Pasay is strategically located but it was not performing at par with the rest of the other cities. It was performing at a comparative disadvantage. Pasay is a small city. It is only 18 square kilometers and almost half of that is airport tarmac. From a taxation standpoint, it had no value," he says.

**Today, Pasay has evolved - from an unremarkable status to new heights – a Travel City that it was meant to be, the premier gateway to the Philippines.**

Today, Pasay has evolved - from unremarkable status to new heights – a Travel City that it was meant to be: the premier gateway to the Philippines.

Home to the Ninoy Aquino International Airport (NAIA), Pasay City is also host to a number of commercial airlines that have set up shops close to the airport. The city also plays host to a number of government offices related to airport operation and management.

Being the premier gateway to the Philippines, a number of big hotels suited for dignitaries, envoy and expats; world-class convention centers such as the Philippine International Convention Center (PICC) and SMX Convention Center have been established in Pasay City.

Despite its relatively small land area, half of which is occupied by the airport tarmac, enhancing revenue generation became the first order of the day for local officials during Calixto's first term as mayor, Acorda recalls.

Tax collection or revenue generated by the city then was a measly Php2.7 billion. Today, revenues are close to Php7 billion.

Comparatively, Acorda uses the metaphor of a boxer against bigger opponent-cities.

"Quezon City is the size of a province. Makati is the Central Business District. Both outperform Pasay in terms of revenue generation. But if you factor in land area, population, I think Pasay City, as I like saying in many fora, punches above its weight class," he says.

## A TRAVEL CITY

Pasay City's first and best advantage is its strategic location.

*"It is a crossroad. It is a transport hub. It is the first stop. It has many advantages. The problem is that for so many years, Pasay was not able to use that as leverage for development,"* Acorda says.

This is the reason why the current administration is taking advantage of its strategic location.

*"Because Pasay was never seriously considered as a destination in itself, people just passed through going to other destinations. That came to pass during Mayor Tony's administration. It became a destination by itself. It was recognition long overdue. There were desperate attempts in the past, but it is the first time a leader, a Pasay mayor took a stand and said this place is worth a destination,"* he says. It has become the Travel City.

He further explains Mayor Tony's reasoning.

*"People come here, pass through it. No one bothers. No one knows what Pasay City is,"* he says, lamenting that some establishments located in Pasay City are sadly using Manila as its "surname." The NAIA, for one, was formerly called Manila International Airport. Establishments like Resorts World Manila, he says, is, in fact, in Pasay City and so is Sofitel Manila.



Atty. Dennis Acorda with Mayor Antonino Calixto and Rep. Emi Calixto-Rubiano during the exhibition of photos of Pasay Heritage: Travel in Time

## TRUST AND CONFIDENCE

Going back, Acorda says Mayor Tony's strategy was to gain the trust and confidence of Pasayños. That, he says, was the reason why Pasay was able to manage its limited resources then.

*"Well first of all, it is confidence in the Pasay Government. Php2.7 billion? That is only a drop in a bucket compared to what we can do,"* he says. According to Acorda, the mayor faced gargantuan tasks and the challenge was enormous.

*"Number one, all problems are in many ways logistical. To address needs and problems you have to craft programs and projects. These require funds. You need money to address these problems. Problems will always happen whether you like it or not. But problems can be better handled if you have logistics: meaning you have money. Like everyone else, we have out-of-school youth, drug problems, gender and development issues, children in conflict with law and all that, but we originally didn't have enough resources,"* he explains.

The Calixto administration, he says, worked and succeeded in increasing its revenue. The secret formula?

*"Basically, No. 1 is confidence. Our revenue code is very much the same. It is the same revenue code we have been using since the 90s unlike other cities. When the people realized it is safer, it is good to invest in Pasay City and we saw an influx of investors come to Pasay. Anecdotally, I recall a number of investors from other cities like Makati, Paranaque, who flocked here because local taxes are more reasonable,"* he says.

Under the Calixto administration, he says setting up a business in Pasay has become much easier.

*"The environment is much friendly. And of course, it is strategically located. If you are an international businessman or you want to set up a regional headquarter, this is where you want to be. You just set up an office and you are a short ride away from the airports. This is where everything happens. The exhibits, the conferences - you don't have to venture very far to get anything done. This is it, this is the place,"* he says.

Acorda confides that Pasay City was not his first rodeo, with Malabon being his first city.

*"This was because I was raising a family and also looking for new opportunities. I also thought it was a good way of giving back to the country, also because I am a UP graduate. After Malabon, I was a little tired. I wasn't sure I wanted to go back to government but I received an offer here. I told my wife I'd give it one to two months. But I've been here for nine years. I was the City Legal Officer and then I was kicked upstairs in November 2011. I like it here,"* he says.

Being city administrator of Pasay is not a walk in the park.

*"The mayor has a vision for what he wants. You want to translate it into bureaucratic (terms) because the bureaucracy is programmed in a certain way. We work in the same environment — in the same building — but they are programmed in a certain way,"* he explains.

*"As City Administrator, you have to make people realize they actually have a common purpose and objective. Sometimes, what the mayor will say does not translate directly. It is not understandable to each Department. You have to make them understand there is a commonality in purpose. You deal with over 50 different offices and departments, some of them with devolved functions. You realize it is very much like a family and all families — any group for that matter — need to communicate well to function well,"* he says.



Atty. Acorda and Mayor Calixto show the Plaque of Appreciation given to the city by the Asean 50 Organizing Committee

## A POLITICIAN, A PUBLIC SERVANT

Mayor Tony's management style is very effective as it is plain and simple — very direct to the point.

*"In the very beginning, he will give you very clear instructions on what he wants done. You must handle it. It is very, very liberating. He understands you will do what you need to do. And the level of confidence he shows is very empowering. Some bosses are very detailed but not Mayor Tony. With the mayor, once he understands your worth ethic, he will entrust you with the details of a task. Once you report back to him, he will just look at you and acknowledge your report with a simple but very profound nod,"* he says.

As a politician, Acorda maintains that Mayor Tony is unbeatable.

*"A few months before the mid-term elections, SWS conducted a survey. He rated 86 and he was 91 percent two weeks before polls. And that is a far cry from his 2010 victory when he won by a measly 2,000 votes over former Congresswoman Connie Dy. He was a dark horse. In the last election, previous polls showed that he was raking in 70 percent per polling place. We were telling him that all he had to do was to stay healthy,"* he jokingly says.

As a public servant, Mayor Tony is very conscientious, he says.

*"One of the difficulties of being a Pasay City mayor is because of the location, the Pasay City mayor is part of the protocol for the reception of foreign dignitaries. So, whether it is 2 in the morning, 4 in the afternoon, he will always be present as part of the welcome delegation. He attends events himself. The Mayor will attend everything personally,"* he says.



#### OPEN DOOR POLICY

The mayor is the real deal public servant. He says the mayor maintains an open door policy wherein all visitors are always welcome.

*“Unlike other executives where you can’t get access unless you have an appointment, Mayor Tony has an open door policy,”* he says.

On any given day, after all the scheduled appointments are done, the mayor will ask the staff who else wants to see him. He will make sure he will meet everyone personally.

*“He has a very personal touch. He makes people feel they are very important. He even welcomes the odd, unexpected visitor and even political opponents. He is not overly concerned about his security. He is a very religious man. He periodically visits Minore Basilica in Manaoag, Pangasinan once a month. I think that’s where he lodges his petitions and where he regains his strength. He also goes to the churches in Quiapo and Baclaran. Prayer is very much his way of life. He doesn’t even drink anymore. I was told he used to smoke, he quit. When he is sick, we usually find him in his office in spite of us telling him to just go home. But he feels better being here. He will miss being here,”* he laughs.



Mayor Calixto receives his constituents



Pasay City local government officials led by Mayor Calixto during the PRAISE Award 2017 at Cuneta Astrodome



Atty. Acorda assists Mayor Calixto

#### STRIVING FOR AWARDS, RECOGNITION

To rally the city’s officials and employees behind the leadership of Mayor Tony, the Administration strove for awards and recognition.

*“I realized that it is helpful because it is when you strive for awards, the people learn to focus and become more critical of themselves. In the future, I want international awards also. The awards per se are not necessary but it helps people focus because it requires preparation and documentation. Those require a certain mindset. I call it reversed engineering. If you are familiar with the term form follows function, I remember some agencies that require ISO certification. ISO in most cases have a form and you have to follow that form. In those cases, function follows form. In striving for awards, we manage to elevate our standards,”* he explains.

He explains that if the institution feels good, that feeling reverberates throughout the City and the community.

#### DEALING WITH HUMAN TERRAIN

As city administrator, he says the biggest challenge for him is the human terrain.

*“Human terrain is the most different part of the job. The duties and responsibilities are easy — getting the job done, the work is easy. It is the people that make it difficult because humans come with different persuasions and attitudes. That’s the challenge and it’s not easy. But it is all worth it,”* he says.

*“The city is not about the land or its resources or the infrastructure. It’s actually about the people. Without the people, there can be no city,”* he says.

*“The mayor is graduating and is more pensive now. He is reflecting, I think, on everything that’s been said and done.”*

*On a very personal note. I consider it a singular opportunity to work for Mayor Tony. The changes in the City from the very first year to now — every year for that matter - have been very dramatic. I will be eternally grateful for the opportunity to have served under him,”* he says.

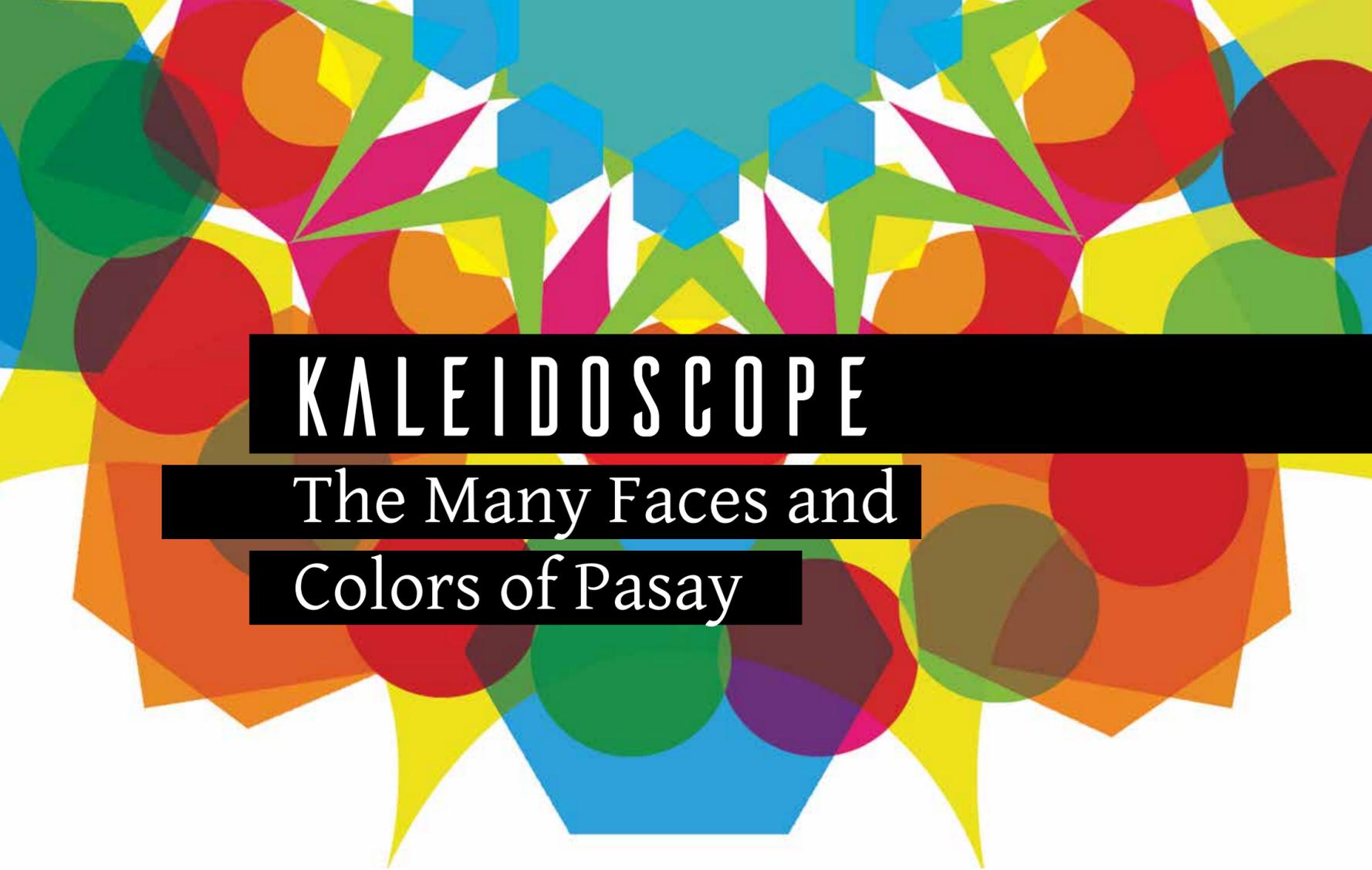
All the struggles and challenges of working for Mayor Tony, he says, is a morale-booster, especially, when people express their gratitude for what has been accomplished

*“There was this resident from this community near the old Domestic terminal. This person came up to me and asked me to thank the Mayor, ‘Attorney please tell the mayor, thank you. Thank you because now when we say we are from Pasay, we do not have to bow our heads.’ There is that confidence now among Pasayenos. I also represent Pasay in many events and meetings. You have that feeling that if you are from Pasay City, you have earned a seat at the table of the prominent cities. Everything now is very upbeat. In time, I believe the center of gravity for NCR will shift to Pasay City. It’s just a matter of time,”* he says.

Acorda says it is an honor to be part of Pasay City’s history and to be remembered as one of the main characters in an epic saga of good local governance and public service.

*“I am a student of history and that is why I believe that this coffee table book project must be done because history must be written down. If not, it will be forgotten. If this period of the Pasay’s history is forgotten, it will be a great tragedy. In the years to come, people can look back to this time and they will understand that this was the time their City rose to prominence,”* he ends.



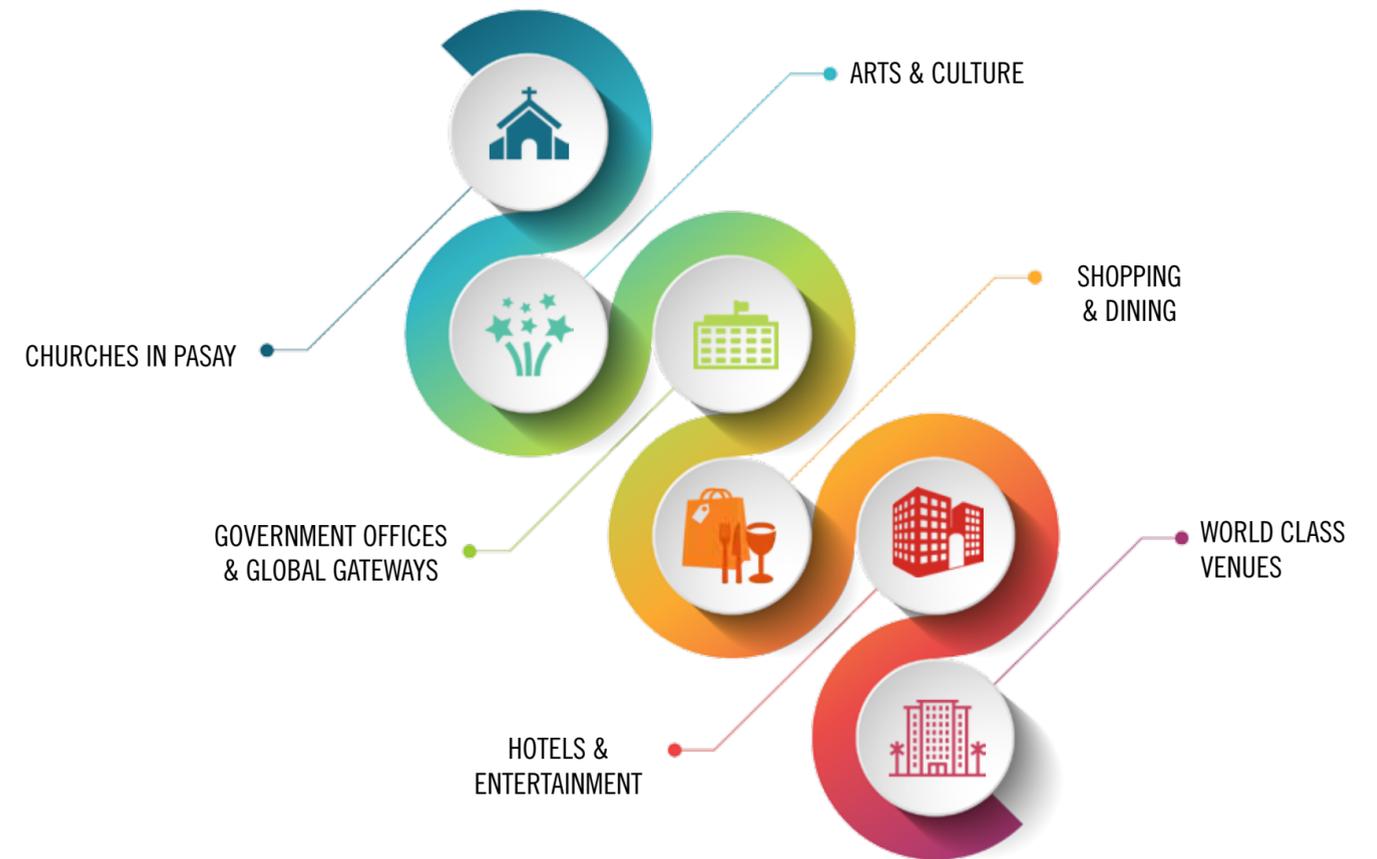


# KALEIDOSCOPE

## The Many Faces and Colors of Pasay

With a perfect and the right mix of dining and entertainment, arts and culture, education and learning, hotels and casinos, and wide roads fit for running, Pasay City is imbued with a vibe that's cultural, enigmatic and spontaneous. Beginning with its lazy sunsets that peek over the horizon at Manila Bay to its original singing and dancing cooks and waiters to hosting one of the grandest fiestas of all time, nothing is quite as extraordinary as the many fresh attractions around Pasay City.

Of course, Pasay would not be complete without its many churches that have stood the test of time, a definite mark of the religiosity and spirituality of its people. Its national cultural identity as evidenced by several cultural structures built during the time of President Ferdinand Marcos, meanwhile, has revived Filipino architectural forms and the passion of Filipinos for social character.



There are naturally other lures that Pasay is known for such as Star City, considered the first and the original amusement park in the country, and museums of various kinds. With massive auditoriums and convention centers, Pasay City is also home to world-class events that have brought international recognition to the Philippines.

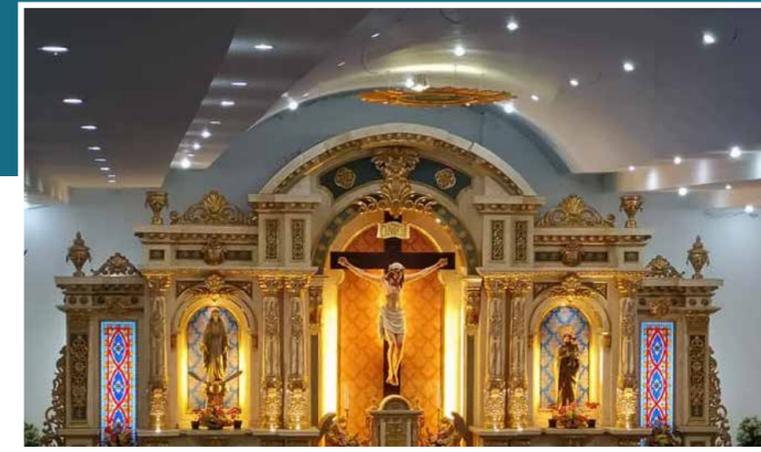
Here are the many locations and places rooted in tradition and culture and at the same time, imbibing the newest technologies and freshest systems.



# CHURCHES IN PASAY



When Spaniards first invaded Pasay City, they transformed the land into a city of religiosity and spirituality by establishing several churches in the town. Fast forward to several decades later, Pasay City is just extensive with the many places of worship strategically located around the area. Interestingly, some of these areas have been known around the world as a home of devotion to the faithful.



## Our Lady of The Airways Parish Chapel

Appropriately named because Pasay City is the home of the country's major airports, the Our Lady of the Airways Parish in NAIA Road is a red-painted church with a bell tower beside it and a prominent statue of the Blessed Virgin Mary. Most people visit the church to seek for intercession from Mother Mary who is also honored as the intercessor of the Philippine Navy – for grace, good remedy and a safe travel.

