

REPUBLIKA NG PILIPINAS
TANGGAPAN NG SANGGUNIANG PANLUNGSOD
LUNGSOD NG BAKOLOD
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CITY ORDINANCE NO. 08-13-653
August 7, 2013

AN ORDINANCE ESTABLISHING THE 'MASSKARA CITY' IN BACOLOD, APPROPRIATING FUNDS FOR THE IMPLEMENTATION THEREOF AND FOR OTHER PURPOSES.

WHEREAS, the City of Bacolod is known worldwide for its Masskara Festival celebrated every October of each year with many tourism-enhancing activities and events lined up to showcase the city's artistic and cultural potentials;

WHEREAS, since the time the MassKara Festival was conceptualized and celebrated in the 1980's, the ingenuity and artistic abilities of the Bacoleños have emerged, showcasing various colorful and extra-ordinary designs of Masskara costumes and masks depicting the City's rich cultural heritage;

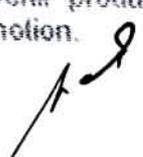
WHEREAS, every MassKara Festival Celebration, the City Government of Bacolod and its component barangays, in coordination with the private and business sectors, prepare and line-up various world-class events and activities that had become its major tourism industry. Its history should be captured in a venue that shall become a landmark tourism destination of the City of Bacolod.

WHEREFORE, be it ordained by the Sangguniang Panlungsod of the City of Bacolod, in session assembled, that:

Section 1. Title – This Ordinance shall be known as the "MASSKARA CITY ORDINANCE".

Section 2. Objectives – The establishment of the "MASSKARA CITY" aims to create a landmark tourism destination in the City of Bacolod which shall depict the City's rich cultural heritage and history of the celebration of the Masskara Festival.

The "MASSKARA CITY" shall house and showcase the permanent booths of all barangays in Bacolod City and a MassKara Museum where MassKara artistry and souvenir products, masks and costumes shall be displayed for posterity and tourism promotion.



Section 3. Creation and Establishment of the "MASSKARA CITY"

The Bacolod City Government shall establish the "MASSKARA CITY" conceptualized to depict the history, arts and culture of Bacolod City as the home of the world-famous MassKara Festival and as the City of Smiles. It must be of sufficient size, such that it will ideally be utilized by the component barangays of the City of Bacolod for the establishment therein of their respective booths where they could showcase and promote their MassKara tokens, costumes, masks and other souvenir items that would become their economic enterprise the whole year round.

The MASSKARA CITY shall likewise be strategically located to promote the historical and cultural significance of the MassKara Festival and shall be the place where a **MassKara Museum** will be erected to display the collections of all the Masskara Festivals' winning masks and costumes since the date the Festival was first celebrated.

The area shall be established and developed as a **Cultural Heritage Tourism Zone** and may be further utilized for bringing in new investments in tourism establishments and services.

Section 4. Creation of a MASSKARA CITY Development Committee

There shall be created a MASSKARA CITY Development Committee that shall have the duty and responsibility in the planning, establishment, creation and sustainable operation of the MASSKARA CITY, to be composed of the following:

The City Mayor - Chairman

The Vice Mayor - Vice Chairman

An Executive Director appointed by the Mayor

and as Members:

- SP Member, Chairman of the Committee on Tourism
- SP Member, Chairman of the Committee on History, Culture and Arts
- SP Member, Chairman of the Committee on Trade, Commerce and Industries
- SP Member, Chairman of the Committee on Barangay Affairs
- The CPDO Head, Bacolod City

- The City Tourism Officer
- The City Engineer
- Two representatives from the Business Sector of Bacolod City preferably from the Architecture and Realty Development Sectors

Section 5. Functions of the MASSKARA CITY Development Committee

The 'MASSKARA CITY' Development Committee shall have the following functions:

1. Formulate policies, rules and regulations in the establishment, maintenance and operations of the MASSKARA CITY and of all the component infrastructure and facilities therein;
2. Recommend for future improvements, innovations, measures and such other legislations to be taken for the continued development and enhancement of the said Tourism Enterprise;
3. Establish the policy direction of the 'MASSKARA CITY' as a Cultural Heritage Tourism Zone and as an economic enterprise for the component barangays doing business and tourism promotion inside the Facility;
4. To involve the active participation of the private/business sector in the development of the Area;
5. To institutionalize its development plan for the future application of the MASSKARA CITY as a Cultural Heritage Tourism Zone for entitlement of incentives from the Tourism Infrastructure and Enterprise Zone Authority (TIEZA) pursuant to R.A. 9593 or the "Tourism Act of 2009";
6. To perform such other duties as may be necessary for the successful enforcement of the objectives of this Ordinance.

Section 6. Appropriation

In order to commence the establishment and construction of the 'MASSKARA CITY' the City Government of Bacolod shall appropriate an initial funding of Twenty Million (P20,000,000.00) to be taken from the General Fund.

The City Government through the Office of the City Mayor shall likewise earmark, other sources of funds allowable under existing COA rules and regulations for the establishment of the said Tourism Enterprise.

Section 7. Separability Clause.

If for any reason, any section or provision of this Ordinance shall be held unconstitutional or invalid by any court of competent jurisdiction, such judgment shall not affect or impair the other provisions or parts hereof, which shall continue to be in force and effect.

Section 8. Repealing Clause.

All ordinances, rules and regulations inconsistent with this Ordinance are hereby repealed and/or modified accordingly.

Section 9. Effectivity. This Ordinance shall take effect upon final approval of the City Mayor.

CARRIED BY THE VOTE OF:

Affirmative :

Councilors : El Cid M. Familiaran, Jocelle Batapa-Sigue, Roberto M. Rojas, Em L. Ang, Carlos Jose V. Lopez, Claudio Jesus Raymundo A. Puentevella, Caesar Z. Distrito, Archie S. Baribar, Wilson C. Gamboa, Alex A. Paglumotan, Sonya M. Verdeflor, Ana Marie V. Palermo, Mona Dia G. Jardin.

Negative : None.

Absent : None.

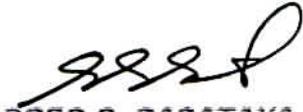
Author : Councilor Sonya M. Verdeflor.

Passed : August 7, 2013 (6th Regular Session the 8th Council).

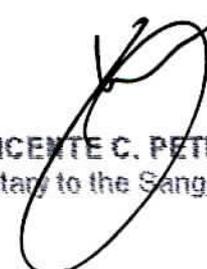
Comments : Passed.
Councilor Keith Emmanuel L. Ramos was not yet around when this ordinance was passed. *[Signature]*

[Signature]

[Signature]


GREG G. GASATAYA
Vice Mayor
Presiding Officer

ATTESTED:


ATTY. VICENTE C. PETIERRE III
Secretary to the Sanggunian

APPROVED:

~~August~~ 2013
Sept 9, 2013


MONICO O. PUENTEVELLA
City Mayor 

VCP/HPL/jbz

SP
LEGISLATIVE SERVICES SECTION
DATE 9/10/13 TIME 10:30 AM
BY: 