



# Marikina City

**Your next business hub - A vibrant business environment**



# MISSION

***To strengthen institutional capacity in the delivery of programs and services and to adopt a governance framework that will sustain previous efforts.***



The image shows the Marikina City Gate, a large white archway with a clock tower at the top. The archway has the words "DISCIPLINE" on the left, "GOOD TASTE" in the center, and "CITY" on the right. The words "MARIKINA CITY" are written in large letters above the arch. A fountain is visible in the foreground on the right, and several people are walking through the archway. The sky is blue with some clouds.

# VISION

***An ideal place for living, working, playing and doing business where quality programs and services are provided in an environment of shared governance***



Home of the world's largest shoes, recognized by the *Guinness Book World of Records*, are 5.29 meters long, 2.37 meters wide, and 1.83 meters high, and could hold 30 pairs of normal-sized feet.

The gigantic pair can be found in Marikina City, the shoe capital of the Philippines found northeast of the Manila metropolitan area. It took 77 days in 2002 to build them, using enough material to make 250 regular pairs.

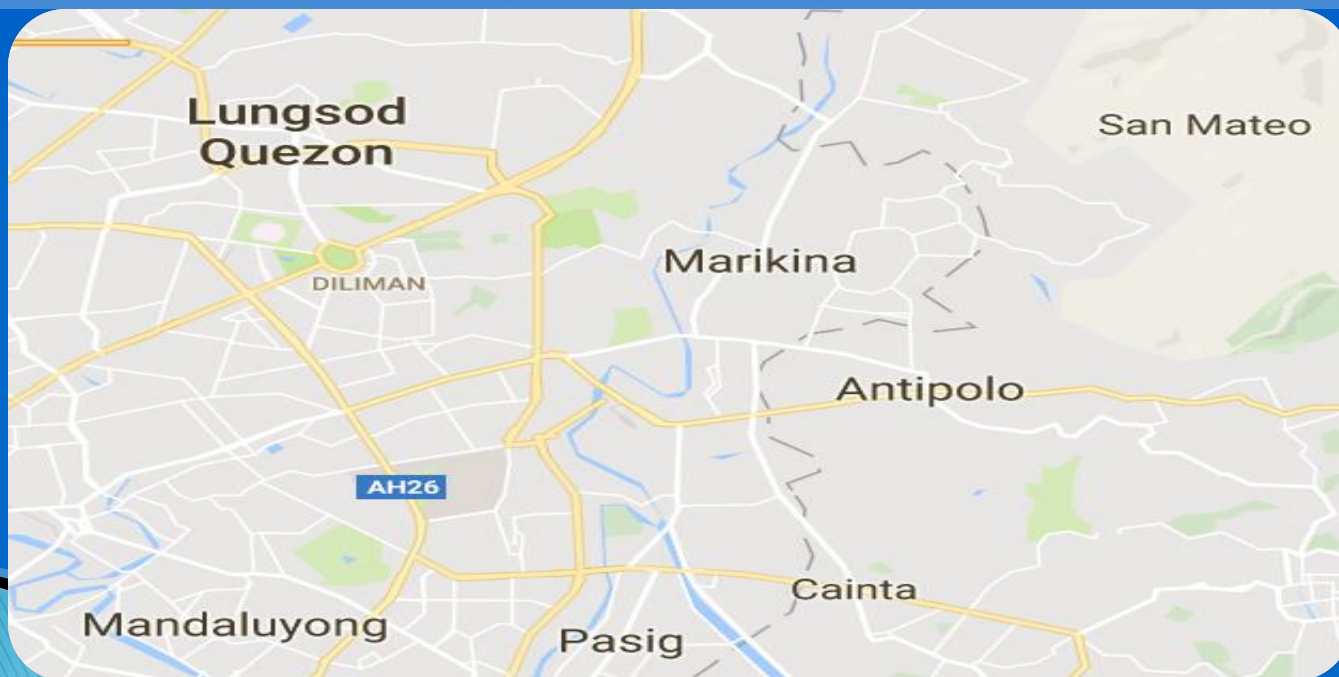
**Marikina is the Shoe Capital of the Philippines but we have now transcended into other avenues such as food, parks and museum. This is our gift to all the people of Marikina and we are indeed privileged and proud of these new developments.**



