

## **CHAPTER 1.0**

### **ECONOMIC DEVELOPMENT PLAN**

#### **ECONOMIC SECTOR**

This chapter presents a broad economic development plans as well as agricultural, commercial, industrial and tourism sub-sector plans. Included in each are goals and objectives, targets, policies and strategies, and programs and projects.

#### **1.1 AGRICULTURE**

##### **A. EXISTING SITUATION**

Tarlac is basically an agricultural province. Thus, the agricultural sector should be vigorously promoted in order for it to prosper. However, industrialization can go side by side by agriculture. This can be done by processing Tarlac's agriculture province.

The sugar canes are already being processed into sugar. Rice sold not only locally but also in Metro Manila, the same with hogs. There are some meat-processors but have not yet enjoyed delivering to major stores. Their production is merely to process unsold meat. Local confectioneries or bakers too have not yet made mark in the Metro Manila and regional markets.

##### **SUB-SECTOR**

##### **1. Farming**

The total land area of the City of Tarlac is 42,550 hectares or 425.50 square kilometers. The area planted to rice is approximately 13,137.33 hectares. The irrigated area is 9,509.05 hectares while the rainfed is 3,628.24 hectares. Rice production in the irrigated area is 85 cavans/hectare. In the rainfed area, the average yield per hectare is 76 cavans.

Besides rice, other crops planted are corn, root crops, legumes, leafy vegetables, fruits, spices and others. See Table No. 14.

As of this date, there are 1,430 pumps as source of irrigation for the area. See Table No. 16

There are a variety of post harvest facilities found in the city. There are 27 4-wheel tractors, 814 hand tractors, 229 rice threshers and others. See Table No. 17

There are 87 registered farmer's cooperative organized in the locality. Other organizations are the Samahang Nasyon, Rural Improvement Club and the 4-H Club. See Table No. 18

## **2. Livestock and Poultry**

The latest data in Tarlac reveals the number of heads for CY 2000: carabaos = 6,749; cattle = 5,136; swine = 38,010; goats = 8,869; layers = 131,808; broilers 1,307,518 and ducks = 30,107. See Table No. 15.

Major crops: Rice crop, sugarcane, Freshwater Fish Culture, Fingerling Tilapia Breeding, Cattle Production, Commercial Poultry Farms (broiler and egg type), commercial piggery farms and business establishments.

## **3. Fishing**

At present, agricultural land devoted to inland fishing is approximately 1,070 hectares. Found in the city are 4 motorized fishing boats and 67 non-motorized fishing boats.

## **B. GOAL**

1. Uplift the living condition of the populace by developing further the agricultural sector.
2. Meet the food requirements of the populace.

### **C. OBJECTIVES**

1. Increase and maintain the productivity of crops and livestock.
2. To develop more and better high-yielding varieties of staple crops to meet the needs of the populace.
3. Increase the breeding quality of stocks of livestock and poultry.
4. Improve existing fishponds and introduce better varieties of fish and new technology and techniques in inland fishing.
5. To expand the rural infrastructure systems, essential fishery-related infrastructure facilities and improved services will be provided that would spur employment generation in fisheries, increased productivity, and improved quality standards to achieve global competitiveness.

### **D. TARGETS**

1. Promotion of modern farm management practices and methods for adoption of all farmers in farming barangays within five (5) years 2002-2006. Introduction of controlled irrigation methods to address the problems on scarcity of water and irrigation water wastage. Introduction of post harvest facilities like grain drier and storage.
2. Introduction of controlled irrigation methods to address the problems on scarcity of water and irrigation water wastage.
3. Introduction of post harvest facilities like grain drier and storage.
4. Intensify animal disease control through intensive vaccination act of all cattle and poultry within the planning period.
5. Construction of farm-to-market roads at least five kilometers within the planning period and related infrastructure projects.

### **E. STRATEGIES**

Giving priority attention to farmers and prospective future investors in livestock/poultry raising and fishing by providing proper technical know-how and financial assistance.

Provision of support facilities such as good roads and bridges to facilitate mobility of people and products from farm to marketing outlets.

Intervention of concerned agencies in marketing arrangements through the development of a price stabilization program that would protect both the producers and the consumers.

## **F PLANS, PROGRAMS, PROJECTS**

<b>TITLE</b>	<b>DESCRIPTION</b>	<b>AGENCY</b>
Agriculture and Fisheries Modernization Act of 1997 & the Fisheries Code of 1998	To implement AFMA and the Fisheries Code targeting public investment in the identified key areas of SAFDZ.	DA/CAO
Ginintuang Masaganang Ani (GMA) Programs	To push productivity and competitiveness in the priority commodities under the GMA Programs.	DA/CAO
Promotion and Development of Poultry & Livestock	Provide vaccination to cattle and poultry.	DA/CAO
Crop Production and Protection	To certify seeds, high value crop and extend rat control.	DA/CAO
Irrigation and Water Management	Rehabilitation of existing but degraded systems and the construction of new irrigation systems.	NIA

## **G. LAND USE IMPLICATIONS**

The use of extensive agricultural lands will generate more employment and variety of goods would support the population needs for not only for local consumption but also for export purposes.

