



REPUBLIC OF THE PHILIPPINES  
**SANGGUNIANG PANLUNGSOD**  
CITY OF MANDALUYONG



**RESOLUTION NO. 3476, S-2024**

A RESOLUTION DIRECTING THE CITY CULTURAL AFFAIRS AND TOURISM DEPARTMENT TO ADVANCE AND PROMOTE THE PHILIPPINE FILM INDUSTRY AND THE CREATIVE SECTOR THROUGH THE PLANNING AND IMPLEMENTATION OF INITIATIVES, PROGRAMS, AND PROJECTS GEARED TOWARDS THEIR HOLISTIC GROWTH AND DEVELOPMENT CONSISTENT WITH THE CITY OF MANDALUYONG'S EFFORTS TO MAGNIFY THESE SECTORS CONTRIBUTION IN ITS DEVELOPMENT

WHEREAS, Section 17 of the Local Government Code of 1991 provides that local government units shall, in addition to those explicit powers provided for by such Code, exercise such other powers and discharge such other functions and responsibilities as are necessary, appropriate, or incidental to efficient and effective provisions of the basic services and facilities;

WHEREAS, Republic Act No. 9593 or the Tourism Act of 2009, the main repository of regulations for the promotion of tourism in the country, considers tourism "as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socioeconomic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos";

WHEREAS, the City of Mandaluyong, located at the heart of Metro Manila, serves as home to artists showcasing their skills and capacities across different media, production houses and companies, and various creative congregations, all of which benefit the economical interests of the City and support its sustained yet booming development;

WHEREAS, it is a declared policy of the City of Mandaluyong to develop and promote the City's identity as a mecca of both the film and creatives industries, while protecting and preserving culture and heritage and create a nurturing environment for the members of these industries geared towards achievement of high-priority goal of sustaining tourism development in the City and eventually generating revenue for the City;

WHEREAS, as an impression of the City of Mandaluyong's identity as a champion of its ever-growing tourism industry, it has, in fact, been a seven (7) – time recipient of the Seal of Good Local Governance (SGLG), an award which assesses and recognizes local government performance across particular areas of governance, including the field of tourism, heritage development, culture, and arts;

WHEREAS, the City Cultural Affairs and Tourism Department, as the focal department tasked to undertake projects and programs geared towards the promotion of culture and the arts, intends to follow-through on the thrust of the City Government of Mandaluyong to put at the forefront the Philippine film industry, including local artists, directors, producers, and production houses, and the whole of the creatives industry across all mediums;

WHEREAS, to assist the said Department in achieving its objectives for the sake of the afore-mentioned industries, it is incumbent upon this Sangguniang Panlungsod to reconcile the efforts across the City Government to develop resilient programs to further nurture the skills and capabilities of the Philippine film industry and the creative sectors through an explicit directive by way of a Council Resolution.

NOW THEREFORE, the above premises considered and upon motion duly seconded, the Sangguniang Panlungsod ng Mandaluyong RESOLVED, as it hereby RESOLVES, to direct the City Cultural Affairs and Tourism Department to advance and promote the Philippine film industry and the creative sector, through the planning and implementation of initiatives, programs, and projects geared towards their holistic growth and development consistent with the City of Mandaluyong's efforts to magnify these sectors contribution in its development.

RESOLVED FURTHER, that the City Cultural Affairs and Tourism Department shall be designated as the primary office responsible for the enforcement of this Resolution. For this purpose, it shall have the duty to continuously apprise itself of the programs of the National Government and synchronize the City of Mandaluyong with these programs while consistently addressing the utmost need of the stakeholders of the industries pertained herein through the inclusion of prospective programs geared towards achieving their fullest potential.

RESOLVED FURTHER, that the necessary funding for the existing and prospective initiatives, programs, and projects for the cited purpose shall be sourced from the funds of the City Cultural Affairs and Tourism Department.

RESOLVED FINALLY, that a copy of this Resolution be furnished to the City Cultural Affairs and Tourism Department for their guidance, information, and compliance.

ADOPTED on this 22<sup>nd</sup> day of July 2024, in the City of Mandaluyong.

I HEREBY CERTIFY THAT THE FOREGOING RESOLUTION  
WAS ADOPTED BY THE SANGGUNIANG PANLUNGSOD  
OF MANDALUYONG IN A REGULAR SESSION HELD ON  
THE DATE AND PLACE FIRST ABOVE GIVEN.

  
MA. TERESA S. MIRANDA  
Sanggunian Secretary

ATTESTED BY:

  
ANTONIO DLS. SUVA, JR.  
Acting City Vice Mayor &  
Presiding Officer

APPROVED BY:

  
CARMELITA A. ABALOS  
Acting City Mayor

Date: JUL 26 2024