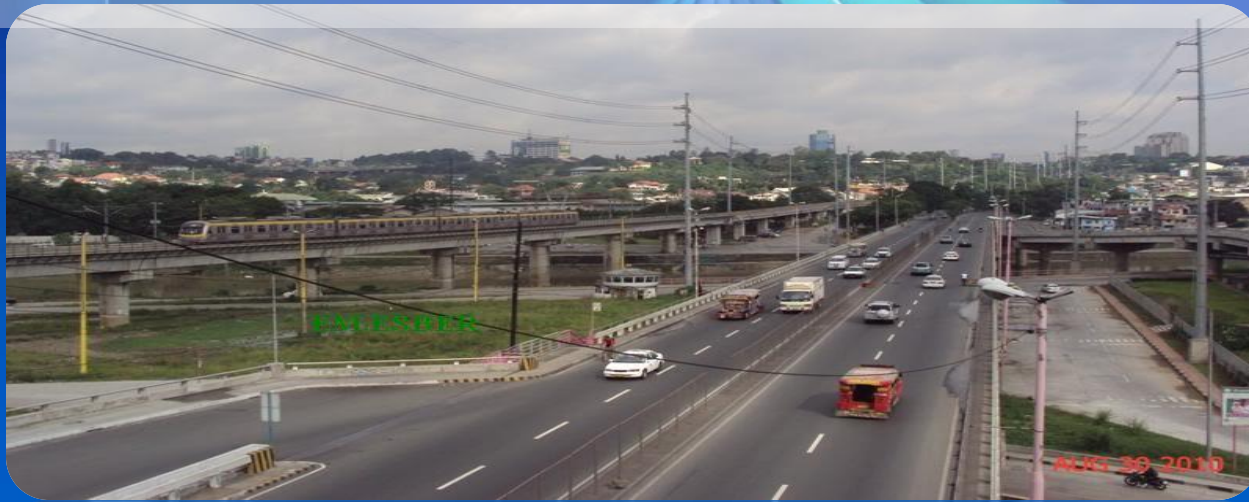
**We are just starting to rise and there is so much more to discover in our precious Marikina City**

# LOCATION

- ▶ *Marikina City is bounded on the east by the Sierra Madre mountains and Antipolo City; on the west by the hills of Quezon City; on the north by San Mateo; and on the south by Pasig City and the municipality of Cainta.*



# ACCESSIBILITY



- ▶ *Coming from Quezon City, Marikina can be reach via Batasan–San Mateo Road or you can take the Aurora Boulevard–Marcos Highway route.*
- ▶ *On the south side from Pasig City take the E. Rodriguez Avenue or Libis/C5 – FVR road.*
- ▶ *From Cainta take the Felix Avenue (formerly Imelda Ave) route.*
- ▶ *And from Antipolo City via Sumulong Highway and Marcos Highway.*

# INFRASTRUCTURE

*Marikina rank top 3 in Infrastructure Category in the Cities and Municipalities Competitiveness Index 2013 developed by the National Competitiveness Council through Regional Competitiveness Committees with the assistance of the United States Agency for International Development (USAID).\**

*449.40 km. total road network\*\**

*898.00 km. drainage & sidewalk\*\**

*73.00 km. bikeways network\*\**

 [wikimapia.org](http://wikimapia.org)

 [wikimapia.org](http://wikimapia.org)

*\*Source: National Competitiveness Council / Phils.*

*\*\*Source : City Engineer's Office/Bikeways Office*





# Business Registration Rules & Regulations

# Requirements for New Business

**1**

Zoning Clearance

**2**

Barangay Clearance (for business)

**3**

Photo of Establishment (showing signboard & sidewalk)

**4**

Other National Agencies requirements

# Requirements for Renewal

**1**

**Barangay Clearance (for business)**

**2**

**Marikina Business Portal Compliance  
(online verification)**

# 2 Step Process Flow

**For New / Renewal:**

**EVALUATION / ASSESSMENT**

**Billing & Permit**

*(Submit duly accomplished Application Form & Requirements)*

**PAYMENT**

*(City Treasurer's Office Cashier Window)*



# MARIKINA BUSINESS PORTAL





**How does it work?**



**For New Business**



**Planning Office**  
*(Encode Application for Zoning Certificate)*



**LGU Marikina Server**  
*(Spread out to all Regulatory Offices)*





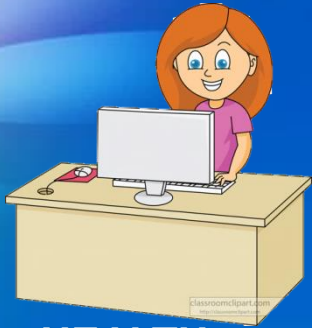
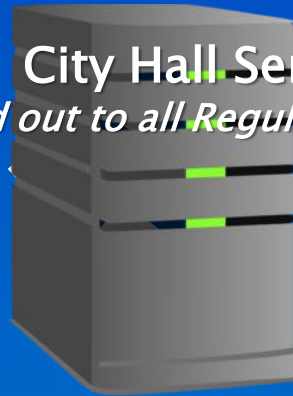
BFP