## Archdiocesan Shrine of Jesus, The Way, The Truth and The Life

Located at the Central Business Park, Reclamation Area in Pasay City, the Shrine of Jesus, The Way, The Truth and the Life provides churchgoers with generous lighting and good ventilation. With its sacred altar adorned meticulously, this enormous church also houses the Pope John Paul II Youth Center, a project shared by the late Jamie Cardinal Sin, DD with Pope John Paul II. The project was conceptualized during the latter's visit to Manila in 1995.



## Our Lady of Sorrows Parish

Located at FB Harrison, this small parish is better known as the venue where Benigno Aquino III and Corazon Cojuangco got married. Among its many and vibrant features include the altar where a centerpiece of Pieta or the image of Jesus Christ on the arms of the Blessed Virgin Mary after the crucifixion lies. Because of the many prevailing aesthetics that this place offers, this small church is also a favorite location for avid photographers.

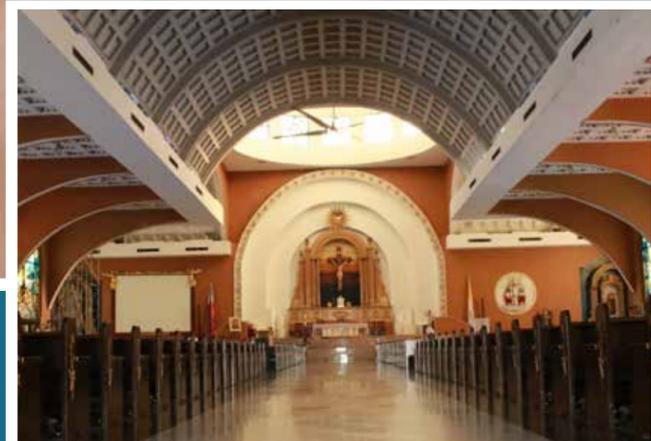
## Shrine of Saint Thérèse of the Child Jesus

Envisioned to be the center of devotion in the Philippines and in Asia, the Shrine of Saint Thérèse of the Child Jesus first started as a chapel in the 1970s before it was re-consecrated as a church in 1983. In 2003, a Memorandum of Agreement was forged between the Military Ordinariate and the Magnificat Ventures Corporation for the construction of the St. Thérèse Shrine and Columbarium. In 2007, there were two milestones: Bishop Leopoldo Tumulak, Military Bishop, declared the church as a Diocesan Shrine of the Military Ordinariate; and Cardinal Ricardo Vidal consecrated and re-dedicated the church to St. Thérèse, the Doctor of Divine Love, on her 82nd anniversary of Canonization.

Patterned after the Reliquary of St. Thérèse, this sprawling 6,244 square-meter sacred ground is shaped like a cross, as most shrines are, with long nave and two shorter transepts. Its architectural style is classic contemporary, characterized by a column-less interior and sleek, rounded lines of the church. Its 14 windows on either side indicate the 14 stations of the cross and the dome contains 16 additional stained-glass windows showing the popes of the Catholic Church. Art works in the shrine include several sculptures of Filipino Artist Toym Imao: St. Thérèse as Doctor of the Church, San Lorenzo Ruiz and San Pedro Calungsod.



PHOTO BY FRANCIS DUCUSIN



## Our Lady of the Blessed Sacrament

What was once a small and humble chapel made of four wooden pillars and makeshift room aimed at a small community at Teacher's Bliss in Pasay City is now a large church with an altar and a gorgeous brick wall as backdrop. The church was established by Archbishop of Manila Jaime Cardinal Sin in 1996.

## Mary, Comforter of the Afflicted Parish

Located in Maricaban, Pasay City, Mary, Comforter of the Afflicted Parish was first dedicated to Our Lady of Fatima. Through the members of the "Pigres Home Owners Association" and the population of Maricaban, the church came to be completed. Among its highlights include a unique Marian patronage, the Comforter of the Afflicted, hardly found in other parts of the country.



## Our Lady of Fatima Parish

Named after Our Lady of Fatima, a Catholic title of the Blessed Virgin Mary, Our Lady of Fatima Parish in Pasay City recently held its global celebration marking the 100th year the Virgin Mary appeared to three kids in Portugal. Meanwhile, the church itself is an outright devotion to the Virgin Mary with many variations of its statues around the edifice.

## Sta. Clara de Montefalco Parish

One of the oldest churches in the city having been founded during the Spanish era in the year 1864 and considered as one of the most beautiful churches in the whole of Metro Manila, the Sta. Clara de Montefalco Parish has a lofty bell tower on the right and a catholic school on the left. History wise, the church's two images are of San Roque and Santa Clara de Montefalco, who was born to an affluent family at Montefalco - both expressive and evocative to the church's formation and the longing of the people of Pasay for independence.

In celebration of the parish's 150th Foundation Day in 2014, the Sta. Clara de Montefalco Parish organized a fun run dubbed "Takbo Para Kay Sta. Clara" the proceeds of which went into the construction of the parish sanctuary; the improvement of the audio-visual facilities of the church; and the implementation of the various programs for its Jubilee celebration, which include a dental-medical mission.



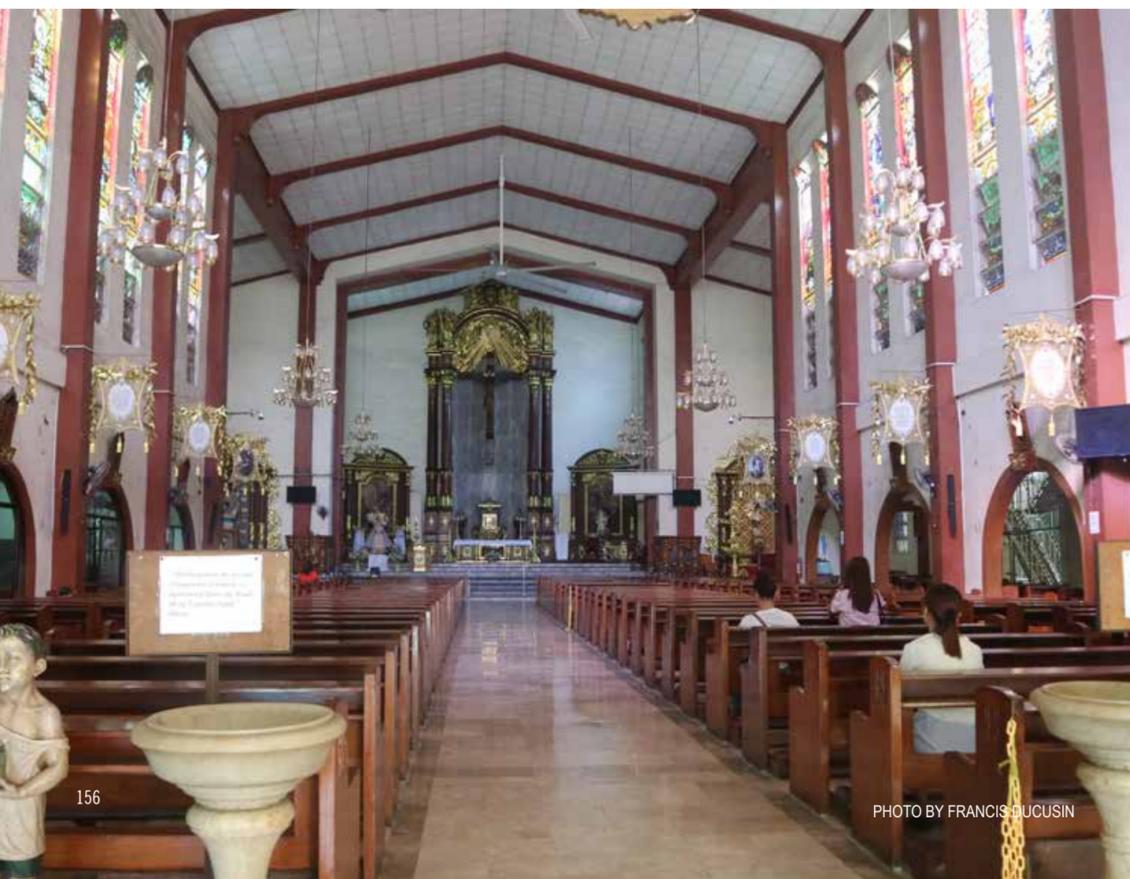
## San Isidro Labrador Parish

Once a part of Sta. Clara de Montefalco, San Isidro Labrador Parish became a separate parish on 21 September 1951 with Msgr. Emmanuel Cruz as its first parish priest. Its spacious pulpit, as well as the parish's Adoration Chapel for churchgoers who want to pray in silence, gives off a sacred ambiance. The background behind the altar inside the Church was improved and in 2006, the exterior of the parish and the wall of the backside of the church were repainted in the same period. The parish also features a historical marker placed at the Multi-Purpose Building.



## San Juan Nepomuceno Parish

Established in 15 June 1965 and located in Malibay, Pasay City, the San Juan Nepomuceno Church is named after John Nepomcene who is the national saint of the Czech Republic. Through the help of donors such as former president Ferdinand Marcos, the church was finished in record time. Its sprawling altar consists of three images - two of Jesus Christ and one of the Blessed Virgin Mary.



## San Rafael Parish

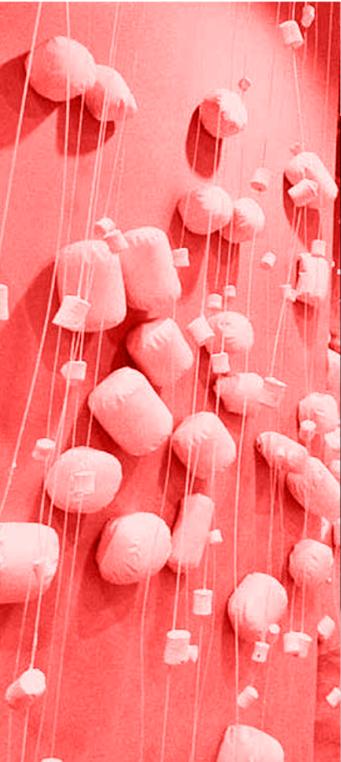
Dating back to more than 60 years ago, San Rafael Parish in Park Avenue, Pasay City never shows any signs of aging. Made of carved wood, the church incorporates various elements of design such as its fluted colonnades, baroque-inspired scroll work on the upper wings, and lattice work that function as a linear background. For the citizens of Pasay, San Rafael is as breathtaking as it was first built.



## San Roque Parish

Originally located in the area of Barrio Santol which was named because of the prevailing number of santol trees, San Roque Church naturally underwent some hefty transformations over the years such as various repairs with the altar, roof, and ceiling. Although quite a small church as compared with the others, its interiors speak of intricate and delicate movements and lines - with its altar stunningly decorated with gold and several images.

## ARTS & CULTURE



With its assortment of venues that cater to traditions, old music, stage performances, and lively dances, among others, Pasay City is definitely a haven for the arts and culture. Its many areas have indeed vibrant artistic and cultural undertones that are simple to spot and easier to enjoy.

## Cultural Center of the Philippines

Perhaps the most popular venue for the culture and the arts, the Cultural Center of the Philippines (CCP) boasts of an enclave of various events and affairs that include productions in the field of arts, music, visual arts, literature, dance, film, theatre, design, and even architecture. Founded in 1969, CCP has nine residential companies - Ballet Philippines, Philippine Ballet Theatre, Tanghalang Pilipino, Ramon Obusan Folkloric Group, the Bayanihan Philippine National Folk Dance Company, Philippine Philharmonic Orchestra, UST Symphony Orchestra, Philippine Madrigal Singers and the National Music Competition for Young Artists Foundation (NAMCYA) - that offer a regular season of performances, productions, workshop and outreach events.



PHOTO BY ME-ANNE VELASCO

**Folk Arts Theater**

Otherwise known as the Tanghalang Francisco Balagtas named after famed poet Francisco Baltazar or Francisco Balagtas, the Folk Arts Theater is a highly-publicized theatre located at the complex of the Cultural Center of the Philippines. Built in a record-breaking time of 77 days in 1974 to host the Miss Universe 1974 pageant which was won by Amparo Muñoz, Folk Arts soon became the venue for local and international acts. In succeeding years, Folk Arts also hosted Lenten folk presentations and Easter celebrations, dawn masses during the Christmas season and an “Alamat” series depicting Filipino legends or epics through dance-drama.

Nowadays, however, Folk Arts Theatre is relegated as the headquarters of a Christian group which holds their worship services on Sundays; and at times, occasional shows of its in-house performing groups.



**Product Development and Design Center of the Philippines (PDDCP)**

The country’s leading agency committed to cultivate a culture that thrives on innovation and modern technology, the Product Development and Design Center of the Philippines (PDDCP) promotes its newest and freshest designs in the world through programs and services tailored to address the needs of MSMEs, designers, government, and the public. Among its many events include seminars, conferences, trade shows, such as the Masterclass for Professionals which allows budding entrepreneurs to learn more how to translate their ideas into money; and even learn how to build a fashion brand.



**The Newport Performing Arts**

At the center of Resorts World Manila lies the Newport Performing Arts Theater, a grand venue for exclusive productions such as concerts and plays, among others. Designed by prominent Hong Kong-based interior design expert Joseph Sy, which won him the coveted 2011 Perspective Awards-Certificate of Excellence and the 2011 Asia Pacific Interior Design Silver Award, the Newport Performing Arts Theater boasts of the biggest LED screen in Asia which provides an enchanting video backdrop for shows and events. The stage, also considered the widest in the Philippines, is equipped with two Euro-LED screens with 3D effects, a revolving stage and a complex fly system that are supported by a state-of-the-arts digital audio system and intelligent lights.



PHOTO BY ME-ANNE VELASCO

**Aliw Theater**

A gift of businessman Fred J. Elizalde to his famed ballerina wife, Lisa Macuja-Elizalde, and now owned by Star Parks Corporation, the owner and developer of the adjacent Star City amusement park, Aliw Theater boasts of a venue that’s the right choice for quality entertainment and performance arts. Aside from various events such as international and local concerts, more specifically ballet performances, Aliw Theater also hosts meetings, seminars, and conferences – for approximately 2,500 people.

The Aliw Theater houses the Aliw Theater Lounge which is an elegant alternative for exhibits, lectures, meetings, and seminars. The Theater also boasts of the Elizalde Hall, named, of course, after the Elizalde couple – which is apt for select corporate and social functions which can also be turned into a banquet hall for cocktails or sit-down dinners.



### Center for International Trade Expositions and Missions (CITEM)

The export promotion arm of the Department of Trade and Industry, the Center for International Trade Expositions and Missions (CITEM) is bent on developing, nurturing, and promoting globally-competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities. CITEM does this through its organization of trade shows, seminars, and conferences overseas.

In 2019, CITEM has held a vast array of international events. Among these included the annual Winter Fancy Food Show (WFFS) at the Moscone Center in San Francisco, California; the Ambiente held in Messe Frankfurt, Germany; the Gulf Food Hotel and Equipment Exhibition and Salon Culinare at the Dubai World Trade Centre in Dubai, United Arab Emirates; and the Foodex in Chiba, Japan.



### Museo Maritimo

Launched on 23 March 2012 and the first of its kind, Museo Maritimo located at the 6th floor of the Asian Institute of Maritime Studies (AIMS) in Pasay City serves as a repository of maritime knowledge and history. The Museum is divided into six sections - pre-colonial maritime history of the Philippines; Philippine maritime history during the Spanish Era; interactive exhibits to entertain children; anchors of the Philippine Maritime Industry in the contemporary period; history of the Philippine Navy and Coast Guard and a short history of customs administration; and the timeline and history of the Asian Institute of Maritime Studies (AIMS) and the contribution of Captain Willijado P. Abuid of the Philippine Navy.

On display are models of Spanish galleons, along with copies of navigation maps that cover the Philippines during that era. Another section details interesting equipment and materials such as binoculars, sextants and beacons, Morse code equipment, and many more that guests can discover.



### Elite Techno Park

The first technological theme park that features different activities on the science and the arts, the Elite Techno Park located at the CCP Complex in Pasay City is especially designed to explicate the K-12 program of the Department of Education. Among its sets of hands-on activities for the elementary to tertiary levels include semiconductor and electronics, mechanic and automotive, air-conditioning and refrigeration, information technology, robotics, renewable energy, climatic conditions, and disaster awareness and preparedness. A classic example: a module showcases how robots are utilized in industrial processes to make work more accurate and easier.

With different learning modules, the park aims to use the skills of the students and open job opportunities for them in the corporate world even before graduation. Not only do these activities supplement their courses in school, these also showcase the importance of technology and the environment.



### Upside Down Museum

Inspired from museums in Malaysia, Thailand, Taiwan, and the USA and established in the Philippines in 2017 by a Korean couple and designed by a Korean professional, the Upside Down Museum turns every world upside down - literally. Experience the world with the floor of a building in the ceiling and the ceiling in the floor. Witness people floating on thin air, or shrinking to a size a tad bit small. Fool people and add more illusions to expand the horizon by creating Instagram-worthy photos.

Some of the most popular attractions include the 90-degree house, mirror house, Goliath's shoe, the upside-down highway, and the fully-furnished upside down house. Experience also the Floating Corner, the Giant Sneaker, the Inverted Steel Bridge and the World of Comfort.



### The Dessert Museum

Similar to the Upside Down Museum, the Dessert Museum is an interactive museum composed of eight rooms, each featuring a specific kind of dessert: donuts, marshmallows, candy canes, ice cream, bubble gum, gummy bears, cotton candy, and cakes. With a little bit of history about that particular dessert in each room, visitors can marvel at the beautifully and colorfully-decorated sets, such as fake marshmallows hanging from the ceiling, a giant gumball machine at the center of the room, and a giant ice cream cone splashed on one of the walls.

### Philippine Air Force Aerospace Museum

An aerospace museum located within the premises of Colonel Jesus Villamor Air Base in Pasay City, the Philippine Air Force Aerospace Museum was founded as the Marcos Museum on 2 May 1974 but opened in June 2007.

Exhibiting different sections such as a heritage section, a science and technology section, an art corner and the Aircraft Park, this museum includes a collection of weapons, uniforms, dioramas, miniatures, and memorabilia related to early Philippine military aviation. In terms of its science section, the museum also has on display aircraft mock-ups and miniatures, indoor static aircraft displays and experimental projects of the Philippine Air Force. The air force museum also exhibited the Balangiga bells when they were repatriated on 11 December 2018 for two days prior to being returned to Eastern Samar.



## GOVERNMENT OFFICES & GLOBAL GATEWAYS



Pasay is home to a number of government offices such as the Department of Foreign Affairs and the Senate of the Philippines. The city being the gateway to the world serves travelers from Metro Manila and neighboring provinces to international destinations and welcomes tourists from other countries who want to bask and marvel at the beauty of the Philippines.

### Coconut Palace

The Coconut Palace, located at the Cultural Center of the Philippines complex, is also known as the Tahanang Pilipino. It is a showcase of the rich and diverse Filipino culture designed by National Artist for Architecture Francisco Mañosa. It showcases the versatility of the coconut which was transformed as material in the construction of the building.

The Coconut Palace, like the ancestral *bahay na bato* home has a ground floor of stone and an upper floor of wood. On the upper floor are suites named after a specific region or province in the country. Six-sided domes double roof of coconut wood shingles shaped like a *salakot* or farmer's gourd hat is the most imposing exterior feature. It also houses masterpieces of renowned Filipino artists.

Originally intended as guest house for visiting artists at the CCP, it later hosted the office of the Vice President of the Philippines. Today, it is being rented out for wedding receptions and other social functions.



### Senate Of The Philippines

The Senate of the Philippines is one of the chambers of the Philippine Congress, the legislative branch of government. It has been holding office at the GSIS Building along Roxas Boulevard in Pasay City since 1997. It used to hold office at the Old Congress Building in Manila.

Twenty-four senators who are elected for a six-year term comprise the Senate. As provided for in the Constitution, a Senator must be a natural-born citizen of the Philippines, at least thirty-five years of age, able to read and write, a registered voter, and a resident of the Philippines for not less than two years immediately preceding the day of the election. A Senator is barred from serving more than two consecutive terms.

The Senate adopts its own rules, the "Rules of the Senate." As an institution, the Senate can be grouped into the Senate Proper composed exclusively of the members of the Senate and its committees; and the Secretariat which provides support services to the Senators.

### Government Service Insurance System

Located in a building along Roxas Boulevard that bears its name, the Government Service Insurance System (GSIS) was created by virtue of Commonwealth Act No. 186 and subsequently by Republic Act No. 8291, the GSIS Act of 1997.

GSIS is a social insurance institution that covers all government employees except members of the Judiciary and Constitutional Commissions covered by separate retirement laws, contractual employees with no employee-employer relationship with their agencies; uniformed members of the AFP, PNP, BJMP and BFP; and barangay and sanggunian officials not receiving fixed monthly compensation.