### **1.2 INDUSTRY**

#### **A. EXISTING SITUATION**

The existence of various industrial establishments operating in Tarlac City is a clear indication that this is a very progressive local government unit. At present, there are 791 industrial establishments. Of this, food manufacturing/processing has the biggest number, 135 establishments, which is 17% of the total establishments. As the center of commerce and trade in the province, there has been a high increase in the number of industrial establishments in Tarlac City. This is also attributed to the increasing demand brought about by its growing population as well as those of its neighboring towns.

The thrust of the national government to disperse industries outside Metropolitan Manila has been instrumental in bringing in more industries to locate at the Luisita Industrial Park in San Miguel. The following establishments are now operating.

1. International Wiring Systems Phils.
2. Sanyo Semiconductor Mfg. Phils.
3. Phelps Dodge Energy Product
4. Marina Sales Inc.
5. International Electric Wires Phils.
6. Purefoods Feedmill Corporation
7. Tarlac Foods Corporation
8. Universal Robina Corporation

The food sector of Tarlac has to be promoted and developed, from the backyard or micro level into higher levels of classification. DTI-Tarlac has actually identified three sub-sectors that would become beneficiaries to this thrust. First, is the Mango Producing Sector. The other two are the meat processing and confectioneries sectors.

The goal is to make Tarlac a major mango-producing province and a processed meat and confectionery supplier. To attain this, a lot of activities have to be undertaken. The main activities are product development and market promotion.

One of the two identified by DTI in promoting food sector is the conduct of a trade fair. Since March is the peak season of mango production, food fair involving all the food sub-sectors but focusing on mango has been conceptualized. This single fair could benefit the entire specific sector.

This proposed mango and food fair could also be considered as a major regular tourism activity, which can be permanently and prominently identified with Tarlac City. By institutionalizing the event, tourist can make it an annual tourist destination, thus the Tarlac City Tourism Council could consider adopting this project.

## Sub-Title Components of the Fair

### A. Mango

#### 1. Wholesale and retail selling of mangoes

Booths shall be provided for displaying and selling of mangoes, introducing at the same time the new packaging designed for supplying supermarkets. Prior to the fair, institutional buyers shall be invited so that negotiations for the next season can start.

#### 2. Strengthening of mango growers of Tarlac

A recruiting booth to admit new members to the only existing mango producers' organization shall also be allotted. It is important to maintain a strong organization so that the mango producers will be able to have a strong unified bargaining power in negotiating with buyers.

#### 3. Investment opportunity

A booth that will showcase the potentials of investing in mango production shall also be put up. An interested investor will readily see how he would earn by investing in mangoes.

#### 4. Seedlings Booth

A booth that will sell certified mango seedlings shall also be set up so that interested mango growers can readily plant mangoes thereby increasing the number of producers and likewise the provincial production.

#### 5. Organic Fertilizer Selling.

Everybody is going organic nowadays. Organic vegetables and fruits are the "in" thing now. There are some producers of organic fertilizers that can also benefit by selling their products and introducing their products to perpetual buyers.

## 6. Demo booth

A booth that will highlight the possibilities of processing in mangoes shall also be put up. This will add up to the impression that investing in mangoes is really lucrative.

## B. Meat Processing

### 1. Retail selling of processed meat.

Booths shall be provided for selling processed meat. Prior to the fair, institutional buyers shall be invited to raise the possibility that local processors can supply big stores on a regular basis. The packaging developed for this sector will also be introduced/launched during the affair.

### 2. Demo booth on meat processing

Demonstrations shall also be scheduled and conducted so that interested parties can also process meat at home and possible go on commercial processing.

Poultry and piggery establishments of commercial levels can be found in Tarlac City, but they are few, with most being of the subsistence backyard type as is also the case with raising of carabao, cattle, goat, duck and goose. Corporate farming is possible in the city because of availability of grazing lands as well as animal feeds as commercial agriculture intensified it would be well if meat processing activities will be increased in order to augment incomes from the sale of value added products.

## C. Confectioneries

### 1. Retail selling of cakes, cookies and candies

Booths shall be provided for selling confectionery items. Prior to the fair, institutional buyers shall also be invited

**TABLE No. 14**  
**CROP AREA AND AVERAGE YIELD**  
**CITY OF TARLAC**

KIND OF CROP	AREA (HA.)	AVERAGE YIELD
1. RICE		
- irrigated	9,509.09	85 cavans / ha.
- rainfed	3,628.24	76 cavans / ha.
2. CORN		
- yellow	1,436.00	4 tons / ha.
- green	157.00	3.4 tons / ha.
3. A. ROOT CROPS		
- sweet potato	110.80	4 tons / ha.
- cassava	22.03	4 tons / ha.
- ube	1.00	---
- gabi	58.00	---
- raddish	28.30	4 tons / ha.
B. LEGUMES		
- mungo	376.65	3.5 tons / ha.
- peanut	99.25	3.5 tons / ha.
- cowpea	11.50	4.5 tons / ha.
- pole sitao	28.30	3 tons / ha.
C. LEAFY VEGETABLE AND FRUIT VEGETABLES		
- cabbage	1.00	---
- pechay	12.59	---
- mustard	11.32	---
- lettuce	3.50	---
D. FRUIT		
- ampalaya	107.78	13 tons / ha.
- eggplant	101.83	7 tons / ha.
- squash	59.74	6 tons / ha.
- tomato	90.67	5 tons / ha.
- patola	73.35	5 tons / ha.
E. SPICES		
- garlic		
- sweet pepper	6.00	3 mt / ha.
F. PERMANENT AND COMMERCIAL CROPS		
- mango	168.80	---
- coconut	0.50	---
- citrus	---	---
- banana	6.25	---
- guyabano	101.50	---
- guava	103.00	---
- coffee	---	---
- chico	5.00	---
- jackfruit	10.25	---
- sugarcane	1,046.70	48 mt / ha.
- cashew	13.00	---

