

**CONCEPT PAPER**

**LIBERTY HILLS  
RESIDENCES AND  
RECREATION COMPLEX**

**ESPECIALY PREPARED FOR**

**HON. VOLTAIRE GAZMIN  
SECRETARY  
DEPARTMENT OF NATIONAL DEFENSE**

**SUBMITTED THROUGH**

**HON. EFREN QUIMPO FERNANDES  
ASSISTANT SECRETARY  
CHAIRMAN, TWG  
MEMBER  
BIDS AND AWARDS COMMITTEE  
DEPARTMENT OF NATIONAL DEFENSE**



## **PROJECT BRIEF**

### **BACKGROUND. RATIONALE.**

The military reservation in Nasugbu, Batangas, now partially in use for incapacitated elements of the armed services is an ideal site for a complex dedicated to rest, recreation, recovery and rehabilitation built on ecologically sound principles. The project is tentatively named Liberty Hills Rest and Recreation Complex.

The site is easily accessible from Metro Manila through Cavite and Laguna from the South through Quezon Province.



It is located along the Western coastal area of the province, the town of Nasugbu nestles close to Mt. Taal and is also near the Taal Lake.

The site is over 45 hectares (+450,000 square meters) and could host a large rest, entertainment and recreation complex with lodging and function room facilities as well as commercial centers.

### **BRIEF PROJECT DESCRIPTION.**

The complex shall have six (6) components:

1. Health and medical, communications tourism complex
2. Recreation center
3. Transient lodging area
4. Functions and convention area
5. Commercial Centers
6. Residential area

As a recreation and convention destination, the site could generate ample revenue and subsidize its operations on its own with substantial retained incomes and other residual benefits.

Developed on a public - private sector partnership (PPP) scheme, government need not allocate any funds to improve the estate while providing a window for future revenues for the Department.

## **PROJECT ADMINISTRATION.**

Through a partnership with the business sector, the project may be undertaken entirely with private funds.

The management and administration of the complex shall be done by the private partner with minimum oversight provided by the Department.

All members of the force shall be beneficiaries of the services of the complex, to be provided access to the amenities at the site on a discounted basis or in selected cases relative to the Department's incentives and morale boosting programs, free of charge. Functions and conventions, seminars of the Department may also be hosted by the site at a subsidized rate.



The site will have a commercial portion and a component dedicated to official uses of the Department. Both will be built along the same world class design and construction principles.

If warranted, the site may be built directly by a qualified contracting private sector partner. On the other hand, the construction may be done using a two-step procedure: minimal development and renovation of the existing facilities and utilities for the first phase and full blast international standard complex development for the second phase, utilizing adequate investments from the private sector, for the second phase.

The building of the complex will be on a design and construct scheme, wherein the Department will give a free hand to the developer partner to maximize the utility of the estate for maximum productivity and enhanced revenue.

## **FINANCIALS.**

Private sector funding for the project will be through one time investments or through a two-step financing – a small scale fund for a first stage project and a medium – to – large scale investment for the full blast complex development.

As early as thirty years ago, the Municipality of Nasugbu of Batangas Province along with the towns of Maragondon and Ternate in Cavite Province, were declared by the Office of the President as Tourism Sites, among more than one thousand four hundred other towns in the Republic of the Philippines.

As an eco-tourism and health-medical tourism site, as well as a haven for qualified retiree investors, the project is expected to generate from its operation conservative revenue over a period of ten years of more than one billion Philippine pesos from health and medical tourism alone. Separate revenues may be generated from communications related activity. A different income is projected from the other enterprise that will be built in the complex.

The total package envisioned for the project is Philippine Pesos Five Billion (PHP5 B) with expected returns of no less than Philippine Pesos Ten Billion (PHP10 B) over a stretch of not less than five years but more than ten years.

There are initial development efforts in the area such as the development of a major passenger ferry port, starting from a few hundred meters to a few kilometers from the property itself.