GSIS provides its members with social security benefits such as life insurance, separation or retirement, and disability benefits. It also insures its members against the occurrence of certain contingencies. As the administrator of the General Insurance Fund, it also provides insurance coverage to government assets and properties that have government insurable interests.



### Light Rail Transit Authority

Situated along Pasay City's Aurora Boulevard is the Light Rail Transit Authority (LRTA) Compound that houses the LRTA offices.

Created pursuant to Executive Order No. 603 dated 12 July 1980, LRTA is "primarily responsible for the construction, operation, maintenance, and/or lease of light rail transit systems in the Philippines." It is an attached agency of the Department of Transportation and is a wholly-owned government corporation.

It is the country's prime mover in the rail transport sector serving the needs of millions of Filipinos by exploring avenues where the LRT system could continuously provide efficient transport services while promoting economy and efficiency of operations. Its mission: "To enhance people mobility and provide world class light rail transport systems with continued promotion of gender equality and accessibility policies in its performance and commitment to excellence in service."



### Civil Aviation Authority of the Philippines

The main office of the Civil Aviation Authority of the Philippines (CAAP) is located along NAIA Road in Pasay City.

Republic Act No. 9497 enacted on 4 March 2008, provided for the creation of CAAP as an attached agency of the Department of Transportation "for the purpose of policy coordination." It is an independent regulatory body with quasi-judicial and quasi-legislative powers and possessing corporate attributes mandated to set comprehensive, clear and impartial rules and regulations for the Philippine aviation industry. Headed by the Director General of Civil Aviation, it is responsible for implementing policies on civil aviation to ensure safe, economical and efficient air travel.

As created, the corporate powers of CAAP is vested in a board composed of seven members namely the Secretary of DoTr who is chairman ex officio; Secretaries of DoF, DFA, DoJ, DILG, DoLE; and the Director General of Civil Aviation who is vice chairman of the Board.



### Villamor Air Base

Established in 1912 as an Army Air Corps base of the United States, the military facility was first known as Nichols Field. It was later called Nichols Air Base until 1982 when it was renamed Jesus Villamor Air Base after Filipino World War II ace pilot Jesus A Villamor.

Simply called Villamor Air Base, it is the site of the headquarters of the Philippine Air Force (PAF), one of the major services in the Armed Forces of the Philippines. Sharing runways with the Ninoy Aquino International Airport, it is used mainly as the PAF transport/helicopter air base.

It is home to the Presidential Airlift Wing which uses the air base when the Chief Executive departs for domestic trips originating from Metro Manila. At times, foreign dignitaries visiting Manila would arrive via Villamor Airbase. It also houses administrative and support units of the PAF such as the Air Force General Hospital, Air Force Engineering Squadron, 1301st PAF dental dispensary, and the Air Force Museum, among others.

## Department of Foreign Affairs

The Department of Foreign Affairs has evolved through the years since it was established in 1898 by President Emilio Aguinaldo. It was among the first government departments created during the First Philippine Republic.

The mission of the Department of Foreign Affairs is to promote and protect Philippine interests in the global community. It is mandated to implement the pillars of Philippine foreign policy: preservation and enhancement of national security; promotion and attainment of economic security; and protection of the rights and promotion of the welfare and interest of Filipinos overseas.

DFA envisions a resilient foreign service for a strong Philippines, pursuing its mandate with the core values of patriotism, integrity, professionalism, excellence and service.

Its main office located along Roxas Boulevard, Pasay City used to be a hub for Filipinos from all over the country wanting to avail of its consular services. With the transfer of its Office of Consular Affairs and the devolution of its passport services and authentication services to its satellite and regional consular offices in the country, the main office has been decongested.



## Overseas Workers Welfare Administration

The Overseas Workers Welfare Administration (OWWA) is one of the government agencies mandated to serve and promote the rights, interest and welfare of the overseas Filipino workers and their families.

OWWA traces its origin from the Welfare and Training Fund for Overseas Workers which was created on 1 May 1977 in the Department of Labor by virtue of Letter of Instruction No. 537. On 1 May 1980, Presidential Decree No. 1694 created the Welfare Fund for Overseas Workers in lieu of the Welfare and Training Fund for Overseas Workers. Upon the assumption of President Corazon C. Aquino, the Welfare Fund for Overseas Workers was renamed into Overseas Workers Welfare Administration pursuant to Executive Order No. 126 dated January 31, 1987. Several laws were passed to strengthen OWWA's mandate and services since then. Republic Act No. 10801, the Overseas Workers Welfare Administration Act which governs the operations and administration of the OWWA, was passed on 27 July 2015.



## PASAY CITY IS THE PHILIPPINES' GATEWAY TO THE WORLD.

The present-day Ninoy Aquino International Airport (NAIA) was formerly known as Manila International Airport. The airport serves travellers from Metro Manila and neighboring provinces journeying to international destinations and welcomes tourists from other countries who want to enjoy what the Philippines has to offer. It also serves domestic passengers through one of its terminals.

NAIA is located along the border between Pasay City and Parañaque City, seven kilometers south of Manila and southwest of Makati City's Central Business District. There are four terminals—NAIA Terminal 1, NAIA Terminal 2, NAIA Terminal 3 and NAIA Terminal 4. There are two runways being shared by aircrafts for taking off and landing.

The airport also serves as a hub for Air Asia Philippines, Cebgo, Cebu Pacific, PAL Express and Philippine Airlines. Over 30 airlines currently use the airport as their destination.

A shuttle bus system is available for passengers who have connecting flights in another terminal.



PHOTO BY FRANCIS DUCUSIN

### NAIA Terminal 1

NAIA Terminal 1 has an area of 67,000 square meters. Designed by National Artist for Architecture Leandro Locsin, it was completed in 1981. Improvements to the terminal were made to accommodate the growing passenger traffic after it surpassed the 4.5 million capacity in 1991.

Terminal 1 solely services international flights coming into and departing from Manila. It has two levels: the departure level and the arrival level. The departure level has a day room, VIP lounge, shops and restaurants. In the arrival level are the arrival hall, baggage claim, customs & immigration, information desk, a transfer point, transport lounge, rental car counters, prayer rooms, lost & found, medical facilities and parking lots, among others.

In 2018, it recorded 4,015,174 departing international passengers, an increase from 2017's 3,650,550 passengers. Arriving international passengers meanwhile totalled 4,397,996 in 2018 from 4,011,742 passengers the previous year.



### NAIA Terminal 3

NAIA Terminal 3 is the newest and largest airport in Metro Manila. It is located on a 65-hectare property. It has four levels with its ground floor handling arrivals and the 3rd level facilitating departures. Retail shops and food courts can be found at the 4th level and arrival levels. Each level has 600 meters of curbside space, rendering efficient drop offs and pickups.

The center of the building contains the head house where passenger processing is centralized. A total of 20 boarding gates and 140 Check-In-Counters can accommodate 4,000 peak hour one-way passengers. Terminal 3 is connected to Newport City by a 220-meter long footbridge.

It has a surface parking for 1,200 cars in front of the terminal and a 2,500 car parking space available in the multi-level parking area.

Terminal 3 can handle 13 million international passengers annually. It also handles domestic passengers. In 2018, international passengers who arrived at Terminal 3 totalled 4,320,928 while departing international passengers numbered 4, 415,032. Meanwhile, for the same year 6,200,903 domestic passengers arrived in Manila through Terminal 3 and 6,295,423 passengers left Manila for other destinations in the country via Terminal 3.



### NAIA Terminal 2

NAIA Terminal 2, also known as the Centennial Terminal started operations in 1999. It was originally intended to be a domestic hub. Today, it services domestic and international flights by Philippine Airlines, the national flag carrier, PAL Express and other airlines.

It was designed by Aeroports de Paris and features an arrowhead design focused on a six-storey central building called the Rotunda. It has a North wing used for international flights and a South wing which services the domestic flights. Each wing has two levels: the ground levels with expansive lobbies for arrival traffic and the second floor levels with the check-in halls and boarding areas for departing passengers. It has twelve aerobridges that link directly Terminal 2 to the planes for the passengers direct access.

In 2018, Terminal 2 was used by 2,736,859 arriving international passengers and 3,087,521 departing international passengers. Arriving international flights numbered 15,000 while departing international flights totalled 16,385. During the same year, domestic flights flew in 2,384,401 passengers while 2,299,847 passengers departed using Terminal 2.



### NAIA Terminal 4

NAIA Terminal 4 is also known as the Manila Domestic Passenger Terminal or the Old Domestic Terminal. It is the oldest of the four existing terminals. Built in 1948, it has 26 check-in desks. It is a single level terminal and hosts the operations of local carriers such as AirSWIFT, Cebgo, Philippine Air Asia and Skyjet.

Air passenger traffic in 2018 for Terminal 4 consisted of 2,437,964 arriving domestic passenger and 2,462, 260 departing domestic passenger.

## SHOPPING AND DINING IN PASAY



Pasay City is home to a myriad of shopping malls and dining establishments. SM Mall of Asia for one, considered to be one of the biggest malls in the world, has attracted throngs of people since its inception. These days, there are newer malls that cater to various people and gastronomic places that serve many taste buds. Here are a mix of old shopping and dining areas to visit over and over again.

### Newport Mall

Inspired by the glitz and glamour of Las Vegas, the Newport Mall owned by Megaworld houses dazzling array of high-fashion boutiques. Newport Mall is known for its stylish and luxurious venue, and offers great activities that allow guests and visitors to live the high life.

Aside from trendy and high-end pop-up stores, Newport Manila also boasts of state-of-the-art movie theaters at Newport Cinemas, and the contemporary design of Newport Performing Arts Theater which serve as a venue for concerts, musical plays, exclusive productions and more.

Also, Newport Mall has world class food and dining establishments which offer authentic Cantonese dishes, mouth-watering Japanese-Korean fusion, and local Filipino favorites.



### Luxe Duty Free

Duty Free Philippines Corporation has opened the doors to Luxe Duty Free on 18 October 2018. The 3,600-square meter multi-level mall located at the Mall of Asia Complex was developed in partnership with Landmark Management Services.

The Luxe Duty Free houses international high-end retail brands in fashion, cosmetics, fragrance, confectionery, and wines and spirits which local and international travelers can enjoy.

Aside from a wide selection of imported products, Luxe Duty Free showcases the country's finest products together with DTF's Go Lokal shop which offers a variety of goods for every Filipino.



### S. Maison

Located on the first two floors of Conrad Manila, SM Prime's upscale lifestyle center, S Maison is a 25,534 square-meter mall designed by French company Malherbe that complements Conrad Manila's distinct luxury liner feel. Its intricate design of the ceiling and the glossy surface gives shoppers or visitors the elegant ambiance - as well as the romantic idea of the Philippines as being the Pearl of the Orient.

S. Maison features a bevy of shops, dining destinations, food choices, and other venues for rest and relaxation.





PHOTO BY ME-ANNE VELASCO



## SHOPPING AND DINING



Its Main Mall, Entertainment Mall, and North and South Parking Buildings are interconnected by walkways. Found at the Main Mall are the shopping places, dining establishments, the food court, and the ice rink which can accommodate up to 300 skaters at a time. The SM Store is located at the South Parking Building while the North Parking Building hosts the SM Hypermarket. MOA has special theaters (Director's Club Theater, Premiere Cinema and Center Stage Cinema), regular two-tiered theaters and new digital theaters.

Within the complex also lies the SMX Convention Center, BPO offices, residential condos, and a theme park, plus its own concert grounds.

MOA is best symbolized through an imposing large steel framed globe located at its entrance. The shopping complex was opened to the public on 21 May 2006 with President Gloria Macapagal Arroyo as guest of honor during the inauguration.

## SM Mall of Asia

Envisioned by SM founder and patriarch Mr. Henry Sy Sr. to be a premier integrated leisure destination, SM Mall of Asia or more popularly known as MOA is one of the largest shopping malls in the country and in the world. The mall located on a reclaimed land along Manila Bay in Pasay City boasts of a 407,000 square-meter floor area – with over a thousand shops, an extensive selection of dining establishments, supermarkets, IMAX theater which is the first of its kind in the country, an Olympic-sized skating rink, and ample parking slots for private vehicles, public utility vehicles and tourist buses.





Mall of Asia Complex

# MALL OF ASIA COMPLEX

The 67-hectare SM Mall of Asia Complex is a city within a city. Located along the coast of Manila Bay, it hosts business, commercial, entertainment and retail establishments making it a premier business and tourism destination in the country.

The complex is home to one of the largest malls in Asia, the SM Mall of Asia. Also located within the complex are the SMX Convention Center, the Mall of Asia by the Bay Area Amusement Park and the sprawling indoor facility for sports and entertainment events, the Mall of Asia Arena. Real property investments such as deluxe hotels, condominiums and full-serviced apartments are also found in the area.

SM Mall of Asia complex is fast becoming a business hub with its world class business facilities. Within the complex are the corporate offices of the SM Investments Corporation and its subsidiaries. The E-com Centers located in the area is a series of iconic office buildings with state-of-the-art information and technology facilities designed for business process outsourcing, contact centers, e-commerce and other specialized offices.

Strategically located near the international and domestic airports and by the famous Manila Bay, the SM Mall of Asia complex is emerging as an exciting urban center in the metropolis.



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## SM by the Bay Amusement Park

SM by the Bay Amusement Park is a stretch of approximately 1.5 kilometers beside the Manila Bay where guests can enjoy good food from the array of restaurants, listen to live entertainment, and watch the sun as it sets over Manila. There are also rides guests can avail of such as Astoliner, Bumble bees, Bumpcars, Barn Stormer, a double-decker Carousel, Convoy Ride, Indianapolis, the MOA Eye, Nessi Coaster, Road Trains, Toy Swing, Viking, and Wonder Flight.



### Cartimar Shopping Complex

Located along Leveriza street in Pasay City, the Cartimar Shopping Complex was established in 1956 and was first managed by Ernesto Oppen. Its name was derived from the combination of Ernesto's parents-in-law, Carlos Cuyugan and wife Timotea Lichauco, and only daughter and wife of Ernesto, Margarita.

Cartimar became the shopping haven in the 60s and is well-known for selling pets such as purebred dogs, cats, birds, and reptiles. Also, Cartimar mall offers numerous stalls that sell designer jeans, sneakers, sporting goods, chocolates, and perfumes.



### Metro Point Mall at Pasay Rotonda

Officially opened to the public on 1 December 2002 and located at the crossroads of EDSA and Taft Avenue, Metro Point Mall, a five-level commercial center linking LRT 1 and MRT 3, is managed by ALI-CII Development Corporation – a joint venture between Ayala Land, Inc. and Concepcion Industries, Inc.

Metro Point Mall features various services, fast food restaurants, and affordable retail for the budget-conscious people. The mall is designed for commuters who take the trains and even those who pass through to do quick shopping, dine, and chase for bargains at the same time.



### Victory Pasay Mall

Formerly known as Pasay City Mall and Market, Victory Pasay Mall is now a three-level commercial building with almost 100 parking slots for shoppers. Owned by the Guru Property Development and Management Corporation, Victory Mall features quality complete business mix for small entrepreneurs and ordinary people in one shopping destination. The mall has 10,482 sqm gross floor areas, including the 6,758.21sqm of retail spaces.

### Double Dragon Plaza

The first phase of the DD Meridian Park at the corner of Macapagal Avenue and EDSA Extension in the Bay Area of Pasay City, Double Dragon Plaza is an 11-storey office complex with over 130,000 square meters of leasable space.

The complex has four office towers each with its own private lobby and passenger and service elevators. It has a retail strip on the ground floor. Other features and amenities include large floor plates, basement and podium parking levels; garden/landscape area; and a broadband infrastructure. To ensure safety, Double Dragon Plaza is complaint to the local fire code and NFPA 101 Safety Code. It is equipped with automatic and semi-addressable fire detection and fire alarm system, automatic fire sprinkler system, fire escape locations at all levels and power back up.



### Met LIVE Mall

An eye-catching mall with its modern design located at the corner of Macapagal Avenue and EDSA in the integrated-community of Metro Park in Bay Area, Pasay City, Met Live features a wide selection of retail spaces like dining outlets, coffee shops, a health clinic, bank and other specialty stores.

### Walter Mart Mall

Located in Macapagal, Pasay City, W Mall is a four-storey mall that has a 12,000-square meters of space and has a wide selection of tenants that varies from food, services and wellness.

W Mall houses Walter Mart Supermarket – known for quality fresh produce, food to go and a wide array of local and international food products.

Included in the mall is the W Department Store that offers shoppers an affordable style with branded value for the entire family. In addition, W Mall also has favorite fashion brands as it offers an easy and organized shopping experience.



## Blue Bay Walk

At the entryway to the engaging Bay Area in Pasay City stands Blue Bay Walk, a lifestyle hub distinguished by open areas and a new wave of shops, restaurants, parks and activity centers good for the whole family or those looking for a much-needed respite. Designed by Federal Land to cater to the leisure activities of the community, the sprawling 40-hectare Blue Bay Walk allows visitors to bask in its homey ambiance through the following enjoyment: picnicking, biking, running or jogging – and of course, relishing the eats nearby. Within the area also lies several residential, commercial and office developments.

Blue Bay Walk is also near other establishments such as SM Mall of Asia and SMX Convention Center.

In more recent years, Blue Bay Walk has been a witness to regular free concerts that feature local bands, and even to different kinds of competitions. Blue Bay Walk also holds activities for special occasions such as Father and Mother's Day, Valentine's Day, Halloween and Christmas.



## Seascape Village

Seascape Village located at the CCP Complex, Roxas Blvd, Pasay City, is a mixed-use coastal development in the Manila Bay area. An upscale “dampa” restaurant, Seascape Village outsources its seafood from all over the Philippines, a conscious effort of the developer to highlight the bounty of local waters to diners.

The first phase of the Seascape Village focuses on Seafood Paluto Market and a variety of dining options.

Soon to be established as part of the dining experience are a retail space for a spa resort, an art and lifestyle cafe, a man-made beach and a 9-story, 250-room hotel with infinity villas. The whole commercial property is expected to be finished by 2020.



## Seaside Macapagal

Seaside Dampa Macapagal offers the freshest food finds and a most diverse crop. With seafood such as clams and oysters, lobsters and shrimps, squid, fishes on display, customers can watch their food cooked to perfection – right before their very eyes. After shopping for their haul, they can watch them simmer, boil or fry – however they want it.



PHOTO BY ME-ANNE VELASCO

## Harbour Square

Harbor Square is a place where locals and guests can have a great bay view, where they can also chill out for a coffee or dine out with family and friends or go bar hopping at night - all in one place.



## HOTELS AND LEISURE



For guests and travelers who want to unwind after the hustle of everyday living, Pasay City boasts of an enclave of hotels and various relaxation locales. From the growing Newport City to the fun-filled activities at Star City, Pasay City has no shortage of places to kick back, relax and rejuvenate.



### The Heritage Hotel

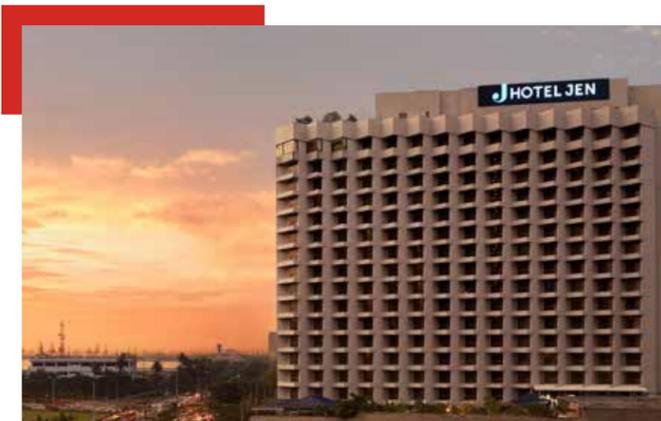
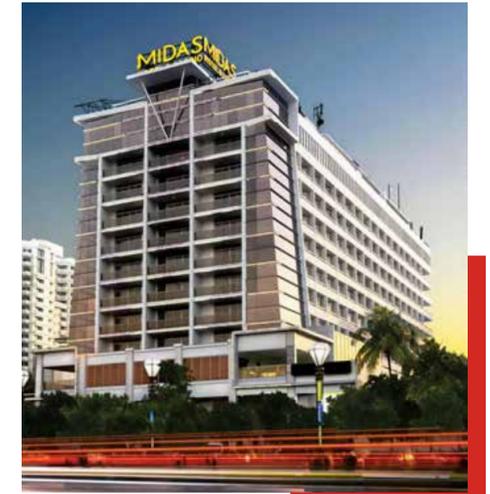
Situated along the busy thoroughfares of EDSA, this 4-star deluxe hotel boasts of 450 contemporary design rooms that feature abstract artworks by renowned visual artist, Nestor Olarte Vinluan. With its 12 versatile function rooms, the hotel is designed to hold grand celebrations such as meetings and wedding banquets to meet guests and visitors' special needs. For the dining area, the Heritage Hotel offers both international and local fare that can delight the taste buds and revive the sensations.