Source : City Agriculture Office  
Tarlac City



**TABLE No. 15  
ANIMAL PRODUCTION  
CITY OF TARLAC**

KIND OF PRODUCTION	NUMBER OF HEADS
1. Carabao	6,749
2. Cattle	5,136
3. Swine	38,010
4. Goat	8,869
5. Layers	131,808
6. Broilers	1,307,518
7. Ducks	30,107

*Source : City Agriculture Office  
Tarlac City*

**TABLE No. 16  
IRRIGATION FACILITIES  
CITY OF TARLAC**

IRRIGATION FACILITIES	NUMBER	SERVICE AREA
- Gravity System	330	302.00
- Communal	10	545.00
- Pumps	1,430	2,358.47

*Source : City Agriculture Office  
Tarlac City*

**TABLE No. 17**  
**POST HARVEST FACILITIES**  
**CITY OF TARLAC**

KIND OF FACILITY	NUMBER
- 4 Wheel Tractor	27
- Hand Tractor	814
- Cono ( Semi )	59
- Rice Thresher	229
- Corn Thresher	22
- Warehouse	35
- Cold Storage	3
- Kiskisan	34
- Processing Plant	2
Number of Driers	
a. NFA	
1. Sataka Drier	2
2. Flat Bed	2
b. Private Drier	7
c. Multi - Purpose / Solar Drier	59

Source : City Agriculture Office  
Tarlac City

**TABLE No. 18**  
**EXISTING ORGANIZATION**  
**CITY OF TARLAC**

ORGANIZATION	NUMBER
1. No. of SN Registered	16
2. No. of Membership	916
3. Farmer's Cooperative	87
-- No. of Membership	6,972
4. Rural Improvement Club	16
-- No. of Membership	573
5. 4-H Club	
-- No. of Membership	625

Source : City Agriculture Office  
Tarlac City

**TABLE No. 19**  
**AREA, LOCATION AND PRODUCTION OF FISHING GROUNDS**  
**CITY OF TARLAC**

<i>Fishponds/Fishing Grounds</i>	<i>Location</i>	<i>Area (Has.)</i>	<i>Volume of Catch</i>			
			<i>Average (m.t.)</i>	<i>Total</i>	<i>Value (P)</i>	
Fishponds	Sapang Maragul	44.25	2.60	115.05	m.t.	P 4,602,000.00
	Care	16.615	2.60	43.199	m.t.	P 1,727,960.00
	Mapalad	9.15	2.60	23.79	m.t.	P 951,600.00
	Tibagan	17.19	2.60	44.694	m.t.	P 1,787,760.00
	San Luis	0.94	2.60	2.444	m.t.	P 97,760.00
	Balibago I	0.23	2.60	0.598	m.t.	P 23,920.00
	Balibago II	0.42	2.60	1.092	m.t.	P 43,680.00
	Burot	1.18	2.60	3.068	m.t.	P 122,720.00
	San Manuel	1.25	2.60	3.25	m.t.	P 130,000.00
	Panampunan	0.5	2.60	1.3	m.t.	P 52,000.00
	Tariji	1.5	2.60	3.9	m.t.	P 156,000.00
	San Carlos	0.23	2.60	0.598	m.t.	P 23,920.00
	Sinait	1.035	2.60	2.691	m.t.	P 107,640.00
	Sta. Maria	0.69	2.60	1.794	m.t.	P 71,760.00
	Tibag	13.555	2.60	35.243	m.t.	P 1,409,720.00
	Batang-Batang	3.5	2.60	9.1	m.t.	P 364,000.00
	Baras-Baras	60.2	0.27	16.12	m.t.	P 644,800.00
	Alvindia	0.955	2.60	2.483	m.t.	P 99,320.00
	Bora	0.36	2.60	0.936	m.t.	P 379,440.00
	Calingcuan	0.314	2.60	0.8164	m.t.	P 32,636.00
	Trinidad	1.95	2.60	5.07	m.t.	P 202,800.00
	Matatalaib	0.913	2.60	2.3738	m.t.	P 94,952.00
	Maliwalo	4.6	2.60	11.96	m.t.	P 478,400.00
	Sapang Tagalog	1.7	2.60	4.42	m.t.	P 176,800.00
	Sto. Niño	324	0.00	0.624	m.t.	P 24,960.00
	Dolores	1.5	2.60	3.9	m.t.	P 156,000.00
	Culipat	1.2	2.60	3.12	m.t.	P 124,800.00
	San Isidro	7.13	2.60	18.538	m.t.	P 741,520.00
	San Juan de Mata	0.195	2.60	0.507	m.t.	P 20,280.00
	San Pascual	1.33	2.60	3.458	m.t.	P 138,320.00
	Amucao	2.9	2.60	7.54	m.t.	P 301,600.00
	Balanti	8.5	2.60	22.1	m.t.	P 884,000.00
	Suizo	0.9845	2.60	2.5597	m.t.	P 102,388.00
	Ungot	0.55	2.60	1.43	m.t.	P 57,200.00
	Buenavista	1.91	2.60	4.966	m.t.	P 198,640.00
	San Miguel	0.57	2.60	1.482	m.t.	P 59,280.00
	Capehan	0.085	2.60	0.221	m.t.	P 8,840.00
	San Francisco	0.32	2.60	0.832	m.t.	P 33,280.00
	Dela Paz	0.71	2.60	1.846	m.t.	P 73,840.00
	Atioc	2.5	2.60	6.5	m.t.	P 260,000.00
Armenia	18.94	2.60	49.244	m.t.	P 1,969,760.00	
Banaba	0.45	2.60	1.17	m.t.	P 46,800.00	
Buhilit	0.15	2.60	0.39	m.t.	P 15,600.00	
Balingcanaway	0.41	2.60	1.066	m.t.	P 42,640.00	
Villa Bacolor	0.085	2.60	0.221	m.t.	P 8,840.00	
Laoang	5.135	2.60	13.351	m.t.	P 534,040.00	
San Jose	2.65	2.60	6.89	m.t.	P 275,600.00	
Binauganan	1.35	2.60	3.51	m.t.	P 140,400.00	
Sta. Cruz	1.6	2.60	4.16	m.t.	P 166,400.00	
San Jose de Urquico	0.235	2.60	0.611	m.t.	P 24,440.00	
Dalayap	1.2	2.60	3.12	m.t.	P 124,800.00	
Sto. Domingo	0.54	2.60	1.404	m.t.	P 56,160.00	

