Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
19th City Council

PO19CC-068

20th Regular Session

ORDINANCE NO. SP-2271, S-2014

AN ORDINANCE MANDATING ALL PRODUCERS, EVENT ORGANIZERS AND ADVERTISERS PROMOTING AN EVENT, CONCERT, SPORTS EVENT OR ANY OTHER SIMILAR EXHIBITION SUCH AS LIVE SHOW AND ENTERTAINMENT BEING PERFORMED OR SHOWN IN QUEZON CITY TO INCLUDE IN ALL ITS PROMOTIONAL ADVERTISEMENTS THAT IT IS TO BE HELD IN QUEZON CITY, METRO MANILA.

Introduced by Councilor ALLAN BENEDICT S. REYES.
Co-Introduced by Councilors Jesus Manuel C. Suntay, Anthony Peter D. Crisologo, Dorothy A. Delarmente, Alexis R. Herrera, Victor V. Ferrer, Precious Hipolito Castelo, Voltaire Godofredo L. Liban III, Ranulfo Z. Ludovica, Estrella C. Valmocina, Franz S. Pumaren, Eufemio C. Lagumbay, Jaime F. Borres, Vincent DG. Belmonte, Raquel S. Malañgen, Bayani V. Hipol, Julienne Alyson Rae V. Medalla, Godofredo T. Liban II, Karl Edgar C. Castelo, Candy A. Medina, Marivic Co-Pilar, Rogelio "Roger" P. Juan, Melencio "Bobby" T. Castelo, Jr., Donato C. Matias and Ricardo B. Corpuz.

WHEREAS, Quezon City has been host to a number of spectacular events such as concert and live shows of international and local artist and/or sports events;

WHEREAS, many of the promotional advertisements of these events are being advertised such as "To Be Performed Live In Manila" although the event was performed not in the City of Manila but in Quezon City;

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WHEREAS, in order to promote Quezon City as an ideal place for such events and in line with the City's effort to promote Quezon City as an important tourist destinations, advertisement and promotions of these concerts, events and other similar exhibitions shall include such phrase as "Live in Quezon City, Metro Manila or simply Quezon City, Philippines".

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. All producers, event organizers and advertisers promoting an event, concert, sports event or any other similar exhibition such as live show and entertainment being performed or shown in Quezon City are hereby mandated and required to place and include in all its promotional materials and advertisement that the event is to be held in Quezon City, Metro Manila and to include in all said promotional materials and advertisement the logo of the Quezon City government.

SECTION 2. Penalties – Any person/s who violate any provision of this ordinance shall suffer the penalty of Five Thousand Pesos (P5, 000.00) which shall accrue to the tourism program of the Tourism Department of Quezon City. The collected penalties shall accrue to the General Fund under a special account to be established for the purpose.

In any case, if the offender is a juridical person, the president, general manager, members of the boards of directors, managers or head of the company, as the case may be, shall be liable for violation of this ordinance

SECTION 3. The Business Permit and Licensing Office, City Treasurer, through the Task Force on Amusement Tax, and Building Officials are hereby mandated to provide assistance and support to ensure the effective implementation of this ordinance.

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SECTION 4. Repealing Clause – All provisions of the City Ordinance, Executive Orders or Resolutions inconsistent herewith are hereby repealed and/or modified accordingly.

SECTION 5. Separability Clause – If for any reason any part of this ordinance shall be held unconstitutional or invalid, other parts hereof which are not affected thereby shall continue to be in full force and effect.

SECTION 6. Effectivity – This Ordinance shall take effect fifteen (15) days after the approval of this ordinance.

ENACTED: February 24, 2014.

MA. JOSEFINA G. BELMONTE
Vice Mayor
Presiding Officer

ATTESTED:

Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept. Head III

APPROVED: 20 MAR 2014

HERBERT M. BAUTISTA
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on February 24, 2014 and was PASSED on Third/Final Reading on March 3, 2014.

Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept. Head III

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