The Heritage Hotel also offers other amenities such as a fitness center, a laundry shop, a health clinic, and a beauty salon.

### Midas Hotel and Casino

Nestled along the stately stretch of Roxas Boulevard, Midas Hotel and Casino exudes an ambiance that's breathtakingly refreshing. With its 225 cutting-edge rooms and guest suites designed for comfort and luxury and its dining rooms rich in exquisite flavor and taste, the hotel embraces an atmosphere entirely exclusive to Metro Manila's jet setters and food enthusiasts.

Aside from its function rooms where meetings and celebrations can be held, Midas has a wide and expansive range of amenities to include a fitness center to take care of those tired muscles, a boutique for quality finds and accessories, and a spa for that additional relaxation and rejuvenation of the spirit.



### Hotel Jen Manila

Part of the Shangri-la Hotels and Resorts Group, Hotel Jen caters to the urban adventurers whose lifestyle twists make up for everyday living. Along with its 309 individually luxurious rooms and two restaurants, this smoke-free hotel provides an outdoor pool, a fitness center, a bar or lounge and a poolside bar. Also on deck is a coffee shop and a café for the indulgence of the visitors.

The rooms, meanwhile, are fully furnished with a free internet connection and a 24-hour room service.



PHOTO BY SOFITEL



## Sofitel

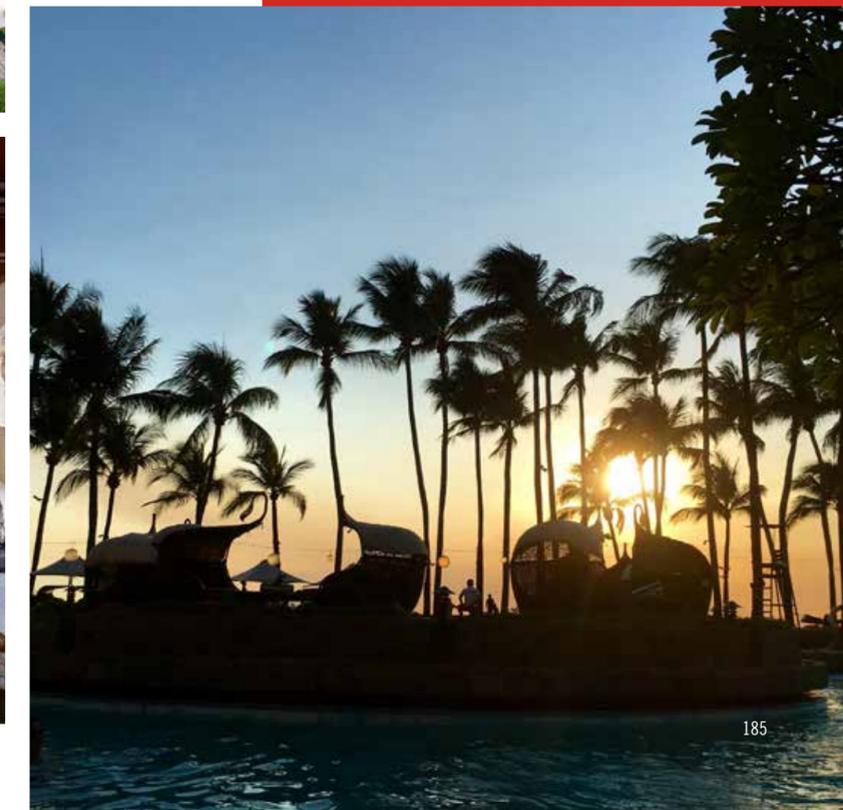
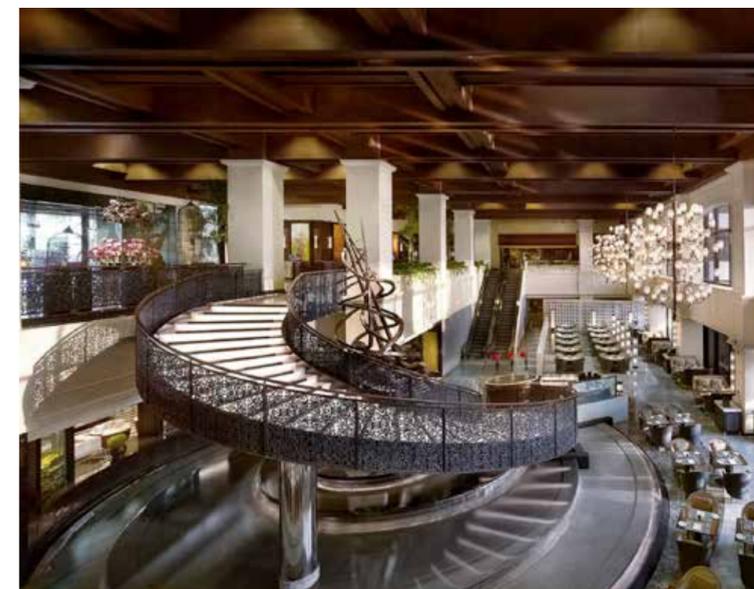
Sofitel is a world-class and an exclusive resort setting that combines European elegance and Filipino hospitality. With views of the glistening Manila Bay and an atmosphere that spells tranquility, the hotel highlights a grand and graceful spiral staircase at the lobby where natural wooden accents infuse the elegant art décor and the art de recevoir.

The hotel features 609 guest rooms, to include two Opera Suites, 12 Family Suites, and 32 Sofitel Suites. Its majestic Imperial Residence exquisitely appointed with the finest luxuries and comforts for a rejuvenating city retreat is a collection of four Luxury Club Millésime Rooms and the Imperial Suite. The suite boasts of a fully-equipped kitchen,

a formal dining room, lavish bath facilities and outdoor living area overlooking the stunning Manila Bay. Plus, the suite is tailor-made for guests as the units can be converted to include a personal gym, private spa or a home office.

Meanwhile, the exteriors of Sofitel provide a tropical and lush haven with extensive spaces, just the enough amount of peace and respite for the heart and the spirit. The hotel welcomes visitors with strolled landscape gardens. They can luxuriate in a lagoon-style pool and walk the path in a scenic trail.

Other features of Sofitel Hotel Manila include recharging tired muscles at Le Spa, hitting the ball at the mini golf course or bulking up with outdoor fitness machines.





### Microtel by Wyndham Manila

A no-frills hotel that targets the mid-market, the Microtel by Wyndham Manila is located in key cities and provinces in the Philippines. Its stylish and affordable rooms, coupled with top-notch facilities and dependable services all provide optimum comfort, convenience and security for its valued guests, especially with other amenities such as TV, internet access and even an automated fire safety system.

The hotel is also equipped with a restaurant, swimming pool, conference room, and city transfers for business and leisure needs.



### Tryp by Wyndham

A play on the word trip, Tryp by Wyndham is a cool and inviting boutique hotel that's located right smack in the middle of old and modern Pasay City. With stunning views of the majestic sunrise and sunset of Manila Bay, coupled with a spectacular sight of Metro Manila's skyline, Tryp promises to be an experience all by itself, especially while sleeping in its spacious rooms and lounging around the lobby hotel.

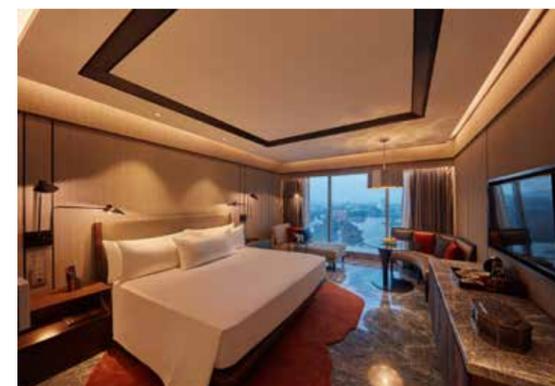
Other facilities of Tryp by Windham include a rooftop pool and accompanying bar, on-site restaurants, tranquil guest rooms, and of course, for the heavy lifter, a gym for building those muscles.



### The Henry Hotel

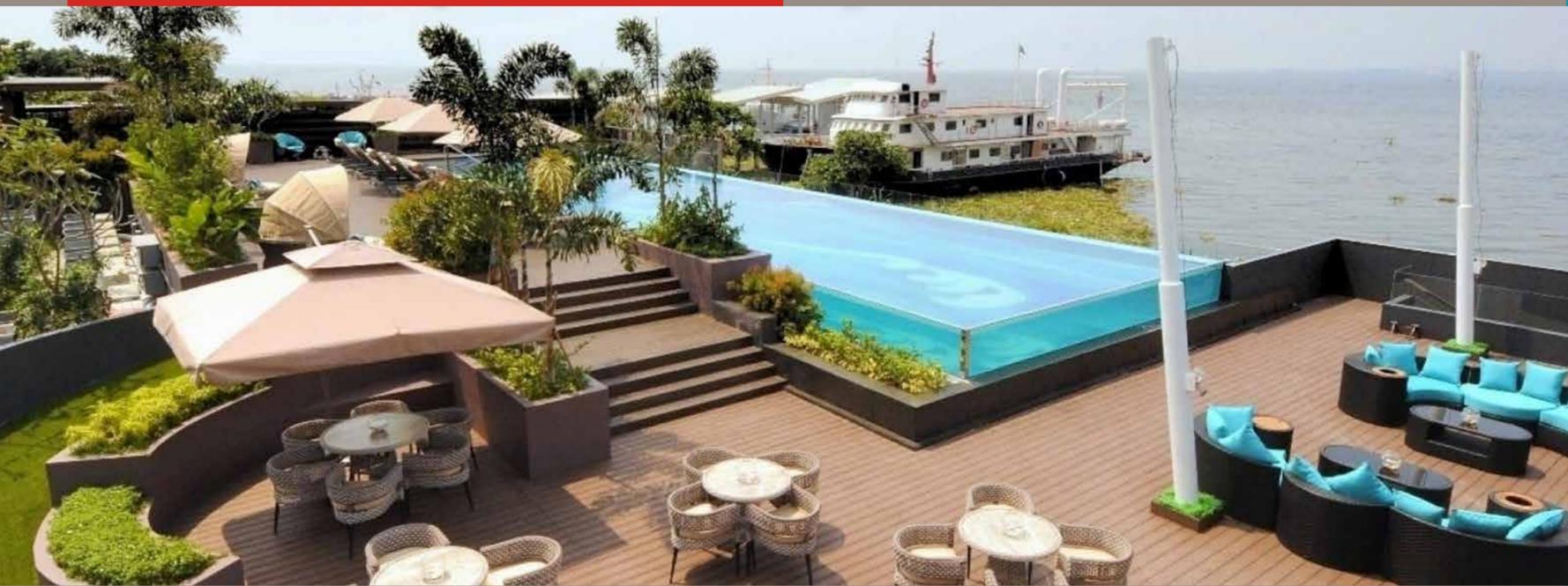
Located in FB Harrison St., Pasay City, The Henry Hotel is set in a converted 1940s-era mansion surrounded by tree-lined gardens and luscious vegetation. This boutique hotel provides a breezy and airy atmosphere through its garden patios and balconies where guests can just marvel at the sun dancing away in the distance, often accompanied by the settling ambiance of the old Pasay City.

Among its features include warm, upscale rooms, a library, and a breath of fresh air from the usual, stiff and sophisticated hotels within the city. Experience a vibrant lifestyle and go back in time with the Henry Hotel.



### Conrad Manila

Located atop S. Maison, a high-end retail complex at the edge of Manila Bay, Conrad Manila offers a visually striking experience for guests and visitors. Its stunning architecture links to the waters of Manila Bay and the stunning skyline which brings about a peaceful and radiant atmosphere to the whole place. Among its features include a luxury spa, a 24-hour fitness center, an infinity swimming pool and pool bar, a direct link to the SMX Convention Center, an extensive MICE facilities, including a pillarless Grand Ballroom, an outdoor function space overlooking the city, 347 stylish guest rooms and suites with state-of-the-art amenities, and two restaurants, a bar, and a lobby café/chocolatier.



### Esplanade Seaside Terminal

Located at the far right-side end of the Mall of Asia along Seaside Boulevard and within walking distance from the One Esplanade Events Place, it is accessible via the orange shuttles if you're coming from the Gil Puyat (Buendia) cor. Taft Avenue terminals. The Esplanade Seaside Terminal owned and operated by the SM Group of Companies as part of the SM Mall of Asia Complex provides the public with an alternative cruise and tour terminal to the CCP Harbour Square.

### Marina Bay Spa and Lifestyle Club

Marina Bay Spa and Lifestyle Club is located at Esplanade Seaside Terminal at MOA Complex in Pasay City.

It is strategically located along the Seaside Blvd., where everything else is accessible. Marina Bay Spa and Lifestyle Club offers massage service, hot and cold spa, Ganban'Yoku (hot stone spa), sauna, fitness gym, infinity pool, KTV room and gaming lounge, delectable and healthy buffet, and a Relaxing Lounge with La-Z boys, charging pods, and TVs all in a room that's meant to calm and relax the busy days.



## Resorts World Manila

Newport is also the home of Resorts World Manila, known as the “Leisure Capital of the Philippines”, the first integrated resort in the Philippines that offers world-class entertainment, non-stop thrills and unique events. Owned by Andrew Tan, Resorts World also boasts of six lodging brands - the luxury all-suite MAXIMS Hotel, five-star MARRIOTT Hotel Manila, HOLIDAY INN Express, BELMONT Hotel Manila, SHERATON Hotel Manila and HILTON Manila Hotel. The most recent one which just opened this June 2019, HOTEL OKURA Manila, is a state-of-the-art resort destination with numerous dining options—Japanese restaurant, all-day dining and a bar. Other hotel facilities include a pool and fitness facility.

Along with the restaurants and casinos, Resorts World Manila features the Newport Mall, a four-level shopping haven that houses world-class dining outlets and high-fashion boutiques; and the Newport Performing Arts Theater, a 1,500-seater performing arts theatre that lets visitors and tourists enjoy theatre and cultural experiences from world-renowned thespians; luxurious residences such as the Newport Boulevard and the Parkside Villas.

Resorts World Manila also houses the Marriott Grand Ballroom, touted as the largest hotel ballroom in the Philippines. Its main features include a 3,000 sqm pillarless ballroom that can seat up to 2,500 people for a banquet event, and up to 4,500 for a concert setup. The main ballroom can be subdivided into four sections for smaller events, but there are other venues within the facility for a total of 28 spaces for various events.

Resorts World Manila also has gambling areas that occupy three floors of its main casino, highlighting slot machines, and electronic table games. The Remington Entertainment Center and the Newport Grand Wing, which recently opened in late 2018, also provide more gambling spaces.



## Marriott Hotel Manila

Set against the backdrop of the sunsets of Resorts World Manila, Marriott Hotel Manila offers unparalleled service and spacious accommodations complete with a 48 to 55 flat-screen TVs and marble bathrooms with jetted tubs. Along with these rooms, Marriott Hotel Manila also comes with 6 restaurants, a full-service spa, an outdoor pool, a 24-hour fitness center, a bar and a lounge, a poolside bar, free WiFi in public areas and a free airport shuttle. There are also laundry facilities and business centers for travelers who want to work while lounging around the hotel.



## Maxims Hotel

From the ritzy Asian lodging brand of the Genting Group, Maxims Hotel sets the benchmark for high-end accommodations, beginning with its three royal villas. A Maxims Hotel Villa offers guests a magnificent pool, an impressive patio, and a personal leisure space, among others, but the apex of luxury lies in The Mansion with its own lush garden, urban oasis with two pavilions, a bathroom with a jacuzzi, and a private swimming pool. Each of its 154 spacious and lavishly-furnished suites fit for a king and a queen also has its own butler and has indeed impeccable service.

## Sheraton Manila Hotel

Sheraton Manila Hotel is a brimming, and packed destination that allows guests to experience genuine Filipino hospitality and multifaceted facilities. Along with the spacious and expansive rooms that are furnished with the most modern and innovative facilities and equipment, the hotel comes with a business center, a hair salon, and a front-desk safe for all valuables, a free WiFi, restaurant, a swimming pool, and babysitting services.



## Hilton Manila

Located within the vicinity of Resorts World Manila, Hilton Manila is part of Hilton Honors, the award-winning guest-loyalty program for Hilton’s 15 distinct hotel brands. Aside from its stylish and opulent décor, the hotel offers 357 modern guest rooms equipped with the best in facilities: 55-inch smart LED television, Hilton serenity bed, a four-point bathroom, and the innovative “direct to room” technology which allows guests to use their smartphones or tablets as room keys. There are also dining destinations that offer Shanghainese cuisine, “dampa-style”, and the finest range of craft beer and premium whiskey.





### Holiday Inn Express

A member of the Intercontinental Hotels Group and is part of Resorts World Manila, Holiday Inn Express Manila Newport City provides the right mix of modern amenities and smart choices for the savvy and leisure traveler. The hotel which is just a stone throw's away from NAIA Terminal 3 via the Runway Manila bridge offers the usual amenities and facilities: fitness center with a 24-hour access, luggage storage, a meeting room, 24-hour coin laundry and ironing facility, basement parking, and a WiFi access at the Lobby and Great Room.

### Belmont Hotel Manila

In this modern and contemporary age, Belmont Hotel Manila redefines luxury and chic with its lavish and keen decors, and space-efficient interiors. The hotel features, of course, a restaurant, a fitness center that's open all-year round, an outdoor pool, free self-parking and free airport drop off, and free WiFi in public areas. Other amenities are in store such as a valet parking, a children's pool, a steam room, and a business center.



### Savoy Hotel Manila

Savoy Hotel Manila is a 12-storey hotel within Resorts World Manila that offers guests and visitors the comfort and style, a home away from their home. The hotel offers 684 rooms with adequate sizes ranging from 23 to 50 square meters – from the most basic rooms to the comfortable executive suites. What's different about Savoy Hotel Manila is that the hotel also offers themed spaces called The Squares, co-working spaces where leisure and collaboration come together. These are equipped with the basics: high-speed Internet connection and electricity ports, express checkout counters, books, and a snack corner.



### Hotel Okura

Part of the Okura Resorts and Hotels, Hotel Okura is soon to open in the second quarter of 2019. The advantage of this hotel from the others is that it offers the Okura-style hospitality, which is a blend of Japanese beauty and Western functionality. Among the facilities of the state-of-the-art resort destination – aside from its voluminous and royal rooms – include numerous dining options such as the traditional Japanese, all-day dining and a bar; a fitness facility; and a pool. The hotel is also conveniently located near the airports so guests won't have a difficult time hailing a cab or lagging their baggage to their flights.