Teller Window

TREASURY  
(Cashier)

City Hall Server  
*(Spread out to all Regulatory Offices)*



HEALTH  
OFFICE



BPLO



ENVIRONMENTAL  
MGT. OFFICE



ENGINEERING OFFICE

The background features a vibrant blue gradient with abstract, flowing lines in shades of purple and teal. The lines create a sense of movement and depth, particularly in the upper and lower portions of the frame. The central text is set against a solid, medium-blue rectangular area.

**For Renewal**

BFP

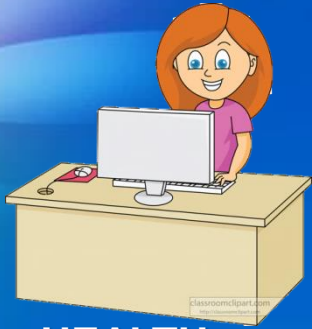


City Hall Server  
*(Receive all data from  
all Regulatory Offices)*



Teller Window

TREASURY  
(Cashier)



HEALTH  
OFFICE



BPLO



ENVIRONMENTAL  
MGT. OFFICE



ENGINEERING OFFICE



# Other Features of the System



# One-Time Assessment & Payment

# MOA between LGU-Marikina & BFP

Copy for PRBO

## MEMORANDUM OF AGREEMENT

KNOW ALL MEN BY THESE PRESENTS:

This Memorandum of Agreement is executed by and between:

**THE CITY GOVERNMENT OF MARIKINA**, a local government unit, organized and existing under the laws of the Philippine with office address at the Marikina City Hall, Shoe Avenue, Sta. Elena, Marikina City, represented herein by City Mayor **DEL R. DE GUZMAN**, hereinafter referred to as the CITY;

-and-

**THE BUREAU OF FIRE PROTECTION - MARIKINA CITY FIRE STATION**, a government agency created by virtue of Republic Act 6975 with office address at BFP National Headquarters Building, Sitio San Roque, Brgy. Bagong Pag-asan, Agham Road, Quezon City, represented herein by its City Fire Marshal **SUPT. MARCOS MONDAY T. VALEN**, of legal age, Filipino and with office address at Shoe Avenue, Sta. Elena, Marikina City, hereinafter referred to as the FIRE BUREAU;

WITNESSETH, THAT:

WHEREAS, it is a policy of the CITY to continuously exert effort to improve effectiveness and efficiency in the delivery of basic services, facilities and processing of business transactions;

WHEREAS, the FIRE BUREAU is responsible for the enforcement of the Fire Code of the Philippines (RA 9514) and other related laws;

WHEREAS, prior to the passage of the Fire Code of the Philippines of 2008 (Republic Act No. 9514) fire inspection fees had been collected by the City Treasurer and remits the same to the National Treasury;

WHEREAS, in 2009 the CITY implemented a Computerization Project on Development of Integrated Revenue Collection & Management System, Integrated Business Permit & License System and Integrated Real Property Tax Assessment & Billing System. The said Billing System includes the payment of the Fire Inspection Fee for business establishment;

WHEREAS on April 26, 2010 the Office of the City Mayor issued Executive Order No. 009-10, Series of 2010 Establishing A Simplified Business Permit Process and Executive Order No. 001, Series of 2012 creating the Manual of Operations of the Marikina Business Permit and Licensing Office aimed not only to be consistent with the CITY's vision to be globally competitive, business friendly, provide the highest standards of efficient and effective services and render quality service, but also in compliance with the Anti-Red Tape Act of 2007 (RA 9845) which mandates all offices and agencies which provide frontline services to regularly undertake time and motion studies, undergo evaluation and improvement of their transaction systems and procedures and re-engineer the same if deemed necessary to reduce bureaucratic red tape and processing time.

