



21 June 2016

HON. RAMON R. JIMENEZ, JR.

DOT Secretary and Chairman

HON. DOMINGO RAMON C. ENERIO III

Chief Operating Officer

TOURISM PROMOTIONS BOARD (TPB)

4/F Legaspi Towers 300, Roxas Blvd. cor

P. Ocampo Sr. St., Malate, Manila

**RE : AUTHORIZATION TO GRANT PBB TO TPB
OFFICERS AND EMPLOYEES FOR FY 2015**

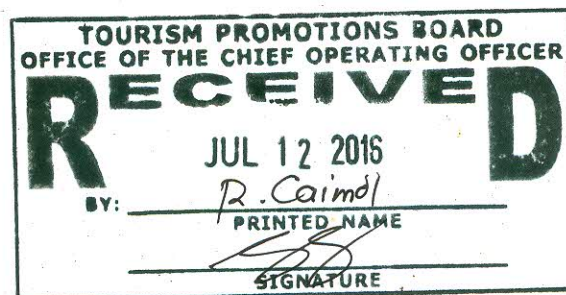
Dear Secretary Jimenez and COO Enerio,

The **TOURISM PROMOTIONS BOARD (TPB)** has **PARTIALLY** satisfied the requirements of **GCG MEMORANDUM CIRCULAR (MC) No. 2015-05** and the *Checklist of Documents to be submitted by GOCCs to Qualify for the FY 2015 Performance-Based Bonus (PBB)*. This is based on:

1. Certifications executed under oath by the Chairperson, President, and other concerned officers of the TPB;
2. Review by the GCG of the completeness of required submissions from TPB for PBB FY 2015, including compliance with Good Governance Conditions specific to the GOCC Sector;
3. Validation by the GCG of the accomplishments of TPB for FY 2015 with a final Performance Scorecard rating of 94.84% % (See **Annex A**); and
4. Validations received from the Civil Service Commission (CSC), PhilGEPS, the Department of Budget and Management (DBM), and the A.O. No. 25 Inter-Agency Task Force (IATF) Secretariat, pursuant to the directive by the A.O. No. 25 IATF.

Based on the status report of the A.O. No. 25 IATF Secretariat, TPB was declared non-compliant with the submission Agency Procurement Compliance and Performance Indicators (APCPI). TPB will still be allowed to grant the FY 2015 PBB to its officers and employees **EXCLUDING** the Head of Procuring Entity, BAC Chairperson and BAC Secretariat.

Accordingly, the Governing Board of the TPB is hereby **AUTHORIZED** to grant the **FY 2015 PBB**, with a grand total of **P605,000**, to **56** eligible officers and employees as follows:



Rank	Multiplier	Distribution*		Total Approved PBB Amount (P)
		Number	Percent	
Senior Management				
Top: Maximum 10%	2.5	-	-	-
Next: Maximum 25%	1.5	-	-	-
Remaining: Minimum 65%	1.0	-	-	-
Sub-total				-
Below Satisfactory	-			-
Middle Management				
Top: Maximum 10%	2.5	2	11%	50,000
Next: Maximum 25%	1.5	4	22%	60,000
Remaining: Minimum 65%	1.0	12	67%	90,000
Sub-total		18		200,000
Below Satisfactory	-			
Professional & Supervisory				
Top: Maximum 10%	2.5	2	9%	50,000
Next: Maximum 25%	1.5	5	23%	75,000
Remaining: Minimum 65%	1.0	15	68%	112,500
Sub-total		22		237,500
Below Satisfactory	-			
Clerical/General Staff				
Top: Maximum 10%	2.5	1	6%	25,000
Next: Maximum 25%	1.5	4	25%	60,000
Remaining: Minimum 65%	1.0	11	69%	82,500
Sub-total		16		167,500
Below Satisfactory	-		-	-
Grand Total of Eligible Personnel		56		
Total of Below Satisfactory				
Grand Total of PBB				P605,000

** Redistributed 1 position each from Professional and Supervisory and Clerical/General Staff since it exceeded the forced distribution*

The Governing Board of TPB shall ensure that the PBB will only be released to officers and employees who have complied and submitted their Statement of Assets, Liabilities and Net Worth (SALN).