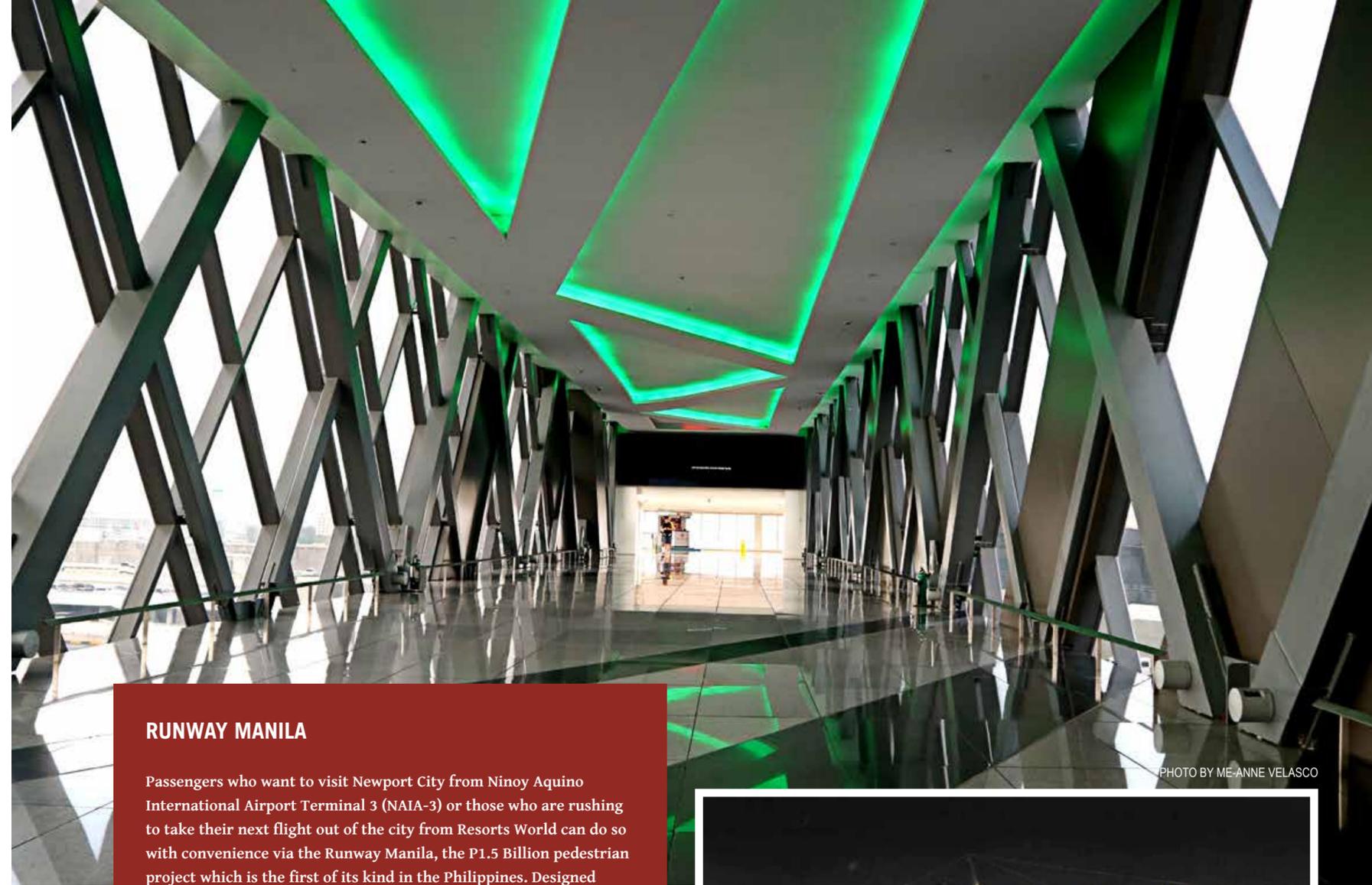


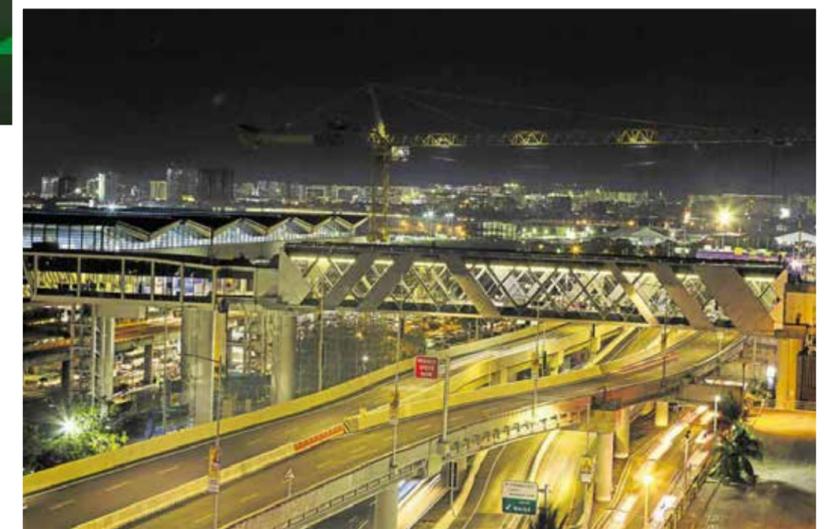
PHOTO BY ME-ANNE VELASCO

### RUNWAY MANILA

Passengers who want to visit Newport City from Ninoy Aquino International Airport Terminal 3 (NAIA-3) or those who are rushing to take their next flight out of the city from Resorts World can do so with convenience via the Runway Manila, the P1.5 Billion pedestrian project which is the first of its kind in the Philippines. Designed by Filipino architects Juan Serifa Jr. and Raymond Hernandez, the astonishing and fashionable structure tainted with clean and clear glass walls provides a cool atmosphere that can accommodate 2,000 people at any given time, or up to 216,000 individuals per day.

Open 24 hours a day, Runway Manila features amenities that PWDs, pregnant women, senior citizens, and guests with toddlers and infants, can benefit from such as the moving escalators and elevators. The walkway may be a tad bit long – around 220 meters - but if guests happen to arrive at Runaway Manila during dusk or dawn, they can enjoy the striking sunset or sunrise of Manila Bay.

Runway Manila was built by The Alliance Global Group Inc., in cooperation with the Department of Public Works and Highways (DPWH) and Department of Transportation (DOTr).



# PASAY AS A GLOBAL DESTINATION



Pasay City is renowned for its state-of-the-art and world-class venues. From the sprawling SMX Convention Center to the architectural icon Mall of Asia Arena and the cultural embrace of the Cultural Center of the Philippines, there is no doubt that this city in the south of Metro Manila offers not just a place of entertainment but a place to relax, unwind – and even be informed.

The following are some events and activities in Pasay City in recent years that took the whole world by storm.

## An Encounter with Families

During his papal visit to the Philippines from 15 to 19 January 2015, Pope Francis conducted an Encounter with Families at the SM Mall of Asia Arena on his second day of visit, where he emphasized the importance of dreaming of a baby's future and of the good characteristics of spouses. The pope also made an appeal to the 20,000 in attendance never to stop dreaming – and to keep believing.

In his opening speech, the Catholic pontiff said that it is important to dream in the family. *“All mothers and fathers dream of their sons and daughters in the womb for 9 months,”* he said. *“They dream of how they will be. It isn't possible to have a family without such dreams. When you lose this capacity to dream, you lose the capacity to love, the capacity to love is lost. I recommend that at night when you examine your consciences, ask yourself if you dreamed of the future of your sons and daughters. Did you dream of your husband or wife? Did you dream today of your parents, your grandparents who carried forward the family to me?”*

Pope Francis also highlighted the theme of compassion and mercy.



## Philippine International Convention Center

The Philippine International Convention Center (PICCC) is not only the country's first international convention center but the first in Asia. Designed by National Artist for Architecture Leandro Locsin, the PICCC Complex was formally opened on 5 September 1976 with the Philippines' hosting of the World Bank/International Monetary Fund (WB/IMF) Annual Meeting.

With its more than 70,000 square meters of floor area, the PICCC has facilities that can accommodate almost any gathering of any size. Its spaces can be transformed into almost any number of settings needed for an exhibition, convention or special events. Its meeting rooms are equipped with Simultaneous Interpretation System (SIS) making it ideal for international conventions. It has five building modules: the Delegation Building, Secretariat Building, Plenary Hall, Reception Hall and The Forum. It is strategically located a few minutes from the international airports, is near shopping malls and tourist attractions. PICCC is also a showcase of Filipino art as it houses various artworks of famous Filipino painters and sculptors.



## ASEAN @ 50

Held from 2-8 August 2017 at the PICCC Plenary Hall in Pasay City, the 50<sup>th</sup> Year of the Association of Southeast Asian Nations (ASEAN) was a well-deserved success. With its theme, Partnering for Change, Engaging the World, the celebration included the "Tribute to the Founding Fathers of ASEAN" which recognized former Deputy Prime Minister Tun Abdul Razak of Malaysia, and former Foreign Ministers Adam Malik of Indonesia, Narciso Ramos of the Philippines, S. Rajaratnam of Singapore, and Thanat Khoman of Thailand - also collectively known as the five ASEAN Founding Father. Former President Fidel V. Ramos received the award on behalf of his father, Narciso Ramos.

Also recognized during the Grand Celebration were the winners of the ASEAN Biodiversity Heroes Awards, the ASEAN Youth Social Entrepreneurship Awards, and the ASEAN Rice Science and Technology Ambassadors Awards, all champions in the areas of biodiversity protection and conservation, social entrepreneurship, and rice science and technology research and development.

The golden celebration capped off with a grand parade from Luneta at three in the afternoon which ended up at the CCP grounds at five, followed by a landmark lighting ceremony participated in by guest performers from ASEAN countries. A program ensued next which featured the 10 ASEAN pop artists led by balladeer Christian Bautista.

The Cultural Center of the Philippines also put up a cultural show for the event.



## Mall of Asia Arena

Established on 16 June 2012, the Mall of Asia Arena is an indoor arena within the SM Mall of Asia complex that hosts sporting events, world-class concerts, and other religious activities. The arena with a full capacity of 20,000 people is the alternate venue of the Philippine Basketball Association (PBA), the National Collegiate Athletic Association, and the UAAP.

One of its more famous events included the world tour of Lady Gaga held on 21-22 May, 2012, the Rebel Heart Tour of Madonna on 24-25 February 2016, and the concert of Celine Dion titled *Celine Dion Live 2018* held on 19-20 July 2018. Of course, local artists are not to be outdone as Regine Velasquez held her first major solo concert and Darren Espanto, who at the tender age of 14 years old, was the youngest artist to hold a solo show at the Mall of Asia Arena.

Mall of Asia Arena also became historic for hosting the Encounter with Families event, led by Pope Francis during his papal visit to the Philippines on 16 January 2015, and served as the venue for the wedding reception of Dingdong Dantes and Marian Rivera. The arena also bore witness to the Miss Universe pageant in 2016.

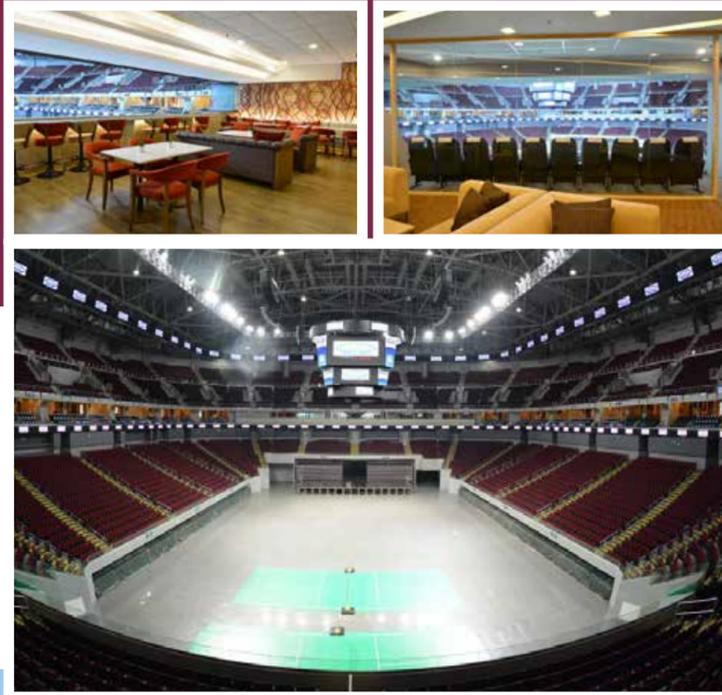


PHOTO BY ME-ANNE VELASCO

## Miss Universe 2016

After the much-controversial win of Pia Wurtzbach as Miss Universe 2015, the Philippines once again set the stage on fire for the next set of international beauty queens. This time, at different venues in Pasay City where 86 contestants from all over the world vied for the title of Miss Universe 2016.

Upon their arrival on 9 December 2016, the organizers hosted a kick-off party in Conrad Manila, marking the start of the pageant.

The contestants also participated in several fashion shows all over the country, but on 26 January 2017, all eyes were glued at the Mall of Asia Arena to witness the crowning of the next Miss Universe. After his blunder, Steve Harvey returned as host. Misses Universe Dayanara Torres of Puerto Rico and Sushmita Sen of India also served as judges.

After the preliminary and the pageant competition, Iris Mittenhaere of France was crowned Miss Universe 2016. Maxine Medina of the Philippines wound up as one of the Top 6.

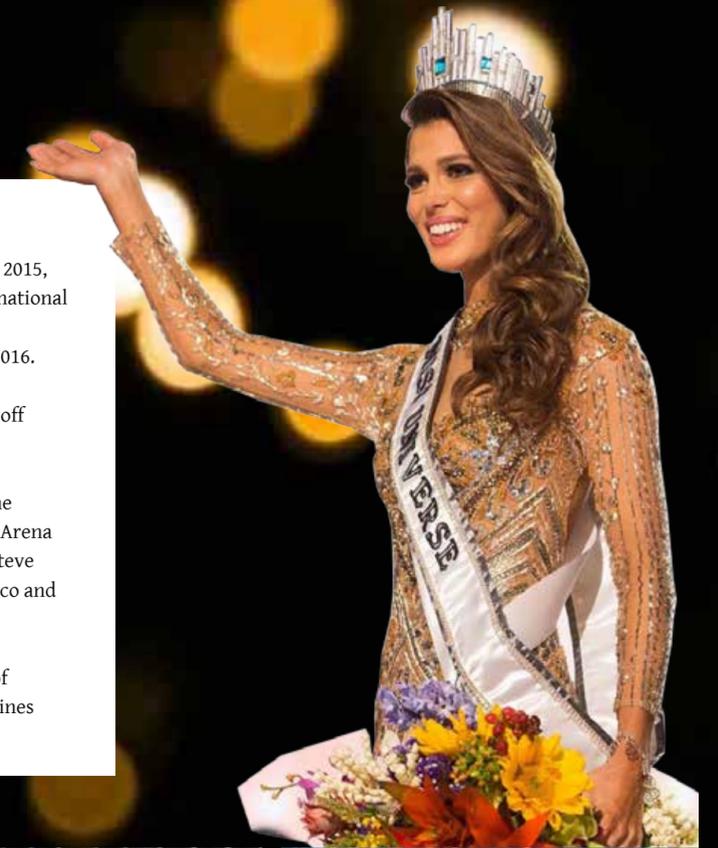




PHOTO BY ME-ANNE VELASCO

## A Wave of Concerts

With its many establishments ideal for concerts, Pasay City is undoubtedly the destination for stage performances, not only for local artists but for international ones as well.

In 2018 alone, Pasay City was witness to the dazzling array of such award-winning shows.

One of the firsts to grace the MOA Arena stage was Katy Perry via her Witness the Tour concert held on 2 April 2018, attended by legion of fans from around the country. Her 4<sup>th</sup> visit to the Philippines, the tour witnessed her past incarnations to make room for a ballad with themes from her latest album, Witness.



Part of his 24K Magic Tour, Grammy-winning singer-songwriter Bruno Mars brought the house down for his two-night concert on 3-4 May 2018 at the SM Mall of Asia Arena. He started in singing Finesse to closing the show with the crowd favorite Just the Way You Are. Mars also sang a medley of his greatest hits such as That's What I Like, 24K Magic and Locked Out of Heaven.

A month later and her first time in Manila, the five-time Grammy winner Celine Dion wowed the crowd on 19-20 July 2018 with her amazing rendition of her hit signatures such as My Heart Will Go On, Because You Loved Me, It's All Coming Back to Me Now, The Power of Love, That's the Way It Is, All by Myself, and To Love You More.

Other artists who performed in Pasay City who wooed the crowd were Chris Brown on 21 June 2015; Britney Spears on 15 June 2017; Ariana Grande on 07 November 2017; Sam Smith on 05 October 2018; Maroon 5 on 05 March 2018; Dua Lipa on 14 September 2018; Jason Mraz on 8 May 2019; - all at the SM Mall of Asia Arena.





PHOTO BY ME-ANNE VELASCO



PHOTO BY WORLD TRADE CENTER FACEBOOK PAGE

## SMX Convention Center

Along Seashell Lane at the Mall of Asia Complex in Pasay City stands SMX Convention Center Manila, the largest private venue in the country for trade events, industry conventions, corporate functions, and international exhibitions.

The SMX Convention Center has four exhibition halls, five functions rooms and 15 meeting rooms. It has a total of 17,480 square meters space available for lease that can accommodate an audience of 18,000. It is ideal for international exhibitions, large-scale trade events, industry conventions, and corporate and social functions.

It was opened in 2007 and has hosted numerous international and local events including the gala dinner for ASEAN Leaders and Dialogue Partners hosted by President Rodrigo Duterte in November 2017, ASEAN Energy Business Forum, ASEAN Tourism Investment Forum, Energy Expo, Travel Tour Expo, International Food and Beverage Expo, Manila FAME International, and Worldbex, among others.

SMX Convention Center Manila is PWD-friendly, as well as an environment-friendly building. In compliance with the Magna Carta for Disabled Persons, it has designated parking spaces, ramps, mechanical lifts, passenger elevators, and designated bathrooms for PWDs. It is also a milestone in Philippine Green Architecture movement with environmental awareness integrated in every aspect of its execution, from floor to ceiling, from lighting and air-conditioning to waste management.

It provides full wifi, local area network, and telephone connectivity; and has ample vehicle parking space. The SM Mall of Asia is very accessible through a walkway from the SMX Convention Center's mezzanine. An elevated bridgeway behind the convention center also connects it to the five-star Conrad Manila.



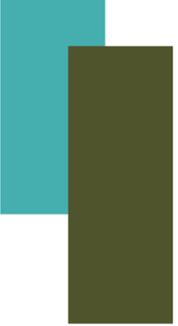
## World Trade Center Metro Manila

The internationally-affiliated World Trade Center Metro Manila (WTCMM) is located at Jose Diokno Boulevard, Financial Center Area, Pasay City. Inaugurated by former President Fidel V. Ramos on 28 October 1996, WTCMM is a pioneer in providing a world class exhibition venue in the country.

WTCMM has very user-friendly features, ensuring not only ease in build-up, but also reduction in the cost of staging exhibitions and events requiring large, unobstructed space and sophisticated setting. It was designed by Gensler and Associates. Its exhibition hall has a total floor area of 11,300 square meters with a floor-to-ceiling height of 10 meters which allows flexibility in design layout—even for two-storey exhibition booths.



# CHAPTER FOUR



## sustaining PASAY'S TRANSFORMATION

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*From an ugly duckling into a beautiful swan... From a lowly caterpillar into a lovely butterfly...  
They are fairy tales that inspire, give hope, make people believe in a happy ending.*

**T**he transformation into something better, bigger, or larger, or simply put, an improved version of anything and everything under the sun – is what metamorphosis should be all about.

Pasay City's evolution is written down in history in "Pasay: A Royal Kingdom's Evolution to Travel City" – a commemorative book that celebrates the city's 150th founding anniversary, published by Media Touchstone Ventures, Inc. in 2013.

It highlights the city's evolution into one of the most highly competitive cities in the National Capital Region (NCR) and earning the title Travel City is a destination itself while serving as the premier gateway to the Philippines.

Aside from the Ninoy Aquino International Airport (NAIA), which maintains four terminals, Pasay City boasts of world-class attractions. A portion of Manila Bay sitting along Roxas Boulevard is within the jurisdiction of Pasay City, hence, sharing with Manila, the country's capital city, the pride, and honor of the famous Manila Bay sunset.

The city is host to some of the world-class structures that provide a glimpse of what the Philippines has to offer.

These landmarks reveal the city's cultural links, faith and religion, ethnicity; and interests – the theater and arts; local and international cuisines.

It has faith fortresses – churches, world-class convention centers, hotels, casinos and restaurants fit for kings and queens, foreign dignitaries, envoys and expats, or simple travelers just wanting to experience and be wowed by the natural beauty of the Philippines, the Pearl of the Orient Sea.

Some of the landmark buildings in Pasay are the Cultural Center of the Philippines (CCP), Folk Arts Theater or the Tanghalang Francisco Balagtas, Aliw Theater, Newport Performing Arts Theater, Manila Film Center, Coconut Palace, GSIS Museo ng Sining, Resorts World Manila, Maxims Hotel, Marriott Hotel Manila, Remington Hotel, Sofitel Hotel Manila, Midas Hotel and Casino, The Heritage Hotel, Microtel By Wyndham Manila, Traders Hotel Manila, the Philippine International Convention Center, Philippine Trade Trading Center, World Trade Center Metro Manila, SMX Convention Center, Two-Ecom Center, One Esplanade and many more.

Pasay City is home to government offices as well. The Senate of the Philippines continues to occupy the GSIS Building along Roxas Boulevard. Also located along Roxas Boulevard fronting Manila Bay is the Department of Foreign Affairs, and the Government Service Insurance System (GSIS).

The Mall of Asia, (MOA), the biggest mall in the Philippines and fourth largest in the world sits along Jose Diokno Boulevard, in Pasay City.

Truly, the title Travel City belongs to Pasay City, where the fun indeed begins.

Mayor Antonino “Tony” Calixto, however, envisions Pasay City moving onward into greatness.

The foundations have been laid, further exploring the city’s potentials - mainly by expanding its territories, enhancing human capital and a template for good local governance with meaningful public service, programs, and projects that matter for present and future generations of Pasayēños.



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The mayor, who is leaving behind a legacy of good local governance is the city's local chief executive for the past nine years, is confident that whoever will be his successor will find the taxation, including public finance system and the budget process he has put in place at city hall, to be flawless, efficient and compliant of government standards, auditing rules and regulations.

Proof of that, he proudly says are the numerous recognitions bestowed upon the city, including the Seal of Good Local Governance by the Department of Interior and Local Government (DILG).

