

CITY OF SAN FERNANDO, PAMPANGA, PHILIPPINES



City Hall. Home of the seat of government of the capital city of the Province of Pampanga in the Philippines. The City Hall was completed in 1917 and has undergone several restorations to preserve its colonial look.

establishments, which include three (3) large shopping malls, 152 banks and financial institutions, 4 major bottling companies and several manufacturing companies.

The City was drastically affected by the eruption of Mt. Pinatubo in 1991 but it swiftly recovered and emerged successful in rising again. Taking pride as the home of the Giant Christmas Lanterns, the City is considered as the Christmas Capital of the Philippines. Aside from that, San Fernando is also the food center of the province, with around 83 restaurants and has it also has 12 hotels where local and foreign travelers can stay.

San Fernando is also widely-recognized for its good governance practices as it utilizes the Performance Governance System (PGS) which is the Philippine adaptation of the Balanced Scorecard system developed by Drs. Kaplan and Norton of the Harvard Business School. In September 2010, the City was awarded the international Palladium Balanced Scorecard Hall of Fame for Executing Strategy because of its successful implementation of the Balanced Scorecard. In the same year, FutureGov Asia also



SAVING THE RIVER. The *Sagip-Ilog* (Save The River) is a Php 700-million partnership project geared to totally eliminate flooding incidence and revive the San Fernando River.

awarded San Fernando as Best in Class Runner-up in terms of Information Management, Service Innovation, Information Security and Green Government.

In the local arena, the City has been awarded as the 2011 Most Business-Friendly City in the country as adjudged by the national chamber of commerce. The Fernandinos, as the natives of the City are called, also enjoy efficient government services from ISO 9001:2008-Certified processes in three major frontline services which include Business Permit Processing, Civil Registration and Real Property Tax Assessment.



WORLD-RENOWNED GIANT LANTERNS. 20-foot tall Giant Lanterns compete for the Championship title of the yearly Giant Lantern Competition. These colorful lanterns are made of multi-colored paper and lighted using hundreds of bulbs controlled using a rotor of hairpins.

human excellence by 2030, it continues to strive and improve internal processes, develop means to better serve its constituents, and improve the quality of life of its people. In the province of Pampanga, which has risen from the ashes of mudflow due to the Mt. Pinatubo eruption, emerges a City that shines vibrantly; instilling a sense of pride of place.

Citizens also take part in governance through the Multi-Sectoral Governance Council (MSGC) wherein various sectors of society are given the opportunity to advocate policies and represent the voice of the citizenry.

Because of the successful initiatives and along with other major programs such as employment generation, educational scholarships, establishment of integrated schools and the City College, and the Northville housing project, the City is now much closer to its vision of improving the quality of life of Fernandinos.

The City of San Fernando is a proof that a local government unit in a developing country like the Philippines can become strategy-focused and global. While it reaches its ultimate vision of becoming a habitat of