WHEREAS, on August 6, 2010 Department of the Interior Local Government and the Department of Trade and Industry issued Joint Memorandum Circular No. 01, Series of 2010 providing for guidelines in implementing the standards in processing business permits and licenses in all cities and municipalities;

WHEREAS, Memorandum Circular No. 2012-06 dated January 9, 2011 issued by the late DILG Secretary Jesse M. Robredo directed the City Fire Marshalls to coordinate with the concerned local government officials of their respective jurisdiction as regards the efficient and expeditious procedure for the collection of the subject fees;

WHEREAS, RA 9514 has authorized the FIRE BUREAU to enter into Memoranda of Agreement with other departments, bureaus, agencies, offices and corporations of the government, as well as private institutions, in order to define areas of cooperation and coordination and delineate responsibility on fire prevention education, fire safety, fire prevention, fire suppression and other matters of common concern.

NOW, THEREFORE, the parties hereto have agreed with the other the following covenants:

1. This agreement covers only business establishments within the City of Marikina;
2. To effect the one-time assessment of fees and charges and one-time payment, the fire inspection fee shall be re-integrated by the CITY to its system and incorporated in its Order of Payment during renewal of businesses or new application;
3. The fire inspection fees collected shall be remitted by the CITY thru the City Treasurer's Office on a monthly basis to the **BUREAU OF TREASURY** under **Account No. 3402-2316-79** at LAND BANK, Gil Fernando Avenue Branch, Marikina City.
4. The CITY shall furnish the FIRE BUREAU thru its City Fire Marshall a report of the remittances made indicating therein the name of the establishment and corresponding official receipt as basis for collection;

This agreement shall take effect on \_\_\_\_\_ and shall remain in full force and effect unless terminated by either party with or without cause upon 30 days prior written notice to the other.

IN WITNESS WHEREOF, the parties hereto have set their hands this \_\_\_\_\_ at \_\_\_\_\_

CITY GOVERNMENT OF MARIKINA

BUREAU OF FIRE PROTECTION  
MARIKINA FIRE STATION

By:

  
**DEL R. DE GUZMAN**  
City Mayor

By:

  
**SUPT. MARCOS MONDAY T. VALEN**  
City Fire Marshal

SIGNED IN THE PRESENCE OF:

# Mode of Collection - BFP

**1**

One-Time Assessment & Payment

**2**

Taxpayer pays to City Treasury

**3**

City Treasury generate total Collection (BFP)

**4**

Prepare Voucher to BFP

**5**

Payment by Cheque to BFP

## TRUST FUND (FIRE INSPECTION FEE)

JUNE 01-30, 2016

	Date of Collection	Amount	Date of Deposit
1	06/01/16	2,015.50	06/02/16
2	06/02/16	3,470.17	06/03/16
3	06/03/16	6,887.77	06/04/16
4	06/06/16	4,520.00	06/07/16
5	06/07/16	2,272.08	06/08/16
6	06/08/16	2,407.50	06/11/16
7	06/09/16	1,758.38	06/10/16
8	06/10/16	277.00	06/11/16
9	06/13/16	3,293.00	06/14/16
10	06/14/16	4,971.38	06/15/16
11	06/15/16	2,335.50	06/18/16
12	06/16/16	1,790.15	06/17/16
13	06/17/16	2,650.38	06/18/16
14	06/20/16	3,361.00	06/21/16
15	06/21/16	1,662.38	06/22/16
16	06/22/16	1,649.30	06/25/16
17	06/23/16	2,835.50	06/24/16
18	06/24/16	3,417.50	06/25/16
19	06/27/16	2,443.88	06/28/16
20	06/28/16	3,326.50	07/01/16
21	06/29/16	3,036.00	06/30/16
22	06/30/16	5,248.81	07/01/16
23			
		65,629.68	

TOTAL COLLECTIONS 65,629.68

TOTAL DEPOSIT 65,629.68

0.00


Certified Correct:


  
 Arleen De Leon  
 Cashier IV

Noted:

\_\_\_\_\_  
City Treasurer




 Republic of the Philippines  
 CITY GOVERNMENT OF MARIKINA  
 Sta. Elena, Marikina City

**JUL 14 2016**  


DISBURSEMENT VOUCHER No. 300-9677-00057

Mode of Payment:  Check  Cash  Others 7/22/16

Payee: Bureau of Fire Protection TIN/Employee No. \_\_\_\_\_ Obligation Report No. \_\_\_\_\_

Address: c/o Marikina City Fire Station

EXPLANATION: **TRUST FUND - BTR, Fire Inspection Fee**

AMOUNT: **55,629.68**

To payment of fire inspection fees collected by the City Treasurer to be remitted to the Marikina Fire Station for the period June 1-22, 2016.