**TABLE No. 19**  
**AREA, LOCATION AND PRODUCTION OF FISHING GROUNDS**  
**CITY OF TARLAC**

<i>Fishing Grounds</i>	<i>Location</i>	<i>Area (Has.)</i>	<i>Volume of Catch</i>		
			<i>Average (m.t.)</i>	<i>Total</i>	<i>Value (P)</i>
Armenia Dam	Armenia	78.0	0.8	62.4 m.t.	₱ 2,496,000.00
Mabangliw River	Tibagan	48.0	0.8	38.4 m.t.	₱ 1,536,000.00
Banaba Creek	Banaba	15.0	0.8	12.0 m.t.	₱ 480,000.00
Culipat Creek	Culipat	100.0	0.8	80.0 m.t.	₱ 3,200,000.00
Sinait Creek	Sinait	20.0	0.8	16.0 m.t.	₱ 640,000.00
Soliman Creek	Balanti	100.0	0.8	80.0 m.t.	₱ 3,200,000.00
Sto. Niño Creek	Sto. Niño	10.0	0.8	8.0 m.t.	₱ 320,000.00
Laoang Creek	Laoang	5.0	0.8	4.0 m.t.	₱ 160,000.00
Amucao Creek	Amucao	50.0	0.8	40.0 m.t.	₱ 1,600,000.00
Buenavista Creek	Buenavista	20.0	0.8	16.0 m.t.	₱ 640,000.00
Ungot Creek	Ungot	2.0	0.8	1.6 m.t.	₱ 64,000.00
Masalasa Creek	Binauganan	30.0	0.8	24.0 m.t.	₱ 960,000.00
Molave Lake	San Isidro	20.0	0.8	16.0 m.t.	₱ 640,000.00
					-

to raise the possibility that local processors can supply bid stores on a regular basis.

2. Demo booth on baking and candy making

Demonstrators shall also be scheduled and conducted so that interested parties can also do similar projects at home and possible go on a commercial sale.

There are schedules of implementation like the organization aspect, product of development, marketing, physical preparations, fair proper, side events, post fair and evaluation to be considered.

The tertiary sector in the city leads much to be desired in that it is mostly composed of sari-sari stores, eateries, hardware and electrical stores and school supplies stores. There are few of the quaternary type of tertiary services such as dumping, finance, insurance and real estates.

**B. GOAL**

1. Promotion and advancement of small and medium scale industries within the city for overall economic growth and stability.

**C. OBJECTIVES**

1. To create employment opportunities to the residents thereby minimizing unemployment.
2. Implement trainings on skills requirements and management of home industries.
3. To encourage investors to invest in home industries.

#### **D. TARGETS**

1. Initiate more homes industries (small and medium scale) within the planning period.
2. Repair and construction of about 300 kilometers of good roads leading to industrial areas to attract investors.

#### **E. STRATEGIES**

1. Provide financial assistance for projects through coordination with financing institutions.
2. Conduct skills training and seminars on the operation of modern machineries and equipment to upgrade workers' skills and technical know-how.
3. Provide marketing outlets and assistance to manufacturers.
4. Provide transport network and other modes of mobility as well as power and water

#### **F. PLANS, PROGRAMS / PROJECTS**

TITLE	DESCRIPTION	DURATION
Loan Credit Assistance	Extension of liberalized credit to investors	2002 2003
Infrastructure and Support	Provision of support facilities like roads water and power to enhance the growth of industrialization	2002 –2003
Manpower, Skills Trainings	Skills trainings for family heads and out of school youths	2002 – 2003
Marketing Outlets	Provision of adequate marketing outlets and assistance to manufacturers & confectioneries	2002 – 2003
Investment Incentives	Provision of incentives to the existing and would-be investors	

