Laoag City

Moving Forward

“Dumanon kayo Apo”

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City Mayor
CONTENTS

City Mayor's Message

Relative Location, South East Asia

Vision—Mission and Brief Background

Physical Profile

Social Profile

Economic Profile

Tourism Industry Profile

Environmental Management Profile

Infrastructure and Utilities Profile

Awards Received
MESSAGE

Dumonon kayo, apo! Come to Laoag City and discover the myriad of opportunities to be taken advantage of.

This is the invitation that we extend to one and all as the Sunshine City of Laoag...the Northern Gateway to the Philippines...opens its welcoming arms to all who wish to invest and stake their resources in the city’s limitless potentials. All roads lead to Laoag City as the country’s newest business destination with the array of recognitions the city has reaped in recent times. Foremost among these is the confraternity of the Seal of Good Housekeeping by the DIU which recognizes the trust, transparency and efficiency which the local government demonstrates. The city is likewise a finalist in the national search for the 2011 Most Business-Friendly City initiated by the Philippine Chamber of Commerce and Industry. These and many more are indicators of the city’s solid standing as one of the nation’s top performing local economies.

Clearly, Laoag City is the emerging power among local economies on the verge of being unleashed. The possibilities are endless as the future shines bright. We continue to work hard at fulfilling the dreams of our people for a brilliant tomorrow.

May this dream of ours find its place in your own dreams as we partner with you in our common quest for greater peace, progress and prosperity!

Pangulo sa KAPALIGIRAN “National Hall of Fame Awarded”
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VISION
By year 2022, Laoag, the Sunshine City and Northern Gateway of the Philippines will be a Metropolitan Center in the North where economic growth and development abound for its people to equitably share and enjoy.

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

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

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

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

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

Language/Dialects
English, Tagalog and Ilokano.

Geographical Advantages
- Capital of Ilocos Norte
- With an international airport (Laoag International Airport)
- Only 26 kilometers from an international sea port (Currimao Port)
- Accessible to the national capital region and other provinces by land
- Identified as Ecozone by PEZA Law 7916
A. Geographical Location
Laoag City, the tourism gateway to the North Luzon Tourism Hub and Growth Quadrangle is 488 km. north of Manila. Baguio City, the country’s summer capital is 6 hours away.

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

Coastline
12 kilometers suitable for resort and housing purposes.

B. Topography

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

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

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

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

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

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

Population
- Population (2010): 105,276
- % Share in Province: 18.72%
- Population Density: 9 persons / hectare
- Growth Rate (2000-2007): 1.13%
- Number of Households: 21,055

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

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

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

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

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

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

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

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

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

Events and Conferences
- *Pamulinawen* Festival every February (1st Runner-up as Best Festival in the Philippines in 2009).
Tourism Sites
- St. William’s Cathedral
- Sinking Belltower
- Ilocos Norte Capitol
- Tobacco Monopoly Monument
- Golden Jubilee Shrine
- La Paz Sand Dunes
- Museo Ilocos Norte
- Aurora Park
- La Paz sand dunes
Outdoor Recreation and Adventure
- Sand-boarding
- Nature tripping and mountain treks
- Water skiing and jet skiing
- All-terrain vehicles (ATVs) and 4x4 adventures
- Shooting ranges
**ENVIRONMENTAL MANAGEMENT**

Solid Waste Management
- Presence of Material Recovery Facility transforming residual wastes into concrete by-products and the biodegradable wastes into organic fertilizers.
- *Oplan Dalus* which attends to many concerns such as waste management, clean air and water, and pollution prevention.
- Sanitary landfill: 15 minutes away from the central business district

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

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

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

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


INTERNATIONAL & NATIONAL AWARDS


REGIONAL AWARDS

1. Hall of Famer, Best Peace and Order Council in Region 1, Component City Category, 2002-2008.

1. 2nd ‘Best Brigada Ahensya Implementer’ in Region I, 2008.
2. Best Local Chief Executive Implementer of DOLE Programs and Services, 2008.

2. Regional Achiever’s Award for Public Private Mix.DOTS Facility: Laoag City Coalition Against Tuberculosis, 2009.
3. Most Outstanding LGU Coastal Resource Management Implementer CY 2009 City Category, Region I.
Endless Possibilities for Business Opportunities

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