**PAID**  
AUG 01 2016

PVA ACT # 01501-00162-2

**A. Certified**  
 Allotment obligated for the purpose as indicated above  
 Supporting documents complete

**B. Certified**  
 Funds Available **TF**

Signature: [Signature] Date: \_\_\_\_\_  
 Printed Name: **ERLINDA G. GONZALES**  
 Position: **City Accountant**  
 Head Accounting Unit/ Authorized Representative


Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Printed Name: \_\_\_\_\_  
 Position: **City Treasurer**  
 Treasurer/Authorized Representative

**C. Approved for Payment**

Signature: [Signature] Date: \_\_\_\_\_  
 Printed Name: **MARCELINO R. TEODORO**  
 Position: **City Mayor**  
 Agency Head/Authorized Representative

**D. Received Payment**

Check No. 16747 Bank Name: NBS Date: 7-20-16  
 Signature: [Signature]  
 Printed Name: Ben Edwin A. Columban Date: 7/22/16  
 Position: **City Government of Marikina**  
**880 Records Management Division**  
**Document Tracking System**


**16-016746**

ACCOUNT NO. **01001-000162-7** CITY GOVERNMENT OF MARIKINA  
 CHECK NO. **0000016747** MTRC NO. **01033**  
 DATE **JUL 28 2016** **010-0**

PAY TO THE ORDER OF: **"BUREAU OF FIRE PROTECTION"**  
 DATE: **\*\*55,629.68\*\***

AMOUNT IN WORDS: **SIXTY FIVE THOUSAND SIX HUNDRED TWENTY NINE AND 68/100 CENTS ONLY**  
 PESOS: **C/O MARIKINA\*\*55,629.68\*\***

**veteransbank**  
 MARIKINA BRANCH  
 61 FERNANDO AVE. CORNER WOOD ST.  
 SAN ROQUE, MARIKINA CITY

**MARCELINO R. TEODORO**  
 CITY MAYOR

**CONFIRMED/VERIFIED BY BRANCA/TEJ**

⑈0000167⑈ ⑈01033⑈0100010001000⑈ ⑈27⑈ ⑈00006562968⑈

3402 257476

Do not Write Beyond this Point  
 (Reserved for Bank Use Only)

ALL PRIOR ENDORSEMENT OF THIS CHECK IS NECESSARY TO CASH OR DEPOSIT IT IN ANY BANK OR THE PHILIPPINE LAND BANK OF THE PHILIPPINES

**AUG 02 2016** TELLER **3**

NON-NEGOTIABLE  
 PHILIPPINE LAND BANK OF THE PHILIPPINES

3402 257476

721/16

Republic of the Philippines  
CITY OF MARIKINA  
Metro - Manila

**CERTIFICATION**

I hereby certify to the existence of **TRUST LIABILITY**  
for the attached **P.R./P.O., PAYROLL**, etc. chargeable against  
**TRUST FUND/TRUST LIABILITIES** account.

TF - Fire Inspection Fees

  
**ERLINDA G. GONZALES**  
City Accountant

Code: 439-352-0004

I hereby certify to the availability of funds for the expenditures  
and amount specified below.

PAYEE : Bureau of Fire Protection

AMOUNT : P 65,629.68

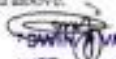
PARTICULARS : Payment for the fire inspection fees collected by the City  
Treasurer to be remitted to Marikina Fire Station for the period  
June 1-22, 2016

City Treasurer

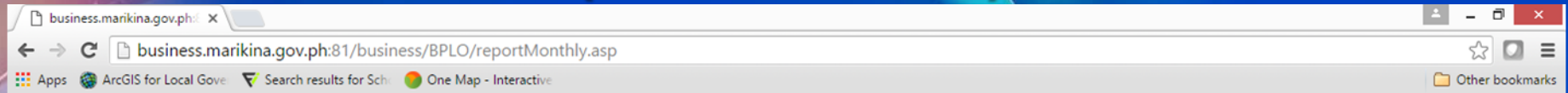
**PAID**  
AUG 01 2016

ACCOUNTABLE FORM No. 51-C  
Revised January, 1992

(ORIGINAL)