**TABLE No. 20**  
**NUMBER OF INDUSTRIAL ESTABLISHMENTS**  
**CITY OF TARLAC**

TYPE OF ESTABLISHMENT	NUMBER
1. Concrete Hollow Blocks ( CHB ) Making	88
2. Chemical Industries	2
3. Construction Supplies	54
4. Feed Milling	16
5. Food Manufacturing / Processing	135
6. Footwear Making	65
7. Furniture Making	127
8. Garments Manufacturing	42
9. Gifts & Houseware Manufacturing	77
10. Handicrafts	31
11. Ice Plant / Cold Storage	1
12. Iron Works / Metalcrafts	37
13. Leather Craft	6
14. Poultry / Piggery	49
15. Others	61
<b>T O T A L</b>	<b>791</b>

*Source : DTI, Tarlac City*

## **G. LAND USE IMPLICATIONS**

Attracting more investors in the Luisita Industrial Park will generate more employment and boost the economy within the region.

Development of potential areas for small-medium scale industries will supplement the countryside economy by means of providing and constructing adequate utilities and infrastructure.

## **1.3 COMMERCE**

### **A. EXISTING SITUATION**

Tarlac being the capital city is considered the center of business and trade within the province. Major commercial activities are not only concentrated within the Poblacion area, along the stretch of F. Tañedo Street, around the Old Public Market but also along the Ninoy Aquino Boulevard where the Uniwide Sales/Tarlac Central Mall and Common Terminal is located as well as the New Wet Market and the whole complex bounded by Ancheta St., F. Tañedo St., C. Santos St., Juan Luna St., Panganiban St., and P. Burgos St. Other commercial areas inside from the Poblacion are found along the length of Mc Arthur Highway going to Baguio.

From Romulo Highway, other commercial area is the M.H. Del Pilar St., going to Mc Arthur Highway to the eastern portion of Tarlac, Juan Luna St., Extension, Brgy. Matatalaib to Sta. Rosa Road along the length of Mc Arthur Highway going to the southern portion of the city up to Brgy. Burot are the mushrooming of big commercial establishments like the Plaza Luisita Mall and other class and cozy subdivisions inside the Luisita, San Miguel, Tarlac City.

At present, there are 5,048 commercial establishments found in the city. These comprise the different forms of services, trading, dealers, banks and exporters. The sari-sari stores contribute the



highest number in commercial establishments with an aggregate number of 1,779 or 35% of the total number of commercial establishment.

There are 205 cooperatives operating in the city as of 1999.

Sector	Number of		Assets
	Coops.	Members	
1. Farmers	87	6,972	128,414,387.01
2. Women	10	251	255,441.57
3. Vendors	4	1,616	15,139,586.28
4. Academe	7	868	19,514,948.57
5. Health	4	13,049	3,016,754.24
6. Transport	6	819	650,430.47
7. Entrepreneurs	10	192	159,000.00
8. Military/Veterans/Reservist	12	483	1,016,795.70
9. Gov't. Employees	8	305	522,222.72
10. Private Employees	11	850	26,376,131.86
11. Mixed Group	38	731	765,112.78
12. Minorities	1	20	2,000.00
13. Service	1	20	2,000.00
14. Religious	6	313	4,277,976.15
<b>TOTAL</b>	<b>205</b>	<b>26,489</b>	<b>200,112,787.35</b>

*Source: Provincial Cooperative Office*

## **B. GOALS**

1. Increase the level of training and commercial activities in the city through improvement of the business district.
2. Promote sanitation and cleanliness measures for the market to effectuate visible and wholesome commercial areas for everyone.

### **C. OBJECTIVES**

1. Maintain the city's status as the provincial commercial and trading center for goods and services.
2. Continue the establishment of appropriate infrastructure and utilities necessary to meet the population's demand.
3. Create a business environment conducive to consumers through the provision of effective and efficient support facilities.
4. Serve fully the families of low-income populace thereby uplifting their living condition.
5. Identify welfare services rendered by the welfare organizations to the depressed barangays and to provide skills training to out-of-school youths for gainful activities.
6. Increase the level of trading and commercial activities in the city through improvement of the business district.
7. Continue the establishment of appropriate infrastructure and utilities necessary to meet the population's demand.
8. Continue the development of malls and other commercial establishments at designated sites within the city.
9. Continue the concreting of roads in identified barangays within the planning period.
10. Extend loan assistance to small vendors within the planning period.

### **D. TARGETS**

1. Continue the concreting of major road network in identified barangays within the planning period.
2. Acquire additional reclaim portion of the Tarlac River from Barangay San Nicolas to Barangay Sta. Cruz.
3. Extend loan assistance to small vendors within the planning period.

## **E. STRATEGIES**

1. Promotion and intensify commerce and trade, as the trading and primary economic activity in the area.
2. Diversify and strengthen the present structure of business needs, the city being the commercial service area and trading center of the province, needs to implement the thrust of economic development.
3. Provide effective and efficient support facilities in order to create a business conducive to consumers.
4. Provide adequate linkages to effect smooth flow of goods and services in anticipation to the increase in population.