Other improvements in various estates in the town of Nasugbu, Batangas are also on the move.

This will considerably bring in more construction activity, improve the investment climate and generate greater interest in the area of Nasugbu town.

Total Development Cost will redound only to Philippine Pesos Three Billion Five Hundred Million (PHP3.5 B). The rest of the cost will be for equipage and installation costs, as well as minimal administrative costs and expenses.

An available fund facility from Switzerland will fund the development. Design and Construction partners will be invited from South Korea to undertake the project.

## NOTES

## **COMMUNITY PROFILE**

### **Nasugbu**

The idyllic, picturesque town of Nasugbu, Batangas is only 102 km. southwest of Manila. It is a Leisure and Vacation capital of Batangas Province most particularly during summer.

### **Boundaries**

The Municipality of Nasugbu is bounded on the north by the Cavite Province towns of Maragondon, Magallanes and Alfonso; on the east by the Batangas Province towns of Laurel, Calaca and Balayan; on the south by the Batangas municipalities of Lian and Tuy; and on the west by the South China Sea.

Entering the town proper via the national highway, one passes by a wide expanse or 27,750 hectares of sugar cane, corn and rice fields, hills and mountains. The terrain slopes downwards to the South China Sea. The largest town in Western Batangas, Nasugbu is divided into 42 barangays, 12 of which are located in the poblacion (town proper). Because of its rolling terrain and coastline location, agriculture (sugarcane, rice, corn, vegetables, coconut, fruits) and aquaculture are Nasugbu's main industries. Nasugbu's population is over 100,000 with an average density of 3.55 people per hectare.

### **Basic Physical Features**

The municipalities are composed of mixed topographic reliefs.

Areas on the eastern side of the Poblacion and along the shores on the western side are predominantly level to gently sloping. The southern portions are gently sloping while the northwestern section is mountainous.

Land Use (as of 1987)

- Agriculture 78.22%
- Built-Up Areas 1.09%
- Marginal Lands 1.63%
- Forest and Pasture Land 18.54%
- Fishpond 0.52%

### **Barangays**

- Barangay 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 (Poblacion) · Aga · Balaytigue · Banilad · Bilaran · Bucana · Bulihan · Bunducan · Butucan · Calayo · Catandaan · Cogonan · Dayap · Kaylaway · Kayrilaw · Latag · Looc · Lumbangan · Malapad na Bato · Mataas na Pulo · Maugat · Munting-Indang · Natipuan · Pantalan · Papaya · Putat · Reparo · Talangan · Tumulim · Utod · Wawa

## **People**

Population: 113, 916

Population growth rate: 2.71%

Population Density: 3.55 persons per hectare

No. of Families: 19, 748

Size of families: 4.99

Languages: Tagalog

Occupation: Primary source of income: agriculture, fishing, industry (52.75%) as of 1990

## **Political subdivision:**

No. of barangays: 42

## **Geology**

The area is characterized by gently rising hills that culminate at the volcano crater of Taal some 35 kilometer East of Nasugbu. Pyroclastic and other rock units of Miocene to Quaternary Ages outcrop in the higher areas of the municipality. The lowland plain consisting mostly of recent alluvial deposits is abundant in groundwater, which is the primary source of domestic water in the area.

## **Geographical Location**

The municipality of Nasugbu is located in the coastal areas (Western tip) of the province of Batangas with a bearing of 14 degrees 04 latitude and 120 degrees longitude. The coastal municipality of Nasugbu is bounded on the north by the municipalities of Maragondon, Magallanes, and Alfonso (Cavite); on the east by the municipalities of Laurel, Calaca, and Balayan (Batangas); on the south by the municipalities of Lian and Tuy (Batangas); on the west by the China Sea. It consists of thirty (30) rural barangays and twelve (12) urban barangays or Poblacion.