Official Receipt of the Republic of the Philippines			
No: 8343608 P			
Date August 01, 2016			
Agency BUREAU OF FIRE PROTECTION	Fund 157		
Payor Marikina City Government			
Nature of Collection	Account Code	Amount	
Fire inspection fee	528	P 65,629.68	
remittance for the		}	
month of June 2016			
<b>PAID</b> AUG 01 2016			
TOTAL		P 65,629.68	
Amount in Words sixty five thousand six hundred twenty nine pesos & 68/100			
<input type="checkbox"/> Cash	Drawn Bank	Number	Date
<input checked="" type="checkbox"/> Check	Atornor	16747	28 June 2016
<input type="checkbox"/> Money Order			
Received the amount stated above.			
 <b>SWIN VARGAS</b> SUPT BFP Collecting Officer			
NOTE: Write the number and date of this receipt on the back of check or money order received.			

# Can generate Report (for LGU use)



## BUSINESS PORTAL REPORT PAGE

As of 6/30/2016 - 11:14:16 AM

Fire (with check with remarks):	9305
Fire (without check with remarks):	520
Total:	9825
Accomplished:	<b>59.34%</b>
CEMO (with check with remarks):	13785
CEMO (without check with remarks):	77
Total:	13862
Accomplished:	<b>83.73%</b>
CHO (with check with remarks):	3693
CHO (without check with remarks):	15
Total:	3708
Accomplished:	<b>22.40%</b>
ENGG (with check with remarks):	4699
ENGG (without check with remarks):	173
Total:	4872
Accomplished:	<b>29.43%</b>

# Regulatory Offices Staff can view Business Establishment Location & Picture

The screenshot displays a web browser window with multiple tabs. The active tab is titled "BPLO - Maps | gis\_marikina". The address bar shows the URL: [https://mangomap.com/gis\\_marikina/maps/43798/bplo-](https://mangomap.com/gis_marikina/maps/43798/bplo-). The browser's address bar also shows "I-reload ang page na ito" and "Powered by BancNet On".

The application interface features a dark sidebar on the left with the following menu items: MAP PORTAL, BPLO, SETTINGS, LAYERS, TOOLBOX, ACCESS, ONLINE, SHARE MAP, DATA PORTAL, BRANDING, USERS & GROUPS, PORTAL SETTINGS, UPGRADE PLAN, SUPPORT, and City Government of Marikina. The main content area has a blue header with the BPLO logo and the text "BPLO Business Permit and Licensing Office".