We respectfully remind the Governing Board to ensure that TPB's grant of the FY 2015 PBB should observe the following conditions:

1. The funding to support the PBB shall be charged by TPB to its corporate funds, subject to Section 9, GCG MC No. 2015-05 (Re-Issued);

2. The total cost of the PBB shall not result in a net loss for CY 2015 computed before subsidy and unrealized gains/losses, and after taxes;
3. In the event that the total amount of PBB to be distributed exceeds the Corporate Operating Budget (COB) level, the Governing Board shall request from DBM the approval of the Supplemental Budget necessary for this purpose; and
4. No other performance-based bonus or its equivalent has been released or will be released for FY 2015 in addition to the PBB scheme provided under GCG MC No. 2015-05.

This is a one-time approval applicable only for FY 2015.

FOR YOUR INFORMATION AND GUIDANCE.

Very truly yours,

BY AUTHORITY OF THE COMMISSION


MA ANGELA E. IGNACIO
*Officer-in-Charge
and Commissioner*


RAINIER B. BUTALID
Commissioner

**Cc: DOF Secretary CESAR V. PURISIMA
DBM Secretary FLORENCIO B. ABAD
COA Chairman MICHAEL G. AGUINALDO
COA Resident Auditor – TPB**

TOURISM PROMOTIONS BOARD
2015 Performance Scorecard

Component					Target	TPB SUBMISSION		GCG EVALUATION			REMARKS
	Objective/Measure	Weight	Rating System	SCORE		RATING	SCORE	RATING	SUPPORTING DOCUMENT		
Stakeholder	SO 1	Top of Mind Destination									
	SM 1	International Visitors form the TPB Key Markets (12 key markets plus Overseas Filipinos) ²	10%	4.9 million = 10% 4.7 million = 9% 4.5 million = 8% 4.3 million = 5% Below 4.3 million = 0%	4.9 million	4,656,664	8.00%	4,656,664	8.00%	Visitor Arrivals to the Philippines by Country of Residence	Acceptable
	SM 2	Number of TPB-assisted domestic and international events held in the Philippines including won bids	10%	(Actual/ Target) x weight	399	396	9.92%	356	8.92%	Definition of TPB Events Categories Summary of Events Terminal Report per Event	Revised the score to remove Documented Speech, Use of branding logo request, Images Request, Video request, Provision of giveaways and giveaways since these requests to for the use of signature logo/brand, pictures and videos.
	SM 3	Click thru rate of digital campaigns	5%	(Actual/ Target) x weight	2.06%	1.89%	4.59%	1.89%	4.59%	Report of Denstu	Acceptable

² TPB's market area are residents from Germany, United Kingdom, Australasia/Pacific, Malaysia, Singapore, China, Hong Kong, Japan, Korea, Macau, Taiwan, Canada, Mexico, USA and Overseas Filipinos.

Component					Target	TPB SUBMISSION		GCG EVALUATION			REMARKS
	Objective/Measure	Weight	Rating System	SCORE		RATING	SCORE	RATING	SUPPORTING DOCUMENT		
	SO 2	Increase Number of Events									
	SM 4	Implementation of Programmed Events based on the Board-approved work program	10%	(Actual/ Target) x weight	Average 90% achievement of all targets in the planned events	83.33% of planned events met 90% achievement	8.33%	83.33% of planned events met 90% achievement	8.33%	Summary of Events Held with number of Participants/ Sellers	Acceptable
	SO 3	Improve Customer Satisfaction Rating (electronic)									
	SM 5	Satisfactory Rating (third party)	10%	Below Satisfactory = 0%	Satisfactory or its equivalent	Satisfactory	10.00%	Over-all 95% of the respondents are Satisfied with TPB's services	10.00%	Report of Nielsen Co. Inc.	Report shows that 95% of the Non-MICE respondents and 91% of Meetings, Incentives, Conventions, and Exhibitions (MICE) respondents were satisfied Using the Importance-Satisfaction matrix, the report shows the mix for pre-event and event proper for Non-MICE reveals that the Ease of communication, efficiency and customer service are most important factors that will drive satisfaction among the customers. It was also