## **F. PLANS, PROGRAMS PROJECTS**

<b>TITLE</b>	<b>DESCRIPTION</b>	<b>Implementing Agency</b>
Road Improvement	To concrete / repair in all identified barangays	National / LGU
Reclamation	To acquire additional reclaim portion of Tarlac River from Barangays San Nicolas to Sta. Cruz	-do-
Loan Assistance	To extend loan assistance with low interests to small market vendors	Private

**TABLE No. 21**  
**NUMBER OF COMMERCIAL ESTABLISHMENTS**  
**CITY OF TARLAC**

TYPES OF BUSINESS	NUMBER
<b>A. SERVICES</b>	
1. Accounting Services	9
2. Advertising	9
3. Amusement ( Bar, Pubhouse )	73
4. Automotive	95
5. Barber Shop	44
6. Beauty Parlor	49
7. Carinderia	174
8. Clinic	26
9. Communciation	12
10. Contractor	280
11. Dress Shop	24
12. Educational Plan	3
13. Feed Milling	17
14. Footwear	17
15. Funeral Parlor	3
16. Furniture	31
17. Gas Station	27
18. General Merchandise	355
19. Gold Smith	6
20. Hotel / Motel	13
21. Ice Dealer	3
22. Insurance Agency	45
23. Jewelry Store	13
24. Junk Shop	33
25. Lending Investor	58
26. Lessor	86
27. Lessor/Space Rental	25
28. Life Plan	5
29. Manpower Service / Janitorial	13
30. Marble Works	10
31. Medical Services	3
32. Memorial Park	8
33. Motor Sales	4
34. Musical	35
35. Newstand	12
36. Pawnshop	13
37. Pest Control	1
38. Photo Supplies / Studio	9
39. Postal Service	6
40. Poultry Supplies	38
41. Printing Press	7
42. Repacking	36

**TABLE No. 21**  
**NUMBER OF COMMERCIAL ESTABLISHMENTS**  
**CITY OF TARLAC**

TYPES OF BUSINESS	NUMBER
43. Repair Shop	183
44. Resort	6
45. Restaurant	55
46. Sari - Sari Store	1,779
47. Security Agency	15
48. Smoke Fish	16
49. Subdivision Operator	13
50. Supermarkets & mini-groceries	31
51. Tailoring	24
52. Telephone Service	9
53. Theaters	11
54. Training Centers	9
55. Travel Agency	2
56. Trucking Services	11
57. Video Rental	21
58. Vulcanizing	20
59. Xerox Center	13
<b>SUB - TOTAL</b>	<b>3,948</b>
 <b>B. TRADING</b>	
1. Auto Spare Parts	75
2. Agriculture Machineries	12
3. Home Appliances	8
4. Bazaars	2
5. Bottling	7
6. Bakery	16
7. Cockpit	1
8. Book Store	4
9. Drug Store	28
10. Dry Goods	130
11. Department Store	10
12. Display Center	4
13. Electrical	5
14. Electronics	15
15. Educational Foundation	5
16. Tailor Supplies	2
17. Variety Store	23
18. Vehicle Trader	1
19. Warehouse	1
20. Other Traders	207
<b>SUB - TOTAL</b>	<b>556</b>

**TABLE No. 21**  
**NUMBER OF COMMERCIAL ESTABLISHMENTS**  
**CITY OF TARLAC**

TYPES OF BUSINESS	NUMBER
<b>C. DEALERS</b>	
1. Art / Sign Shop	55
2. Distributor	6
3. Fertilizer	24
4. Meat Dealers	46
5. Vegetable Dealers	30
6. Out Lumber	6
7. Real Estate Broker	6
8. Rice and Palay Dealers	59
9. Sweepstakes Dealers	6
10. Plant Farming	8
11. Other Dealers	258
12. Fish Farming	3
<b>SUB - TOTAL</b>	<b>507</b>
<b>D. BANKS</b>	<b>29</b>
<b>E. EXPORTERS</b>	<b>8</b>
<b>GRAND TOTAL</b>	<b>5,048</b>

## **G. LAND USE IMPLICATIONS**

Maintaining the city's status as the provincial commercial and trading center for goods and services shall continue the establishment of appropriate infrastructure and utilities necessary to meet the population's demand and continue the development of malls and other commercial establishments at designated sites within the city.

Expanding and developing the commercial district shall contain the expected increase in volume of commercial activities to encourage investors to locate their business in the area.

Implementing strictly the zoning ordinance in order to control the growth activities and encourage home commercials.

## **1.4 TOURISM**

### **A. EXISTING SITUATION**

The City is endowed with beautiful natural resources. Scenic spots that could be here found are the following:

1. ABC Dreamland Resort @ Brgy. Care
2. Paradise Resort @ Brgy. Tibag
3. Rio Madera Resort @ Brgy. Tibag
4. Luisita Golf Course @ LIP, San Miguel
5. Grandma's Hotel & Swimming Pool @ Sto. Cristo
6. Dolores Spring @ Dolores
7. Downtown Resort @ Brgy. Suizo
8. San Isidro Farm House @ Brgy. San Isidro
9. Villa Betina Resort @ Brgy. Maliwalo

A number of motels, hotels, lodging houses and restaurants are operating within the City.