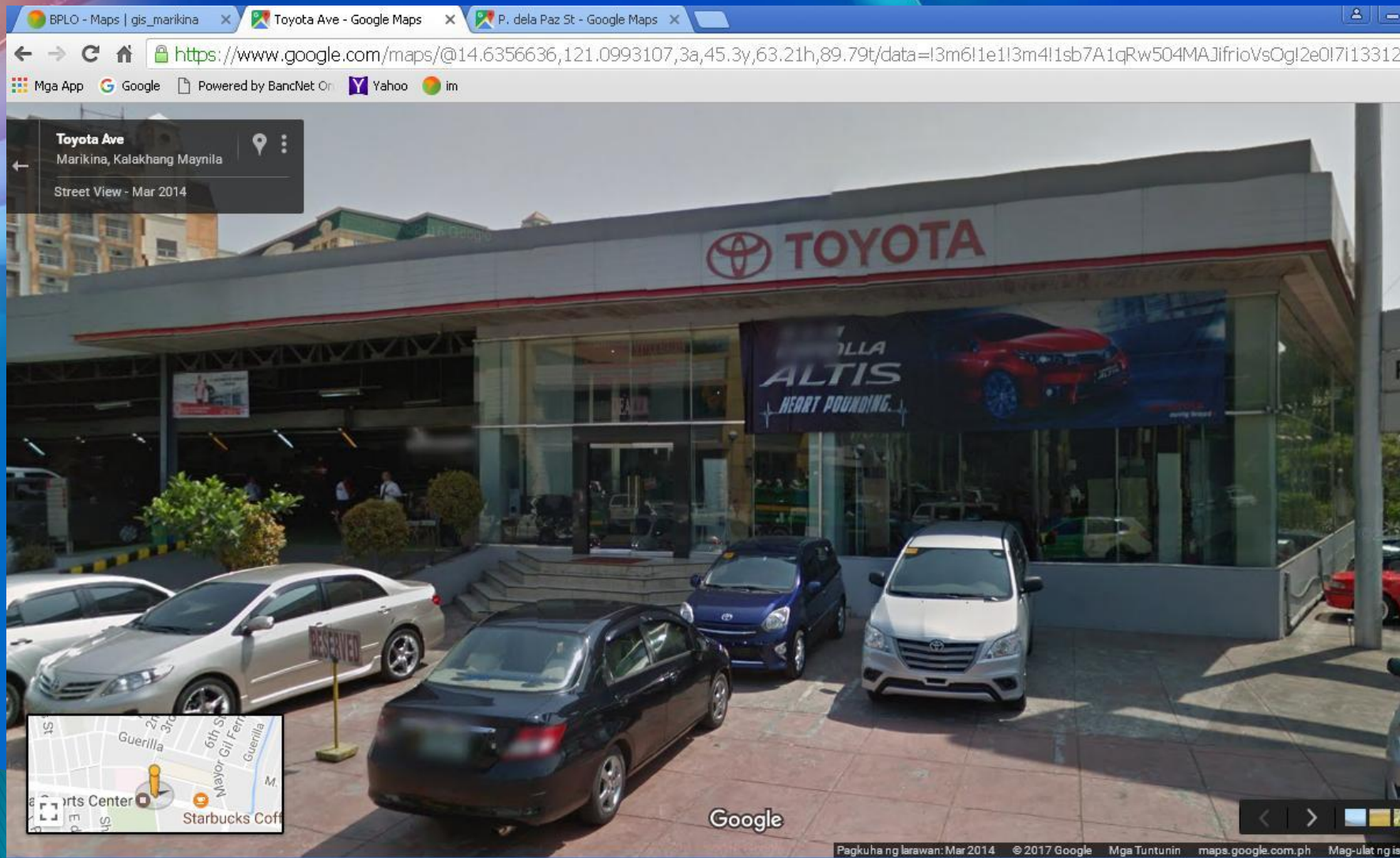
The map area shows a street view of a business establishment. A blue dot on the map indicates the location. The map includes a scale bar (20 m / 50 ft), latitude (14.636303) and longitude (121.100739) coordinates, and a search bar labeled "Address Search & Attribute".

A "Feature Info" popup window is open, displaying the following details for the selected feature:

- Multiple Features Selected (1/2)
- tan\_bin: [8007703](#)
- permit: 2016-03480
- owner: TOYOTA CUBAQ, INCORPORATED
- busname: TOYOTA MARIKINA SERVICE STATION
- no\_blk: .
- street: SUMULONG HIGHWAY
- subd:
- barangay: Sto. Nino
- nature: Retailer - Auto
- noemp: 45
- area: 2,062.50
- contno: 682-9701

The map also shows labels for "Toyota Ave.", "Sumulong Highway", and "Sto. Nino". A "CREATED WITH MANGO" logo is visible in the bottom right corner of the map area.

# Regulatory Offices Staff can view Business Establishment Location & Picture



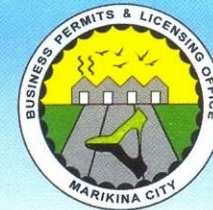
**Can be access thru  
INTERNET**



**HOW?**



**BUSINESS PERMITS & LICENSING OFFICE**  
**BILLING AND PERMIT**  
**CITY OF MARIKINA**  
**2017**



PERMIT NO. 2017-00777

DATE ISSUED : January 10, 2017

**JD STORE**

Sari-sari Store

(BUSINESS TRADE NAME / NATURE OF BUSINESS)

**JUAN A. DELA CRUZ**

12012345

(BUSINESS OWNER'S NAME / BUSINESS ACCOUNT NO.)

123 A. Bonifacio Ave. J. dela Peña

(BUSINESS ADDRESS)

**Business  
Account No.**

VALID UNTIL : **DECEMBER 31, 2017**

**RENEWAL**

DATE STARTED : March 15, 2012

PLATE NUMBER : 13100

NO. OF PERSONNEL : 2

BUSINESS AREA (sq. m.) : 4.00

PARTICULARS	AMOUNT	REMINDERS
Business Tax	4,356.00	1. This PERMIT shall be posted conspicuously at the place where the business is being conducted. <b>THIS BECOMES YOUR PERMIT ONCE PAID.</b>  2. This PERMIT is revocable, null and void if the permittee violates any applicable law, ordinance and/or regulation or if he fails to pay any tax and fee charges as they are due.
MP - Sari-sari Store	120.00	
Sanitary Inspection Fee	300.00	
Sanitary Permit Fee	300.00	
Garbage Fee	600.00	
Engineering Inspection Fee	250.00	
Fire Inspection Fee	397.00	

