
HIGHLIGHTS OF CY 2021 CORPLAN WORKSHOP

The Poro Point Management Corporation (PPMC) Board of Directors and Key Officers underwent a Mid-Year Performance Assessment and Corporate Planning Session held on July 16, 2021 via ZOOM Conferencing.

The PPMC Board of Directors set the policies and broad directions in pursuit of PPMC's mandate and pursuant to BCDA policy direction for PPMC as well as the guidelines of Governance Commission for Government-Owned or Controlled Corporations (GCG). These in turn were translated by management to strategies, programs and projects which will guide the day-to-day decisions and actions of all employees.

I. Mid-Year Performance Assessment

The 2nd quarter CY 2021 PPMC Performance Scorecard was presented and discussed to assess the performance and identify initiatives and control mechanisms to be able to meet the targets and achieve the objectives of the organization.

II. Vision-Mission

During the Corporate Planning Session, the Charter Statement and Strategy Map was revisited and was retained.

A. Vision

“By 2030, Poro Point Freeport Zone, also known as the Poro Point Marine Headlands shall be an Economic Engine of the North.”

The VISION Statement was retained to align with the new CIMDP for Poro Point Freeport Zone. Based on the CIMDP, these are the principles and strategies behind the vision for PPFZ.

- Simple and straightforward, the name Poro Point Marine Headlands is descriptive of the area's unique geography
- A secure peninsula town incubating a new wave of world-class innovators, entrepreneurs and navigators in North Luzon
- Combination of the different highlights found within Poro Point – headlands, water activities, beaches, marine life, marine history, aviation training, IT infrastructure and the lighthouse.
- Poro Point Marine Headlands is a secured peninsula offering innovation and education. Its natural assets become an avenue for learning and adventure, and with its rich marine biodiversity and aviation resources, this may be the best place to go to for flight training and ocean discovery.
- Poro Point Marine Headlands (PPMH) continues to be the gift nature molded: it is where expeditions begin and how explorers find their way home. The brightest minds of the region will have the support of the most advanced data infrastructure to realize innovations and achieve excellence in business, data systems, aviation, and maritime industries.

B. Mission

As the implementing arm of BCDA over the Poro Point Freeport Zone, PPMC is mandated to:

- Develop and manage the Poro Point Freeport Zone.
- Promote the economic and social development of Northern Luzon in particular, and the country in general.
- Ensure the conservation and protection of our environment and natural resources.

C. Core Values

- Integrity
- Stewardship
- Excellence
- Innovation

D. Strategic Objectives

1. Increased Economic Activity Within the Poro Point Freeport Zone
2. Increased Operating Profitability
3. Improved Business Environment
4. Achieve Stakeholders Satisfaction
5. Streamline Services Provided
6. Institutionalize a Quality and Environmental Management System
7. Develop a Competent and Motivated Workforce
8. Automate Key Processes

III. BCDA's Policy Direction for PPMC

During the session, Mr. Gregorio D. Garcia, BCDA Chairman, delivered his message to PPMC, which focused on how PPMC through the present Board of Directors can leave a legacy with its program and projects implemented and being implemented during this Administration.

The key points of the messages as well as the directions for PPMC were:

- PPMC should continue with its ongoing projects and projects already set in motion
- A challenge for PPMC to ensure that the projects started will be continued by the next Board of Directors
- PPFZ is one of the best-kept secret of BCDA

IV. Charting Future Direction

- Planning Areas
- Assessing Corporate Direction
- Major Issues and Challenges

The following issues were raised by the PPMC Board of Directors:

1. Timetable of Water Connectivity Project;
2. Timeline of Ongoing Bidding Projects and future Projects to be bid out;
3. Plan for the VOA Area and its existing facilities; and
4. Inclusion of the Proposed Baywalk Structure (CAPEX Project) in PPMC plans and programs

The outputs of the Corporate Planning Session are the Five (5) - Year Business Plan and CY 2022 Plans and Programs and Operational Plan.