Component					Target	TPB SUBMISSION		GCG EVALUATION			REMARKS
Objective/Measure		Weight	Rating System	SCORE		RATING	SCORE	RATING	SUPPORTING DOCUMENT		
											<p>noted that there is a great degree of dissatisfaction in terms of Timeliness for the pre-event where 9% of the respondents gave a dissatisfactory rating.</p> <p>For event proper, profile of attendees and organized are most important satisfactory drivers. Participants were determined to be generally satisfied with the event proper but also gave dissatisfactory rating (12% for profile of attendees and 5% on organized).</p> <p>For MICE events, Efficiency, Courtesy and Timeliness are most important attributes that drive satisfaction level. 100% of the respondents were satisfied as far as efficiency and</p>

Component					Target	TPB SUBMISSION		GCG EVALUATION			REMARKS
	Objective/Measure		Weight	Rating System		SCORE	RATING	SCORE	RATING	SUPPORTING DOCUMENT	
											courtesy are concerned but 9% of the respondents were dissatisfied on the timeliness aspect.
		Sub-total	45.00%				40.84%		39.84%		
Financial	SO 4	Efficient Utilization of Corporate Operating Funds									
	SM 6	Utilization of Corporate Operating Funds	10%	(Actual/Target) x weight	90%	94%	10.00%	142%	10.00%	DBM-Approved 2015 COB 2015 Unaudited Financial Statements	Revised the score to reflect rate of utilization of DBM-approved COB level. Reported score of 94% represents the utilization rate using the TPB-proposed COB.
	SM 7	Return on Marketing Investment (ROMI) of TPB domestic and international marketing and promotions project	10%	(Actual/Target) x weight	125%	509%	10.00%	614%	10.00%	Computation of Benefits Terminal Report Accomplishment Report	Acceptable
	SM 8	ROMI of TPB marketing communication s project	10%	(Actual/Target) x weight	130%	144%	10.00%	144%	10.00%	Report of Dentsu	Acceptable

Component					Target	TPB SUBMISSION		GCG EVALUATION			REMARKS
	Objective/Measure		Weight	Rating System		SCORE	RATING	SCORE	RATING	SUPPORTING DOCUMENT	
	SO 5	Develop Supplemental Revenue Sources									
	SM 9	Revenues from TPB business development initiatives	5%	(Actual/Target) x weight	Establish baseline	228,843.93	5.00%	228,843.93	5.00%	Copy of Receipt	Acceptable
		Sub-total	35.00%				35.00%		35.00%		
Internal Process	SO 6	Develop a Marketing Plan Aligned with National Tourism Development Plan and DOT Priorities									
	SM 10	Board-approved Marketing Framework for 2016	10%	All or Nothing	Board-approved Marketing Framework	Board-approved Marketing Framework for 2016-2018	10.00%	Board-approved Marketing Framework for 2016-2018	10.00%	Board approval of Marketing Framework for 2016-2018	Acceptable
		Sub-total	10.00%				10.00%		10.00%		
Learning and Growth	SO 7	Professional Workforce									
	SM 11	Competency Profile of Positions	5%	(Actual/Target) x weight	150 positions	150 positions	5.00%	150 positions	5.00%	Competency Profiles of 150 positions	Acceptable
	SO 8	Quality Management System									
	SM 12	ISO Certification	5%	All or Nothing	ISO Certification	ISO Certification	5%	ISO Certification	5.00%	ISO Certificate	Acceptable
		Sub-total	10.00%				10.00%		10.00%		
		TOTAL	100%				95.84%		94.84%		