## **Travel distance from Metro Manila is about**

102 kilometers via Tagaytay City. From Batangas City (the provincial capitol), its distance covers about 70 kilometers, traversing through several municipalities of the province

## **Land Area**

Nasugbu has a total land area of 27, 633 hectares, subdivided into 42 barangays with a total population of 98, 558 as per Y2000 census.

## **Temperature**



The annual average temperature in the municipality is 27.3 degrees celsius. January is the coolest month having an average temperature of 25.8 degrees celsius, while April is the warmest month registering an average temperature of 29 degrees celsius.

### **Climate**

Climatological data taken from the Wawa-Nasugbu Synoptic Station shows that the climate in the municipality falls under the first type of classification;

Type I characterized by two pronounced seasons:

- Dry season from November to April
- Wet season for the rest of the year

### **Access to Nasugbu, Batangas Province**

By car from Makati, take the South Superhighway and exit through Sta. Rosa. From there go straight towards Silang, through Tagaytay and finally, Nasugbu. There are road signs along the way so you need not worry about getting lost. The roads are quite good and it's a scenic ride all the way. By bus, go to the Batangas Laguna Tayabas Bus Co. (BLTB) in Pasay. An ordinary bus ride costs 55 pesos (one-way) while an airconditioned one costs 72 pesos (one-way). The bus will take you to the BLTB terminal near Nasugbu's municipal hall. From there you can get a tricycle or jeepney to take you to your destination



# **company profile**

**Cyberparkholdings Inc.**

**Cyberpark Telecom Inc.**



**Cyberpark Telecom, Inc.**



**CyberparkHoldings Inc.**

## **Capability Statement**

### **Telecommunications**

Started in 2001, Cyberpark Telecom, Inc. (CTI) ventured into wireless telephony services. With affordable pricing, the service experienced a boost in performance and revenue from September to December 2001. On the other hand, CTI achieved better results in technical support services in communications for various clients. In 2012 CTI will manufacture computer components and mobile devices.

### **Transport**

The continuance by Cyberpark Telecom from where its forerunner, Rodal Management Inc. left off in 2001 for the upgrade of Philippine Air Traffic Services (e.g. Air Traffic Control, integrated Aero Information and Communication, Safety Management Systems), as well as related services that are not open to full public disclosure, was recognized by former House of Representatives Member, Vicente Rivera who became the head of the Department of Transportation and Communications. In recent past, the Embassy of Russia also recognized company by appointing its CEO as Consultant in the sale of the MIG29 all military fighter aircraft.

### **Geographic Information Systems and Geo-Spatial Mapping**

Cyberpark Telecom Inc. leads in alliance building in the area of GIS development and private-initiated and private-led Geo-Spatial Mapping for the Philippines and Southeast Asia and the Pacific Rim. The company received positive response from various stakeholders in the effort to bring about a conference on crisis mapping and environmental hazards.

### **Estate Development**

From 2011, the holdings company, CyberparkHoldings Inc. (CPHI) has embarked in the building of Cyberpark estates in the Philippines. Four estates with high capacity telecom and data com backbones will to be constructed in Mindanao, Batangas Province and Aurora Province in Luzon, as well as another one in East Metro Manila.

## Executive Group



**Danilo E. Pelino**  
Chairman



**Simon P. Botictic**  
Corporate Secretary



**Engr. Marissa G. Pernes**  
Technical Services



**Philip A.P. Placer**  
Vice President  
Operations



**Solomon P. Botictic**  
President  
CEO



**Luisito L. Morante**  
Vice President  
Treasurer



**Nestor M. Placer**  
Vice President  
Chief Legal Counsel



**Engr. Romeo Alquitran**  
Vice President  
Technical Services



**E. Nain Gayatin**  
Vice Chairman



Cyberpark Telecom, Inc.

CyberparkHoldings Inc.

*The Pilgrims Hotel*

ST MICHAEL POWER DRIVE  
SPORTS PLAZA

My Father's Place  
Shopping Mall

*Fleur de Lis*  
*Green Heights Village*

