

Description:

Location (accessibility, multiplier effects on neighboring regions), population, size, reputation in the country

Bacolod City is located in the province of Negros Occidental, one of the provinces of Western Visayas in Region 6. It is physical located in the northwest coast of Negros Occidental and is bounded in the Northwest by Talisay City, in the Northeast by Silay and Victorias Cities; East and Southwest by the Municipality of Murcia, Southwest by Bago City and West by Guimaras Strait. The City has a total land area of 16,145 hectares.

As of the 2007 National Census, the City has a total of 499,497 inhabitants. The population is increasing by 2.12 percent per annum; by 2010, the City is projected to have 531,943 inhabitants, with 89,201 households and a population density of 2,700 people per square kilometer.

Bacolod City has improved accessibility through an airport that connects to the city from Manila (Capital of the Philippines) 8 times daily through 3 major airlines. A seaport for large cargo and passenger vessels in addition to the fast sea crafts are also available for cruising the waters. The city also has modern means of inland transport.

Bacolod City owes its reputation formerly to the dollar-earner sugar industry; and now to its booming tourism industry brought about by various festivals in the city like the MassKara Festival and Bacolaodiat. Assessment Fees paid by tourism-oriented and tourism-related establishments in 2007 amounted to Php 1,334,446.00. Gross receipts from tourists based on prescribed computation are pegged at Php 988,425,430.00.

This upbeat city is not only home to scrumptious delicacies but also to friendly and hospitable people.

Political/Legal Position in the Respective Political Structure (name of local chief executive, term in office, next election period, decision-making structures)

Bacolod City is classified as Highly Urbanized City (HUC), a unit with a minimum population of 200,000 inhabitants (certified by the National Statistics Office) and with the latest annual income of about Php 50,000,000.00 based on 1991 constant prices (certified by the city treasurer). It is one of the 16 out of the 33 HUCs outside of the National Capital Region.

Before serving Bacolod as a City Mayor, Mayor Evelio Leonardia was once the Vice Mayor of the City. He since became the City Mayor of Bacolod from 2004 up to date. During his term,



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the city was recognized as the Most Business Friendly City in the Visayas, and eventually in the Philippines by the Philippine Chamber of Commerce and Industry. Under stewardship of Mayor Leonardia, the City earned several prestigious awards and recognitions in both regional and national levels.

In all the undertakings, Mayor Leonardia is ably assisted by the Vice Mayor, the members of the City Council (Sannguniang Panlungsod), the City Administrator, the Management and Technical Services and rest of the City Offices.

After being elected for three consecutive terms, Mayor Leonardia is now serving his last term of office. The next election period will be in 2013.

Human and Financial Resources (number of civil servants working in the public administration, overall annual financial budget, etc).

Bacolod City employs about 1240 staff distributed among the various offices of the city government. Among the 1240 staff, 1140 employees are permanent, 67 are co-terminus, 18 are contractual and 16 officials are elected.

In his State of the City Address delivered last October 2010, Mayor Leonardia announced that the annual budget of Bacolod for 2010 is Php 1.12 billion. This is an increase of Php 20 million over the 2009 budget.

Specific political, social, cultural and economic character/framework

Aside from being dubbed as the City of Smiles and being home to the famous MassKara Festival, Bacolod has an upbeat local economy which has expanded its economic activities from sugarcane industry to business process outsourcing.

As a matter of fact, Bacolod City is considered as the Information Technology and Business Process Outsourcing hub of Western Visayas with the presence of 8 major call centers. Its local economy is also faring well due to unlimited opportunities for trade and investments as the city is home to a number of the country's Top 20 Corporations.

In the Philippine Cities Competitive Ranking Project conducted by the Asian Institute of Management in 2005, Bacolod tops the list as the Number One Philippine City in terms of infrastructure development. In addition, the City recently ranked Number One in a survey by MoneySense Magazine as the Best Place to Live in the Philippines.



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In addition, Bacolod ranked 3rd among the top ten "Next Wave Cities" of the Philippines for the best location for business process outsourcing and offshoring according to the 2010 report of the Commission on Information and Communications Technology.

Media Coverage

<http://www.visayandailystar.com/2011/January/08/topstory9.htm>



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