Pasay City is a recipient of the DILG's SGLG for three consecutive years – 2016, 2017 and in 2018.

Among the mayor's legacies are innovative programs for public elementary and high schools that encourage young Pasayenos to pursue education such as the monthly financial assistance of P500 which was institutionalized by the city mayor. The program recently institutionalized through a local ordinance signed by the mayor was meant to encourage young Pasayenos to achieve an 80 percent attendance, encouraging them to learn, and become responsible students, as well as children to their parents.



As the mayor and his younger sister, Rep. Imelda Calixto-Rubiano—known for her innovative programs—having reached the maximum allowable term limits for nine consecutive years, are swapping positions, with the hope of continuing their programs and projects for Pasayenos.

The mayor-elect of Pasay, like her elder brother, vows to continue his initiative to boost the local education sector.

Aside from increasing financial assistance for public elementary and high school students, Calixto-Rubiano, being one of the authors of Republic Act No. 10929 in Congress, is eyeing to go for internet connectivity of public schools in Pasay City, further boosting education among Pasay City's youth.

Drumbeating the concept of Intelligent City, Administrator Dennis Acorda says Pasay has a vast potential – including all the hardware – to make it happen.

Pasay's City Administrator for nine years said for starters, its 3,000 workforce is now being dominated by younger generations – Gen Xers and Millennials who embrace technology and can cope with the trends of the future.

Asked what trainings the local government of Pasay has for its employees to improve their skills, Acorda pauses for a while and says indoctrinating the staff of the values system – the same values system that emanates from the city's local chief executive comes first and foremost.

*“Then we have to upgrade the skills. There is an old habit in public service. I, you, have to be more customer-oriented. You have to re-engineer that at the lowest levels, this will improve,”* says Acorda.



Pasay City has consistently earned the Seal of Good Local Governance award from the DILG.

Acorda said having young generations of public officials is a plus factor for Pasay's future direction.

*"For one, when I arrived here, there are those who retired and replacements are much younger. No offense to seniors and senior citizens. Some of them are younger than me. They have the optimism, the energy. Things can be better,"* he says.

According to Acorda, the advantage of having a staff belonging to the younger generation is that such generation is actually palpable in a work environment.

*"They can be impatient. That is actually an asset. They won't stand for things to be slow. And I also believe in using technology very much. It abbreviates, it simplifies, and it facilitates things. So that is the next step for the Travel City,"* he says.

*"And that is why I've been drumbeating the concept of Intelligent City,"* he explains.

He explains that the age of information technology is here and to cope with a world that is revolving fast and strong, people should learn to embrace it.

*"There is an old book in the late 70s by Alvin Toffler called The Third Wave. He foresaw society where information is a commodity. We come from a world where oil is power, commodity, and power. And that is where we are now that he foresaw. We are living in a society wherein information is a commodity. In fact, information is so valuable that we have to pass the data privacy law to protect ourselves,"* he says.



Secretaries Mark Villar, Ernesto Pernia, Arthur Tugade, and Benjamin Diokno were among the government officials who joined Pasay City Mayor Antonino Calixto and Rep. Emi Calixto-Rubiano during the inauguration of the Runway Manila.

According to Acorda, the concept of Intelligent City correlates to the Smart City concept. But he said Smart City relates to a set of public services.

He explains that in the future, everything, or everyone, including local governance should be run by application – programs that do not require so much human resource or intervention.

It is a concept of local governance, where people need not go to city hall, because social services are provided efficiently, and transacting business can be done remotely through computers, via the internet.

*"We don't need to go to city hall. There is an app. Text, send a message. If we have to meet there's a building. But that means everything would have failed. That is the direction we would like to do,"* he says.

He says some highly advanced cities are way past entertaining the ginormous crowd at city hall to pay taxes, renew a business license or permit to operate, request for documents or other business transactions.

He recalls that in one city he visited, he was surprised that the city hall was surprisingly quiet because there's no one there to transact business.

According to Acorda, people are struggling to get control that is why FB accounts are hacked, E-mail accounts and other social networking platforms are taken over.

*"Like all things, there is a good side and a bad side. It can be exploited. Privacy can be compromised. But with all the information that is available, we can harness it properly, we can improve the way we govern,"* he says.

This, he says, is the reason why the mayor invested heavily on building the city's baseline data.

Having quick demographics of the city is an advantage, he says.

*"So we immediately understand, have quick demographics of the city. How old they are, who's becoming, who just died, how much they are making? What are their, even their gender preferences? That is important. That's what local government is about. It's about the public good. How can you come up with programs if you don't understand who they are or what they are? We are past the days of people going house to house asking for census,"* he says.

**"I also believe in using technology very much. It abbreviates, it simplifies, and it facilitates things. So that is the next step for the Travel City,"**

**Atty. Dennis Acorda  
Pasay City Administrator**



Mayor Tony Calixto with beneficiaries of the City government's educational financial assistance



*“There were only one or two people walking, and one of them was the mayor. He is walking with the councilman. Sometimes, you will see him having lunch at the boardwalk, alone. That is the kind of governance we’d like to see,” he says.*

With Congresswoman Calixto-Rubiano as mayor-elect, Acorda says the lady legislator believes in future-proofing the city.

Like Mayor Tony and Congresswoman Calixto-Rubiano, Acorda says future-proofing the city or building the future of Pasay City requires logistics that can happen once the proposed land-reclamation project that will expand the city’s territory by 660 hectares along Manila Bay gets underway – much like the proposed New Manila Bay - City of Pearl Project proposal under the One Belt and Road Project of China.

With Pasay City’s vast area fronting Manila Bay, it is likely to have its proposed projects approved in the near future.

The mayor is confident that the city’s Area Clearance for the massive land reclamation project will be out soon. The expansion plan will guarantee at least P20 billion in revenues for Pasay City, enough to support funding requirement for various infrastructures – including a government complex that will house city hall, and a bigger home for state colleges and universities, or Pasay City’s very own public learning institutions.

The mayor-elect of Pasay City, Acorda says, has a vision and mission for Pasay, something she shares with her big brother.



*“She wants to improve basic services. She believes in the infrastructure. We have to future proof the city. The city where people do not need to go to city hall anymore. We are making politicians of the future. We are a social media society where we have friends we never probably met. There are now friends halfway around the world. If we don’t change, we’ll be left behind on the waning side,” he ends.*

Is it really possible? Can Pasay City transform into a utopian city? From an ordinary city to Travel City, and now, transform from Travel City to an Intelligent City?

With the fast-changing societal norms and technological breakthroughs, and the potential for expansion, literally and figuratively, nothing is really impossible, especially for Pasay, a city with vast potential, human resource, and leaders with a vision and mission for Pasayños.

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## a woman's touch IN A BUSTLING TRAVEL CITY

With outgoing Representative and Mayor-elect Imelda Calixto-Rubiano, Emi to her family and friends, nothing could go wrong in Pasay City, a bustling city in the National Capital Region (NCR).

A dedicated public servant, Calixto-Rubiano has provided the woman's touch in transforming what was considered an ordinary city into a city full of life and potentials. Thanks to its vibrant leaders behind its complete turnaround from its unremarkable yesteryears to better, brighter days ahead.

One such leader, is its beloved congresswoman. A graduate of Bachelor of Arts Major in Behavioral Science at the University of Santo Tomas (UST), the lady solon also took up Fashion

Designing at the International School of Fashion located in Greenhills, San Juan and completed the Office Procedure Course at the Cora Doloroso Career Center.

Like the proverbial "ilaw ng tahanan," the mother of three served as the guiding light to Pasay City's constituencies, doing what she does best, as a mother and a politician raising the bar in public service and local governance.

With her benevolence and peculiarity for the poor and the needy, meaningful programs and projects, she was able to come up with brilliant pieces of legislation, as a City Councilor then and Pasay City's Lone District Representative in the last nine years.

### A WOMAN'S TOUCH

A woman with a vision and mission, Calixto-Rubiano has provided the much-needed "woman's touch" to the administration of her brother, Pasay City Mayor Antonino "Tony" Calixto.

*"We are a team. We help each other. I do what I can on the national standpoint. I seek his assistance on matter I cannot do on my own,"* says Calixto-Rubiano, describing her working relationship with the elder Calixto.

Born to former Pasay City Mayor Eduardo Martin Calixto and Leonora Escribe Gallardo, the Calixto siblings work hand in hand and succeeded in turning Pasay City around from "so-so city" to a city reaping numerous awards and recognition in the arena of good local governance, public service, and competitiveness.

### PUBLIC SERVANT AT HEART

Mayor Tony's little sister, however, is not so little when it comes to her passion for the people of Pasay City. In fact, she has a burning passion for politics even at a young age.

Calixto-Rubiano grew up as a religious person, having studied at the Malate Catholic School from kindergarten to 4th year High School.



Rep. Emi Calixto-Rubiano makes time despite her busy schedule in Congress to be with her constituents in Pasay City.



Mayor Antonino Calixto, then DOH Secretary Janette Garin and Rep. Emi Calixto-Rubiano

She was exposed to politics at an early age and liked accompanying her father as he went house-to-house.

Calixto-Rubiano said it was her father who convinced her to join politics.

While she initially refused, promising just to help in the campaign instead, she eventually gave in. *"For my father,"* she quips.

*"When I was already into politics, I always did my best, to serve,"* she says, adding that running in District II, which is not really her father's bailiwick, was a challenge for her, when she ran for public office for the first time as member of the City Council in 1998.



Rep. Emi Calixto-Rubiano takes part in a feeding program

According to Calixto-Rubiano, Pasayaños have her undivided attention, whether she is in her office in the House of Representatives or in her district office, or even when she's at home.

### A BELOVED LEADER

As her 3rd and final term as Pasay City Representative came to a close, Calixto-Rubiano succeeds her brother as local chief executive of Pasay having won convincingly in the May 13 elections.

Even before the elections, poll surveys showed she was likely to win, again, via a wide margin, which only goes to show that like her elder brother, the lady legislator is a beloved public servant and here is why:

After winning a seat in the City Council in her first try, Calixto-Rubiano's presence was strongly felt.

She attends birthday celebrations even of one-year olds when she gets invited. She does not take those invitations for granted even if she ends up very tired. She receives a minimum of 12, a maximum of 23 invitations daily. *"This does not include wakes of dead constituents that I visit sometimes until 3am. 'Good morning, my condolences',"* Calixto-Rubiano narrates.

Even as Pasay City's Lone District Representative, Calixto-Rubiano is always on her toes.

She works early, and stays late at night, and still has time for her constituencies. Because of the busy schedule of lawmakers in the House of Representatives, she says she would often go home late at night but still accepts invitation whenever she can.

She still attends anniversaries, fiestas, birthdays, even wakes but not as many as 12 or 13. She sends a representative but makes sure the bereaved families are extended help.

### A LEGACY OF PUBLIC SERVICE

As a member of the City Council since 1998, having served as local legislator for three terms - 1998-2001, 2001-2004, and 2007 to 2010; and even until now since winning a seat in Congress in 2010, she continued to implement meaningful projects, plus numerous legislations.

These include the E-Learning Van for children between 3-7 years old, where children get to learn to read and write with the aid of the computer.

Calixto-Rubiano takes pride in organizing the Enlightened Mothers Incorporated where mothers, single parents and even men, and persons with disabilities are given the chance to augment their income through the different livelihood training programs like cellular phone repair and troubleshooting, soap-making, hydroponics, vermin worm culture, flower arrangement, food processing, candle making, chocolate candy making, among others.



Mayor Calixto and sister, Rep. Emi Calixto-Rubiano

The impact of the projects she initiated and the laws she sponsored are felt by her constituents.

According to Calixto-Rubiano, Pasayaños have her undivided attention, whether she is in her office, at the House of Representatives or in her district office, or even when she's at home.

*"I have all the time to listen to my constituents. I really allot time to know what they need so I can come up with a legislation and projects,"* she says.

Calixto-Rubiano takes special pride in turning around the city's public markets, from a so-so trading center to a modern marketplace where doing business is a breeze, money changing hands, and both buyers and sellers gain.

*"My greatest contributions as councilor include the improvement of the market and the Market Code of Pasay,"* she said.

### LIKE BROTHER, LIKE SISTER, BOTH ARE SERVANT LEADERS

Another important ordinance is the giving of birthday gifts and allowances to senior citizen which was implemented only until we were first elected as Mayor and Congresswoman in 2010.

Calixto-Rubiano says one of her initiatives, to organize the Enlightened Mothers Inc, aims to empower women with advocacies, likening it to moral formations for Pasay City's children.

The members of the group, she says, also serve as community leaders that help implement her projects.



Tubig ay Buhay Project provides clean drinking water to Pasayeno



Mayor Antonino Calixto and Rep. Emi Calixto-Rubiano lead the ribbon cutting ceremony at the Timoteo Paez Elementary School.

### POWER OF TWO

According to Calixto-Rubiano, having her as Congresswoman and her brother as Mayor of Pasay is rewarding for Pasay City's needy.

Like having the power of two. The mayor giving his own financial assistance, and her office, doubling the gifts of love.

*"I give burial assistance, separate from what the city gives. The same is true for educational assistance. Ours are two different offices. The assistance he extends is separate from what I give,"* she says.

Asked how they get along as a brother and sister tandem, she says, *"We understand each other. We always talk. We help each other. We are really a team. We do not compete against each other."*

### PASAYEÑOS' PRIDE

Calixto-Rubiano is also a source of pride for Pasay City. As a member and officer of the Women Legislators Foundation, she says she became more responsible. As Treasurer and later Vice President for Metro Manila, she admits having such huge responsibility in the group was a big challenge.

*"It was an honor for me to be an elected officer. I have to show that I am capable of the responsibilities that go with the position,"* she said.

Cited for her various endeavors, Calixto-Rubiano shares the honor to her constituents.

*"I am happy that my efforts are recognized,"* she shares.



Rep. Emi Calixto-Rubiano at the podium of the House of Representatives

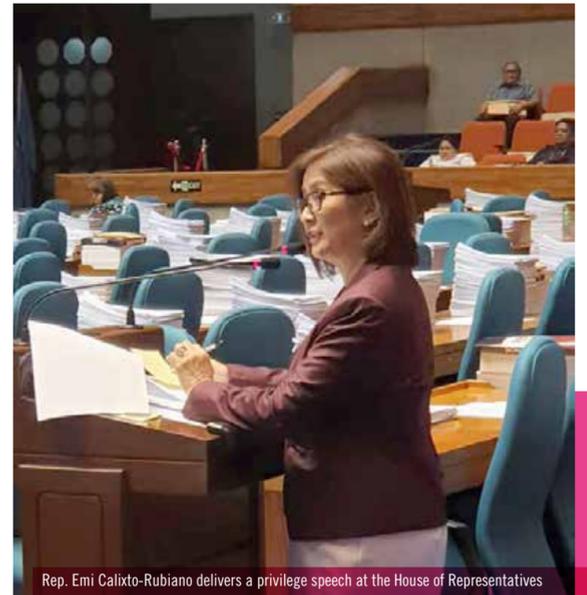
### A TRUE LEGISLATOR

According to Calixto-Rubiano, she takes pride being one of the authors of the Anti-age Discrimination on Employment Act. The law eliminates discrimination based on the age of an applicant for employment.

Other laws she co-authored are the law against driving under the influence of drugs, alcohol and other intoxicating substances, free education law, Go Negosyo Act, Magna Carta for PWDs, and National Athletes and Coaches Incentive Act.

She also authored a bill for the creation of five additional branches of the Metropolitan Trial Courts and five additional branches of the Regional Trial Courts in the NCR Judicial Regions to be stationed in Pasay City.

Just before the 17th Congress ended, the creation of Barangay 201 has been approved in both houses.



Rep. Emi Calixto-Rubiano delivers a privilege speech at the House of Representatives

### BUDGET ADVOCACIES

The lady solon is particularly happy about her budget advocacy in the House of Representatives for construction of additional school buildings, and multi-purpose and covered courts in barangays and schools.

She recalls that one of the problems she was able to address was the lack of barangay halls and the improvement of the health centers and schools in Pasay City. Included also is the construction of additional school buildings.

For the longest time, people have been appealing for covered basketball courts and barangay units are begging for a decent home to call their own.



She recalls that one of the problems she was able to address was the lack of barangay halls and the improvement of the health centers and schools in Pasay City. Included also is the construction of additional school buildings.

For the longest time, people have been appealing for covered basketball courts and barangay units are begging for a decent home to call their own.



#### TRYING DIFFERENT STROKES

As the lady solon will be stepping down from her office, she and her brother will be swapping places – she as mayor of Pasay City and her brother as the city’s lone district congressman.

Calixto-Rubiano said she will miss being in Congress, where she gets to meet a lot of people from different sectors of society.

But she expresses trying something different also excites her.

She confides that in Congress, sometimes, lawmakers are “professional beggars” since “we have to ask for funding for our constituents’ needs.”

She goes to say that being a Congresswoman, making law is supposed to be the only job but that doesn’t count when you really need to make your presence felt by your constituents, no matter how many laws you were able to pass as an author or co-author.

“When your constituents need burial assistance will you tell them you authored a Republic Act?”

#### A LIFE FULFILLED

As a lawmaker for nine years, Calixto-Rubiano believes she fulfilled what she wants to do for Pasayenios.

Even the Foundation Day of Pasay, she said, is now institutionalized. She sponsored a law declaring December 2, Pasay’s Foundation Day, a non-working holiday.

Establishment of the President Corazon C. Aquino National High School and the Pasay City National Science High School have also been passed into law.

#### FUTURE ENDEAVORS

As mayor-elect, Calixto-Rubiano vowed to further improve Pasay City.

She intends to improve on what has been achieved by her brother, now Representative-elect Antonino Calixto. She plans to give training to the staff.

But she admits that for her, attitude is everything. Attitude towards work, fellow employees, or in the case of health services, attitude towards the patients.



Rep. Emi Calixto-Rubiano participates in the annual gift-giving project



Rep. Emi Calixto-Rubiano talks to a beneficiary of a medical and dental outreach program of Kandili ng Kalusugan



Rep. Emi Calixto-Rubiano with trainees of the livelihood skills program.



Distribution of financial assistance to public high school students

More importantly, Calixto-Rubiano says Pasay City can sleep without worrying about flood.

She recalls that before, in 20 minutes of continuous rains, phones keep ringing and people start evacuating from flooded areas, if not calling for help.

“For the past three years or four years. No one made that call anymore,” she states.

She attributes this to the political will of both the national and local leaders in undertaking the relocation of informal settlers along danger zones before implementing the massive rehabilitation of waterways in Pasay City.

In Pasay City, people with health problems also receive assistance from her office, namely, financial, free surgery, medicines, dentures, vaccination, etc.

She says as a policy, she facilitates the issuance of guarantee letters of up to P75,000 if the bill of the patient is too high. But the financial assistance, she clarifies, is on a case-to-case basis.



*“Before, patients were being shouted at and scolded. That is no longer the situation now,” she shares, adding she still has to talk to other medical personnel.*

According to the mayor-elect, Pasay City’s public health care will be enhanced, in terms of facilities, equipment, and supply.

The mayor-elect also vowed to work for Internet connectivity of schools in the city, underscoring the importance of being connected in the age of information technology.

*“Wifi to help students in their studies. I want to increase the Php500 monthly allowance to Php1,000,” she adds.*

#### A DREAM FOR PASAYENOS

Like her brother, Calixto-Rubiano says she dreams of providing jobs to Pasayenos, all if possible.

She discloses as a policy, she will ask business establishments to strictly implement a “Pasayeno Policy” when it comes to hiring employees.

She intends to provide training to Pasayenos so that their skills will match the qualifications needed by businesses in the city. She is also one of the authors of the Go Negosyo Act, where establishments are required to give free training and lend capital assistance.

She also says that she will work to make the city more business friendly: Peaceful, orderly, conducive to living as well as “ease of doing business” to attract more investments.

#### GREENING THE CITY

To make Pasay better, Calixto-Rubiano says she plans to enhance the city’s greening program despite its shrinking space.

Greening, she means, is by implementing environment-friendly projects, making every available space literally “green” by encouraging urban gardening.

There are ways to turn even the urban jungle greener, she says. One way is to turn rooftops into gardens.

An urban agricultural technology, like hydroponics, she shares, will work wonders for Pasay City. In fact, she was one of those recognized by the Department of Agriculture for such program.

#### Social services, sports programs

Calixto-Rubiano says she will work on enhancing the social services of her big brother and will find ways to increase the financial assistance the city government provides.

The lady solon said improving infrastructure projects and peace and order never slips her mind, too.

One such project is to boost the mobility of local police and the city’s law enforcers. *“The police can easily run after criminals if they use motorcycles than when they are on-board mobile cars,” she expresses.*

For the youth, to win the war on drugs, the lady solon plans to intensify the city’s sports program, admitting there is little budget for sports which needs to be addressed.