Tourism may also be promoted in the city as a site of a number of historical events, important structures, and colorful celebrations. One of the historical sites is the two spring wells of five meters apart. In the year 1907, a group of hunters had discovered the spring wells located northwest of the barangay proper. This spring then, was surrounded by thick woods, bamboos and swamps wherein it was hidden. At that time, it looks like an ordinary spring of water coming and flowing out in between the rocks. Barangays residents learned that this spring could cure illness and various diseases simply taking a bath and using it as daily drinks. Feast day of the spring and the barangay celebrated once a year, always Friday preceding the Good Friday that was commonly called by the folks “Viernes Dolores”.

**B. GOAL**

1. Enhance the tourism industry in Tarlac City through the development or preservation of natural resources, man-made and historical parks and playgrounds and the acceleration of tourism information campaign.

**C. OBJECTIVES**

1. Establish and improve tourism essentials and recreational facilities.
2. Promote and maintain presentable hotels, motels and restaurants.

**D. TARGETS**

1. Establishment and improvement of tourism essentials and recreational facilities within the planning period.
2. Construction and maintenance of hotels, motels, lodging houses that would attract both local and international tourists within the planning period.
3. Aesthetic value of river banks (eco-tourism) if reclamation is allowed in consideration of flood probability. Future flood frequency normally requires widening.
4. Modify policies to suit the demands of the local tourism industry.



## **E. STRATEGIES**

1. Keeping abreast with recent trends in tourism development industry both nationwide and at international level and constantly assessing their applicability to the local setting
2. Well-crafted advertisements and attractive promotional materials that would catch the attention of both local and foreign tourists
3. Provision of well-paved roads and the extension of first class services to attract tourists

## **F. PLANS, PROGRAMS, PROJECTS**

1. Repair and rehabilitation of scenic, tourist and historical spots.
2. Improvement of hotels, motels, inns and stop-over areas.
3. Establish and improve tourism essentials and recreational facilities; and promote and maintain presentable hotels, motels and restaurants.
4. Enactment of policies stimulating investment and/or providing incentives, protecting and sustaining local tourism industry.

## **HISTORICAL SITES**

1. Tarlac Cathedral

The site of the Philippine Revolutionary Congress of 1899

2. Tarlac High School

The first public high school which was established in the Philippines under the American occupation.

## **NATURAL TOURIST ATTRACTION**

1. Dolores Springwell

It is popularly known as the “Miraculous Spring Well”. The water coming out of the spring well can cure illness and various diseases by just simply taking a bath and using it as their daily drinks. The feast day of the spring and the barangay is celebrated once a year, always a Friday preceding the Good Friday, which was commonly called by the folks as “Viernes Dolores”.

## 2. Camp Servillano Aquino

The former Camp Ord named after Lt. Col. James B. Ord is now the home of the Northern Luzon Command of the Armed Forces of the Philippines, 20 meters away from the National Highway, located in Barangay San Miguel, Tarlac City. One of the many interesting historical scenic spots of the camp is the Eisenhower tree which was planted by Col. Dwight Eisenhower, the Chief of Staff of Gen. Douglas MacArthur, and the military adviser of Pres. Manuel L. Quezon during the Philippine Commonwealth. The tree was planted on July 4, 1939.

## 3. San Sebastian Church

The church was the seat of “General Emilio Aguinaldo’s revolutionary government which was transferred from Angeles City to Tarlac, Tarlac on June 21, 1899. The town was then the capital of the Republic of the Philippines by a decree on July 14, 1899 in the demolished church of St. Sebastian”.

This sacred place is found in front of the town plaza of the Municipality of Tarlac facing the east. It had a Catholic Convent which was demolished but became the Filipino’s highest seat of learning when the “Literaria-Scientifico” Universidad de Malolos, Bulacan, was transferred to Tarlac on March 31, 1899. General Emilio Aguinaldo signed the diplomas of the first batch of graduates.

## **MAN-MADE ATTRACTIONS**

### 1. Hacienda Luisita

Luisita Industrial Park

Luisita Golf Course

Plaza Luisita Mall

Central Azucarera de Tarlac Sugar Mill

### 2. Ninoy Aquino Center

### 3. St. Michael’s Park and Armed Forces Museum

### 4. Camp Servillano Aquino

### 5. Diwa ng Tarlak

### 6. Tarlac Capitol

### 7. Maria Cristina Park named after a Tarlac beauty queen, Maria Cristina Galang, Miss Philippines of 1952.

### 8. Ninoy Aquino Memorial Plazuela

## **RESORTS**

1. ABC Dreamland Resort
2. Paradise Resort
3. Rio Madera Resort
4. San Isidro Farmhouse Resort
5. Downtown Resort
6. Villa Betina Resort

## **MALLS**

1. Metrotown Mall
2. Magic Star Mall
3. Plaza Luisita Mall

## **BENIG RIVER**

The development of Benig River agro-tourism complex in Barangays San Juan de Mata, Laoang and Sto. Domingo is a proposed project to become a tourist destination area.

Benig River is a vital water resource of Tarlac City. It is serving as important water resources of the north-western barangays of Tarlac City for domestic, irrigation, recreational and other livelihood purposes.

During the earlier decades up the early 1970's, the entire river system used to be pristine and rich in aquatic resource and free from pollution. Due to forest denudation of its watershed area and pollution from three (3) large commercial piggery farms in Barangays San Juan de Mata and Sto. Domingo, about 50% of the river system has been heavily polluted and damaged. The river system has lost its natural capability to assimilate. To save these vital resources of Tarlac City, DMI Consultants and the barangay folks have been working and campaigning to rehabilitate and protect the river from further pollution and damage.

