I. Name of Project:

PHILIPPINE TOURISM SHOWCASE AT THE PHILIPPINE CENTER LOBBY, SAN FRANCISCO, CALIFORNIA, USA

II. Background and Description of the Project:

The Philippine Center Management Board, Inc. (PCMBI), a California registered corporation manages the Philippine Center in San Francisco, consisting of two (2) historical buildings located along Sutter Street in San Francisco, California. The Center houses Philippine government agencies (Philippine Consulate General, Department of Trade and Industry, Philippine National Police and the Department of Tourism), and private companies, such as PAL, travel agencies, bank, architectural firms, optical store, art gallery, and law offices. During weekdays, around 300-400 people visit these offices, mostly going to the Philippine Consulate General for passport processing, legal documentation and securing dual citizenship.

The Center's lobby occupies an area of 1,240 square feet and is presently undergoing improvement and renovation. It has been identified by DCT and its attached agency, Tourism Promotions Board (TPB) as an excellent venue to showcase Philippine tourist products and destinations using multi-media interactive equipment. Window panels and brochure racks can also be installed to display tourism artifacts, iconic objects, brochures, flyers and other promotional materials for distribution to travelers.

Adjoining to the lobby is a Conference Hall which is being used for community and business meetings, exhibitions, and conferences. It has a capacity of around 150 people. The lobby and conference hall can be combined to accommodate bigger events.

III. Purpose/Objective:

The Tourism Showcase serves as a vehicle in projecting the Philippines' world-class tourist attractions, unique culture and history through a variety of multi-media presentations, thereby encouraging guests of Philippine Center to take vacation to our country's tourist destinations. It is expected to contribute in the attainment of the industry's target of ten (10) million arrivals by the year 2016.

Secondly, it heightens the interest of our countrymen, especially the 2nd and 3rd generation Fil-Ams on our country's rich cultural heritage and instills a stronger sense of national pride and identity amongst themselves, especially 2nd and 3rd generation Fil-Ams.

IV. Strategy and Programs

TPB/DOT shall develop a variety of multi-media presentations that project the "best of the Philippines". Foremost, the exuberance of our people, dynamism of our history and culture, and the natural beauty of our islands shall be strongly emphasized, together with the 'fun facets' of the DOT's umbrella branding campaign "It's More Fun in the Philippines".

Tourism events, exhibits, receptions and product displays shall be held at the lobby and the adjoining conference hall. Thematic presentations of festivals and fiestas shall be organized wherein video wall showings could be done on a monthly basis. As an example,
in the month of January, the video wall display will highlight festivals like Ati-atihan, Dingyang and Sinulog.

DOT/TPB shall engage community groups in tourism promotions, e.g. Visayan associations and cultural groups present regional dances and songs. In addition, regional cuisine, arts and crafts could be displayed and/or presented so that attendees, especially mainstream Americans and 2nd/3rd generation Fil-Ams will learn more of the Philippine culture and heritage. Media, tour operators, travel agents, businessmen and community groups will be invited in these monthly events.

The project is expected to boost the DOT’s promotional efforts in attracting greater number of visitors toward attaining the projected ten (10) million visitors by 2016.

V. Scope of Work/Components of the Project:

The Tourism Showcase shall have the following components:

1.) Video Wall with a maximum projection dimensions of approximately: width=24ft and height=7ft 8in, consisting of 18 units of High Definition, multi-panel displays, LED-backlit, commercial grade LCD displays that are similar to those used in airports and commercial stores, needed computer, labor and installation, and accessories (cabling, sound system mixer, software, etc.)

The video wall is designed to project two (2) sectional or sweeping images of Philippine destinations, fun activities and other tourist products to be produced by the PDOT and TPB.

Approved Budget for the Contract (ABC): One Hundred Ten Thousand US Dollars (US$110,000.00)

2.) 65” LED Backlit, touch screen display, including software, computer and accessories

This will be used for the Interactive Fun Map with the content to be produced by the PDOT and TPB.

Approved Budget for the Contract (ABC): Seven Thousand One Hundred US Dollars (US$7,100.00)

NOTE: PDOT is a tax-exempt organization
VI. Contract Duration:

The contract duration is for a maximum period of ten (10) working days upon receipt of the Notice to Proceed (NTP).

VII. Payment Procedure:

60% upon the delivery of the equipment
40% upon installation and testing of the equipment

CONFORME:

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Signature over printed Name of Authorized Representative

__________________________
Position

__________________________
Date