



**EXECUTIVE ORDER NO. 61**  
Series of 2025

**REORGANIZATION OF THE LOCAL TOURISM, CULTURE  
AND ARTS DEVELOPMENT COUNCIL OF THE  
MUNICIPALITY OF CONCEPCION, TARLAC (MUNICIPAL  
TOURISM, CULTURE AND ARTS DEVELOPMENT  
COUNCIL OF CONCEPCION, TARLAC)**

**WHEREAS**, Eco-Cultural Tourism is one of the main thrusts for culture and tourism development adopted by the Municipal Government of Concepcion in consonance with the national government's effort to engage the conservation of the environment and development;

**WHEREAS**, pursuant to Republic Act No. 7160, otherwise known as the Local Government Code of 1991, Local Government Units (LGUs) shall prepare, adopt, implement and monitor their local tourism purposes;

**WHEREAS**, the level of consciousness of our people about our own cultural values shall be raised in order to strengthen our culture and to instill nationalism and cultural unity through information dissemination and promotion;

**WHEREAS**, it is the duty of every citizen to preserve and conserve the Filipino historical and cultural heritage and resources, retrieval and conservation of artifacts of Filipino culture and history;

**WHEREAS**, pursuant to DILG Memorandum Circular No. 2002-81 the Creation of Local Culture and Arts Councils, as amended by DILG Memo under Circular No. 2017-133, a Local Tourism, Culture and Arts Development Council or the Concepcion Tourism, Culture and Arts Development Council was duly created by the Municipality of Concepcion, Tarlac;

**WHEREAS**, there is a need to reconstitute the said Council in order to ensure active participation of all concerned sectors of the community for the enhancement of tourism, culture and arts within Concepcion, Tarlac;

**NOW THEREFORE, I, NOEL L. VILLANUEVA**, Municipal Mayor of Concepcion, Province of Tarlac, by virtue of the powers vested in me by law, do hereby order, to wit:

**SECTION 1. COMPOSITION OF THE REORGANIZED LOCAL TOURISM, CULTURE  
AND ARTS DEVELOPMENT COUNCIL OF CONCEPCION, TARLAC OR  
KNOWN AS MUNICIPAL TOURISM, CULTURE AND ARTS  
DEVELOPMENT COUNCIL OF CONCEPCION, TARLAC (MTCADC)**

The Local Tourism, Culture and Arts Development Council of Concepcion, Tarlac or known as Municipal Tourism, Culture and Arts Development Council of Concepcion, Tarlac (MTCADC) is hereby reorganized to be composed of the following:

**Chairperson:**

**HON. NOEL L. VILLANUEVA**  
Municipal Mayor





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Province of Tarlac



**OFFICE OF THE MUNICIPAL MAYOR**

**BAGONG PILIPINAS**

**Vice Chairman:**

**HON. CYGEL S. LUSONG**  
Chairperson, Committee on Culture, Arts,  
Tourism, and Local History

**Members:**

**JENNIFER R. BALATBAT**  
Designated Municipal Tourism Officer

**MA. SOCORRO S. PADLAN**  
Municipal Planning and Development Office Coordinator

**FRANCES SHARINA G. CORTEZ**  
Designated Municipal Information Officer

**GERALDINE S. CUNANAN**  
Municipal Budget Officer

**DOMINIC SALONGA**  
Vice President-Pambayang Pederasyon ng mga SK  
Representative, Youth Sector

**DR. NICOLASA S. CAMAYA**  
Representative, DepEd Division

**GIL GONZALES**  
Representative, Business Sector

**MIGNONETTE M. GOMEZ**  
Representative, Professional Sector

**Consultant:**

**DR. LINO DIZON**  
Director-TSU Center for Tarlaqueño Studies

**SECTION 2. FUNCTIONS**

1. Prepare an annual plan on culture, arts and cultural heritage consonant with the Philippine Development Plan for Culture and the Arts, to be integrated in the local development plan and considered in the annual appropriation ordinances;
2. Formulate programs and recommendations to develop and sustain local cultural and artistic talents, cultural industries, traditional and contemporary arts and crafts and their processes;
3. Coordinate with the appropriate affiliated cultural agencies of the National Commission for Culture and the Arts (NCAA) for the conservation and monitoring of national cultural properties found in the LGU;
4. Conduct cultural events such as cultural festivals, competitions, lectures, seminars and symposia;
5. Ensure the protection, preservation, conservation and promotion of the local cultural and historical heritage;
6. Balance, guide, and protect the long-term development of a tourism destination or scenic site to ultimately achieve healthy development.





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7. Prepare and implement local tourism, culture and arts development, standards, and sustainable development.
8. Adopt and enforce the national standard for the operation of tourism enterprise.
9. Formulate programs and recommendation to develop local tourism facilities and attraction tapping local and outside resources and funds; and
10. Coordinate every tourism industry in the Municipality of Concepcion, Tarlac.

**SECTION 3. SECRETARIAT**

The Secretariat shall be handled by the Municipal Planning and Development Office with the following functions:

1. Ensure that meetings of the council are effectively organized and transcribed.
2. Maintain effective records and administration of the council's files/documents.
3. Coordinate with concerned agencies for proper implementation of laws and regulations relating to tourism, arts and culture development.


**SECTION 4. REPEALING CLAUSE.**

All other order, issuances and memoranda issued inconsistent herewith are hereby repealed or modified accordingly.

**SECTION 5. EFFECTIVITY.**

This Order shall take effect immediately upon its signing.

Done this 12<sup>th</sup> day of December 2025 in Concepcion, Tarlac.

  
NOEL L. VILLANUEVA  
Municipal Mayor

