



ADDENDUM

This Addendum has been executed pursuant to the **PERFORMANCE EVALUATION SYSTEM FOR THE GOCC SECTOR (GCG MC No. 2013-02 [Re-Issued])** between the –

GOVERNANCE COMMISSION FOR GOCCs (GCG)

- and -

TOURISM PROMOTIONS BOARD (TPB)

WHEREAS, the Parties above entered into a Performance Agreement covering CY 2014;

WHEREAS, Section 7.2 of GCG MC No. 2013-02 (Re-Issued) provides that “GOCCs can renegotiate the targets set in their Performance Agreements for the current year if the same are no longer feasible due to substantial changes in circumstances that could not have been foreseen at the time the targets were agreed upon.”

WHEREAS, the Parties agreed to renegotiate certain targets for CY 2014;

WITNESSETH: THAT –

1. TPB’s Performance Scorecard in its 2014 Performance Agreement is hereby amended pursuant to the attached **Renegotiated Performance Scorecard**.
2. All other conditions in the Performance Agreement shall remain effective, without prejudice to the application of future rules and regulations, such as but not limited to:
 - (a) Compliance with the deadlines and submission of reports through the Integrated Corporate Reporting System (ICRS) pursuant to GCG MC No. 2014-02.
 - (b) Compliance by all members of the Governing Board with the submission of all required forms for the Director Performance Review (DPR) pursuant to GCG MC. No. 2014-03 and implementing issuances pursuant thereto.
 - (c) Submission of Corporate Operating Budgets (COBs):
 - i. For GOCCs receiving national government budgetary support, COBs shall be submitted to the Department of Budget and Management (DBM) for review and approval on or before the deadline indicated in DBM National Budget Memorandum No. 120 on “Budget Call for FY 2015;”
 - ii. For GOCCs without national government budgetary support, COBs shall be submitted to the Governance Commission using the same deadline as provided in DBM National Budget Memorandum No. 120.
3. TPB shall timely inform GCG of all audit observations and notices of disallowances within seven (7) working days from the time it receives the same from the Commission on Audit (COA) prior to the regular publication of the final annual audit report. Accordingly, TPB shall copy furnish the Governance Commission copies of all written communications between TPB and COA on such matters, inform GCG of

the schedule of its exit interview with COA seven (7) working days before the schedule or as soon as practicable, and other efficient means of inter-agency coordination

Failure to timely disclose such matters to the Governance Commission prior to the same becoming public information or the submission of the application for the Performance-Based Bonus (PBB) or Performance-Based Incentive (PBI) may be considered as non-compliance with the Good Governance Condition of submitting Concrete and Time Bound Action Plans on findings of COA, rendering the Governing Board **INELIGIBLE** to apply for the PBI, without prejudice to a further determination on the impact of the same on the GOCCs PBB application.

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

DONE, this 6th day of January 2015, in the City of Makati, Philippines.

**GOVERNANCE COMMISSION FOR
GOCCs**


BY AUTHORITY OF THE COMMISSION:


CESAR L. VILLANUEVA
Chairman


MA. ANGELA E. IGNACIO
Commissioner


RAINIER B. BUTALID
Commissioner

TOURISM PROMOTIONS BOARD



RAMON R. JIMENEZ, JR.
DOT Secretary and Ex Officio Chairman


DOMINGO RAMON C. ENERIO III
Chief Operating Officer

for 
ALBERT F. DEL ROSARIO
DFA Secretary and Ex Officio Board Member

for 
JOSEPH EMILIO A. ABAYA
DOTC Secretary and Ex Officio Board Member

for: 
GREGORY L. DOMINGO
DTI Secretary and Ex Officio Board Member



MARK T. LAPID
*TIEZA COO and Ex Officio Board
Member*



EDWIN VINCENT V. ORTIZ
Board Member



ISAGANI G. BUENAFLOR
Board Member



MA. MARGARITA F. VILLARICA
Board Member



MARGARITA F. MUNSAYAC
Board Member



MARIA MONTSERRAT I. HAMLIN
Board Member

RENEGOTIATED INTERIM PERFORMANCE SCORECARD 2014

TOURISM PROMOTIONS BOARD

		Performance Measures				Baseline Data <i>(if available)</i>			Targets	
Description	Formula	Weight		Rating System a/ if applicable	Data Provider if applicable	2010	2011	2012	2013	2014
		2013	2014							
MFO 1 : International and Domestic Tourism Promotions Services										
Quantity 1: Number international tourist arrivals based on TPB's market area	Absolute Number	5%	5%	<4.06 million = 0% 4.5 million = 5%		2.8 million	3.1 million	3.5 million	4.06 million	4.5 million
Quantity 2: Number domestic travellers	Absolute Number	5%	5%	(Actual/Target) x Weight			26.1 million	37.5 million	44 million	45.75 million
Quantity 3: Number of marketing materials developed	Absolute Number	5%	5%	(Actual/Target) x Weight	BBDO Guerrero (Ad agency)			a) Brochures – 2 Illustrated Maps and Omnibus Interim b) Advertising Materials (Print) – 4 Kinds	a.1) Interim Brochure – 50,000 pcs. a.2) Omnibus Primer – 200,000 pcs. a.3) Reprint Omnibus Primer – 500,000 pcs. b) Poster – 10 kinds c) Destination Brochures - 0	a) Print Information Materials (2/5) – 20 kinds b) Advertising Materials (1/5) – 15 kinds c) Giveaways (2/5) – 20 kinds