DMI Consultants conceptualized the Proposed Benig River Agro-Tourism Project. To ensure management and proper development of the Benig River system, it should be coordinated with the Office of the Environmental Management Bureau Region III.

## **OBJECTIVES**

1. To develop a community based tourism industry in Tarlac City.
2. To manage, utilize and develop Benig River's resources.
3. To develop the agriculture industry along the Benig River and its influenced area.

## **TOURISM PROJECTS:**

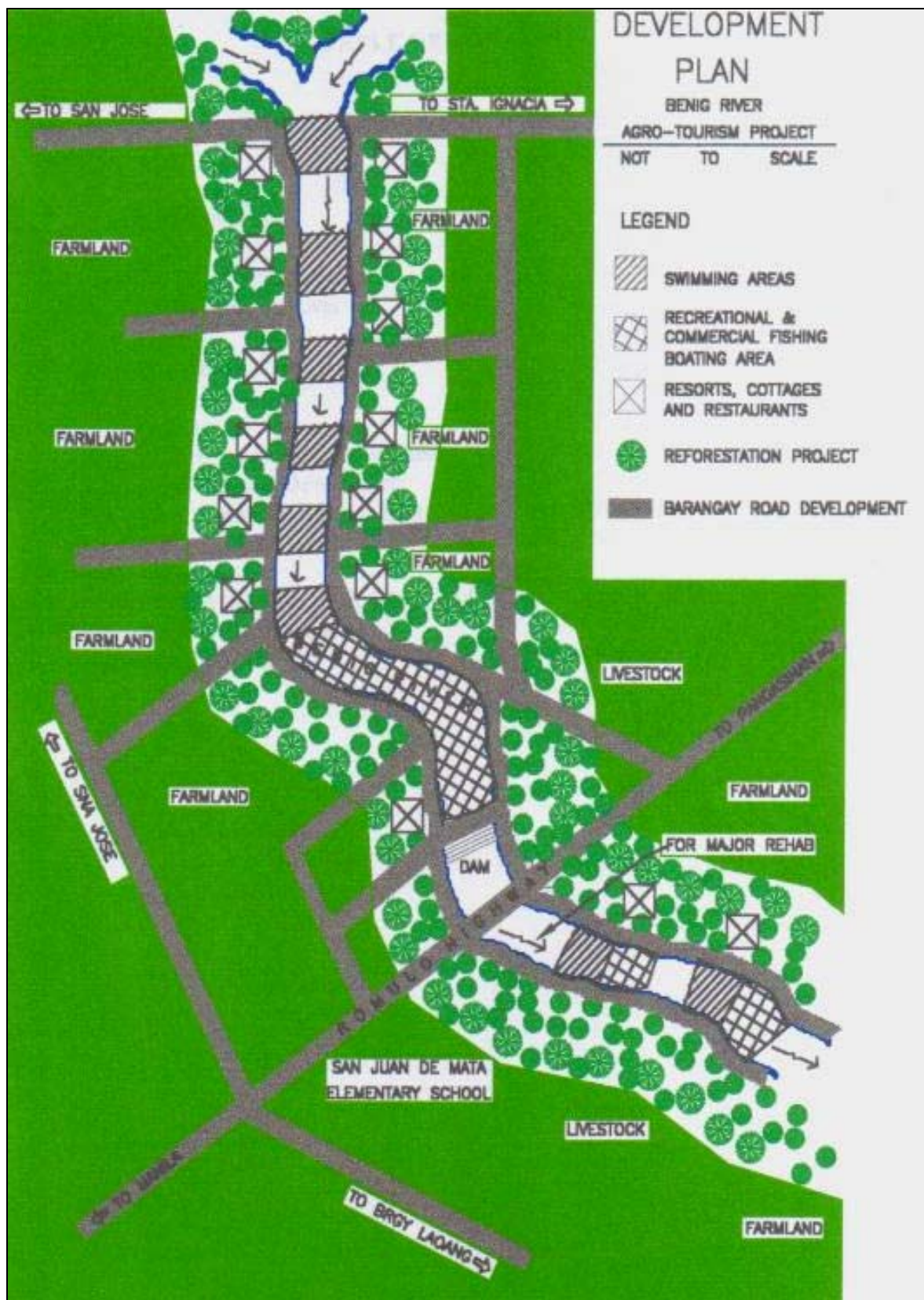
Aesthetic values of Benig River:

1. Swimming Areas
2. Boating Areas and Recreational fishing
3. Hiking, Mountain Biking, and Horseback Riding
4. Accommodations and Recreational Facilities (resorts, cottages and restaurants)
5. Agro-tourism
6. Reforestation
7. Infrastructure and Utility Development
8. Agricultural Industry Development
9. Benig River Resource Management and Development

## **G. LAND USE IMPLICATIONS**

With the proposed development of the Benig River, existing forests shall be improved by planting mahogany, narra, and other good tree species within 100 meter strip along the river and maintaining the existing farmlands. (Refer to Plan No. 1, page 80)

Existing farmland will be developed for high value crops and ornamental plants in addition to the present traditional crop.



**DEVELOPMENT PLAN  
BENIG RIVER**



**City Government of Tarlac**  
Office of the City Planning and Development  
**Plan No. 1**

**COMPREHENSIVE LAND USE PLAN**