As part of the City’s greening program, Pasay adopted the Sub-Irrigated Planter (SIP). SIP is a method of watering plants from the bottom thru capillary action. This method saves space and requires little attention.



Finally, Pasay City gets to have a national science high school under Emi Calixto-Rubiano



Congresswoman Emi Calixto and Mayor Tony Calixto do the fist bump sign with President Rodrigo Duterte, Local Government Secretary Eduardo Año and Quezon City Mayor Herbert Bautista during an Anti-Drug Summit in Pasay City.



#### QUALITY TIME WITH FAMILY

With her busy schedule, how does she balance family?

*“Quality time every Sunday. That’s the time we bond as family. After mass, we have dinner but sometimes I have to leave for a few minutes to deliver a speech somewhere then return to the restaurant,” she narrates.*

She goes on to recall that when her children were still growing up, she never fails to attend school activities, even with her busy schedules as a member of the City Council and then as a Congresswoman.

#### LESSONS LEARNED

*“If you have the heart to serve, you never get tired,” she adds, pointing out that she learned from her father.*

*“I saw that in my father. He didn’t want people to be kept waiting.”*

Unlike other officials, her father never stops accepting visitors – people with problems, financial or otherwise, people appealing for all kinds of help, and people with official transactions – even at home.

When visitors are in her office, she sees to it that her staff addresses their concerns.

Even when responding to phone calls or text messages, she says she has learned to respond to even the simplest queries, with the help of her staff.



**“I am thankful to all the Pasayeños help and for their support to our family. They love my father that’s why they also love us. We, guided by our father, will not destroy what our father started. Mother taught us that we will do even better. I ask the people to work with me because I cannot do this without their support, and I pray to the Lord Almighty to guide me every step of the way.”**

**Emi Calixto-Rubiano  
Pasay City Mayor-elect**

*“God made me a public servant, I want to be the best public servant. I want to help. I was given all the blessings. I have a good and very understanding husband. My three children did not give me any problem. Even my father and mother didn’t punish or scold me,” she expresses.*

#### A MESSAGE OF THANKS

Asked what she wants to tell her beloved constituents before she steps down, a teary-eyed Emi, the woman and mother, answered: *“I am grateful for their trust. They know we are sincere. I hope they will work with me so that my vision for Pasay City, for the Pasayeños will materialize as soon as possible,” she says.*

Calixto-Rubiano believes with the help of the people, nothing can go wrong, because in the end, a public servant is only as good as the people they vow to serve.

According to the lady solon, being a public servant is not easy, for it means a lot of sacrifice. A huge sacrifice that only people who have the passion to serve can understand.

*“I am thankful to all the Pasayeños help and for their support to our family. They love my father that’s why they also love us. We, guided by our father, will not destroy what our father started. Mother taught us that we will do even better. I ask the people to work with me because I cannot do this without their support, and I pray to the Lord Almighty to guide me every step of the way,” she ends.*



partners in service

## PASAY CITY OFFICIALS AND GALLERIES

“No man is an island,” the old adage goes and so this rings true for the progress of Pasay City. Under the innovative leadership of Mayor Antonino Calixto lies a group of men and women who have come together to invest in the overall purpose and goal of the city. With Vice Mayor Hon. Noel “Boyet” Del Rosario and a team of councilors determined to bring comfort and growth to the people of Pasay City, success is indeed not far behind.

As Mayor Calixto says, “The success of the city is not only by me but by the people who have devoted their time and energy in transforming Pasay City. It is about teamwork and about how we all contribute to the development of Pasay City.”

Undeniably, philanthropist Mother Teresa said it best, “None of us, including me, ever do great things. But we can all do small things, with great love, and together we can do something wonderful.”



### vice mayor Hon. Noel “Boyet” Del Rosario

Being in public service is a means for Vice Mayor Boyet Del Rosario to give back to the city of his birth. He has dedicated his time, talent and skills to the attainment of the local government’s vision for Pasay City.

Following his re-election, Noel “Boyet” De Leon Del Rosario will serve his second term as Vice Mayor. He has been in government service since 1997. He began serving the public as a Barangay Kagawad before becoming the City’s Community Affairs Officer II from 2004 to 2006. For five years, he served as an Executive Assistant in the City Mayor’s Office. His meteoric success in public service came from perseverance and hard work.

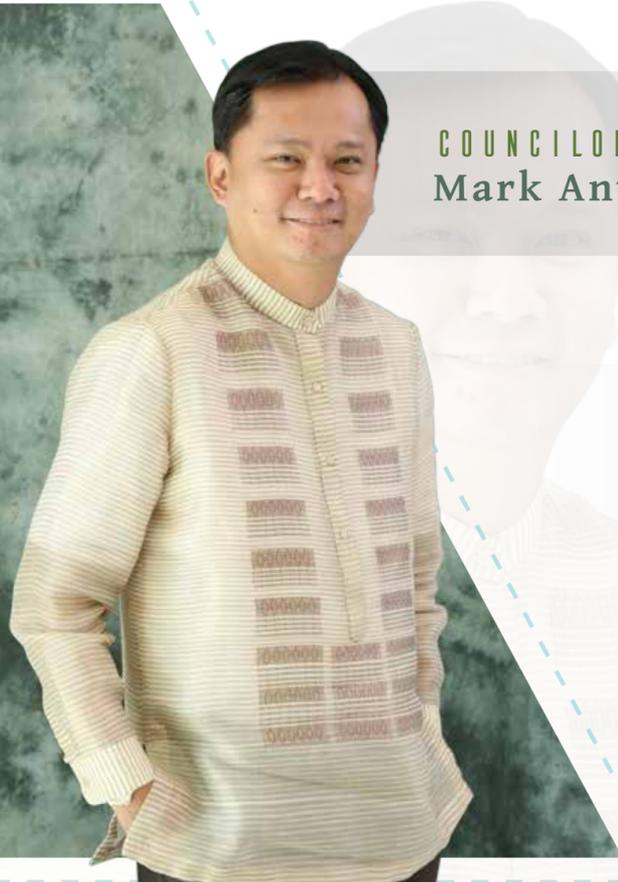
As the presiding officer of the Sangguniang Panlungsod, Vice Mayor Boyet Del Rosario steered the legislative council to update and create laws that will greatly benefit the present lives of Pasayenos. He is indeed a team player and has the ability to channel his deep commitment to empower Pasayenos, especially the Youth and Senior Citizens.

Being in public service is a means for Vice Mayor Boyet Del Rosario to give back to the city of his birth. He has dedicated his time, talent and skills to the attainment of the local government’s vision for Pasay City, which has always been his priority. He is a public servant at heart and has dealt with adversities bravely, with the determination to give a better future for his fellow Pasayenos.

As a member of the Rotary Club of Pasay City, Vice Mayor Boyet Del Rosario embodies its core values—Service, Leadership and Integrity.

The son of Graciano Asuncion Del Rosario and Waldetrudes Guieb De Leon, Vice Mayor Boyet Del Rosario was schooled at the Malate Catholic School for his elementary and secondary education. He is an alumnus of San Juan de Dios Education Foundation, where he earned his baccalaureate degree in Medical Technology.

He is married to Anna Liza Sy Layag, a dentist. They are blessed with four children—Graciano Noel, Camille Madison, Waldetrudes and Noel Ann.



**COUNCILOR**  
**Mark Anthony A. Calixto**

Mark Anthony A. Calixto is currently on his second term as the number one City Councilor of the first district of Pasay. He holds the position of Majority Floor Leader and serves as the Chairman of the Committee on Law, Rules, Internal Government, Ethics and Privileges.

He has sponsored several City Ordinances including the Increasing of Financial Assistance given to Barangay Officials, SK Chairmen, Senior Citizens and Public School Teachers, and Monthly Financial Assistance for Students of the City University of Pasay.

Councilor Mark A. Calixto was born on 12 February 1976. He inherited his discipline and compassion for others from his parents—newly-elected Congressman Antonino G. Calixto and Edna A. Calixto. He also takes inspiration from his family, especially from his three boys namely, Kevin Markus, Kobie Mackenzie and Kowen Marco.



**COUNCILOR**  
**Jose C. Isidro, Jr.**

Jose “Joey” Calixto-Isidro, Jr. was born on 17 October 1977 to Jose A. Isidro and Leticia G. Calixto-Isidro, sister of newly-elected Congressman Antonino G. Calixto and newly-elected Mayor Imelda Calixto-Rubiano.

Councilor Jose C. Isidro, Jr. graduated with a degree in Bachelor of Arts, Major in Psychology at the De La Salle University (DLSU) in 1997. He also finished Associate in Computer Programming in 1998 and took his Masters of Science Degree in Industrial/Organization Psychology, also at DLSU. At present, he is on his completion for his Masters Degree in Public Governance at the City University of Pasay.

His career in public service started in 1996 as an elected SK Chairman and SK Federation Secretary. He worked for 13 years as Client Services Director at Ideashop Manila, Inc.—an advertising agency. In 2016, he heeded a call to serve the Pasayenos and with his experience as a scholar, a teacher and youth leader, he braved his way to the City Council of Pasay City and is now on his second term. He is currently the Assistant Majority Floor Leader of the City Council and the Chairman of the Committee on Education and Franchise and Committee on Substance Abuse, Livelihood and Out of School Youth.

Councilor Jose C. Isidro, Jr. is married to Fannie Cabrera-Isidro and together they are blessed with three children—Dominique Felice, Yñigo Jose, and Juancho Luis.



**COUNCILOR**  
**Ma. Antonia C. Cuneta**

Born on 11 September 1955, in Manila, Ma. Antonia C. Cuneta started her career in the banking industry working for several leading banking institutions such as Far East Bank and Trust Co. and Bank of the Philippine Islands as a teller before landing a position as a money market trader with BA Finance Corporation, an affiliate of Bank of America. She soon rose up the corporate ladder as a statistician and then promoted to Liquidity Management Assistant and finally as an Assistant to the Vice President Treasury Department for almost three decades.

In 2004, she then dabbled into politics and won as a City Councilor in the 1st district of Pasay. From 2007 to 2016, she was elected as Liga ng mga Barangay President, and elected again to the City Council in 2016. She is now on her second term as City Councilor with her advocacy on uplifting the lives of the less fortunate Pasayenos.

Presently, she serves as Chairman of the Committee on Public Affairs, Information and People Participation, and the Committee on Ways and Means. She also holds the position of Vice-Chairman of the Committee on Tourism, Cultural Affairs and Accreditation and the Committee on Barangay Affairs. She is a member of the Committee on Peace and Order; Justice and Human Rights; Disaster Prevention; Urban Poor; Housing and Poverty Alleviation; Women, Family, Gender and Development; and the En Banc Committee on Administrative Complaint.



**COUNCILOR**  
**Editha Y. Manguerra**

Councilor Editha Y. Manguerra is a businesswoman by profession and a public servant by heart. Born on 15 September 1958 in Sta. Rosa, Laguna, she finished her Automotive Servicing NCII course from the Jacob Z. Gonzales Memorial School of Arts and Trade in 1978.

Now on her second term as City Councilor, she is also the Chairman of the Committee on Appropriations; Chairman of the Committee on Transportation, Communication, Parking and Public Utilities, Traffic Management; and Chairman of the Committee on City Planning.

Councilor Editha Y. Manguerra has always focused on initiating and developing community programs and projects that advance and address the needs of the local communities. She finds joy in serving the city and people she loves so much.

Despite her hectic schedule, she remains active with her socio-economic involvement as a member of the Philippine Red Cross and Lions Club Philippines.



COUNCILOR  
Jennifer A. Roxas

Councilor Jennifer A. Roxas, born on 15 July 1971, is a Registered Nurse who took up Bachelor of Science in Nursing at De Ocampo Memorial College. She also has a two year Master's Degree in Nursing.

Councilor Jennifer A. Roxas is the wife of the former Pasay City Congressman Jose Antonio F. Roxas, M.D. They are blessed with a child, Jose Gabriel A. Roxas.

Before being a councilor, she was the Local Legislative Officer of former Councilor Richard Roxas from 2011 to 2012, where she got interested in public service. Prior to this, she served as the Chief of Staff of Congressman Roxas for three years. Councilor Jennifer A. Roxas chairs the Committee on Science and Information Technology. She is the Vice-Chairperson of the Committee on Energy, Water Resources and other Public Services, and the Vice-Chair Committee on Environmental Protection, Ecology Preservation, and Pollution Control.

She was elected for two consecutive terms—2013 to 2016 and 2016 to 2019.



COUNCILOR  
Alberto C. Alvina

Before entering politics in 2004, Councilor Alberto C. Alvina is a businessman by profession and is now on his third term as City Councilor of Pasay.

He took up Bachelor of Science in Business Administration Major in Accounting at the University of the East. Aside from English and Filipino, he is also fluent in Nihongo.

Councilor Alberto C. Alvina brings to plate his expertise in advising, managing, planning and organizing as he holds Chairmanship of Committee on Urban Poor, Housing and Poverty Alleviation as well as on Senior Citizens and Persons with Disability. Meanwhile he is the Vice-Chair of the Committees on Games, Amusement and Entertainment and on Laws, Rules, Internal Government, Ethics, and Privileges.

He is married to businesswoman Elizabeth T. Que with whom he has two children, Abraham Albert and Kristine Leize.



COUNCILOR  
Arnel Regino T. Arceo

A councilor for more than three decades and is now on his third term, Arnel Regino T. Arceo is the Chairman of the Committee on Environmental Protection, Ecology Preservation, and Pollution Control; and Chairman of the Committee on Accountability of Public Officers and Investigation (Blue Ribbon Committee). In addition, he is the Vice-Chair of the Committee on Transportation, Communication, Parking and Public Utilities, and Traffic Management; En Banc Committee on Administrative Complaints; and Committee on Informal Settlers and Ambulant Vendors.

He holds the distinction as the youngest elected Pasay City Councilor in 1988 at the age of 21.

He was born on 7 September 1966 and graduated with an AB Economics degree from De La Salle University. He is married to Milani P. Arceo and they are blessed with three sons—Alphonso Louis, Angelo Nicolo, and Arnel Regino Jr.



COUNCILOR  
Aileen C. Padua

Born on 3 February 1983 to the former Councilor Rey Padua and Irene C. Padua in Pasay City, Councilor Aileen C. Padua graduated at Assumption College with a degree in Bachelor of Science in Advertising and Public Relations in 2004. She is married to Zengelbert La Torre and they have two lovely daughters—Olivia Brielle and Bea Rose.

Following the footsteps of her father, who has been a public servant since 1995, she also dived in politics to continue the legacy of the Paduas. At present, she holds the chairmanship of the Committee on Energy, Water Resources and other Public Services; Chairman of the Committee on Women, Family, Gender and Development; and Committee on Social Services and Social Welfare Development. She is also the Vice Chair of the Committee on Appropriations.



**COUNCILOR**  
**Donnabel M. Vendivel**

**COUNCILOR**  
**Allan T. Panaligan**



**COUNCILOR**  
**Jerome Martin R. Advincula**

**COUNCILOR**  
**Ricardo Santos**



Born on 10 May 1971 and wife of former Councilor Ian P. Vendivel and now Urban Development and Housing Office Chair, Councilor Donnabel M. Vendivel graduated with a degree in Bachelor of Science in Medical Technology from Far Eastern University in 1992.

She first had a taste of politics when she served as the Chief of Staff of her husband from 2007 to 2015 before plunging to a greater role: that of City Councilor.

To date, she chairs the Committee on Tourism, Cultural Affairs; Committee on Health and Sanitation; and Committee on Land Use, Zoning and Patrimony. She also handles the Committee on Urban Poor, Housing and Poverty, and Committee on Education and Franchise as Vice-Chairman, respectively.

Councilor Donnabel M. Vendivel and her husband are blessed with two children, Brian Don and Ingrid Joy.

Councilor Allan Tengco Panaligan has just been elected for a 2nd third term in the 2019 National and Local Elections, giving him his sixth term as City Councilor of District II.

He is married to Jennifer Dagum Panaligan with whom he has two sons—Jason Alen and Alan Jerome.

He is currently the Minority Floor Leader of the Pasay City Council and has held different important committee chairmanships. He is also the Chapter President of the Philippine Councilors League – Pasay City Chapter. He also has served as Acting City Mayor. Aside from being a public servant, he is also engaged in the family construction business.

He has passed significant legislations like the Pasay City Child Welfare Code (Ordinance No. 2001 – S2001) and the Pasay City Free Movie Watching for Senior Citizen (Ordinance No. 3943 – S 2007).

Councilor Jerome R. Advincula was born on 31 October 1992 to former Pasay City Councilor Richard M. Advincula and Jennifer Advincula. He is a registered nurse, having graduated with a degree of Bachelor of Science in Nursing from Manila Tytana Colleges in 2013, and is currently studying Law in San Beda College-Alabang.

He chairs the Committee on Market and Slaughterhouse and Committee on Peace and Order, Justice and Human Rights.

Aside from public service, he is also an active civic leader, particularly as President of the Reform Alliance Movement and as a Founder of the Joint Alliance Movement for the Youth.

At the tender age of 15 years old, Councilor Jerome R. Advincula was elected as SK Chairman of Barangay 26, Zone 04, Pasay City and was chosen as the No. 1 Kagawad at the age of 20. At the age of 23, he was elected as the youngest member of the Pasay City Council.

Also known as Ding, Councilor Ricardo Santos chairs the Committees on Civil Service, Appointments and Promotion, on Ways and Means, and on Commerce, Business and Cooperatives. He is the Vice-Chair of the Committees on Accountability of Public officers and Investigation (Blue Ribbon Committee), on Market and Slaughterhouse, on Appropriations, on Peace and Order, Justice and Human Rights, Disaster Prevention, and on Senior Citizens and Persons with Disability.

Through his leadership, he was able to enact ordinances and resolutions together with the rest of the City Council to address the needs of his fellow Pasayaños. He also provided his constituents with referrals to concerned agencies for medical and burial assistance.



COUNCILOR  
**Julie G. Gonzales**  
ABC LIGA NG MGA BARANGAY

Councilor Julie G. Gonzales was born on 4 July 1957 to both Ilonggo parents, Nicanor P. Gustilo and Gladys H. Bastador in Baclaran, Parañaque, Rizal.

Her interest in public service started when she was elected as Kagawad in 2007. After serving her first term as Kagawad, she then decided to run in 2010 as Barangay Chairman of Zone 17 in Malibay, Pasay City.

Gaining the trust of her constituents and fellow barangay captains, she was elected in 2018 as the President of Liga ng mga Barangay sa Pilipinas Pasay City Chapter.

Councilor Julie G. Gonzales is happily married to Luisito P. Gonzales and they have 4 children.



COUNCILOR  
**Jose Miguel Mañez, C.P.A**  
SK CHAIRMAN

Born on 27 October 1995, Councilor Jose Miguel A. Mañez graduated with a degree of Bachelor of Science in Accountancy at San Beda College in 2016. Motivated and dedicated, he is a Certified Public Accountant who was elected Sangguniang Kabataan Barangay Chairman in May 2018, the same year he was also elected as the president of Pasay City SK Federation.

He is the Chairman of the Pasay City Youth, Sports and Development, and the principal sponsor of Ordinance No. 5935 S 2018 and Ordinance No. 5389 S-2019. He also co-sponsored several ordinances.

Councilor Jose Miguel A. Mañez is currently studying Law at Arellano University to enhance knowledge and to adopt more information that may contribute in creating useful projects, developments and skills for the youth of Pasay.



CITY ADMINISTRATOR **profile**  
**ATTY. DENNIS N. ACORDA**

Working for a local government is never without its challenges, he says. According to Atty. Acorda, for one, the mayor has a particular vision for the City and his constituents. This vision has to be translated into official policy and that same policy must be translated into actionable programs and projects. That takes a certain degree of planning and preparation with a very good grasp of using the tools at hand.

In running Pasay City, Atty. Acorda also credits the awards that the local government has received to team work. As part of their future plans, he envisions that Pasay City will also be aspiring for international awards. The City Administrator explains that while there is a principle of form follows function aspiring for awards and recognition raises the benchmark of performance. It is a case of 'function follows form'. The Local Government Unit in striving to be given recognition actually becomes a better version of itself.

The eldest among four siblings, Atty. Acorda graduated with a degree of Bachelor of Arts in Education and, eventually, Bachelor of Laws, both from the University of the Philippines. Before law school, he served on the staff of then Congressman Ralph G. Recto. After passing the Bar, he worked for a law firm in Pasig City, and then as Chief of Staff for the Commission on Appointments for former Senator Tessie Aquino-Oreta before going back to private practice to serve as managing partner of a law firm. He eventually worked as City Administrator of Malabon City and later as Project Coordinator for the Light Railway Transit Authority (LRTA) Line 1 Maintenance Contractor.

He and his wife are blessed with three children.