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RENEGOTIATED INTERIM PERFORMANCE SCORECARD 2014

		Performance Measures				Baseline Data <i>(if available)</i>			Targets	
Description	Formula	Weight		Rating System a/	Data Provider <i>if applicable</i>	2010	2011	2012	2013	2014
		2013	2014							
Quantity 4: Number of Marketing Communications Placed	Absolute Number	10%	10%	(Actual/Target) x Weight	Dentsu			a) TV Spots – 6,299 b) Digital Impressions : 412 Million Clicks: 741,000 Click Thru Rate: 0.18% c) Print Placement Inserts – 71 d) OOH (outdoor ads) – 177 sites e) Cinema with estimated viewership of 3.1 Million	a) TV Spots – 2,281 b) Digital Impressions: 552.620 million Clicks: 5,785,925 Click thru rate: 0.74% c) Print Placement- 129 inserts d) OOH – 209 sites e) Cinema Viewership – 7,533,479	a) TV Spots (1/10)– 10,500 b) Click thru rate (5/10) – 1.87% c) Print Placement (2/10)- 175 inserts d) OOH (1/10)– 220 sites e) Cinema Viewership (1/10) – 7.88 million

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RENEGOTIATED INTERIM PERFORMANCE SCORECARD 2014

		Performance Measures				Baseline Data <i>(if available)</i>			Targets	
Description	Formula	Weight		Rating System a/	Data Provider <i>if applicable</i>	2010	2011	2012	2013	2014
		2013	2014							
Quantity 5: Number of international and domestic events (eg. roadshows, business events, travel fairs, and familiarization trips)	Absolute Number	20%	20%	(Actual/Target) x Weight				38	207	225
Quality 1: Rank of the Philippines in the Top Destination in Asia Pacific		5%	5%	Below 16 th place = 0% 16 th place and above = 5%	Pacific Asia Travel Association	17 th place	17 th place	17 th place	13 th place	16 th place
Quality 2: Level of awareness within the TPB's priority market area		5%	5%	(Actual/Target) x Weight				None		2% increase in the total awareness level from the determined level based in 2013
Timeliness: Number of days from Board Approval, for the final project plan to be formally submitted to the Board (specific for international and domestic events)	Count of days	5%	5%	(Actual/Target) x Weight			60 working days	50 working days	22 calendar days	90 calendar days
Sub-total of Weights:		60%	60%							

RENEGOTIATED INTERIM PERFORMANCE SCORECARD 2014

		Performance Measures				Baseline Data <i>(if available)</i>			Targets	
Description	Formula	Weight		Rating System a/	Data Provider <i>if applicable</i>	2010	2011	2012	2013	2014
		2013	2014							
MFO 2: Assistance in MICE Events Services										
Quantity: No. of international and local MICE events assisted, organized and/or supported	Absolute Number	10%	10%	(Actual/Target) x Weight		27	43	72	118	140
Quality 1: Ranking of the Philippines as a MICE destination – Global ICCA		5%	5%	45 th – 5% 46 th – 4% 47 th – 3% 48 th – 2% 49 th – 1% 50 th – 0%	International Congress and Convention Association	Rank 64	Rank 54	Rank 49	Rank 49	Rank 45
Quality 2: Ranking of the Philippines as a MICE destination – Asia Pacific ICCA		10%	10%	11 th – 10% 12 th – 9% 13 th – 8% 14 th – 7% 15 th – 0%	International Congress and Convention Association	Rank 14	Rank 13	Rank 13	Rank 13	Rank 11
Timeliness: Number of days from receipt of formal request to evaluate and approve assistance to MICE events		5%	5%	(Actual/Target) x Weight			60 working days	50 working days	14 working days	30 working days
Sub-total of Weights:		30%	30%							

RENEGOTIATED INTERIM PERFORMANCE SCORECARD 2014

Performance Measures					Baseline Data <i>(if available)</i>			Targets		
Description	Formula	Weight		Rating System a/	Data Provider <i>if applicable</i>	2010	2011	2012	2013	2014
		2013	2014							
General Administrative Services										
Ratio of Promotion and Marketing Activities Expenses to Total Tourism Promotions Fund Received for the year (i.e. NG Subsidy, Share of DFPC, International Airports & Seaports, and PAGCOR)	Total expenses on promotion and marketing activities/ total Tourism Promotions Funds received for the year x 100	5%	5%	(Actual/Target) x Weight					84%	80% (P&M)
ISO Certification		5%	5%	(Actual/Target) x Weight					Manualization of Admin. & Marketing	QMS Documentation
Sub-total of Weights:		10%	10%							
TOTAL OF WEIGHTS:		100%	100%							

a/ But not to exceed the weight assigned per indicator