Fire Inspection Fee

397.00

Engineering Inspection Fee

250.00



# ▶ Step 1 - Open Browser



Type:  
**marikina.gov.ph**

# Status Verification (Taxpayer)

Marikina City Official Web x

marikina.gov.ph/#&business

Apps ArcGIS for Local Govern Search results for Sch One Map - Interactive Other bookmarks

## MARIKINA CITY

Home Marikina Map Contact Us

### Business

Let's Do Business  
Step 3:  
You will be directed to a BPLO officer for assessment and evaluation

BPLO Hotline  
Marikina Revenue Code

E-procurement

Top 100 Businesses

BUSINESS ESTABLISHMENTS

Business Permits and licensing office

Business Related Ordinances

Marikina Business Portal

SHOE INDUSTRY

Marikina Business Districts

Bag Makers

New Business

Renewal

Retirement

Occupational

### Residents

About Marikina

Learn More About The City

WELCOME TO Health ZONE

Telephone Directory

Barangays

Copyright © 2013. Marikina City

File Edit View History Bookmarks Tools Help

Business Application Status x +

portal.marikina.mis/business/client/home.asp Google

# Business application status Marikina

ENTER YOUR APPLICATION CODE

**Type:  
Business  
Account No.**

***TAXPAYER CAN VIEW  
THEIR BUSINESS  
STATUS ON ANNUAL  
COMPLIANCE TO ALL  
REGULATORY OFFICES***

# Business application status Marikina

ENTER YOUR BUSINESS ACCOUNT NUMBER

**Business Name :** JD DRYGOODS  
**Owner's Name :** JUAN A. DELA CRUZ  
**Address :** STALL#201 MKNA. PUB. MKT., STA. ELENA, MARIKINA CITY  
**Application Date :** 4/15/2015  
**Status :** Planning  | CEMO  | Engineering  | Fire  | Health   
**All Remarks :** -APPROVED -ISSUED FSIC VALID UNTIL 04 DECEMBER 2016 ONLY - Fire  
OK W/ CERTIFICATE OF ATTENDANCE-3/20/13 - CEMO



For inquiries :

**BPLO :** 646.2354 (Francis) | **CEMO :** 948.1205 (Jaikem) | **Engineering :** 948.1201 (Anna) |  
**Fire :** 681.0233 (Ed) | **Health :** 942.2359 (Jun) | **Planning :** 682.9571 (Andrea)

\* Names inside () are your contact persons

Send an inquiry: (include your phone number / email)

Enter your Passcode/Account No.(Required):

# Benefits to Taxpayer

## Marikina Business Portal

### Easy Access

Taxpayer can view status of their business registration and annual clearances thru **internet**

### Fast Processing

Customer Satisfaction  
Less time, effort & stress

# Award Received



National ICT Confederation of the Philippines



VISION PROGRAMS eGov Awards MEMBERS RESOURCES CONTACT US

Search ...



The Marikina Business Portal topped the Best in Business Empowerment (G2B) Award which recognizes the significant effect of an LGU's laudable practices in integrating ICT solutions and the commitment of its administration in the LGU's responsiveness to the needs of business enterprises, thereby creating business opportunities.

# Accomplishment Report 2015 - 2017

as of July 31	2015	2016	2017
<b>Collection Report</b> <i>Business Taxes Only</i>	<b>452.5M</b>	<b>507.2M</b>	<b>557.3M</b>
<b>Total Assessment</b> <i>Business Taxes and Fees</i>	<b>582.7M</b>	<b>642.7M</b>	<b>703.4M</b>
<b>Paid Assessment</b> <i>Business Taxes and Fees</i>	<b>491.6M</b>	<b>545.8M</b>	<b>595.9M</b>
<b>Applied</b> <i>New and Renewal</i>	<b>16,394</b>	<b>16,940</b>	<b>18,135</b>
<b>Paid</b> <i>New and Renewal</i>	<b>15,873</b>	<b>16,436</b>	<b>17,511</b>





I ❤️ MARIKINA

Thank you!!!



LUNGSOD NG MARIKINA  
MABUTING UGALI  
(CITY OF GOOD CONDUCT)