As a UP graduate, he firmly believes that public service is a way of giving back to the country. So, Atty. Dennis Bernard Acorda who is the City Administrator of Pasay easily transitioned into local government, first as a City Administrator in Malabon City and then later City Legal Officer of Pasay City.

He admits, though, that initially he was hesitant to rejoin Pasay City and told himself that he'd give himself a maximum of two months — but apparently, he enjoyed his work. He has stayed on for the full 3 terms if Mayor Tony Calixto. Because of his hard work and dedication to his craft, from City Legal, he was later promoted to City Administrator in November 2011.

As City Administrator he oversees the human resources office, workshops and seminars for the department heads, budget preparation, various special councils of the City government. On a daily basis he handles official communications with private and government agencies as per direction of the city mayor.

The economic boom in Pasay City under the leadership of Mayor Calixto drew investors all over even from nearby cities such as Makati and Parañaque. "We were elated of how the turn up was because we believe these businesses cities knew where they want to be – where taxes and fees are very much reasonable and where their businesses are strategically located," he says.

Atty. Acorda admits, though that when he first sat as City Administrator, he was faced with a slew of challenges. First was improving revenue generation and second was raising the level of professionalism and developing a service mindset among the employees. To address these problems, Atty. Acorda says that aside from creating the brand and repackaging Pasay City into the "Travel City", they conducted a series of seminars and workshops for the employees.

"That way, they were able to change their mindset and learn how they should handle people and their concerns. Every employee is, after all, a representative of Pasay City."



# Department HEADS

Carmelo M. Maranan, DDM  
PCDRMO

Ma. Conchita Cayanan  
City Budget

Dr. Marilou L. Ocampo, M.D.  
PCGH

Atty. Dennis Bernard  
N. Acorda  
City Administrator

Mr. Enrique S. Pascual III  
PCBB

Engr. Fernando M.  
Fandino  
City Assesor

Atty. Ray Glenn C.  
Agranzamendez  
OIC- Public Infomation  
Office

Gloria C. Aguhar  
City Director  
DILG Pasay

Atty. Maverick S. Sevilla  
HRMDO

Dr. Cesar F. Encinares  
City Health Officer

Engr. Renato Sanchez  
OIC-CENRO

Lt Col Bernard R Yang  
PNP Police Senior  
Superintendent

Ismael O. Sevilla  
TPFRD

Filipinas Rosario Sampang  
PESO

Cynthia P. Potian  
GSO

Atty. Severo C. Madrona Jr.  
City Legal

Dr. Evangeline P. Ladine  
DepEd

Alegria T. Casugay  
Accounting

Elenita L. Salgado  
BPLO

George H. Tiopes  
City Tourism

Rosalinda A. Orobia  
SWDD

Daniel T. Alfano III  
CADF

Dr. Rosanie F. Estuche  
OIC- City Univerchy  
of Pasay

# Department HEADS

Manuel E. Leycano Jr.  
City Treasurer

Engr. Rolando A. Londonio  
CCDO

Atty. Roberto Yam  
City Secretariat

Anelda Florentino  
Civil Registrar

Laura P. Leunen  
Pasay Public Cemetery

Arturo O. Fortaleza  
TPMO

Supt Paul I Pili  
Bureau of Fire  
Fire Marshall

Engr. Renato Sanchez  
OIC-CENRO

Jayro G. Santos  
Pasay Public Cemetery

Aurelio Vendivel Jr.  
Cuneta Astrodome

Teodoro N. Velasco  
City Market  
and Mall

Adrian Martinez  
Youth PYPC

Engr. Edwin Y.  
Javaluyas  
City Engineering

Edwin V. David  
ICTO

Marissa G. Mendoza  
PLEB

Ian P. Vendivel  
UDHO

Normita M. Castillo  
OSCA

Aaron P. Nalangan  
POSU

Engr. Merlita L. Lagmay  
City Planning

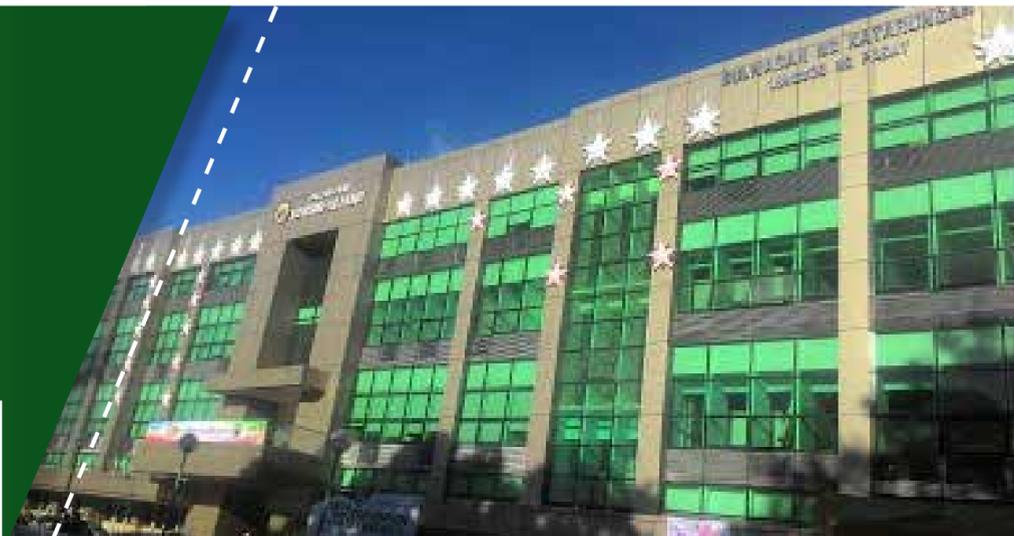
Marilyn M. Penazo  
OIC- OSCA

GLENN D. BERDIN, RL  
City Library

Supt. Atty. Joe Jay Arejola  
BJMP

Ramon C. Martin  
City Sports Complex

# department OFFICES



OFFICE OF THE CITY MAYOR



OFFICE OF THE CITY ADMINISTRATOR



OFFICE OF THE CITY SECRETARIAT



OFFICE OF THE VICE MAYOR



DEPARTMENT OF INTERIOR AND LOCAL  
GOVERNMENT

# DEPARTMENT OFFICES



CITY TREASURER'S OFFICE



OFFICE OF THE CITY ASSESSOR



CITY ACCOUNTING OFFICE



CITY BUDGET OFFICE



CITY PLANNING AND DEVELOPMENT



CITY COOPERATIVE AND DEVELOPMENT OFFICE



CITY GENERAL SERVICE OFFICE

## DEPARTMENT OFFICES



CITY HEALTH OFFICE



OFFICE OF THE SENIOR CITIZENS AFFAIRS



CITY LEGAL OFFICE



PEOPLE'S LAW ENFORCEMENT BOARD



CITY ANTI-DRUG ABUSE COUNCIL



URBAN DEVELOPMENT AND HOUSING OFFICE



BUSINESS PERMITS AND LICENSING OFFICE



INFORMATION AND COMMUNICATION TECHNOLOGY



CIVIL REGISTRAR'S OFFICE



PUBLIC INFORMATION OFFICE WITH MEDIA RELATIONS AND COMMUNICATIONS



TRICYCLE PEDICAB FRANCHISING REGULATORY OFFICE

## DEPARTMENT OFFICES

## DEPARTMENT OFFICES



PUBLIC ORDER AND SAFETY UNIT



HUMAN RESOURCES MANAGEMENT OFFICE



PUBLIC EMPLOYMENT SERVICE OFFICE



PASAY CITY BARANGAY BUREAU



CITY ENGINEERS OFFICE



PASAY CITY BARANGAY BUREAU

## DEPARTMENT OFFICES



CITY LIBRARY



PASAY CITY TRAFFIC AND PARKING



CITY RESCUE TEAM/DISASTER RISK REDUCTION



TOURISM AND CULTURAL DEVELOPMENT OFFICE



BUREAU OF JAIL AND MANAGEMENT PENOLOGY



CITY UNIVERSITY OF PASAY

## DEPARTMENT OFFICES



CITY SOCIAL WELFARE AND DEVELOPMENT OFFICE



PASAY CITY REPUBLIC CEMETERY



BUREAU OF FIRE PROTECTION



PASAY CITY GENERAL HOSPITAL



CUNETA ASTRODOME OFFICE



PASAY CITY PHILIPPINE NATIONAL POLICE



OFFICE OF THE VETERINARIAN



PASAY CITY MARKET AND MALL



SCHOOL DIVISION OFFICE  
DEPARTMENT OF EDUCATION



PASAY CITY ENVIRONMENT AND NATURAL RESOURCES OFFICE

## DEPARTMENT OFFICES

# office of the COUNCILORS



**OFFICE OF THE CITY COUNCILOR  
MARK CALIXTO**



**OFFICE OF THE CITY COUNCILOR  
JOSE CALIXTO ISIDRO**



**OFFICE OF THE CITY COUNCILOR  
MA. ANTONIA C. CUNETA**



**OFFICE OF THE CITY COUNCILOR  
EDITH MANGUERRA**



**OFFICE OF THE CITY COUNCILOR WITH  
JENNIFER ROXAS**



**OFFICE OF THE CITY COUNCILOR  
ALBERTO C. ALVINA**

# office of the COUNCILORS



**OFFICE OF THE CITY COUNCILOR  
AILEEN PADUA**



**OFFICE OF THE CITY COUNCILOR  
ARNEL REGINO T. ARCEO**



**OFFICE OF THE CITY COUNCILOR  
ALLAN PANALIGAN**



**OFFICE OF THE CITY COUNCILOR  
DONNABEL VENDIVEL**



**OFFICE OF THE CITY COUNCILOR  
RICARDO SANTOS**

# BARANGAY CAPTAINS

**| Zone 1 |** Hon. DANIEL A. ASUNCION • Hon. JOEL S. SAVARES • Hon. ARNEL V. CELIS • Hon. NELSON S. ORATE • Hon. JOHN DAVID D. CHENG • Hon. ANTONIO R. SERAPION • Hon. RAYMON M. LAGBAO

**| Zone 2 |** Hon. JOSELITO ARGUELLES • Hon. PABLITA LOGRO • Hon. BELLA G. QUISIL • Hon. MILAGROS B. LIPNICA • Hon. MILMA S. AGUSTIN • Hon. ROGELIO D. ATANGAN, JR. • Hon. ANGELITA TUBO • Hon. ERLINDA L. GARCIA • Hon. ANTONIO M. DONAIRE • Hon. JOVEN U. CALIXTO • Hon. ERLINDA D. ESCRIBE • Hon. ABDON D. RIVERA

**| Zone 3 |** Hon. ARVIN L. AMISTOSO • Hon. NORMANDY PANGILNAN • Hon. LILY M. BALANON • Hon. RUTH ESTHER T. ANCHETA • Hon. JOJO A. BALAIS

**| Zone 4 |** Hon. MILANIET. BONGAIS • Hon. MARLON C. CONTRERAS • Hon. YOLLY P. NERIA • Hon. EDUARDO I. CRUZ • Hon. HELEN H. ABUEG • Hon. ROMEO C. DECENA • Hon. RICHARD M. ADVINCULA • Hon. MICHAEL G. MUTUC • Hon. JOSIE C. NAYVE

**| Zone 5 |** Hon. ANGELINA ALMEDA • Hon. FRANCIS BELARMINO • Hon. RAFAEL N. TORRES • Hon. EMIKO B. DIEZ • Hon. JOHNNY SANTIAGO • Hon. EBA D. RECASIO • Hon. DIOSDIDET A. MORALES

**| Zone 6 |** Hon. ANTONIO C. BOHOL • Hon. NORMAN C. ISIDRO • Hon. MILAGROS SANTOS • Hon. MARISSA RAMIREZ • Hon. PABLO C. TIANGCO • Hon. PERLITA B. ADVINCULA • Hon. GRACE LUCILA B. CORPUS • Hon. THOMAS L. OMAÑA II

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Source: ABC Liga Ng Mga Barangay



**“Our barangays play a crucial role in preserving and protecting the rights and freedoms of our citizenry. Indeed, it is in our local communities that the values of social responsibility, civic duty and justice are fostered. I am confident that you will remain as this administration’s reliable partners in implementing peace and order programs that ensure the safety and security of our communities and help uplift the lives of our countrymen.”**

**-PRESIDENT RODRIGO DUTERTE**

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Source: Pasay City SK Federation

# THE BOOK TEAM



**melandrew**  
**VELASCO**  
book author & publisher

Widely known as the family biographer of former President Fidel V. Ramos, Mel - as he is fondly called, is an established book author and publisher, having written and published more than 32 historical books, biographies and institutional commemorative books under his belt.

His most recent books include: Silver Linings: The Continuing Saga of the 1986 People Power Revolution, Kamagong: The Life Story of SM's Antolin V. Paule, The Power of Serving Others; MWSS: From Carriedo to Balara: Celebrating 140 Years of MWSS and Ensuring Water Security; RPDEV: Our Continuing Voyage for Enduring Peace and Sustainable Development; XYZ Files: An Anthology of Controversies and Issues, Anecdotes and Trivia about Fidel Valdez Ramos; and Parañaque: From a Pueblo to a Mega City by the Bay.

In his 34 years as a media professional and political strategist, he has also reaped various awards and accolades in the process. He has been duly recognized by the Junior Chamber International Senate Philippines as a Golden Awardee for Literature and Arts in 2009; by the Rotary International by RI 2012 President Kalyan Banerjee and District 3780 Gov. Jose Francisco Cifra as a Changemaker Rotary President, Outstanding Club President and Most Outstanding Club in the Areas of Club Administration, International Service and Fellowship, Public Image and Membership Growth and, Retention; and, by the Mary Help of Christians Minor Seminary as a Distinguished Alumnus in 2006.

He is a recipient of The Rotary Golden Wheel Vocational Excellence Awards in 2019 in Mass Media and The Outstanding Rotarian of the Year (TORY) Award in RY 2013-2014. In 2008 and 2012, JCI Senator Mel Velasco successfully steered the JCI Senate Philippines' Search for The Outstanding Filipino Physicians (TOFP) Awards as its National Chairman. He is also one of the founders of The Rotary Golden Wheel Awards in RI District 3780. He served as District Chair for Club Administration for RY 2013-2014, and, as District Public Image Chairman for RY 2014-2015. He joined the Kiwanis International in 2014 capped with the publication of Building Bridges of Hope Love which serves as his lasting gift to his fellow Kiwanians in observance of the centennial of the Kiwanis International in 2015.

He graduated in 1983 with a B.A. Mass Communication Major in Journalism at the University of the Philippines in Diliman, Quezon City. He is this year's national chairman of the JCI Senate Philippines' The Outstanding Filipino Award.

He is married to Ma. Teresa Velasco with whom he has four children: Angel, Andrew, Mary Grace, and Mel Andrea Teresa.



**michelle**  
**MANUEL**  
creative director & project manager

Unlike others who choose to rest right after college graduation, Michelle C. Manuel started her career immediately as an account executive and junior graphic designer with Media Touchstone Ventures Inc. (MTVi). Because of her commitment and her strong dedication to her craft, it was not long before she was elevated to a position of higher responsibility: Creative Director and Project Manager in 2013.

In her more than a decade's work, she has designed, managed and published more than 40 books which include historical biographies on the family of former Philippine President Fidel V. Ramos and other eminent persons and families, commemorative coffee table books on international civic organizations like Rotary, Kiwanis and JCI, as well as provinces and key cities in Metro Manila such as Parañaque and Nueva Ecija.

Among her notable and recent works include Silver Linings: The Continuing Saga of the 1986 EDSA People Power Revolution; From Carriedo to Balara: Celebrating 140 Years of MWSS and Ensuring Water Security; and The Power of Serving Others.

Michelle also handles and manages corporate and institutional events which count as among her professional expertise.

She is also a member and a volunteer of various civic organizations such as Rotary International and Kiwanis. As a Rotarian, she was recognized by District 3780 as the Most Outstanding Club Secretary in 2012 and received several leadership awards.

As an artist, her passion includes painting, interior and home designing, photography and singing.

Michelle graduated from the University of Santo Tomas with a degree in Bachelor of Fine Arts and Design in 2004.

**jaja**  
**CANUA**

layout artist & writer



With a degree in Bachelor of Arts in Journalism from the Polytechnic University of the Philippines, Jaja Canua initially pursued writing, having been awarded as one of the Top 10 School Journalists in Quezon City in 2013, and was a qualifier in the Regional Schools Press Conference for news writing. However, her curiosity got the best of her and she soon dabbled into other skills, more notably graphic design, video editing and layout.

Self-taught and inquisitive, Jaja was soon able to come up with different designs and concepts for her projects that brought pride to her family and co-workers. In the future, she hopes to challenge herself even more.



**francis**  
**DUCUSIN**  
writer & researcher

When a former teacher invited him to a summer writing workshop, Francis Ducusin fell in love with the written word, especially when one of his sports articles was shown as a classic example to the class. Since then, he has attended seminars and workshops geared to enhance and refine his skills even more, and has reaped awards in the process, such as landing the Third Spot in Sports Writing during the Division School Press conference in Rizal, leading him to the Regionals.

Aside from writing, Francis has also delved into photography and video editing.

He graduated Magna Cum Laude from the Polytechnic University of the Philippines with a degree in Bachelor of Arts in Journalism.

**me-anne**  
**VELASCO**

senior graphic designer & photographer



Even before she graduated from college, Me-Ann Velasco was already working as a graphic artist with Media Touchstone Ventures Inc., a family-owned publishing outfit, to work on several book projects. Once she has learned the ropes in the industry, she has dutifully honed her creative side and layered her art work into designing books that are truly world class. Among her most-prized works include Silver Linings: The Continuing Saga of the 1986 EDSA People Power Revolution; and From Carriedo to Balara: Celebrating 140 Years of MWSS and Ensuring Water Security.

In her spare time, Me-Ann moonlights as a professional photographer.

Me-Ann graduated with a Bachelor of Science degree in Computer Studies in 2011.



**excel**  
**DYQUIANGCO**  
senior writer

Excel V. Dyquiango wears many hats. Aside from writing for magazines and newspapers such as Business Mirror and MoneySense Magazine, among others, he writes books for children, having penned his bestsellers Lala Burara published by Hiyas Books and I Don't Like to Eat published by Adarna House. At other times, he takes on writing projects for multi-national companies and once dabbled into writing scripts for movies and television.

When he is not too busy, he spends time thinking of ideas for his next great Filipino children's book.

Although Excel graduated from the University of the Philippines Diliman with a degree in Secondary Education, his heart truly belongs to writing.

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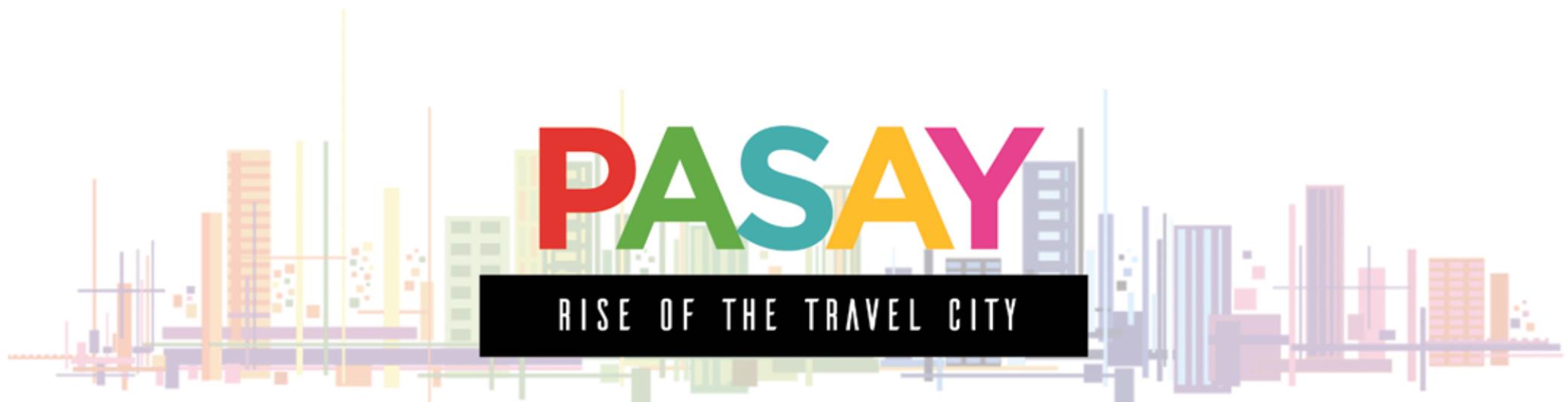
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*I am comforted with the thought that together with other city officials, we have laid the foundation for the future of Pasay and have identified the development path that will lead Pasay City and all Pasayenos to sustained greatness.*

MAYOR ANTONINO "TONY" G. CALIXTO

