Republic of the Philippines
**QUEZON CITY COUNCIL**
Quezon City
23rd City Council

*PR23CC-636*

*60th Regular Session*

*RESOLUTION NO. SP-10673, S-2026*

*A RESOLUTION ENCOURAGING THE DEVELOPMENT AND PROMOTION OF A QUEZON CITY FILM TOURISM MAP IDENTIFYING ICONIC FILMING LOCATIONS, STUDIOS, AND CULTURAL SITES IN ORDER TO STRENGTHEN QUEZON CITY'S IDENTITY AS THE CENTER OF THE PHILIPPINE FILM INDUSTRY AND THE PHILIPPINES' FIRST UNESCO CREATIVE CITY OF FILM*

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*Introduced by Councilors AIKO MELENDEZ, DOROTHY A. DELARMENTE, M.D., TANY JOE "TJ" L. CALALAY, DON S. DE LEON, CANDY A. MEDINA and ATTY. JESUS MIGUEL SUNTAY*

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*WHEREAS, Quezon City has historically served as the heart of the Philippine film and television industry, hosting major studios, production companies, broadcast networks, and creative professionals who have contributed significantly to Filipino cinema;*

*WHEREAS, the Quezon City Government reaffirmed its commitment to advancing the Philippine screen industry through Quezon City Ordinance No. SP-3382, S-2025, entitled "An Ordinance Creating the Quezon City Screen Commission, Defining Its Powers and Functions, Appropriating Funds Therefor, and for Other Purposes," which institutionalized the Quezon City Screen Commission (ScreenQC), strengthened support for the screen industry, and established a streamlined system for film and audiovisual productions within the City;*

*WHEREAS, on 31 October 2025, UNESCO officially designated Quezon City as a UNESCO Creative City of Film, making it the first city in the Philippines to receive such distinction, in recognition of its rich cinematic heritage, vibrant creative community, and sustained commitment to promoting film, culture, and the creative industries;*

*WHEREAS, many iconic Filipino films, television shows, and cultural productions have been filmed in locations across Quezon City, including parks, universities, historic neighborhoods, and commercial districts;*

*WHEREAS, film tourism has become an increasingly popular form of cultural tourism worldwide, allowing visitors to explore destinations featured in movies and television while learning about the history of filmmaking;*

*WHEREAS, developing a Quezon City Film Tourism Map can highlight important filming locations, film studios, and cultural landmarks while promoting the City's role in the growth of the Philippine film industry;*

*WHEREAS, such initiatives can encourage residents, students, and visitors to explore Quezon City's creative heritage while supporting local tourism and cultural education;*

*WHEREAS, the Quezon City Tourism Department, in coordination with relevant city departments, film organizations, and creative institutions, is well positioned to promote film-related tourism initiatives within the City.*

*NOW, THEREFORE,*

*BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED, to encourage, as it does hereby encourage, the development and promotion of a Quezon City Film Tourism Map identifying iconic filming locations, studios, and cultural sites in order to strengthen Quezon City's identity as the center of the Philippine Film Industry and the Philippines' first UNESCO Creative City of Film.*

*RESOLVED FURTHER, that the Quezon City Tourism Department is encouraged to prepare tourism guides, maps, and digital materials highlighting these film-related locations for the benefit of residents, students, and visitors.*

*RESOLVED FURTHERMORE, that concerned City Departments may assist in the documentation, promotion, and installation of informational markers or signage in locations included in the Film Tourism Map.*

*RESOLVED FURTHERMORE, that barangays are encouraged to assist in identifying notable filming locations within their communities and help maintain the safety, cleanliness, and accessibility of such areas for visitors.*

*RESOLVED FURTHERMORE, that the Sangguniang Kabataan (SK) and youth organizations may assist in promoting film heritage awareness and educational tours highlighting Quezon City's role in the Philippine film industry.*

THE QUEZON HERITAGE HOUSE
A PLACE OF REFUGE AND COMFORT

*RESOLVED FURTHERMORE, that non-governmental organizations, film groups, academic institutions, and cultural organizations may collaborate with the Quezon City Government in conducting film heritage tours, workshops, and educational programs related to cinema and media arts.*

*RESOLVED FINALLY, that private sector partners, film studios, media organizations, and tourism stakeholders may support the promotion of film tourism initiatives that highlight Quezon City's contribution to the creative industries and its distinction as the Philippines' first UNESCO Creative City of Film.*

*ADOPTED: August 10, 2026.*

*CERTIFICATION*

*This is to certify that this Resolution was ADOPTED by the City Council on Second Reading on August 10, 2026 and was CONFIRMED on September 7, 2026.*

GIAN G. SOTTO
City Vice Mayor
Presiding Officer

*ATTESTED:*

ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(Secretary to the Sanggunian)