

Welcome Remarks of
CITY MAYOR HERNANI A. BRAGANZA
Presentation of the Palafox Master Plan for Alaminos City
Palm Grove, Rockwell Club, Makati City
Friday, 6:00pm, October 27, 2006

Join us in our great journey
to create the new Atlantis

Former President Fidel Valdez Ramos, my favorite uncle and still is the country's best ever President this country ever had.

Captains of commerce and industry.

City Officials, Dept Heads, Civic Organizations from Alaminos City

Friends, Ladies and Gentlemen,

Good evening.

I am elated for this opportunity to share with you a dream.

My constituents in the City of Alaminos have long aspired for progress. Being their present leaders, it is our duty to put together those dreams into one cohesive plan.

Initially, we worked on our own. Later, we saw the need of tapping the creative energies of the country's only internationally accredited urban planning outfit, the Palafox Associates and one of the leading construction firms, F.F. Cruz, Inc. - to help us in further refining what we have planned, and program our city's comprehensive development for the next 20 years.

Together, their partnership produced the Alaminos Orthophotography by F.F. Cruz that eventually helped the City of Alaminos with its tax mapping and naturally the master planning by Palafox Associates.

If my information is correct, Daniel Hudson Burnham, an American urban planning giant, was responsible for the plans of Baguio City as the summer capital and Quezon City as the national capital city, way back in the early years of the American era.

Speaking of Daniel Burnham, his eloquent words still ring a bell until today and I quote:

**"Make no little plans.
They have no magic to stir men's blood.
Make big plans.**

Aim high in hope and work."

Inspired by Burnham's words, my administration has adopted an integrated approach to sustainable development aimed at creating better opportunities for our people and at the same time setting the standards for master planning so that we can contribute to national development.

We, the Alaminians, are proud to have blazed a new trail with Engr. Felipe Cruz and Architect Felino Palafox. His world class work is worth the world class professional fee he asked for, of course, with great compassion and discount for the City of Alaminos.

I wish not to steal the thunder from him when he presents the Master Plan. Suffice it to say that it is so detailed that it includes specific projects where an investor, big, medium or small—can put in his stakes.

Capitalizing on the city's unique natural tourism gems, the world renowned Hundred Islands National Park, Architect Palafox has sought to build a modern, Green City or shall we say the new Atlantis out of Alaminos.

Only light industries, tourist-related facilities, and those that draw strength from the rich farm and fishery resources of the city and its satellite towns- are welcome.

And I can assure you, we will make it easy, fast and inexpensive to invest in Alaminos, even if what you want is just simply build a vacation house or adopt one island to protect and enhance it.

To everyone present, welcome to this afternoon's presentation of the Alaminos Master Plan and Investment Prospects by Palafox Associates.

At this point, I can say with pride that the City of Alaminos is now Open for Business. It is now open for investments.

And we welcome you, any day of the year, to come and see for yourselves if it is worth investing in the future of our beautiful city.

In closing, as I invite you all to help us in making our dream a reality for the City of Alaminos, allow me to quote from the late Senator Robert F. Kennedy who once said:

"There are those who look at things the way they are, and ask why. I dream of things that never were and ask, why not."

Ladies and gentlemen, thank you and good evening.